



SDI Review Form 1.6

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJ SSE_51114
Title of the Manuscript:	Analyzing the Determinants of Tourists' Buying Behavior in Sri Lanka: With Special Reference to Tourism Destinations in Down South of Sri Lanka
Type of the Article	Original Research 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	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	<ol style="list-style-type: none"> The quality of the paper is okay, but it needs more editing and proof-reading for the few grammatical errors. The recommendation for "security, cultural harmony and political stability" is outside the scope of the work. The capitalization of the 'B' in tourists' buying behavior that ran through all the work is not necessary. The texts from lines 103 to 138 on 'Place', 'Promotion' and 'Personnel' needs to be supported with some citations, since this is under literature review. Lines 191 to 200 under Research Design, is just another literature review on consumer buying behaviour. No research design was stated there. <p>The paper has two incomplete references.</p>	<p>Examples of the grammatical errors include: In Abstract under Results line two "their main purpose of the visit was..." could be changed to 'their main purposes of the visits were...' Still in the Abstract under Conclusion line 1, "the quality of the all indicators..." could be changed to 'the quality of all the indicators...' Line 19, the statement "Globally, tourism sector has shown a steady increase over the last two decades," may better read 'Globally, the tourism sector has shown a steady growth over the last two decades.'</p> <p>The authors should correct these and other errors pointed out and move ahead.</p>	
Minor REVISION comments	The capitalization of the 'B' in tourists' buying behavior that ran through all the work is the major minor revision error in the work, including some editing and proof-reading errors.	The authors should effect the corrections please.	
Optional/General comments	The paper is generally okay and meets standard for publication.		



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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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