

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_119496
Title of the Manuscript:	THE CONTRIBUTION OF TANZANIA SAFARI CHANNEL TV IN PROMOTING DOMESTIC TOURISM IN RUAHA NATIONAL PARK
Type of the 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<ol style="list-style-type: none"> <li>The manuscript is significant for the scientific community, especially those interested in tourism, media influence, and regional development. It provides valuable insights into the role of media in promoting domestic tourism, using the Tanzania Safari Channel as a case study. This study can inform strategies for other regions aiming to boost local tourism through media channels.</li> <li>The current title, "The Contribution of Tanzania Safari Channel TV in Promoting Domestic Tourism in Ruaha National Park," is suitable as it clearly reflects the content and focus of the study. However, a slightly more specific title could be: "Evaluating the Role of Tanzania Safari Channel TV in Enhancing Domestic Tourism to Ruaha National Park."</li> <li>Yes, the abstract is comprehensive. It provides a clear overview of the study's objectives, methodology, findings, and significance. It highlights the challenges faced by the Tanzania Safari Channel and its potential as an informative tool for promoting domestic tourism.</li> <li>The subsections and structure of the manuscript are appropriate. It follows a logical flow from introduction, literature review, methodology, results, discussion, and conclusion. This structure helps in systematically presenting the research findings and supporting arguments.</li> <li>The manuscript appears to be scientifically correct. It follows a well-defined research methodology, including qualitative data collection and analysis. The use of theoretical frameworks like the agenda-setting theory adds to the robustness of the study. The conclusions drawn are supported by the data presented.</li> <li>The references are sufficient and cover a range of relevant sources. However, incorporating more recent studies, particularly those published in the last five years, would strengthen the manuscript. Suggested additional references could include recent articles on media influence in tourism and case studies on similar initiatives in other regions.</li> </ol>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and English quality of the article are generally suitable for scholarly communication. However, a few grammatical errors and awkward phrasings could be improved for better clarity and readability. Proofreading and minor editing would enhance the overall quality.</p>	
<p><b>Optional/General</b> comments</p>		

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**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:**

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