

REVIEWER'S REPORT

Manuscript No.: IJAR-50643

Date: 15/03/2025

Title: Fans zones: between organizational issues and the spectator experience in celebration areas for major sporting events in Senegal.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Date: 15/03/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study explores the role of fan zones in shaping the spectator experience during major sporting events in Senegal. It highlights how these spaces enhance social cohesion, serve political and marketing interests, and create economic opportunities.
- Strength:** The research uses qualitative methods, including interviews and participant observation, to analyze organizational challenges, marketing strategies, and emotional engagement within fan zones. It identifies three main organizers- commercial enterprises, public institutions, and local authorities—and their distinct motivations.
- Key Insight:** Fan zones serve as strategic spaces for social interaction, branding, and communal celebration, but they also face financial, technical, and logistical challenges that require better planning and stakeholder collaboration.

REVIEWER'S REPORT***Reviewer's Comment / Report***

The paper titled “*Fans zones: between organizational issues and the spectator experience in celebration areas for major sporting events in Senegal.*” explores the organization of fan zones during major sporting events in Senegal and how these spaces impact spectator experiences, social cohesion, and commercial interests. Through qualitative research (semi-structured interviews and participant observation), the study identifies three key organizing entities: commercial companies, public administrations, and local authorities. The paper also discusses fan zones as strategic marketing tools, spaces for political engagement, and platforms for social interaction.

Suggestions for Improvement:

1. Clarify the research gap—what unique insights does this study offer that previous research has not covered?
2. Include survey data or attendance metrics to quantify spectator engagement and commercial impact. Comparative analysis with other countries or events could enhance the findings.
3. The paper briefly discusses how local governments use fan zones for political engagement but does not fully explore the implications. Provide examples of political messaging within fan zones.
4. The paper acknowledges financial, technical, and ecological challenges but does not provide solutions. Explore sustainability initiatives in fan zones (e.g., waste management, crowd control, sponsorship models).
5. Provide clearer policy recommendations for government agencies and commercial sponsors.

Accept with Minor Revisions- after these refinements, the paper will be suitable for publication in IJAR.

I recommend this paper for publication after minor revision.