



REVIEWER'S REPORT

Manuscript No.: IJAR-55155

Title: A Study on the Attractiveness Factors Influencing Heritage Tourism: Tourist Perceptions and Destination Appeal in Pondicherry.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

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:** The research is significant as it highlights key determinants shaping tourist perceptions of heritage tourism in Pondicherry, a culturally rich destination. Understanding these factors supports strategic planning, destination marketing, and sustainable heritage management. By identifying the most influential elements such as preservation, community involvement, and tourist engagement the study provides actionable insights for policymakers aiming to enhance visitor satisfaction and protect cultural assets.
- Strength:** The study's primary strength lies in its focus on a well-defined set of heritage tourism attributes and its use of path regression analysis to determine their relative influence. It captures essential dimensions such as cultural value, accessibility, community participation, and visitor engagement. The strong model fit ($R^2 = 0.917$) shows that the selected variables collectively explain most of the variation in tourism attractiveness.
- Key Insight:** The key insight is that preservation and maintenance, community involvement, and tourist experience are the strongest predictors of heritage tourism attractiveness in Pondicherry. These findings underscore that physical upkeep of heritage sites and meaningful local engagement are more impactful than marketing alone. Enhancing these core dimensions can significantly elevate visitor satisfaction, destination appeal, and long-term sustainability of heritage tourism.

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Reviewer's Comment / Report

The paper titled “*A Study on the Attractiveness Factors Influencing Heritage Tourism: Tourist Perceptions and Destination Appeal in Pondicherry*” investigates heritage tourism attractiveness factors in Pondicherry using convenience sampling and path regression analysis. It identifies seven logical drivers (cultural value, infrastructure, preservation, engagement, marketing, community involvement, safety), but the paper remains underdeveloped: methodology details are vague, sample size and questionnaire are missing, statistical outputs are absent, and the writing contains numerous grammatical errors and incomplete sections. While the topic is relevant, the work functions more as a preliminary research proposal than a completed, publishable academic paper.

Suggestions for Improvement:

1. Refine the flow, several paragraphs are descriptive without connecting logically to the study's focus on Pondicherry.
2. Introduce a clear research gap by citing studies that have not addressed attractiveness factors of Pondicherry specifically.
3. Conclude the introduction with a statement aligning research objectives, hypotheses, and methodological choices.
4. Synthesize findings, compare and contrast conclusions from multiple scholars rather than listing them.
5. Include more recent studies (post-2018) highlighting digital tourism, sustainability, and community participation.
6. Explain sampling rationale, why was convenience sampling appropriate and what limitations it introduces.
7. Provide demographic profile of respondents (age, gender, nationality), which is missing.
8. Specify measurement scales used for each factor (Likert scale levels, reliability tests).
9. Include details of the data-collection process, when, where, and how respondents were surveyed.
10. Conduct validity and reliability tests (Cronbach's alpha, CFA) to strengthen measurement credibility.
11. Explain model assumptions, multicollinearity, normality, sample adequacy, and goodness of fit.

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This study examines an important topic and identifies valuable factors influencing heritage tourism attractiveness in Pondicherry. However, substantial revisions are needed to improve academic depth, research design clarity, theoretical grounding, and statistical interpretation. The paper has potential but lacks methodological robustness and comprehensive literature integration. Strengthening analysis, enriching theoretical frameworks, and refining writing quality will significantly enhance publishability. A minor revision is recommended. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.