

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

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Potential competing interests: No potential competing interests to declare.

Dear Alberto Bedogni

This paper contains information not adequate to justify publication.

the paper doesn't demonstrate an adequate understanding of the field's relevant literature and doesn't cite an appropriate range of literature sources.

The methodology of research hasn't been well-designed and the methods employed are not appropriate.

the methods employed are not appropriate and the paper's argument is built on an appropriate base of theory, and concepts.

the results are not presented clearly and analyzed appropriately and tie together the other elements of the paper.

the paper identify clearly the implications for research, practice, and/or society

This paper clearly expresses its case and expression and readability.

Although the research purpose is written, the research question is unclear. Also, the contribution is not well formulated and justified in the conclusion section.

"The contribution of this research needs to be identified and codified in comparison with other research with an appropriate explanation. The novelty/originality shall be further justified by highlighting that the manuscript contains sufficient contributions to the new body of knowledge. The knowledge gap needs to be clearly addressed in the Introduction".

The contribution is recommended to mention the summary of the contribution in the abstract section.

I suggest that this issue be resolved in the text and in the abstract before publishing.

Sincerely,

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