

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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	Yes Yes Yes Unappropriate Unclear Unsufficient	Noted
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	1. The number of objectives must correspond to the number of results, conclusions, and suggestions 2. Too few research gap 3. Unclear conducting research to respondents 4. Unclear determining population and sample 5. Unclear analysis data 6. Unclear discussion 7. Conclusion answered research objective no need more citation 8. Future research based on field research data	Corrected

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	