

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

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Potential competing interests: No potential competing interests to declare.

This is a great piece of work and relevant topic especially in the contemporary era where technology is taking charge of people and improving efficiency. The paper is well written with most aspects covered. However some areas that may require further consideration with a potential of enhancing the paper include those listed below:

- The study contribution could be clarified by providing statement highlighting its contribution, be it to literature, methods or practice. The author could highlight the paper's unique contribution - perhaps to policy makers, academia and industry.
- Previous scholarly sources available would help solidify the presented arguments. In this regard, the author could look at existing academic debates on metaverse and its impact on the tourism industry (positives and negatives). The theoretical grounding of the paper can be enhanced when literature references that discusses this topic has been presented.
- Robust analysis of the presented findings could improve the paper. Rather than adopting a descriptive approach to the paper, rather strengthen the arguments by providing an in-depth analysis of the presented information - what are the implications of what is presented?