

Review Form 1.7

Journal Name:	Asian Journal of Environment & Ecology
Manuscript Number:	Ms_AJEE_110706
Title of the Manuscript:	ESTABLISHING CITY BRANDING STRATEGY FOR TOMOHON CENTRAL TOURISM AREA IN ATTRACTING INTEREST IN VISITING TOURISTS
Type of the Article	Original Research Article

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>	<ol style="list-style-type: none"> The manuscript contributes to the importance of city branding strategy in marketing a tourist destination like Tomohon City. These strategies are image marketing, attraction marketing, infrastructure marketing, and resident marketing. Changing the title to “City of Flowers: Establishing Tomohon City’s Central Tourism Area’s Branding Strategy” would make it sound interesting. The number and profile of participants were not mentioned in the abstract. The study’s results lack mentioning the specific branding strategies used as stipulated in the study’s findings. The subsection numbers were not arranged accordingly. Also, some enumerations, like the strategies determined to elevate the Kota Bunga brand, were not clearly stated/arranged. Based on the general marketing strategies and Anholt’s city branding index, the manuscript is scientifically correct. The research methodology section also explained that the author followed the scientific data collection. However, the specific participants’ profiles and numbers, such as “How many participants were interviewed?” and “Who are they?” were not mentioned. The references are recommended to be within 5 years of recency. Suggestion: Spell out the abbreviation TIFF in the abstract. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The paper has many grammatical errors, for example, in the introduction 2nd paragraph.: “Because tourism has now become an additional source of foreign exchange for a region.”, which is a sentence fragment.</p>	
<p>Optional/General comments</p>	<p>Review the paper’s grammar and sentence structures.</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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