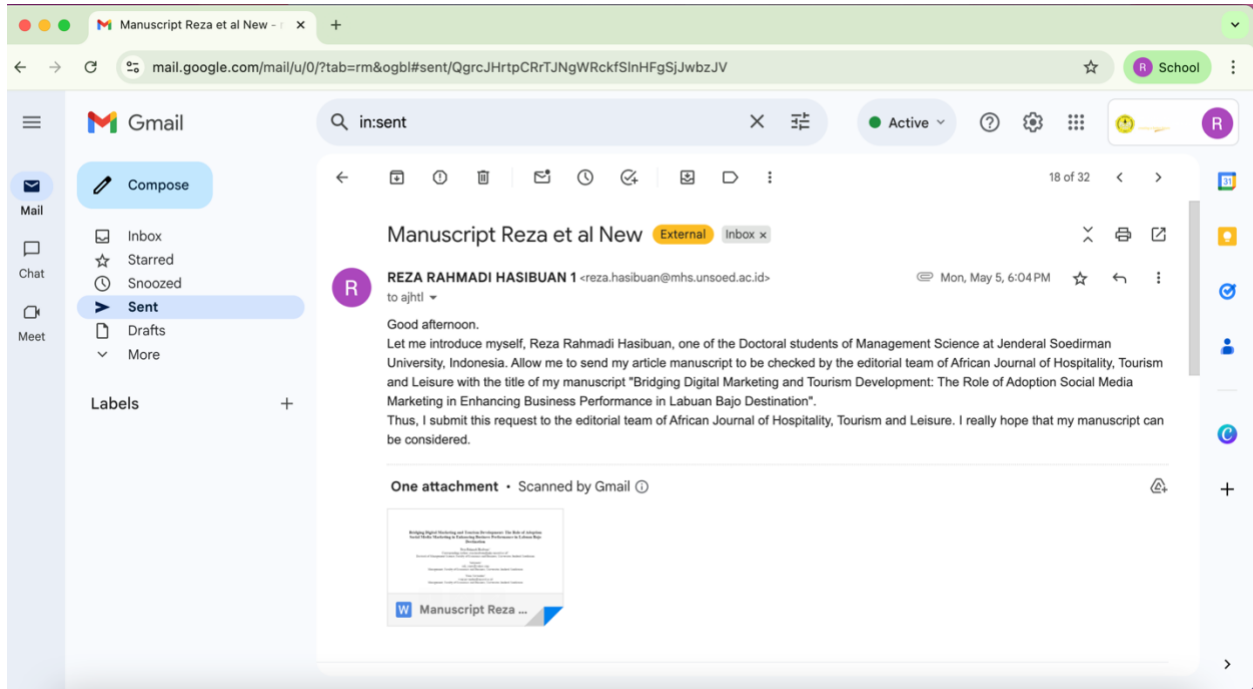
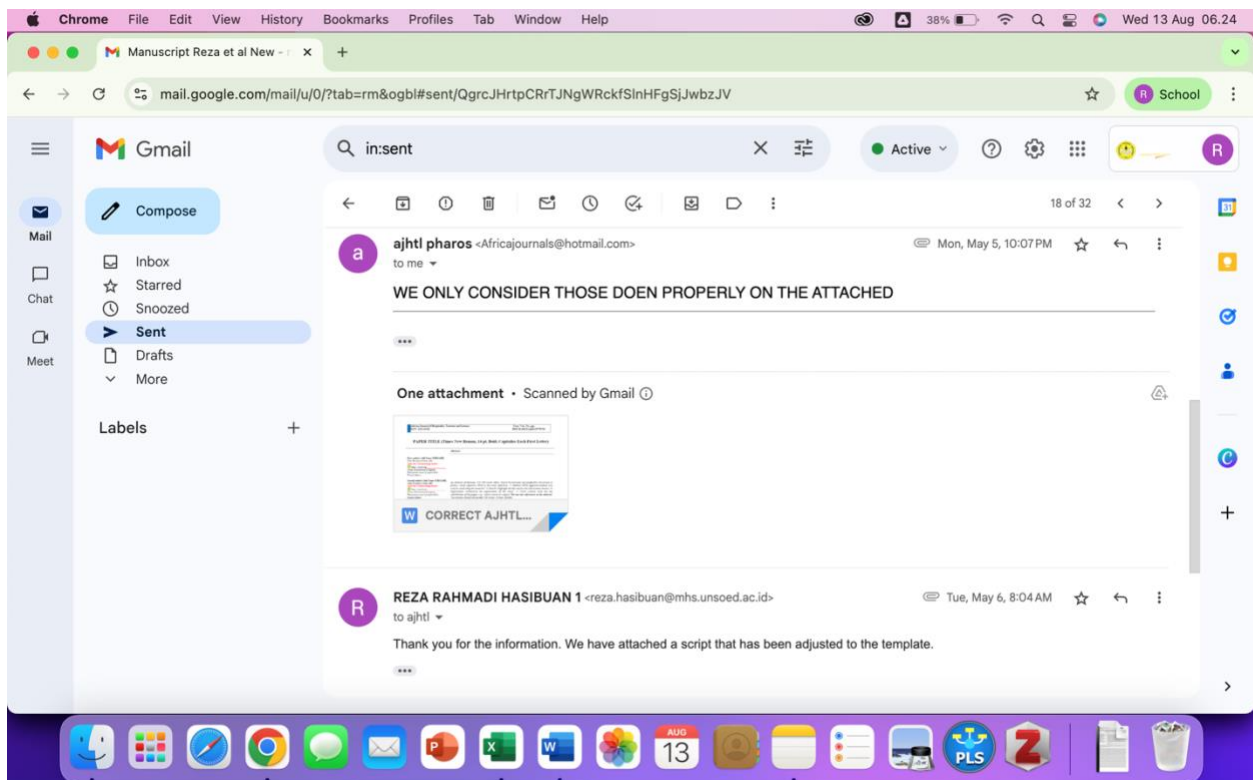


