

ReviewForm3

JournalName:	AsianJournalofAgriculturalExtension.Economics&Sociology
ManuscriptNumber:	Ms_AJAEES_125437
TitleoftheManuscript:	QualityofagritourismservicestoforeignanddomestictouristsinKerala
Typeofthe Article	OriginalResearchArticle

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PART1:ReviewComments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript provides valuable insights into the quality of agritourism services in Kerala, India, focusing on both domestic and foreign tourists' experiences. I appreciate several aspects of this study. It addresses an important and growing sector of tourism that combines agriculture and travel experiences, which has potential economic and cultural benefits for rural communities. The research uses a well-established methodology (SERVQUAL model) to assess service quality across multiple dimensions, providing a comprehensive view of tourist satisfaction and areas for improvement. The study identifies specific gaps in service quality, such as the need for better signage, trained guides, and accessibility features for disabled visitors. These findings can directly inform policy and business decisions to enhance the agritourism experience. By comparing domestic and foreign tourists' perspectives, the research highlights important differences in expectations and perceptions, which is crucial for tailoring services to different market segments. The manuscript contributes to the broader understanding of sustainable tourism development, particularly in rural areas, which is increasingly important in the context of global economic and environmental challenges.</p>	
<p>Is the title of the article suitable? (If not, please suggest an alternative title)</p>	<p>Suggested alternative title: "Comparative Analysis of Agritourism Service Quality for Domestic and Foreign Tourists in Kerala: A SERVQUAL Approach"</p> <p>Rationale for the suggested title: It emphasizes the comparative aspect of the study between domestic and foreign tourists. It explicitly mentions the SERVQUAL methodology, which is a key aspect of the research. It retains the focus on agritourism, service quality, and the Kerala location. The word "Analysis" suggests a more in-depth study rather than just a description of quality. This alternative title provides a more precise representation of the research conducted, highlighting its comparative nature and the specific methodology used. It would give potential readers a clearer idea of what to expect from the study.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract of the article is generally comprehensive, covering key aspects of the study including the aims, objectives, methodology, results, and conclusion. However, there are a few areas where it could be improved for clarity and completeness. Here are my suggestions for additions and modifications:</p> <p>Additions:</p> <ol style="list-style-type: none"> Sample size: Include the total sample size (300) in the methodology section. Specific analysis methods: Mention the use of the SERVQUAL model and Wilcoxon signed rank test in the methodology. Key findings: Add a brief statement about the overall satisfaction levels of domestic versus foreign tourists. Implications: Include a sentence on the practical implications of the findings for agritourism operators and policymakers. <p>Modifications:</p> <p>Condense the background information: The first part of the abstract contains general information about tourism and agritourism that could be shortened to focus more on the study's specific context.</p> <p>Clarify the objective: The current objective is very broad. It could be more specific, reflecting the comparative nature of the study between domestic and foreign tourists.</p> <p>Restructure for clarity: Organize the results section more systematically, presenting the main findings before delving into specific service gaps. These changes would make the abstract more focused and informative, providing a clearer overview of the study's purpose, methods, findings, and significance.</p>	

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Are subsections and structure of the manuscript appropriate?	Yes	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically	The manuscript demonstrates scientific correctness through its use of established research methodologies, particularly the SERVQUAL model and Wilcoxon signed rank test, which are appropriate for evaluating service quality and comparing paired observations in tourism studies. The study's robustness is further	

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<p>sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>evidenced by its structured approach to data collection, using a balanced sample of domestic and foreign tourists (150 each), and its comprehensive analysis across multiple dimensions of service quality, providing a nuanced understanding of agritourism experiences in Kerala.</p>	
<p>Are there references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references provided are generally relevant to the topic of tourism service quality and satisfaction. However, there are a few points to consider regarding their sufficiency and recency:</p> <p>Recency: The references range from 2014 to 2023, with most falling within the last 5-6 years. This is generally acceptable, but including more references from the last 2-3 years would strengthen the manuscript's currency.</p> <p>Relevance: While many references focus on tourism service quality, there seems to be a lack of sources specifically addressing agritourism. Including more references on agritourism would better support the study's specific focus.</p> <p>Geographical diversity: The references cover various regions, which is good for providing a global perspective. However, more sources specific to Kerala or Indian agritourism would be beneficial.</p> <p>Methodological relevance: There could be more references specifically related to the SERVQUAL model in tourism contexts.</p> <p>Including these or similar recent, agritourism-focused references would enhance the literature base of the manuscript and provide more context for the specific type of tourism being studied.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article is generally understandable, but it falls short of the standard typically expected for scholarly communications. There are several areas where improvements could be made:</p> <p>Grammatical errors: There are numerous instances of incorrect grammar throughout the text. For example, in the abstract: "Tourism has been an essential component of human civilization since the beginning, evolving through various forms, phases, and practices over the centuries." This sentence is run-on and could be split for clarity.</p> <p>Inconsistent tense usage: The article switches between past and present tense inconsistently. For instance, in the results section, it uses present tense ("reveals", "indicates") when discussing findings, which is usually presented in past tense in academic writing.</p> <p>Awkward phrasing: Some sentences are structured in a way that makes them difficult to read. For example: "Out of four tangible services, both domestic and foreign tourists marked negative gaps for signage board facilities (-0.2 and -0.3 respectively)."</p> <p>Lack of academic tone: Some phrases are too colloquial for scholarly writing. For instance, "Agritourism is a type of tourism that uses agricultural life as a tourist attraction" could be more formally stated.</p> <p>Punctuation errors: There are misplaced or missing commas in several sentences, affecting readability.</p> <p>Formatting inconsistencies: The use of capitalization in headings and subheadings is inconsistent.</p> <p>Repetition: Some ideas and phrases are unnecessarily repeated, which reduces the overall clarity and impact of the writing.</p> <p>To improve the language quality for scholarly communication, the article would benefit from:</p> <ul style="list-style-type: none"> A thorough proofreading and editing process. More consistent use of academic language and tone. Careful attention to grammar, punctuation, and tense consistency. Restructuring of some sentences for clarity and conciseness. Elimination of redundancies. Standardization of formatting. <p>These improvements would enhance the article's readability and professional appearance, making it more suitable for scholarly publication.</p>	
<p>Optional/General comments</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>	

Reviewer Details:

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