

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

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Potential competing interests: No potential competing interests to declare.

1. This manuscript lacks the structure and depth of an article version.
2. The absence of methodology and unclear categorisation raises concerns about its credibility as a review paper. AND its not even as a review paper!
3. The unique differentiators of the metaverse and digitalization are not adequately highlighted.
4. The paper's stated aim to analyse the metaverse's potential in the tourism industry seems unclear and lacks focus on either the airline or tourism sector.
5. The author needs to clarify their main focus: airline industry or broader tourism industry? The objective is unclear.
6. The lack of a clear aim makes it challenging to understand the paper's purpose and direction.
7. The text should provide a more specific analysis of the metaverse's potential in either the airline or tourism industry
8. The absence of a defined methodology weakens the paper's research approach.
9. The paper needs to justify its choice of analyzing the metaverse's potential in the selected industries. Are you trying to explain that can do marketing via metaverse?
10. The text should provide a more comprehensive overview of the metaverse's role in the and literature review to support its analysis.