

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_107976
Title of the Manuscript:	Factors Affecting Customer Satisfaction with rural Tourism Services in Vietnam: A Comprehensive Study
Type of the Article	Case study

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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes, it is a well conceptualised article.</p> <p>yes</p> <p>yes</p> <p>yes</p> <p>yes</p> <p>yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>There are some grammatical and spelling mistakes that need corrections</p> <p>a. There is spelling mistake in the word "perceived" at multiple places including in ""Keywords", should be corrected.</p> <p>b. In the First paragraph of i.e. "RESEARCH DESIGN", there should be commas between the mentioned variables. Also the sentence ends with "is growing" which appears to be a mistake.</p> <p>c. In the introduction section marketing campaigns appear to be written wrongly might be corrected.</p>	
<p>Optional/General comments</p>	<p>a. The abstract contains the sentence "Combining quantitative surveys and qualitative interviews", but the article is purely a quantitative one as there is no mention of it in the article, it is just in the abstract.</p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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