

Review Form 3

Journal Name:	<a href="#">Asian Journal of Education and Social Studies</a>
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 (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.	This manuscript will provide a valuable contribution by providing hotels with useful advice for Instagram engagement and optimisation, this study enhances significant insights to social media and hospitality studies. It offers practical suggestions supported by qualitative analysis by tackling issues like shadow banning and user-generated content tactics, benefiting both marketing professionals and scholarly scholars.	
Is the title of the article suitable? (If not please suggest an alternative title)	YES	
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.	Abstract is enough and no need to add any points.	
Are subsections and structure of the manuscript appropriate?	Subsections and structure of the manuscript is ok but there are minor changes. 1. Cross check the spellings (Shadow – banning: in many places it is written as shadowbanning), (room is written as roon), (in sub-section 2.3, difference is written as different) (in table 1, Journal is written as jurnal) 2. Beyond further findings - use of any one word is enough – beyond or further 3. There are two sub-sections with same no. 2.3 4. Font size of section 3 is not consistent 5. In section 4, Please specify, if other language research papers have been included (article no. 3,7,9 in table no. 1)	
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.	This study examines Instagram's algorithm and marketing dynamics with rigorous rigour. It successfully reveals the connections between platform features, user engagement, and visibility through qualitative analysis. The study's conclusions are instantly applicable to today's marketing issues due to its pragmatic emphasis on workable tactics.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	YES	
Minor REVISION comments	YES	
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments		

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

Reviewer Details:

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