

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_89016
Title of the Manuscript:	Corporate Social Responsibility and Customer Behavior Associated with Hotels in Zanzibar
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that NO manuscript should be rejected only on the basis of 'lack of Novelty', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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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)
<u>Compulsory REVISION</u> comments	<p>-Reasons for the customer to choose the hotels Researcher said these five reasons :- (1) friendly staff, (2)Good service, (3)friendly employee and good service, (4)Good environment, (5) other Please recheck these 5 reason. I think that 1 and 2 is ok, why 3? No 3 reason is same as 1 & 2 no reason. Why not researcher remove 3? And add any other new reason if possible.</p>	
<u>Minor REVISION</u> comments	<p>1. INTRODUCTION In Zanzibar, Tourism has been currently promoted as the major sector of economy which generate about 80% foreign exchange earnings, employment opportunities, stimulate local economy, support other sectors such as agriculture, small scale handcraft industry, and above all as a way of economic diversification . -Recheck this above paragraph.</p>	
<u>Optional/General</u> comments	<p>-3.2.4. Reasons for the customer to choose the hotels The Tourists come to Zanzibar for different purpose and choosing the hotel for their different reasons, the research finding indicate that most of the respondent choose the hotels because of friendly employee and good service which accounted about 33%, followed by good environment accounted by 22%, whereby friendly staff accounted about 14% of the respondents and good services accounted about 11% but other respondent choose the hotels for other reasons indicated about 19% like good price, location of stone town, good food , comfortable rooms and etc. as table 6 shown below. -Recheck this above paragraph. -Conclusion and Recommendation: (i) should be more descriptive and clear (ii) should connected with research objective (iii) Findings and future research direction is not clear enough -please write References section properly. -please recheck all section before final submission. (need to edit all pages)</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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