

Review of: "Austrian Economics Analysis for Failures and Paradoxes in the Digitalization of the Spanish Tourism Industry"

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Potential competing interests: No potential competing interests to declare.

Dear author, for me is a pleasure to review this paper, but I recommend you some suggestions to improve la quality of paper.

1º. Would be convenient to change the title of the paper, it is unclear, please.

2º. Authors does not the journal's rules in the entire paper.

3º. The abstract section has to be considerably enhanced. This have to include: The main objectives, methods, findings, and contribution. I did not see it in this section.

4º. This paper is: a literatue review paper? a case of study? You need to explain it.

5º. Author must must include updated studies related to this topic. We are reseachers, and we have got to provide the last information and tools in this topic, so readers will have a better global vision about this specific topic "Digitalization in tourism". Furthermore, You abuse of this author: Sánchez-Bayón el al., 2021, 2020... why? I am confident that there are a lot of authors related to this topic. You need to seek updated studies on Google Scholar, SSCI, Scopus database, please.

6º. The introduction section needs to tackle the specific information and context about your objectives and research questions. Indeed, author added old studies, it is great mistake. For example, author write: Huerta de Soto, 2000 and 2009), New-Institutionalism-NEI (i.e. Law & Economics, Public Choice, Constitutional Economics, Posner, 1973; Buchanan y Tullock, 1962; Anderson, 1986..... You must understand that the tourism industry has totally changed since them, thanks to smartphones, OTAs, DMOs, the ubiquity of information, new technologies and softwares, amongst many others. I recommend you include these authors:

Florido-Benítez, L. (2022), "The impact of tourism promotion in tourist destinations: a bibliometric study" *International Journal of Tourism Cities*, Vol. 8 No. 4, pp. 844-882. <https://doi.org/10.1108/IJTC-09-2021-0191>

Florido-Benítez, L. (2022), "International mobile marketing: a satisfactory concept for companies and users in times of pandemic", *Benchmarking: An International Journal*, Vol. 29 No. 6, pp. 1826-1856. <https://doi.org/10.1108/BIJ-06-2021-0303>

Florido-Benítez, L., & Dogra, J. (2022). Study of relationship between Spanish Airport and Destination Marketing: Insights for Destination Management Organizations. *Revista Turismo & Desenvolvimento*, 39, 177-200.

<https://doi.org/10.34624/rtd.v39i0.25485>

Stäheli, U., & Stoltenberg, L. (2022). Digital detox tourism: Practices of analogization. *New Media & Society*, 14614448211072808.

Hadjielias, E., Christofi, M., Christou, P., & Drotarova, M. H. (2022). Digitalization, agility, and customer value in tourism. *Technological Forecasting and Social Change*, 175, 121334.

Cai, W., & McKenna, B. (2023). Power and resistance: Digital-free tourism in a connected world. *Journal of Travel Research*, 62(2), 290-304.

7^o. Author has to explain why you have worked in this research. Indeed, the contribution of your work should be better highlighted. The introduction should outline: 1. What is already known about the topic? 2. What is not known about the subject and hence what does the study intend to examine. This means outline on what is the gap you seek to fill? This information is very important to improve the quality of your paper. I did not it in the introduction section.

8^o I recommend you remove ¿Figure 0? It is the first time I see anything like this. In addition, I would remove Figures 2 and 3.

9^o The literature review must stage the main keywords and updated authors of your paper. I am really confused why author did not include “digitalization” and Destination Marketing Organizations (DMOs), when they manage communication, marketing strategies, and promotion campaigns thorough digital channels.

10^o. I am so sorry, but this is not a paper, this is a copy and paste from other studies. Ideed, this “paper” adds nothing new to tourism literature becuase all information is written by other studies.

11^o. There are a lot of acronyms in the paper, it is really difficult to read by readers.

12^o. Results and conclusion sections provide the main information from other studies.

13^o. Author would include theoretical and managerial implications, limitations and future research subsections after the concluision section.

14. I am sorry, but this “study” need to be notably improved to be published as un research paper.