

REVIEWER'S REPORT

Manuscript No.: IJAR-50547

Date: 07-03-2025

Title: Paper on Tourism

Recommendation:

Accept as it is.....**YES**.....
 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 Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Strengths:

1. Well-Structured Abstract

- The abstract clearly defines the research focus on green hotels and sustainability.
- The use of bibliometric analysis with tools like VOS Viewer and R enhances the study's methodological robustness.
- The connection between consumer behavior and sustainability is well-established.
- The study effectively bridges the gap between academic research and industry applications.

2. Comprehensive Introduction

- The introduction effectively contextualizes the growing importance of sustainability in tourism.
- It presents a strong theoretical foundation by referencing key studies and policy frameworks.
- The discussion of consumer behavior and the economic implications of green hotels is well-articulated.

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- The alignment with Sustainable Development Goals (SDGs) strengthens the study's relevance.

3. Clear Research Objectives

- The objectives are well-defined, focusing on citation analysis, co-citation analysis, and co-word analysis.
- The study outlines a systematic approach to understanding green hotel research trends.
- The distinction between past, present, and future research directions adds depth to the analysis.

4. Strong Literature Integration

- The study effectively synthesizes past research on green hotels, sustainability, and consumer behavior.
- The inclusion of multiple perspectives—behavioral, psychological, and contextual—enriches the discussion.
- The references to key studies enhance the credibility of the research.
- The discussion on previous bibliometric studies highlights gaps in existing literature.

5. Well-Articulated Discussion on Green Hotels

- The study provides a clear definition of green hotels and their environmental commitments.
- It explains how green hotels contribute to sustainability through energy efficiency, waste management, and consumer engagement.
- The discussion on industry transformation aligns with contemporary business models and consumer expectations.

6. Integration of Digital Transformation and Marketing

- The role of digital tools such as data analytics, social media, and sustainability certifications is effectively explored.
- The mention of TripAdvisor's Green Leaders Program provides real-world relevance.
- The study acknowledges the growing role of consumer feedback in shaping sustainability efforts.

7. Strong Industry and Policy Relevance

- The paper highlights the economic and strategic importance of green hotels.
- It provides actionable insights for hoteliers looking to attract eco-conscious travelers.
- The study contributes to sustainable tourism policies and regulatory frameworks.

8. Logical and Coherent Flow

- The research maintains a structured and logical sequence.
- The transition from theoretical foundations to empirical methodology is smooth.
- The alignment of research findings with practical applications ensures coherence.

Observations:

1. Balanced Perspective on Sustainability and Consumer Behavior

- The study successfully combines economic, environmental, and psychological factors.
- It acknowledges both challenges and opportunities for green hotel adoption.

2. Data-Driven Approach

- The use of bibliometric mapping enhances the study's empirical rigor.
- The methodological approach ensures objective analysis of research trends.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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3. Interdisciplinary Appeal

- The study is relevant to tourism researchers, policymakers, and hospitality professionals.
- It contributes to discussions on sustainability, behavioral economics, and business strategy.