

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

Marko Perić¹

¹ University of Rijeka

Potential competing interests: No potential competing interests to declare.

This is an interesting and readable paper. However, it reads like professional paper most of time. To pretend to be an academic paper, more effort is needed. Introduction is unconvincing and I miss a clearly stated research gap and paper's objective. There is no in depth literature review that will present state of the art and support your claims as well. Additionally, I miss a discussion (at least short one) that will go beyond your descriptive approach and strengthen the paper's contribution. Many additional references could be added to support claims. However, I thank the author for providing interesting examples of using new technologies in airline and hotel industry.