

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

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The article provides an insightful look at the potential uses of the Metaverse in the tourism and hospitality sector, successfully bridging contemporary tech trends with pragmatic business implications. Nevertheless, the largely positive portrayal could be deemed somewhat biased, as it does not thoroughly investigate potential pitfalls such as data privacy, technology access issues, or the risk of amplifying digital divides. A more nuanced perspective that balances these challenges and an addition of concrete data or case studies would further bolster the article's arguments and its comprehensive evaluation of the Metaverse's potential.