

REVIEWER'S REPORT

Manuscript No.: JNBMS-062

Title: Exploring Tourism Promotion in OTT Era Through Case-Lets.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer's ID: JPR-130

Detailed Reviewer's Report

Overall Evaluation

The paper discusses a relevant and current topic: the role of OTT platforms in promoting tourism. The use of case studies from India, South Korea, Brazil, and South Africa makes the paper interesting. The objectives are clear and the paper has practical relevance. However, the methodology is not explained in sufficient detail. The analysis is mainly descriptive and needs stronger evidence to support claims about increases in tourist arrivals. The paper also needs better theoretical support, clearer comparison of the cases, and improvement in language and references.

Strengths

- The topic is current and relevant.
- The objectives are clearly stated.
- The paper includes international case studies.
- The study has practical relevance for tourism promotion.
- Recent literature has been included.
- The connection between OTT content and destination promotion is clearly discussed.

Areas for Improvement

- 1. Methodology** - The research methodology needs to be explained clearly, including case selection, data sources, and method of analysis.
- 2. Literature Review** - The literature review should identify the research gap more clearly and provide stronger theoretical support.

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- 3. Case Analysis** - The four cases should be compared systematically. A comparison table would improve the paper.
- 4. Evidence** - Claims about increased tourist arrivals should be supported with reliable tourism data. The paper should avoid making causal claims without sufficient evidence.
- 5. Scope** - Although the paper discusses OTT platforms generally, most cases focus on Netflix. The scope should therefore be clarified.
- 6. Language** - Several grammatical and wording errors need correction. The manuscript requires careful proofreading.
- 7. References** - References and citations should be checked and presented consistently in APA style. There is also an incomplete citation such as "Lee et al. (20)" that needs correction.
- 8. Conclusion** - The conclusion should include the main findings, limitations, practical implications, and suggestions for future research.