

Review Form 3

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

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>This manuscript provides a crucial contribution to the scientific community by synthesizing a vast array of literature on experiential marketing within the tourism sector through a bibliometric analysis using the SCOPUS database. The comprehensive mapping of key trends, prolific authors, and leading journals, particularly the insights from VOSviewer visualizations, offers a clear snapshot of the current research landscape and illuminates gaps for future exploration. I appreciate the authors' efforts to delineate the growth and distribution of research output geographically and thematically, which underscores the global interest and diverse applicational contexts in this field. However, the review could benefit from a deeper analysis of the theoretical implications of the findings and their practical applications in enhancing tourist experiences. This aspect would bridge the gap between empirical research and practical implementation, offering more substantial guidance for both policymakers and practitioners in the tourism industry.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title is suitable as it clearly reflects the core content and methodology of the study.</p>	
<p>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.</p>	<p>The abstract of the article provides a good overview of the study's aims, methodology, and findings. However, to increase its comprehensiveness and appeal, consider incorporating the following suggestions:</p> <p>Context and Rationale: Begin with a brief statement on the importance of experiential marketing in the tourism industry, setting the stage for why this bibliometric analysis is timely and significant. This could increase the relevance and immediacy of the study for readers.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Yes</p>	
<p>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.</p>	<p>This manuscript exhibits strong scientific robustness and technical soundness due to its well-defined methodological framework and rigorous analysis. The choice of SCOPUS as a database ensures comprehensive coverage of relevant literature, which enhances the validity of the bibliometric analysis. Moreover, the utilization of VOSviewer for data visualization not only lends technical rigor to the analysis but also facilitates a clearer understanding of complex patterns and trends within the data. The meticulous breakdown of publication years, keyword trends, and geographic contributions further demonstrates a thorough and methodical approach, ensuring that the findings are both reliable and reflective of the current state of research in experiential marketing within the tourism industry. These elements collectively affirm the manuscript's contribution to the field and underscore its scientific merit.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>Yes</p>	

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</p>	<p>Overall, this manuscript represents a significant contribution to the field of experiential marketing in tourism, providing a thorough and up-to-date bibliometric analysis. The use of SCOPUS data and VOSviewer tools is commendable, offering a robust framework for visualizing and interpreting complex data sets. The authors have done an excellent job of capturing trends and identifying key players in the field, which is essential for academics, researchers, and policymakers interested in this area.</p> <p>However, the manuscript could benefit from a more detailed discussion of the theoretical implications of the findings, linking them more explicitly to practical outcomes and recommendations for tourism marketers and destination managers. Additionally, enhancing the literature review with seminal works and interdisciplinary insights would provide a richer theoretical backdrop and potentially open up new avenues for future research.</p> <p>In conclusion, the manuscript is well-crafted with substantial analytical depth, making a valuable addition to ongoing discussions in tourism marketing research. With the suggested enhancements, it could serve as a cornerstone reference for future studies in experiential marketing within the tourism industry.</p>	

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

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