

Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Original Manuscript_AJESS_117694
Title of the Manuscript:	HOW SOCIAL MEDIA CONTRIBUTE TO PATRONAGE OF HOTELS IN CAPE COAST
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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. The results of the research demonstrate how social media influences customer choices and boosts hotel profit margins. For companies trying to use social media platforms to draw clients and improve their bottom line, this knowledge may be quite helpful. 2. The study's primary focus—the effect of social media on hotel patronage in Cape Coast—is well reflected in the title, which makes sense. 3. The study's aims, methodologies, major discoveries, results, and suggestions about the impact of social media on hotel patronage in Cape Coast are all well summarized in the abstract, making it a thorough summary. 4. The subsections and overall organization of the publication seem suitable, with distinct parts that cover the goals, procedures, findings, conclusions, and suggestions of the study. 5. Based on the technique used, the data analysis, and the findings made on the impact of social media on hotel patronage, the paper seems to be scientifically accurate. 6. The research results and suggestions are supported by the current and relevant references given in the text. To improve the literature study and provide a wider range of viewpoints on how social media is affecting the hotel sector, additional references might be included. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is the language/English quality of the article suitable for scholarly communications? 	<p>The article's clarity is improved, and the research is put forward academically and credibly by applying suitable vocabulary and organized writing. It displays the research's professionalism and reliability. Some minor grammar changes are required for the clarity of the sentence</p>	
<p>Optional/General comments</p>	<p>More references can be added.</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>	

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