

## Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_109703
Title of the Manuscript:	Improvement Digital Marketing Strategies and Practices in Tourism and Hospitality Enterprises: A SOAR Analysis of Libyan Hospitality Sector.
Type of the Article	

### PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Compulsory</b> REVISION comments  1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)  2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)  3. <b>Is the abstract of the article comprehensive?</b>  4. <b>Are subsections and structure of the manuscript appropriate?</b>  5. <b>Do you think the manuscript is scientifically correct?</b>  6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b>  <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	<p>1- Yes,it is an important study that investigates the effects of Digital Marketing Strategies on the tourism sector. The study is important, but confusingly written.</p> <p>2- The title of the article is suitable.</p> <p>3- No, the abstract should include findings and originality. Abstract and text are incompatible 4- The introduction is too long and there are few references. It is not very clear how the research was conducted and how the data was collected.</p> <p>5- It is not clear how the results were analyzed. There are different organizational analysis tools that can be used which include:McKinsey 7S Framework, Porter's Five Forces framework, PESTLE(political, economic, Social, Technological, legal and natural environment), SWOT (strength, weakness, opportunities, threats), POCC (potential, opportunities, challenges, constraints) and SOAR analysis (strength, opportunities, aspirations and results). SOAR analysis is an alternative to SWOT and it's based on appreciative inquiry to analyze the strengths, opportunities, aspirations, results (SOAR). It focuseson the current reality anddesired state or vision to develop strategic goals. However it ignores weakness and threats because it uses appreciate inquiry approach which focuses on the positive aspects of the organization. It is not fully explained why SOAR analysis was performed instead of SWOT analysis.</p> <p>6- References sufficient. However, references are not provided according to authorguidelines. For example, these reference could not be found. Tyagi, H. (2020). "What Is Digital Marketing And Its Various Components?", from <a href="https://www.himtyagi.com/what-is-digital-marketing/">https://www.himtyagi.com/what-is-digital-marketing/</a></p>	Revision made
<b>Minor</b> REVISION comments  1. <b>Is language/English quality of the article suitable for scholarly communications?</b>	No, the manuscript should be review the manuscript by English native speaker	Noted
<b>Optional/General</b> comments		

[Review Form 1.7](#)

PART 2:

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	