

REVIEWER'S REPORT

Manuscript No.: **IJAR-52193**

Date: 11-06-2025

Title: VERS UN MODÈLE DES ROLES ET ACTIVITES DES OGD DANS LE MARKETING DE LA DT

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 Name: Dr.P.Manochithra

Date: 11-06-2025

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.

This manuscript provides a comprehensive analysis of the roles and activities of Destination Management Organizations (OGDs) in destination marketing. It contributes significantly to the literature by proposing a conceptual model that integrates strategic, operational, and support functions of OGDs, offering valuable insights for both researchers and practitioners in tourism marketing.

Detailed Reviewer's Report

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1. Title and Abstract

The title of the manuscript is clear and reflects the content effectively. The abstract provides a concise summary of the objectives, scope, and contributions of the paper. It clearly states the dual aim: conducting a literature review and proposing a conceptual model of destination marketing activities supported by Destination Management Organizations (ODGs).

2. Originality and Significance

The manuscript presents a thorough and well-structured analysis of the evolving role of ODGs in the context of destination marketing. By systematically synthesizing existing literature and introducing a conceptual model, the paper offers a fresh perspective on a complex and multidimensional subject. The originality lies in its attempt to classify and integrate strategic, operational, and support functions of ODGs into a coherent framework.

3. Structure and Clarity

The paper is logically structured into clearly defined sections, covering the historical development, theoretical foundations, and the evolving functions of ODGs. The language is generally clear, although some sections could benefit from concise phrasing to enhance readability. The figures and tables (particularly Table 2 and Figure 3) effectively support the conceptual model proposed.

4. Literature Review

The literature review is comprehensive and well-documented. The author(s) demonstrate an excellent command of prior research in destination marketing, including both foundational and contemporary sources. The use of systematic literature reviews and thematic classifications adds credibility to the synthesis.

5. Theoretical and Conceptual Contribution

The conceptual framework that categorizes ODG activities into strategic, operational, and support dimensions is a valuable contribution. It fills a gap in the literature by clarifying the multi-faceted roles of ODGs in enhancing the competitiveness and attractiveness of tourist destinations.

6. Methodological Rigor

While the article is primarily conceptual, it is rigorous in its analysis and synthesis of secondary sources. The methodology for constructing the proposed model, although qualitative, is justified by the extensive literature coverage. Future empirical validation of the model is mentioned, which is a positive aspect.

7. Strengths

- Strong theoretical grounding with citations from authoritative sources.
- Well-structured and clear articulation of the evolving role of ODGs.
- The proposed model is both relevant and potentially applicable for destination planning and management.
- Current and post-COVID tourism trends are effectively incorporated.

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8. Weaknesses and Suggestions

- The article would benefit from a more concise presentation in certain dense sections.
- Some terminological clarifications would help—particularly in distinguishing between OGD as a “management” vs. “marketing” entity.
- An illustrative case study or practical application of the model (even hypothetical) could strengthen the practical relevance.
- A more in-depth discussion of limitations and avenues for future research could add value.

9. Conclusion

Overall, the manuscript is a strong contribution to the literature on tourism and destination marketing. It is well-researched, clearly structured, and offers a valuable model that aligns with both academic and practical needs in destination management.