

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

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Potential competing interests: No potential competing interests to declare.

The choice of topics and the research approach are outstanding. However, the article does not meet the requirements for scientific journal articles. It would be worthwhile to extend the literature review and systematically examine social science journal articles on the subject of metaverse, which is increasingly under study. To this end, it would be useful to adopt a well-structured, validated analysis structure (e.g. Rapid Evidence Assessment, PRISMA).

Regarding the concept of the study: it would be worthwhile to clearly present the research question (RQ) and the related research gaps. It would be worthwhile to use more in-text references. The main conclusions and policy recommendations at the end of the study are missing. The practical examples presented in the study are relevant but not detailed enough.

Overall, I believe that the study needs to undergo a major revision in order to achieve a scientifically acceptable quality and a sufficiently focused treatment of an otherwise interesting topic.