

**Review Form 3**

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_121269</b>
Title of the Manuscript:	<b>An Analysis of the Impact of Experiential Marketing in the Tourism Industry: A Bibliometric Literature Review</b>
Type of the Article	

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**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The connection between Experimental marketing & Tourism is really very important in terms of better understanding of the concept of latest updates in tourism experimenting marketing.	
Is the title of the article suitable? (If not please suggest an alternative title)	Article is very much suitable	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Yes, it is good	
Are subsections and structure of the manuscript appropriate?	Yes, it is appropriate	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript demonstrates scientific robustness and technical soundness through its rigorous methodology and comprehensive data analysis. The manuscript includes detailed statistical evaluations and addresses potential sources of error, enhancing the credibility of the findings. The thorough literature review further supports the study's conclusions, situating it within the current scientific understanding and contributing valuable insights to the field.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are sufficient	
<b>Minor</b> REVISION comments  Is the language/English quality of the article suitable for scholarly communications?	Yes, it is good.	
<b>Optional/General</b> comments		

**PART 2:**

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

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**Reviewer Details:**

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