



### 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 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:** Mr. Bilal Mir

### Reviewer's Comment for Publication.

#### 1. Originality:

The paper addresses an interesting and relevant area in tourism research, specifically focusing on the factors influencing the attractiveness of heritage tourism in Pondicherry. The originality of the study is commendable, as it combines factors such as cultural value, infrastructure, local community involvement, and more into a comprehensive analysis. While similar studies have been done on heritage tourism, this study's specific focus on Pondicherry adds valuable insights to the field.

#### 2. Technical Quality:

The methodology used in the study is appropriate and robust. The use of Path Regression Analysis to examine the relationships between various factors affecting heritage tourism attractiveness is sound, and the results are presented clearly. The study effectively identifies which factors (e.g., preservation and maintenance, local community involvement) are most significant in influencing tourists' perceptions of Pondicherry's heritage tourism. However, some sections of the paper could benefit from additional clarification regarding the statistical methods used, especially the interpretation of regression weights.

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### 3. Clarity:

While the paper's core message is clear, certain parts of the manuscript require refinement. Some sections, particularly in the analysis and interpretation of results, can be more succinctly written to enhance readability. The abstract, in particular, could be more concise to better summarize the key findings and purpose of the study. The formatting of tables and figures could also be improved for better clarity and ease of interpretation.

### 4. Significance:

The findings are significant for both academic research and practical applications in the field of heritage tourism. The study offers useful insights into what influences tourists' perceptions and the attractiveness of heritage sites, with a particular focus on the Pondicherry region. These insights could guide tourism policy makers and local authorities in improving heritage tourism experiences. The study also provides recommendations for marketing and information availability, which could be useful in enhancing tourist engagement with heritage sites in Pondicherry.

### Suggestions for Improvement:

- **Clarity in Presentation:** Some sections need to be clearer. In particular, the Path Regression Analysis results could be better explained for a broader audience.
- **Discussion of Results:** A deeper discussion of the implications of the findings in the broader context of heritage tourism in India and internationally could enhance the paper's significance. The results should be tied more closely to existing literature to provide a clearer theoretical framework.
- **Improvement in Marketing and Information Availability:** The study suggests enhancing online visibility and social media influence for better tourism engagement. This section could be expanded to offer more specific recommendations based on the study's findings.

### Conclusion:

This study provides valuable contributions to the field of heritage tourism, with a focus on Pondicherry's cultural and historical appeal. The paper identifies critical factors that influence tourists' perceptions and presents actionable recommendations for local stakeholders. After

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addressing minor revisions related to clarity and presentation, the paper has the potential to make a meaningful impact in both academic and practical domains of heritage tourism.