**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 | "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" I cannot see any qualitative approach especially in the methodology<br><br>The author need to ground his/her study in a context<br><br>The implication of the study would need to come from the purpose of the study. | |
| **Minor** REVISION comments | | |
| **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?** | (If yes, Kindly please write down the ethical issues here in details) | |

**Reviewer Details:**

| Name: | *Nathan Hussaini Chiroma* |
|---|---|
| Department, University & Country | *Pan Africa Christian University, Kenya* |