



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_18974
Title of the Manuscript:	INTEGRATED MANAGEMENT OF THE CULTURAL TOURISM PRODUCTS BASED ON THE VALUE CHAIN
Type of the Article	Original research papers

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:

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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	AIM: The aim of the paper is rather too descriptive. Attempts should be made to give some insight (at least) or analysis (preferably). Research methodology: Totally absent. If this is a research paper then this vital part cannot be omitted.	The goal of this study is to recognize pro-quality approach to the process of creating and managing cultural tourism products. Therefore, this paper provides elements of scientific theory.
Minor REVISION comments	Language: This needs attention as the unnecessary use of "the" and other common grammatical errors as seen in lines: 15, 16, 31, 70, etc. impede understanding.	I accept the attention. Corrected.
Optional/General comments	The paper is largely descriptive and lacks both the scientific approach and analyses.	The goal of this paper is to contribute author's original analysis to the process of creating and managing cultural tourism products based on author's experiences. This includes also an analysis of various tourism value chain components.