

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>Introduction and Literature review (1) In the introductory section, please add more literature for 2018-2021.</p> <p>Methods (2) Please add the choice basis of travel destination and source country.</p> <p>(3) As for all the indicators, the data are not from the same year, will it affect the results?</p> <p>Conclusion (4) Please add future research.</p>	<p>1. Every year travel and tourism-related domestic, regional, and global organisations, as well as commercial data sellers, publish several research reports based on their observations on tourists' movements from the point of origin to a destination (i.e., place of attractions). The number of tourists that a source market produces, or a destination receives in a year determines their position or rank on the inbound or outbound league table for that particular year. Historical data is always a good source that facilitate forecasting of daily tourism volume for tourist attractions with greater significance than survey data (Bi, Liu, & Li, 2020).</p> <p>So, in general, people may perceive that due to the more/less attractive power of a destination, more/fewer people visit it, resulting in changes in tourism-related statistics. However, it is not wise to claim that the power of attractions only causes tourists' visitation without any investigation. A lot of factors affect tourists' attraction to visit a destination, even accommodation-sharing might have an impact on neighbouring tourist attractions (Song, Xie, Park, & Chen, 2020).</p> <p>Tourists do have needs and want that demands the availability of information (Leiper, 1990). Also, they have dynamics in their motivations (Pearce, 2011) and the decision-making process (Sirakaya & Woodside, 2005). Furthermore, several influences or externalities on the decisions found before a tourist have an itinerary to reach the point of purchase (i.e., moments before encountering the items/attractions). The current situations of tourist-recreational facilities in the destination regions of the country play vital roles to attract tourists (Mirzaev, 2018). Moreover, the appeal of a destination varied among the tourist type. For example, those people are physically challenged like the type, size and legal attractions known for their attractiveness to families (Cloquet, Palomino, Shaw, Stephen, & Taylor, 2018). What is attracted is also depends on a destinations' natural attractions, dual attractions, and cultural attractions as well as the people from the source markets/cluster characteristics of the outbound markets targeted or promoted the destinations (Lascu, Manrai, Manrai, & Gan, 2018). However, all the phenomena work together simultaneously or individually with the independent power of a unique attraction (McKercher & Koh, 2017) to take tourists away from home to a distant pleasure point.</p>

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		<p>2. Based on the rank of the markets as a source, based on diversity of the destinations in terms of continents, and diversified culture in the regions and availability of data the markets are selected</p> <p>3. However, many destinations related organizations don't publish yearly data due to their limitations. Some destinations usually publish bi-annual data as they think that it is unusual to get a dramatic shift in tourist inflow and dramatic changes happen in all the touristic variables for a mature and established destination within the short period. Moreover, data on different destinations/ outbound markets don't always focus on the same variables for every year whereas in some years they use alternative variables, so getting information on all the comparative indices for the same year is also a challenge. Therefore, this is not a big problem with the secondary data. However, the usage of more sources minimises that risk. This study is in a better position from this perspective as previous studies used only two source markets and two destinations whereas the current study uses three destinations and three source markets</p> <p>4. In future a survey on the tourists can be conducted. Correlation of promotion, travel and Attraction can be investigated. More destinations can be added in the future study.</p>
Minor REVISION comments		
Optional/General comments		

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>	