



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Education, Society and Behavioural Science</a>
Manuscript Number:	<b>Ms_JESBS_47395</b>
Title of the Manuscript:	<b>Commodification of Pilgrimage to The Holy Land of Jerusalem Critical Study of Spiritual Tourism and the Advertising Power Based on Adorno's Critical Theory</b>
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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>Other than 1 reference to the Hebrew word qadosh, author makes no references to Jewish tourism to Israel. Needs to address this other pilgrimage for completeness.</li> <li>Article would greatly benefit from specific and concrete examples of more tourist businesses to the Holy Land meeting his/her criteria and, possibly, by interview comments with some of those who have experienced such trips.</li> <li>Page 9, 6<sup>th</sup> Paragraph, beginning "The tourist industry..." author needs to supply very concrete proposals which merit these conclusions.</li> </ol>	Revised
<b>Minor</b> REVISION comments	See above.	Revised
<b>Optional/General</b> comments	See above.	Revised

**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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	