

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

PART 1: Review Comments

Compulsory REVISION comments	Reviewer’s comment	Author’s Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	Yes. Good Research Taking Instagram data is secondary source, presently good idea	
Is the title of the article suitable? (If not please suggest an alternative title)	Title is not opting to your research – Rewrite you title. Your research is focused on content strategic. Therefore, the topic is not suitable. Add more on top changes made Instagram algorithm in the year 2024. Specific on your research. not general.	
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.	Duration of the research is missing.	
Are subsections and structure of the manuscript appropriate?	Abstract and research design connection is missing. Both are different in this article. Connection between hotel marketing and content marketing in Instagram is missing	
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.	Concentrate more on user activity, author interaction, post information. Result of the previous result is not focused on your research objective and design.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Though review article type of research : this article taking too many concepts not relevant your research design.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Abstract and research design must be rewrite.	
Optional/General comments	 Rewrite the research	

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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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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