

Review Form 3

JournalName:	AsianJournalofEducationandSocialStudies
ManuscriptNumber:	Ms_AJESS_126450
TitleoftheManuscript:	OptimizingHotelMarketing:AnAnalysisofInstagramAlgorithms
TypeoftheArticle	ReviewArticle

Review Form 3
PART1:ReviewComments

Compulsory REVISIONcomments	Reviewer'scomment	Author'sFeedback (<i>Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here</i>)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript titled "Optimizing Hotel Marketing: An Analysis of Instagram Algorithms" holds a lot of importance for the scientific community. It highlights the importance of understanding Instagram's algorithm and adapting content strategies accordingly. Manuscript holds a lot for contribution to marketing in hotel industry.	- no correction needed/mention
Is the title of the article suitable? (If not please suggest an alternative title)	Yes the title is suitable	- To align the research findings with the focus of the study, the title will be refined to: "Optimizing Hotel Marketing: An Analysis of Instagram Algorithms in 2024." as the content will mostly be based on recent published sources.
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is very basic. It needs more refining in terms of language. It should highlight objectives also.	- Thank you for the suggestion, the abstract has been refined to better elaborate the content of the research and highlight its purpose along with key findings.
Are subsections and structure of the manuscript appropriate?	No	<ul style="list-style-type: none"> - Due to some other suggestions, the author has added more subsections to strengthen the connection between hotel marketing and content marketing on Instagram. Conclusion has also been updated to highlight the finding. - Lastly, following the feedback of other reviewers, the author has added some explanation on the previous results section, as it serves as a crucial link between the research objective and the accumulated results. The author hopes this will better explain the relevance of the content.
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The study is scientifically robust because it holds a lot of relevance to researchers, professional and academicians who are in pursuit of knowledge in the field of science and technology. The manuscript clearly highlights the importance of algorithms for hotel industry.	- no correction needed/mention
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -	Yes	- no correction needed/mention
Minor REVISIONcomments Is the language/English quality of the article suitable for scholarly communications?	Yes,, but author needs to check some spelling mistakes	- Thank you for the feedback, the author has corrected any misspelling, typos, and inconsistency.
Optional/General comments	In research methodology section the author should explain more about methodology used and reason behind using the particular methodology. More subsections can be added in methodology section to give more clarity to readers regarding the relevance of methodology used. Also in methodology section the author has talked about using literature review as a means of sampling method, the manuscript needs more explanation on connection between literature review and sampling method. The author should also add future scope and limitations of the study to the manuscript.	<ul style="list-style-type: none"> - Thank you for the feedback, the author has refined and specified the methodology to provide greater detail and clarity. The author hopes this will provide a deeper view of the author's ideas. - Lastly, the author likes to express their appreciation for the feedback.

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PART2:

	Reviewer'scomment	Author'scomment (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?	<u>(If yes, kindly please write down the ethical issues here in details)</u>	