

## REVIEWER'S REPORT

Manuscript No.: IJAR-51887

Date: 28-05-2025

**Title: Understanding Adventure Tourism Intentions in the Andaman Islands: A Theoretical Approach to Experience-Driven Engagement**

### 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**

#### **Abstract Review:**

The abstract presents a well-structured and coherent summary of the research focus. It introduces adventure tourism within the context of the Andaman Islands and clearly outlines the theoretical underpinnings employed: the Theory of Planned Behaviour, Value-Belief-Norm Theory, and the Experience Economy Framework. The identification of novelty seeking, environmental awareness, and social influence as key drivers is well-articulated. The mediating role of perceived value adds depth to the framework. The abstract effectively communicates the theoretical and practical significance of the study while pointing towards potential avenues for future research.

#### **Keywords Review:**

The selected keywords are concise and representative of the core themes in the paper. They enhance searchability and align with academic indexing norms, making the paper accessible to relevant scholarly audiences.

#### **Introduction Review:**

The introduction sets a compelling context for the rise of adventure tourism and its relevance in the global and Indian tourism sectors. The positioning of the Andaman Islands as a destination rich in natural offerings and adventure potential is effectively conveyed. The section rightly emphasizes the lack of

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scholarly attention on the motivational aspects of adventure tourism in the region, establishing a strong justification for the research. The narrative seamlessly bridges the gap between adventure tourism trends and the theoretical need for updated behavioral models.

The incorporation of experience-led and socially influenced tourism behavior adds contemporary relevance. The need for a multidimensional theoretical approach is clearly justified, and the constructs chosen reflect current dynamics in tourist decision-making. The tone is academic yet accessible, and the language is precise and engaging.

### **Thematic Relevance and Clarity:**

The paper aligns well with current developments in tourism research, especially the emphasis on personalized, environmentally conscious, and socially influenced travel. The use of established theories enhances the study's academic rigor and credibility. The choice to examine the Andaman Islands provides a geographically focused yet globally resonant case study.

### **Academic Contribution and Originality:**

The paper offers a theoretically robust and contextually grounded framework for understanding adventure tourism motivations. It contributes meaningfully to a niche yet rapidly growing field. By integrating multiple theoretical lenses, the study demonstrates originality and a comprehensive approach to understanding complex tourist behaviors.

### **Overall Assessment:**

This paper presents a timely and analytically sound exploration of adventure tourism intentions in the Andaman Islands. It combines theoretical depth with practical relevance and contributes to the broader discourse on experiential and sustainable tourism. The content is logically structured, the writing is clear, and the arguments are supported with conceptual depth. It is suitable for academic publication and valuable to both researchers and practitioners in the tourism field.