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

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Potential competing interests: No potential competing interests to declare.

It seems you are presenting the current application in tourism industry. The article is readable but i would arise the following suggestions:

Intro

I would suggest you add your objective, as i can't even follow the article and know what you are actually wanting to discuss.

How to explore the metaverse

it seems your section here is just presenting what is the article in JHMM talking about, which is related to ways to creating metaverse experience. i would suggest you can add some texts to give discuss the examples you provided in the figure and clearly discuss your core topic on "how to explore the metaverse"…

Metaverse application

i would suggest you discuss more about "hotel industry", as this is one of the most essential elements in tourism sectors.

i would suggest this part can add more about the impact of metaverse on consumer behavior and organization behavior in the sectors that you discussed.