

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. 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    The title should improve. Suggested title ‘Strategies to Improve Digital Marketing and Practices in Tourism and Hospitality Enterprises’    Yes   Yes  To some extent.  Yes	
<b>Minor</b> REVISION comments  1. Is language/English quality of the article suitable for scholarly communications?	  Yes	
<b>Optional/General</b> comments	The author indicated that ‘A hotel could use SOAR analysis to identify ways to improve its customer service’ but author does not show any framework that show how Digital Marketing Strategies can be improved in tourism sector. Though the author suggested how to improve digital marketing strategies, but with no citation. Suggestions if not based on empirical analysis, should be based on past literatures. Hence, the author should cite all the suggestions for improvement on digital marketing. Additionally, this manuscript is around 8,666; the author should make effort to summarize where necessary to reduce the content.	

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)	

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