

Review Form 3

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_125437
Title of the Manuscript:	Quality of agritourism services to foreign and domestic tourists in Kerala
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<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>The scholarly community will find great value in this manuscript, especially those who are interested in agritourism and the quality of services provided by tourism. It offers a comprehensive examination of the shortcomings in Kerala's agritourism offerings, including the absence of facilities that are handicapped accessible, knowledgeable guides, and signage—all of which are critical to raising visitor satisfaction. Utilising statistical methods like the Wilcoxon signed rank test and models like SERVQUAL, it provides quantitative insights that can assist raise the bar for service standards in the agritourism industry.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "Quality of agritourism services to foreign and domestic tourists in Kerala," accurately reflects the focus of the study, which is on evaluating the service quality in Kerala's agritourism sector. However, it could be made more engaging and specific by incorporating key themes such as the service gaps and the impact on tourist satisfaction. A more refined title could be:</p> <p>"Assessing Service Quality Gaps in Kerala's Agritourism: A Comparative Study of Domestic and Foreign Tourist Experiences"</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 provides a good overview of the study, including its aims, methodology, and key findings. However, there are areas where it could be made more comprehensive, concise, and clearer. Here are a few suggestions for improvement:</p> <p>Suggestions for Addition: Methodology Clarification: The abstract mentions a primary survey, but it would be beneficial to briefly specify the SERVQUAL model usage to analyze service quality gaps.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The structure of the manuscript is generally appropriate, with clear subsections that guide the reader through the research. It follows a logical flow, from the introduction of the topic, to the methodology, and then the results and discussion</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript appears scientifically robust and technically sound due to its systematic approach in evaluating agritourism service quality using well-established models like SERVQUAL. The application of the SERVQUAL model, with its five key dimensions (tangibility, reliability, responsiveness, assurance, and empathy), is a recognized method for analyzing service gaps, which adds credibility to the study. Additionally, the use of the Wilcoxon signed rank test to compare the expectations and perceptions of domestic and foreign tourists demonstrates appropriate use of statistical methods. The study's reliance on both primary and secondary data also strengthens its scientific validity, offering a comprehensive analysis of agritourism service quality in Kerala.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>:-</p>	<p>The references in the manuscript are relevant and provide a solid foundation for the study. However, the references include a mix of government reports (India Tourism Statistics 2023, Kerala Tourism Statistics 2022) and relevant journal articles, which provide a strong empirical and contextual basis for the research. They cover both international and Indian perspectives on tourism service quality, making them diverse and appropriate for the study.</p>	

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<p><u>Minor REVISION</u> comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language of the manuscript is generally clear and understandable, but there are areas that could be improved to enhance its suitability for scholarly communication.</p>	
<p><u>Optional/General</u> comments</p>	<p>Overall, this manuscript addresses an important topic in agritourism and provides valuable insights into the service quality at agritourism centers in Kerala. It is well-structured, and the use of the SERVQUAL model and statistical analysis is appropriate for the research objectives.</p>	

PART 2:

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

Reviewer Details:

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