

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

Deodat Mwesiumo¹

¹ Molde University College

Potential competing interests: No potential competing interests to declare.

Dear Paula Canada,

Thank you for sharing your work on "The Metaverse in Tourism and the Airline Industry," and for providing me with the opportunity to review your manuscript. I must say that the application of the metaverse in these industries is an interesting and highly relevant topic, and your efforts in exploring this emerging area are evident throughout the paper. Overall, the manuscript is well-written and easy to follow, and I commend you for your dedication to this work.

However, upon reviewing the paper, I have identified some areas that could benefit from improvement:

- **Clear contribution:** The paper lacks a clear statement of its contribution to the existing literature. It would be beneficial to explicitly state what novel insights or advancements your research offers in the context of applying the metaverse in tourism and the airline industry. Clearly defining the paper's unique contribution will enhance its significance and value to the academic community.
- **Recognition of previous work:** While the paper provides an overview of the metaverse and its potential in tourism and aviation, it does not seem to acknowledge or build upon existing research in this specific domain. Incorporating references to relevant prior studies and theories would strengthen your paper's foundation and demonstrate a comprehensive understanding of the subject.
- **Lack of analysis:** The manuscript appears to be primarily descriptive in nature, presenting information without a robust analysis of the findings. To strengthen your argument and provide greater insights, consider conducting a more in-depth analysis of the information presented.
- **Development of a managerial and policy framework:** As the metaverse is still a rapidly evolving technology, its integration into tourism and the airline industry will likely require careful management and policy considerations. It would be beneficial to develop a framework or set of recommendations that could guide industry practitioners and policymakers in harnessing the metaverse's potential effectively. This practical dimension would add significant value to your research and make it more actionable for real-world applications.

In conclusion, your work on the application of the metaverse in tourism and the airline industry is noteworthy, and I appreciate the effort you have put into this manuscript. Addressing the aforementioned points of improvement will enhance the clarity, potential impact, and relevance of your research.

Once again, thank you for the opportunity to review your work, and I wish you the best in further developing this work.



Sincerely,

Deodat