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

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Potential competing interests: No potential competing interests to declare.

An interesting article regarding the topic and its novelty. The structure is good, and it presents and describes intriguing case studies. However, the text would require higher scientific rigor and a more definite and clear contribution to the scientific community, which is ultimately the aim of any article.

In order to publish it, I would advise making improvements, such as:

Enhancing the quality of bibliographic sources. I recommend reading and including the following : https://www.doi.org/10.4185/RLCS-2022-1802 and https://doi.org/10.4018/978-1-6684-3971-5. By incorporating these improvements, the article could have a more substantial impact and align better with the standards of scientific publishing.

Expand the conclusions section. Currently, it is too short. General conclusions are provided, but there is a lack of depth concerning the specific sector studied.

There are citations from sources of questionable quality, and some studies are referenced without indicating the year, such as the case of BSX Consulting. Additionally, some assertions are made without support or justification from other authors, and conclusions are presented within the theoretical framework.

The figures are difficult to read and incorrectly numbered. There are two figures labeled as "Figure 2".

To improve the article, it is recommended to address these issues and provide more comprehensive and well-supported conclusions. Additionally, reviewing and correcting the citations, as well as ensuring the figures are clear and correctly labeled, would enhance the overall quality of the article.