

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

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Potential competing interests: No potential competing interests to declare.

This article attempts to explore the potential of utilizing the Metaverse in the Tourism Industry, which is really interesting topic. However, there are several weak points that should be addressed before the article can be accepted. To improve the article and address the weak points, the following revisions can be made:

1. The abstract requires significant rewriting to make it more effective. Start with a strong opening sentence. Clearly state the objective you aim to address and provide a concise overview of your research methodology. Highlight the key findings of your study, emphasizing its contribution to the existing body of knowledge in the field.
2. The introduction is currently incomplete. You just discuss the term Metaverse (without any references). Provide essential context and background information related to the Metaverse and its relevance to the Tourism Industry. Clearly state the problem or research question you aim to answer. Explain the significance of your research and how it fills the gap in the existing literature. Additionally, give readers an overview of the paper's structure, outlining the main sections.
3. As the article is categorized as a review, it is crucial to include a comprehensive literature review. Mention and discuss relevant studies on Metaverse tourism, such as
 - 4. Koo, C., Kwon, J., Chung, N., & Kim, J. (2022). Metaverse tourism: conceptual framework and research propositions. *Current Issues in Tourism*, 1-7.
 - Go, H., & Kang, M. (2023). Metaverse tourism for sustainable tourism development: Tourism agenda 2030. *Tourism Review*, 78(2), 381-394.
 - Gursoy, D., Malodia, S., & Dhir, A. (2022). The metaverse in the hospitality and tourism industry: An overview of current trends and future research directions. *Journal of Hospitality Marketing & Management*, 31(5), 527-534.
 - Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97, 104724.
- And many more. This will strengthen the article's credibility.
5. The conclusions drawn in the paper are not summaries of the existing literature. The conclusions should be based on your analysis and original insights from the research conducted.
6. References: Please ensure that in-text citations and references are written appropriately. For instance, the first citation should be:

Ziakas, A. (2023). Metaverse's features and capabilities: transforming the airline's marketing strategies (Master's thesis, University of Piraeus).

