

Review of: "The Metaverse in Tourism and the Airline Industry"

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Potential competing interests: No potential competing interests to declare.

The authors of the work "The Metaverse in Tourism and the Airline Industry", present a relevant topic, both under the innovative aspect of "the use of the metaverse in the tourism industry", but especially of the applicative orientation of the work, respectively in the field of tourism, with clear examples of current realities existing at the industry level.

Concepts, citations and bibliographic sources are properly mentioned by the authors of the study. The bibliographic sources are recent, which shows us a corresponding documentation, for example we mention "the CommerceNext study (Hamilton, 2022) concluded that approximately 60% of respondents buy articles promoted on social networks".

The research methodology of the work is based on the empirical studies identified by the authors of the work. Furthermore, the authors identify existing Metaverse applications and guide their strategic directions to the tourism industry.

The results of the study are adequately presented, the authors of the paper basing their findings on the analysis of existing studies especially in the airline industry, this new trend being supported. "Metaverse enables businesses to develop natural relationships with customers that were not feasible with previous forms of technology." Furthermore, the authors point out that "in the aircraft manufacturing industry, Airbus and Boeing are also using the potential of Metaverse by creating digital replicas of their aircraft and using them to perform tests and simulations." However, we suggest the authors of the work to highlight the personal innovative scientific elements as well as personal contributions to the specialized scientific literature.

The conclusions of the paper are adequately presented by the authors of the paper, more precisely, "the advantages of Metaverse in marketing, sales and customer relations are evident due to its ability to strengthen the emotional connection between the Customer and the Brand". However, we suggest the authors of the paper to also highlight the limitations of the study, as well as future research.

We congratulate the research team on the subject of the study and propose to revise the study with some additional comments!