

Review Form 1.6

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_90428
Title of the Manuscript:	Promoting WOM through Destination Image in the Era of Live-Streaming in Health and Wellness Tourism Context
Type of the Article	Original Research 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.journalarjass.com/index.php/ARJASS/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)
Compulsory REVISION comments		
Minor REVISION comments	<p>The article has been well crafted. The methodology, results, and discussion sections are logical and interpretive. Although there are limited discussion on destination image, and word of mouth marketing aspects. To add more value to the introduction, and conclusion part, authors may go through few papers and use it If found good for them.</p> <ul style="list-style-type: none"> Analysing tourism destination promotion through Facebook by Destination Marketing Organizations of India, <i>Current Issues in Tourism</i>, 25(9), 1416-1431, ISSN: 1368-3500 DOI: 10.1080/13683500.2021.1921713 Kumar, P. (2021). Digital marketing in hospitality and tourism. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), <i>Hospitality & tourism information technology</i> (pp. 1–23). USF M3 Published. by University of South Florida. ISBN 978-1-7321275-9-3 https://www.doi.org/10.5038/9781732127593 <p>They may also discuss that how different online platforms can help in word-of-mouth publicity.</p> <ul style="list-style-type: none"> Ramanujam, V., Kumar, P. (2022), Role of TripAdvisor in influencing international tourists visiting Puducherry, <i>International Journal of Technology Marketing</i>, ISSN: 1741-8798 DOI: 10.1504/IJTMKT.2022.10045844 Kumar, P. (2021). 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 	
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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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