

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

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

The subject matter is undeniably intriguing, and I appreciate the effort put forth by Paula Canada. However, after a thorough evaluation, I find it difficult to classify this manuscript as a complete academic paper, as there are certain areas that require significant improvement to meet the scholarly standards.

Firstly, the introduction provided in the manuscript requires substantial enhancement. A compelling introduction is crucial in setting the stage for the research and engaging the readers. The manuscript should offer more context and clarity to establish the significance and relevance of the topic to the academic community.

Secondly, the methodology employed in the study demands further rigor and elaboration. Providing a thorough and detailed explanation of the research design, data collection process, and data analysis techniques is absolutely essential in order to establish the utmost credibility and reproducibility of the study.

Furthermore, the theoretical and practical implications derived from the findings should be strengthened to enhance the manuscript's academic value. The manuscript should explicitly demonstrate how their research contributes to the advancement or modification of existing theories in the field and how it can be practically applied to address real-world issues.

In addition, I suggest that the manuscript addresses potential avenues for future research. This section should highlight any unresolved questions, areas of uncertainty, or gaps that emerged from the study, providing valuable directions for further exploration in the field.