

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Education and Social Studies</b>
Manuscript Number:	<b>Original Manuscript_AJESS_117694</b>
Title of the Manuscript:	<b>HOW SOCIAL MEDIA CONTRIBUTE TO PATRONAGE OF HOTELS IN CAPE COAST</b>
Type of the Article	

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**PART 1: Review Comments**

	<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>
<p><b><u>Compulsory</u></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. Yes, this manuscript contributes valuable insights to both the academic and hospitality industry communities. By examining the impact of social media on hotel patronage in Cape Coast, Ghana, it addresses a gap in the existing literature, particularly concerning a region where such studies are scarce. The findings underscore the increasingly influential role of social media in consumer decision-making processes, particularly in the context of travel and accommodation choices. This research provides a foundation for further investigation into the dynamics between social media usage and hotel patronage, offering practical implications for hotel management strategies and marketing efforts in leveraging social media platforms to enhance brand awareness and profitability.</li> <li>2. The title "How Social Media Contributes to Patronage of Hotels in Cape Coast" effectively communicates the focus of the article. However, if you're looking for an alternative title that might provide a slightly different angle or emphasis, you could consider: "Exploring the Influence of Social Media on Hotel Patronage in Cape Coast: An Empirical Study".</li> <li>3. The abstract provides a solid overview of the study's aims, methodology, key findings, conclusions, and recommendations. It effectively communicates the gap in the existing literature, the research objective, the methods employed, the main findings regarding social media's influence on hotel patronage, and the implications for hotel management. However, to enhance comprehensiveness, it could include a brief mention of the specific social media platforms studied or the types of interactions observed on these platforms. Additionally, acknowledging any limitations or suggesting avenues for future research could further enrich the abstract. Overall, while the abstract is informative, adding a bit more detail could improve its comprehensiveness.</li> <li>4. <b>Yes</b></li> <li>5. <b>Yes</b></li> <li>6. The references provided offer a diverse range of perspectives and studies relevant to the topic of social media's influence on hotel patronage. However, to enhance the comprehensiveness and currency of the reference list, you might consider adding some recent publications from the last few years that specifically focus on social media's impact on the hospitality industry or hotel marketing strategies.</li> </ol>	

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<b>Minor</b> REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments	NO	

### **PART 2:**

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

### **Reviewer Details:**

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