

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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:

(<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>)

### 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)
<b>Compulsory</b> REVISION comments		
<b>Minor</b> REVISION comments	<p>Few recently published research articles may be included.</p> <p>Authors may include, how Destinations market and promote to attract the tourists? Given details of papers can be accessed and included as per requirement.</p> <p>Analysing tourism destination promotion through Facebook by Destination Marketing Organizations of India, <i>Current Issues in Tourism</i>, DOI: 10.1080/13683500.2021.1921713</p> <p>Social Media as a Sustainable Tool for Tourism Marketing Communication, <i>Saudi J Bus Manag Stud</i>, 6(11), 412-414. ISSN 2415-6671. DOI: 10.36348/sjbms.2021.v06i11.001</p> <p>Social media: A tool for tourism marketing. <i>International Research Journal of Business and Management</i>, 8(11), 1-6. ISSN: 2322-083X <a href="http://irjbm.org/irjbm2013/Sep2015/Paper1.pdf">http://irjbm.org/irjbm2013/Sep2015/Paper1.pdf</a></p>	<p>Moreover, to attract more tourists the investigated destinations can significantly use social media, including Facebook, Twitter, and YouTube for more promotion, user engagement through firm-generated content (visual content and informative posts), tourists behavior research, customer service, and use of user generated content (Kumar, Mishra, &amp; Rao, 2021).</p> <p>For example, visits, blogs, likes, photo sharing and references assists new visitors to make decisions based upon other users/peers' experiences, (Kumar, Kumar, &amp; Mishra, 2015). This may result in more word-of-mouth benefit (Kumar et al., 2021). Not only the exposure benefit of social media that the destinations can enjoy using this approach but also from sustainability perspective online communication materials or online contents are less expensive, environment friendly and self-sustaining for a destination (Kumar, 2021).</p>
<b>Optional/General</b> 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?	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	