

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_86112
Title of the Manuscript:	Do attractions attract tourists to a destination? Explaining theory with empirical data based on three source markets and three destinations
Type of the Article	Data Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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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)
Compulsory REVISION comments	<p>Problematic is clear</p> <p>Empirical investigation is precise but not well analysed on it's empirical part</p> <p>Conclusion and findings are clear</p>	<p>I have analysed and seperated the empirical data. See sections. summary of empirical data and analysis see 4.1-4.2 and 4.3and 5.1.and 5.2 . See the figures that summarise the table data.</p> <p>Table 1. Comparaision of the three destinations: source markets, rank and number of arrivals.</p> <p>Table 2. Visitors' basic demographics The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).</p> <p>Figure2. Visitors' purpose, type of visits, length of stays, and companion (%) for Singapore</p> <p>Figure 3. Visitors' purpose, type of visits, length of stays, and companion (%) for Britain.</p> <p>Figure 4. Visitors' purpose, type of visits, length of stays, and companion (%) for New Zealand</p> <p>Table 3. Tourists' key facts, needs/ drives and perceptions</p> <p>Table 4 Tourists' top attractions and mostly vist places.</p> <p>Table 5. Destinations' promotion and tourists' level of satisfaction/loyalty</p>
Minor REVISION comments	<p>Results of empirical parts must be summarized on table for example</p> <p>Authors can use graphics to explain more the results</p> <p>Separation of two parts is needed.. thrical and empirical result</p>	<p>As my study is a comparative study. I have tried to compare the real data from the tourism boards with what theory says, See 4.1-4.2 and 4.3 for summary of empirical data and 5.1.and 5.2 .. these sections tried to highlight whether the data from the three destinations exemplify the similar trends as found in the motivational theories. I have separate a few tables see</p> <p>Table 6. Comparaision of the three destinations: source markets, rank and number of arrivals.</p> <p>Table 7. Visitors' basic demographics The analysis is based on online data (VisitBritain, 2019; STB, 2018; Tourism New Zealand, 2018a).</p> <p>Figure 1. Visitors' purpose, type of visits, length of stays, and companion (%) for Singapore</p> <p>Figure 2. Visitors' purpose, type of visits, length of stays, and companion (%) for Britain.</p> <p>Figure 3. Visitors' purpose, type of visits, length of stays, and companion (%) for New Zealand</p> <p>Table 8. Tourists' key facts, needs/ drives and perceptions</p> <p>Table 9 Tourists' top attractions and mostly vist places.</p> <p>Table 10. Destinations' promotion and tourists' level of satisfaction/loyalty</p>
Optional/General comments	<p>Author can make perspective on this work by taking an econometric model to complete the descriptive statistics of the results like $y=f(x_i)$</p>	<p>This one is not perfectly a quantitative study, so $Y = a + bx$ is not applicable her. I have not conducted any survey data. I worked on tourism board data.</p>

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