

## Review Form 1.7

Journal Name:	<b>International Journal of Environment and Climate Change</b>
Manuscript Number:	<b>Ms_IJECC_119369</b>
Title of the Manuscript:	<b>EXPLORING COMPETITIVE STRATEGIES IN AGRI-TOURISM VENTURES LOCATED IN PERI URBAN AREAS OF TELANGANA</b>
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 REVISION comments</b></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>	<p>1. This manuscript holds importance for the scientific community by delving into the competitive strategies of agri-tourism ventures in peri-urban Telangana. It contributes valuable insights into how these ventures can attract tourists and ensure economic viability, crucial for rural development and agricultural sustainability.</p> <p>2. Yes, the title is suitable as it accurately reflects the focus and scope of the study. It effectively communicates the subject matter and geographical context of the research.</p> <p>3. Yes, the abstract is suitable as it accurately reflects the focus and scope of the study. It effectively communicates the subject matter and geographical context of the research.</p> <p>4. Yes, the manuscript's subsections and structure are well-organized, facilitating clarity and coherence throughout the document. Each section logically flows from introduction to methodology, results, discussions, and conclusions, enhancing readability and understanding.</p> <p>5. Yes, the manuscript demonstrates scientific accuracy through rigorous data collection methods, clear presentation of findings, and logical interpretation of results. The use of the 4P's marketing framework to analyze competitive strategies adds robustness to the study.</p> <p>6. Yes, the references cited are generally sufficient and recent, providing a solid foundation for the study.</p>	
<p><b>Minor REVISION comments</b></p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes, based on the sections I reviewed, the language and English quality of the article appear suitable for scholarly communications. The writing is clear, coherent, and effectively communicates the research objectives, methodology, and findings. There were minor grammatical and typographical errors, but they did not significantly detract from the overall clarity and readability of the manuscript. With careful proofreading and editing, the article would meet the standards expected for scholarly publications in terms of language and English quality.</p>	
<p><b>Optional/General comments</b></p>	<p>See the attachment</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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

### Reviewer Details:

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