

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

Martin George Wynn¹

¹ University of Gloucestershire

Potential competing interests: No potential competing interests to declare.

I enjoyed reading Paula's account of "The Metaverse in Tourism and the Airline Industry". This is a very interesting area, and the author has a good style of writing.

However, there are some major issues with this paper. It is not an academically rigorous article - it has no real methodology, and the contribution to knowledge is limited. With 2,300 words only, it is more like an online blog. As such, it is OK, but it really needs to be reorganised, made more "punchy". Also issues regarding reproduction of images need to be checked out.

So overall, I suggest Paula considers what she is trying to achieve here, and how. Is this an academic journal-type article or an online blog? You set an overall aim in the first sentence of the (very short) Abstract, but providing a few examples is not really a methodology. In addition to your overall aim, I suggest you identify two research questions that are to be answered, and then work out how you will do so (i.e., the methodology - which might be a review and analysis of available literature)). Then reorganise and add to the material you have in a structured manner.

Good luck with it.