

# Review of: "A Survey of Large Language Models in Tourism (Tourism LLMs)"

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**Potential competing interests:** No potential competing interests to declare.

Consider providing more concrete examples and case studies of how LLMs have been implemented within the tourism sector. Including specific instances of successful applications will enhance the paper's credibility and provide practical insights for readers.

Ensure a thorough review of the literature on LLMs in the tourism sector. Incorporating recent research papers, industry reports, and academic studies will enrich the discussion and provide a comprehensive overview of the current state of the field.

Clarify the methodology used for analyzing current implementations and potential applications of LLMs in tourism.

Providing details on data collection, analysis techniques, and criteria for evaluating success will strengthen the rigor of the paper's findings.

Address potential limitations and biases in the analysis. Acknowledging any constraints or biases in the data or methodology will enhance the transparency and reliability of the paper's conclusions.

Expand on the discussion of challenges associated with LLM integration in tourism, such as language barriers, cultural nuances, and privacy concerns. Providing in-depth analysis and proposing strategies for mitigating these challenges will enrich the paper's insights.

Consider exploring the implications of LLMs on workforce dynamics within the tourism industry. Discussing how AI technologies may impact job roles, skills requirements, and workforce training initiatives will add depth to the paper's examination of the sector.

Incorporate relevant theoretical frameworks or conceptual models to provide a theoretical foundation for the analysis.

Drawing on established theories in AI, tourism, and related fields will strengthen the paper's theoretical framework and analytical framework.

Ensure consistency and clarity in terminology throughout the paper. Define key terms and concepts, and use them consistently to avoid confusion and enhance readability for readers from diverse backgrounds.

Include a discussion on the ethical implications of LLM usage in tourism, particularly regarding data privacy, cultural sensitivity, and bias in AI algorithms. Addressing these ethical considerations is essential for ensuring responsible and equitable AI integration in the tourism sector.

Conclude the paper with actionable recommendations for researchers, practitioners, and policymakers. Providing practical guidance on how to leverage LLMs effectively while addressing ethical concerns and promoting inclusivity will enhance



the paper's utility and relevance to stakeholders in the tourism industry.