

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Education and Social Studies</b>
Manuscript Number:	<b>Ms_AJESS_119496</b>
Title of the Manuscript:	<b>THE CONTRIBUTION OF TANZANIA SAFARI CHANNEL TV IN PROMOTING DOMESTIC TOURISM IN RUAHA NATIONAL PARK</b>
Type of the Article	

**Review Form 1.7**

**PART 1: Review Comments**

	<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)
<p><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for the scientific community?</b>  The manuscript holds significant importance for the scientific community, especially those involved in the fields of tourism management and media studies. It provides valuable insights into the role of media, specifically television channels, in promoting domestic tourism. The study's focus on the Tanzania Safari Channel and its impact on viewer perceptions and tourism decisions offers a critical evaluation of media effectiveness in tourism promotion, which can be beneficial for both academic research and practical applications in the tourism industry.</li> <li>2. <b>Is the title of the article suitable?</b>  The title of the article is suitable as it clearly reflects the main focus of the study. However, for greater clarity and specificity, a suggested alternative title could be: "Assessing the Impact of Tanzania Safari Channel Television on Promoting Domestic Tourism in Ruaha National Park."</li> <li>3. <b>Is the abstract of the article comprehensive?</b>  The abstract is comprehensive and provides a succinct summary of the study's objectives, methodology, findings, and recommendations. It effectively encapsulates the essence of the research, making it easy for readers to grasp the study's purpose and outcomes.</li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b>  The subsections and structure of the manuscript are appropriate. They logically guide the reader through the study, from the introduction and literature review to the methodology, findings, discussion, and recommendations. This clear structure enhances the readability and comprehensibility of the manuscript.</li> <li>5. <b>Do you think the manuscript is scientifically correct?</b>  Yes, the manuscript appears to be scientifically correct. The study follows a systematic approach in assessing the impact of the Tanzania Safari Channel on domestic tourism. The methodology is well-defined, and the analysis of viewers' perceptions is thorough. The findings are supported by the data collected, and the conclusions drawn are logical and based on the evidence presented.</li> <li>6. <b>Are the references sufficient and recent? If you have suggestions of additional references, please mention in the review form.</b>  The references included in the manuscript are both sufficient and recent, covering relevant literature in the fields of tourism promotion and media influence. However, it would be beneficial to include more recent studies or articles that specifically address the impact of digital media and social media on tourism, as these could provide additional insights and comparative perspectives.</li> </ol>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p>YES</p>	

**Review Form 1.7**

<b>Optional/General</b> comments		
----------------------------------	--	--

**PART 2:**

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

**Reviewer Details:**

Name:	<b>Olena Uhodnikova</b>
Department, University & Country	<b>O.M. Beketov National University of Urban Economy in Kharkiv, Ukraine</b>