



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		
Minor REVISION comments		
Optional/General comments	• Abstract should status the main research objective and make a short presentation of the analysed subject. The Abstract should be reconsidered. Abstract is a part, which in the most cases it is read, in the scientific database, so it should be attractive for any potential reader of the paper. • The discussion is good but the contributions should be clearly stated and more detailed in the conclusion section. Author (s) should be more explicit about how the results of this study influence promoting ecotourism in this Chain area. • Not all the references are typed in consistent with those formats requested by the British Journal of Economics, Management & Trade, it is suggested that the author(s) check the references carefully and make the needed corrections to fit the journal criteria.	I have extended an abstract with a short presentation of the analyzed subject matter in the field of quality and brand. In the " Summary and Conclusions " I have added one sentence indicating the value of the promotion of the tourism value chain, which emphasizes the critical role of the quality and brand in cultural tourism. I agree with this remark. Because of this, I have reviewed all the references in the text and adopted them to the British Journal of Economics, Management & Trade requirements.