

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-130

Detailed Reviewer's Report

1. Overall Evaluation

The paper titled "*Role of AI in Farm-Tourism (Agri-Tourism) at Nereducherla Mandal of Suryapet District – An Empirical Study*" presents a relevant and contemporary topic by integrating Artificial Intelligence (AI) with agri-tourism. The study is well-structured and attempts to combine rural development, technology adoption, and tourism perspectives. The research is empirical in nature, supported by primary data from 112 farmers, and uses appropriate statistical tools such as correlation and regression analysis. The study successfully highlights the positive impact of AI on farm productivity, tourism experience, and socio-economic development. However, while the study has good intent and structure, there are issues related to clarity, data presentation, language, and methodological depth that need improvement before publication.

2. Strengths of the Study

- a. Relevant and Emerging Topic** - The integration of AI with agri-tourism is highly relevant and innovative. The study contributes to rural development and smart agriculture discussions.
- b. Clear Objectives and Research Gap** - The research gap is clearly identified, especially the lack of region-specific studies. Objectives are well-defined and aligned with the study.
- c. Empirical Approach** - Use of primary data (112 farmers) strengthens the authenticity. Inclusion of hypothesis testing, correlation, and regression adds analytical value.
- d. Strong Literature Review** - Covers multiple dimensions: agri-tourism, AI, farmer perspectives, and tourism. Includes recent references (2023–2025), showing updated knowledge.

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e. Practical Implications - Provides useful insights for: Policymakers, Farmers, Rural tourism planners

3. Areas for Improvement

a. Language and Grammar Issues - The manuscript contains frequent grammatical errors and sentence structure problems. Some sentences are repetitive or unclear.

Example issues: Inconsistent spacing and formatting, Typographical errors (e.g., "Pearson Correlatio", "doption").

b. Data Presentation Errors - Tables contain incorrect percentages and inconsistencies. Example: Age percentages do not match frequencies. Some categories are misaligned or wrongly labeled (e.g., farm size categories repeated).

c. Methodology Needs Clarity - Sampling technique (purposive sampling) is mentioned but: Selection criteria are not clearly explained.

No explanation of: Questionnaire design, Reliability/validity of data.

d. Hypothesis Framing Issues - Hypotheses are incorrectly labeled: H_0 (null hypothesis) is written as a positive statement, which is incorrect.

Rewrite hypotheses properly:

H_0 : No relationship

H_1 : Significant relationship

e. Interpretation and Discussion - Analysis is mostly descriptive, lacking deeper critical discussion. No comparison with previous studies. Add: Interpretation linked to theory, Comparison with literature.

f. Formatting and Structure Problems - Inconsistent headings and spacing, References are repeated and not properly formatted, Some sections are unnecessarily lengthy. Follow a standard journal format (APA/Harvard).

g. Limited Generalizability - Study is restricted to one mandal. Sample size is relatively small. Acknowledge this more clearly and justify the scope.