

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

Myriam Ertz¹

¹ Université du Québec à Chicoutimi

Potential competing interests: No potential competing interests to declare.

This article provided an overview of the potential of the Metaverse in the tourism industry. I appreciated that the author supported his arguments by highlighting concrete examples of companies investing in this technology. This strong aspect of the article makes the “Metaverse” concept more concrete. However, in my opinion, it is important to address the ethical and security challenges of the Metaverse in order to anticipate the resolution of problems related to the protection of user privacy and to ensure responsible use of this technology.