



## SDI FINAL EVALUATION FORM 1.1

### **PART 1:**

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| Journal Name:            | <a href="#"><u>British Journal of Economics, Management &amp; Trade</u></a>                                                                                                                 |
| Manuscript Number:       | <b>Ms_BJEMT_22835</b>                                                                                                                                                                       |
| Title of the Manuscript: | <b>The differences among the levels of emigrants Jordanian tourists satisfaction in Arabian Gulf countries on the strategies of tourism marketing in Jordan due to demographic features</b> |
| Type of Article          | <b>Original Research Paper</b>                                                                                                                                                              |

### **PART 2:**

| <b>FINAL EVALUATOR'S comments on revised paper (if any)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Authors' response to final evaluator's comments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <p>The manuscript has improved significantly. The reviews are positive. However, the authors should consider the following aspects:</p> <ol style="list-style-type: none"> <li>1) More theoretical literature and more references about similar studies in other territories.</li> <li>2) Improve the wording, with pauses and better organization: "The study included one main question, which is: Is there any difference in the level of satisfaction of emigrants Jordanian tourists working in Arabian gulf countries about the reality of applying the strategies of tourism marketing including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products, strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services) at the tourism sites in Jordan due to demographic features such as gender, age, qualification, job sector, job position, monthly income, number of trips achieved outside Jordan aiming to do tourism?".</li> <li>3) Seven lines in "4. Significance of the study" and three lines to "5. Objectives of the study" is not sufficient. I think is better to make only one epigraph with 4 and 5.</li> <li>4) Epigraph "10.1 The Concept of Marketing Strategy". Rewrite. Review of literature is not to give definitions of the same concept by authors. The authors must analyze. And consider other studies or research related to the manuscript.</li> </ol> | <p><b>1-We believe that the offered theoretical literature review in our manuscript in suitable because our manuscript is focused on the quantitative method more than qualitative.</b></p> <p><b>2-The questions of the study were developed upon the reviewer recommendation.</b></p> <p><b>3-We developed the significant and the objectives of the study upon the reviewer recommendation</b></p> <p><b>4-We developed the concept of marketing strategy as much as we could.</b></p> <p><b>**NOTE**</b></p> <p><b>All your comments are much appreciated and we thank you for that, because it will enrich our manuscript.</b></p> |



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| <b>5)</b> The authors should consider the possibility of include "10.5 Previous studies" in the epigraph about scientific literature. |  |
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