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| Book Name: | [Business, Management and Economics: Research Progress](https://www.bookpi.org/bookstore/product/business-management-and-economics-research-progress-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4102** |
| Title of the Manuscript: | **Environmentally Sustainable Tourism Marketing: Insights and Impacts from Emerging Economies Focusing on Bangladesh** |
| Type of the Article | **Book chapter** |

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| PART 1: Comments | | |
|  | Reviewer’s comment | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **The manuscript addresses a little known sustainable tourism prospects in Bangladesh and impact on socio-economic aspects with marketing insights. However the review of literature is not recent (mostly 2010-2015 ) and too short not highlighting the sustainable tourism destinations in Bangaldesh. Thus the relevance of topic is understated.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **yes** |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **It shall include one line on environment sustainable marketing to explain the meaning.** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **The manuscript shall briefly explain the meaning of environment sustainable marketing, initiatives of Bangladesh tourism , government policy framework if any, review of literature should be current and more clearly explained statements of SMARTPLS or SPSS , as mentioned in abstract SPSS is used but however in paper Smart PLS is used also stating the reason of validity, DV and IV relationship.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **No , references are insufficient and not recent. The references should be of last 5-8 years preferably.** |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes |  |
| Optional/General comments | Please revise the article not make it more relevant and fresh for scientific community with recent reviews and concrete findings instead of use of so many test or statistical software. |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*** |
| **Are there ethical issues in this manuscript?** | ***(If yes, Kindly please write down the ethical issues here in details)*** |  |

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| **Reviewer Details:** | |
| **Name:** | **Namrata Kishnani** |
| **Department, University & Country** | **The Bhopal School of Social Sciences, India** |