

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

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Potential competing interests: No potential competing interests to declare.

This topic of this paper is interesting and contemporary based on tourism industry focusing on the marketing, customer service and sales areas of the Airline industry. However, the critical review of the prior literature add complement to the content of current article. Additionally, more concentration of empirical analysis from primary data can enrich the findings and contribution of the article and can explore more directions for future research.