

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

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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><u>Compulsory</u> 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>The area of the manuscript is OK. The problem is the way of presenting and analysing it. The problem or the issue need to be justified. In addition, proper literature review should be done.</p> <p>Need to improve. Better to mention the country name is also in the title.</p> <p>Need to improve. Use one font size and font type in the abstract. The abstract is not comprehensive and clear.</p> <p>No. There is no proper flow. Some titles and contents do not match. EX: Materials and methods section</p> <p>No. There are many areas to improve. The way of collecting data and analysing data is not up to the standard. The researcher should study the way of analysing qualitative data.</p> <p>References are very old. Need to add recent literature.</p> <p><u>Additional comments</u></p> <p>Need to justify the current issue or the problem? What is the issue with the current strategy and what is the impact of it?</p> <p>Need to mention the following points under the methodology</p> <ul style="list-style-type: none"> - Number of interviews (Sample size) and rationality of determining the sample size - Sample selection technique - Qualitative data analysis process - The way of conducting the observation - Did you prepare the observation checklist to observe? - Method of analysing document data and the types of documents you analyzed. <p>I can't observe anything relating to your data collection and analysis. Where are the interview data analysis, observation analysis and documentation analysis?</p> <p>You have mentioned some points, but there is no clear picture of the way of getting information.</p> <p>You need to focus on and study qualitative data analysis. Especially way of writing and interpreting them</p> <p>When you use the interactive model, you have to show the data analysis using an analytical framework.</p> <p>Ethical considerations for conducting interviews are not mentioned. Validity, credibility and reliability of data analysis are not mentioned.</p>	

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Minor REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?	Need to improve. Sometimes, there is no proper flow. In addition, sometimes the idea or the points of the article is not clear due to language errors.	
Optional/General comments	Some citations are incorrect, some in-text references are not in the final reference list. The Source of the points mentioned in the article is missing in some points.	

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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