

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

Jiangnan Xu¹

¹ Rochester Institute of Technology

Potential competing interests: No potential competing interests to declare.

This article presents an intriguing vision of how tourism can benefit from the emergence of the Metaverse, a collective platform that covers people's work and social life. The article has a clear structure and uses the example of qverse to illustrate the potential of immersive and interactive tourism experiences.

However, the article has a major flaw in its first sentence: it reverses the relationship between the Metaverse and tourism. Tourism is one of the possible use cases in the Metaverse, but not the other way around. As recent academic works have defined, the Metaverse is not yet a reality, but a concept that aims to create a seamless integration of physical and virtual worlds [1][2]. Therefore, it is inaccurate to say that the Metaverse (a collective of all industries) can be applied to a certain industry. Rather, we can only refer to the applications that are enabled by VR/AR/MR/XR technologies as "proto-metaverse" applications [3].

With this in mind, the article could better focus on how tourism in the future could reinvent user experience by adopting the Metaverse concept and provide more specific examples to readers. For instance, in section 3.2, the article mentions that virtual selling/ticket counter is a novel experience in tourism. However, this is not enabled by the Metaverse, but by 3D modeling and digital twin technologies.

In summary, I appreciate the author's attempt to explore the topic of tourism in the Metaverse, but I suggest that they revise their examples and be more careful in understanding related concepts.

References

- ¹ Lee, Lik-Hang, et al.. (2021). *All one needs to know about metaverse: A complete survey on technological singularity, virtual ecosystem, and research agenda..* arXiv, vol. 3 . arXiv preprint.
- ² Jiangnan Xu, Konstantinos Papangelis, John Dunham, Jorge Goncalves, et al. (2022). *Metaverse: The Vision for the Future*. doi:10.1145/3491101.3516399.
- ³ Jiangnan Xu. (2022). *From Augmented Reality Location-based Games To the Real-world Metaverse*. doi:10.1145/3505270.3558363.