

Review Form 3

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_126450
Title of the Manuscript:	Optimizing Hotel Marketing: An Analysis of Instagram Algorithms
Type of the Article	Review Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer’s comment	Author’s Feedback <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 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.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes the title is suitable	
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.	
Are subsections and structure of the manuscript appropriate?	No	
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.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	Yes	
<u>Minor</u> REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes, ,but author needs to check some spelling mistakes	
<u>Optional/General</u> 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.	

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PART 2:

	Reviewer’s comment	Author’s comment <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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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