

REVIEWER'S REPORT

Manuscript No.: IJAR-57203

Title: ROLE OF AI IN FARM-TOURISM (AGRI-TOURISM) AT NEREDUCHERLA MANDAL OF SURYAPET DISTRICT-AN EMPIRICAL STUDY

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- 002

Detailed Reviewer's Report

The manuscript titled “**Role of AI in Farm-Tourism (Agri-Tourism) at Nereducherla Mandal of Suryapet District – An Empirical Study**” addresses a contemporary and meaningful topic by examining the integration of Artificial Intelligence in agri-tourism and its contribution to rural development. The study attempts to connect technological advancement with agricultural diversification, which is a relevant area of research in the present digital era. The focus on a specific rural region provides local relevance and practical significance, particularly in understanding how AI can improve farm productivity, visitor experience, and socio-economic development. The topic itself demonstrates originality because limited empirical studies have examined AI-enabled farm tourism at the mandal level in rural India.

The manuscript shows a commendable effort in presenting a broad literature review covering agri-tourism, AI in agriculture, tourism development, and farmer participation. The inclusion of theoretical frameworks such as Sustainable Livelihood Theory and Innovation Diffusion Theory strengthens the academic foundation of the study. The objectives are clearly stated and align with the research theme. The use of primary data collected from 112 farmers and the application of statistical tools such as correlation and regression analysis indicate an attempt to provide empirical support for the findings. The study successfully highlights that AI awareness and adoption can positively influence tourism experience, income generation, and sustainable agricultural practices.

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However, the manuscript requires substantial improvement in terms of **technical quality and presentation**. Several inconsistencies are observed in the data tables, particularly in the demographic percentages, where the frequencies and percentages do not correspond accurately. For example, age and gender percentages are mathematically inconsistent, which raises concerns about data reliability. Some hypotheses are incorrectly labeled as null hypotheses while expressing positive relationships, which should instead be framed as alternative hypotheses. The statistical interpretation is generally understandable, but the analysis remains somewhat descriptive and lacks deeper discussion of the practical meaning of the results. The methodology section should provide more detailed explanation regarding questionnaire design, validity testing, and justification for the purposive sampling technique used in the study.

The clarity of writing also needs improvement. The manuscript contains grammatical errors, formatting issues, repeated ideas, and inconsistent spacing throughout the text. Some sentences are lengthy and difficult to follow, affecting readability. In several places, the language appears mechanically constructed and would benefit from careful proofreading and professional language editing. Additionally, citation formatting should be standardized according to the journal style, and a few references appear incomplete or inconsistently presented. Improving the language and formatting would significantly enhance the professionalism of the paper.

Overall, the manuscript presents an important and promising study with good practical significance for rural tourism and agricultural innovation. The research has value for policymakers, farmers, and tourism stakeholders interested in digital transformation in rural economies. Nevertheless, due to concerns related to data consistency, language clarity, and methodological explanation, the paper currently requires **major revision** before it can be considered for publication. With careful revision and stronger analytical depth, the manuscript could make a useful contribution to the field of agri-tourism and AI-based rural development.