**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 | 1. **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.**<br>2. **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.**<br>3. **Page 9, 6th Paragraph, beginning "The tourist industry…" author needs to supply very concrete proposals which merit these conclusions.** | |
| **Minor** REVISION comments | See above. | |
| **Optional/General** comments | See above. | |

**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: | *Steven Leonard Jacobs* |
|---|---|
| Department, University & Country | *The University of Alabama, USA* |