

Review of: "A Survey of Large Language Models in Tourism (Tourism LLMs)"

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Potential competing interests: No potential competing interests to declare.

The paper provides a thorough explanation of the integration and application of Large Language Models (LLMs) of AI technologies in the tourism sector, offering valuable perspectives on personalized traveler experiences, multilingual communication, and the preservation of cultural heritage to enhance the global tourism experience. However, from an academic research standpoint, there would be better improvement if the author could reorganize the content as follows: introduction, research background, problem statement, significance of study, literature review, research methodology, data analysis, results and discussion, followed by theoretical and practical implications, and finally conclusion. With this structure, the paper would provide a more cohesive narrative and better guide readers through the research process, from problem identification to theoretical and practical implications. Additionally, adhering to this structure would enhance the paper's readability and ensure that all essential elements of a research paper are adequately addressed.

The author did provide a comprehensive introduction and research background of LLMs, but it would be more appropriate to present it in a summarized format. It is important to highlight the problem statement in current tourism practices that could be addressed through the application of LLMs. It's suggested to include the research questions and objectives that drive the investigation, as clarifying the study's purpose and guiding the research process is crucial. Additionally, it is noted that there is no literature review (only one reference found!), which discusses prior research on the application of LLMs in tourism or focuses on relevant studies and advancements in the field. Therefore, including a thorough literature review that discusses previous research on the application of LLMs in tourism and relevant studies and advancements in the field would be beneficial. It is crucial to determine the significance of your study by identifying the literature gap from previous research and highlighting why the study is required to address the existing gap.

Furthermore, ensure to provide both theoretical and practical implications from the result findings. Discuss the theoretical implications of the research findings for the broader fields of LLMs, AI, NLP, and tourism studies. Additionally, outline the practical implications for tourism stakeholders, including industry practitioners, policymakers, and technology developers.

I regret to note that I cannot recommend publishing this paper unless it is restructured as suggested.