



SDI Review Form 1.6

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_47395
Title of the Manuscript:	Commodification of Pilgrimage to The Holy Land of Jerusalem Critical Study of Spiritual Tourism and the Advertising Power Based on Adorno's Critical Theory
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

PART 1: Review Comments

	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)
Compulsory REVISION comments	<p>"This qualitative approach found that the capital owners of the pilgrimage trip to the Holy Land of Jerusalem and its surroundings commodify the content that is originated from religious values and practices, in order to obtain maximum profits"</p> <p>I cannot see any qualitative approach especially in the methodology</p> <p>The author need to ground his/her study in a context</p> <p>The implication of the study would need to come from the purpose of the study.</p>	<p>Qualitative approach especially in the methodology directly used and focused to the method aspect of Adorno's criticism :</p> <ol style="list-style-type: none"> 1. Dialectical aspect. The dialectical method can provide certain insights into the totality of society and prevent isolation of artificial facts and various problems. 2. Historical aspect and method focus on the problem between the general and the individual relationship in its placement, events related to the past and the future 3. Teleological aspects. This method focuses on the teleological aspect (the main purpose) of the liberation by relating the difference between the apparent truth (Sheinbar) and the essential truth (Wessentlich). 4. Aspect of theory and practical integration
Minor REVISION comments		Focussing commodification process, not about circle of capitalisme or money profit range.
Optional/General comments		

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	