

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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:

<https://www.journalajebo.com/index.php/AJEBA/editorial-policy>

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**PART 1: Review Comments**

	<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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>1. For abstracts in the research methodology section, it is not necessary to mention statistical results, please focus on explaining the type of research carried out (quantitative/qualitative/mixed), the object of research, data collection methods, number of samples, research period, you can also add what statistical tools to use so that clarify the reader.</li> <li>2. The introduction section needs to add updated references to support research phenomena or hot issues.</li> <li>3. Please check there are some statements that do not have a reference source even though they are data that definitely has a source such as "In most countries, especially low income countries, tourism is seen as a viable option for economic growth, but current unsustainable tourism practices can impact the health and well "being of the environment and the community as well as tourism itself." This statement can be supported by previous research or other official sources and is related to low income countries. Can you please explain some of the people in question?</li> <li>4. For the introduction, please explain in detail the phenomenon or hot issue for the dependent variable of the study, supported by data and references that are updated until now. Then, with the existence of this phenomenon, it is only explained what factors can influence it, such as CSR which is used in this study. After that, explain in detail the research gap that occurs on the independent variables, either from previous research or differences in theoretical views. Then, explain the reasons for selecting the sector and location. Thus, at the end of the conclusion, it is stated that it is important to do this research.</li> <li>5. The literature perspective section still lacks references and the references used are no longer updated</li> <li>6. For the hypothesis, please explain in detail and be supported by previous research.</li> <li>7. The research methodology section has not been clearly explained regarding the type of research carried out (quantitative/qualitative/mixed), the object of research, data collection methods, number of samples, research period, measurement of variables and their sources.</li> <li>8. The explanation of each image is still not comprehensive and needs to be explained more deeply so that readers can understand the meaning of the images presented</li> <li>9. The submission of the research results table needs to be tidied up and because it uses a questionnaire, it is necessary to first explain the validity and reliability testing</li> <li>10. This research is not clear about the limitations, are there no limitations in this study?</li> </ol>	
<b>Minor</b> REVISION comments	<ol style="list-style-type: none"> <li>1. Reference writing needs to be improved which comes from papers, books, or websites</li> <li>2. fix writing format</li> </ol>	
<b>Optional/General</b> comments	Overall, this paper needs to be majorly revised and your article must be revised to meet the requirements so that it can be considered for acceptance	

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**PART 2:**

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

**Reviewer Details:**

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