BUKTI KORESPONDEN

Sumbit Email



Tanggapan Editor



REVIEW

Top Screenshot:

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From: ajhtl pharos <Africaajournals@hotmail.com>
To: me
Date: Thu, May 29, 10:06 PM

Subject: Fw: Manuscript Decision: Bridging Digital Marketing and Tourism Development: The Role of Adoption Social Media Marketing in Enhancing Business Performance in Labuan Bajo Destination

Dear Author

Your manuscript entitled "Bridging Digital Marketing and Tourism Development: The Role of Adoption Social Media Marketing in Enhancing Business Performance in Labuan Bajo Destination" which you submitted to African Journal of Tourism, Hospitality and Leisure (AJHTL), has been reviewed. The reviews are generally favourable towards publication

I would like to invite you for a final revision before accepting your article for publication in AJHTL. The revisions are mostly of technical nature, but require thorough attention as this step significantly decreases the necessary time from provisional acceptance to online-first publication of your article.

Comments

- The referencing is inconsistent with the journal requirement. Follow the journal referencing style very closely. The reference list also need to be revised. This can be done by looking at sample articles recently published in 2025.
- Title is too long and does not make sense - revise consider Bridging Digital Marketing and Tourism Development: The Role of Social

Bottom Screenshot:

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- Title is too long and does not make sense - revise consider Bridging Digital Marketing and Tourism Development: The Role of Social Media Marketing in Enhancing Business Performance
- Reduce abstract to 150 -200 words

VERY IMPORTANT:

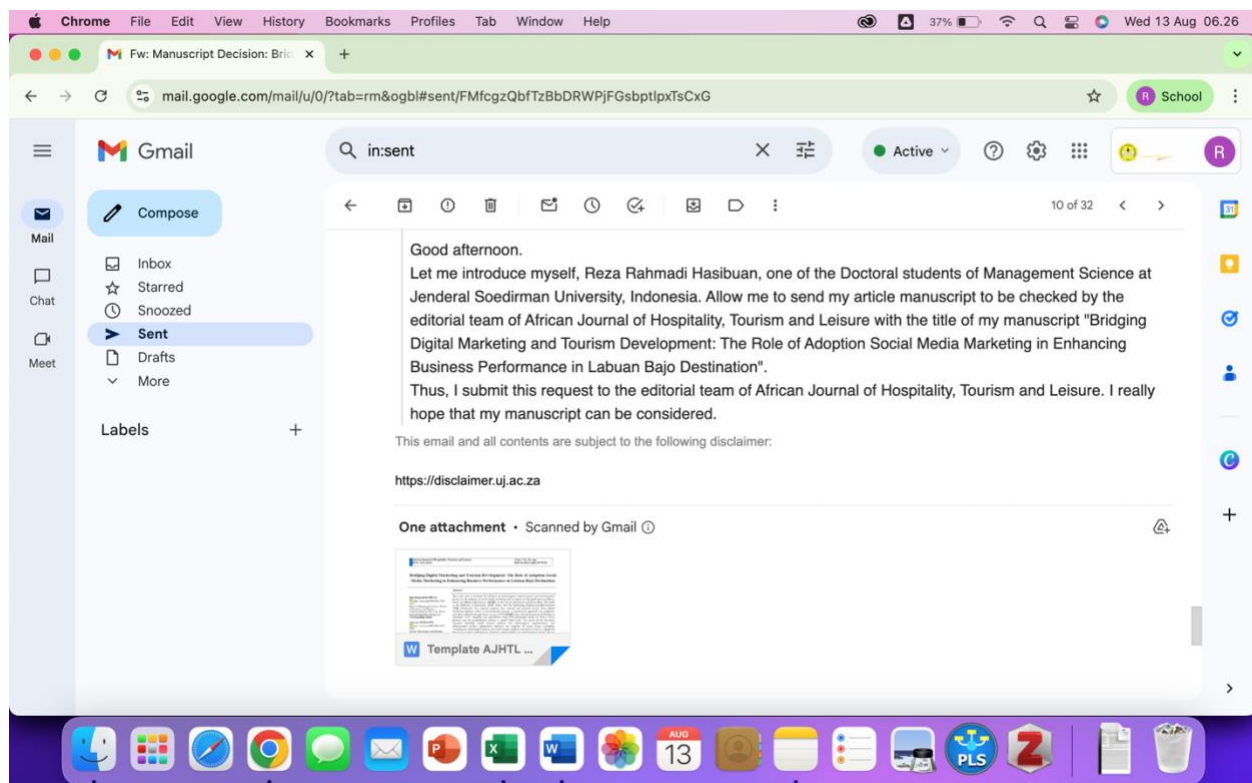
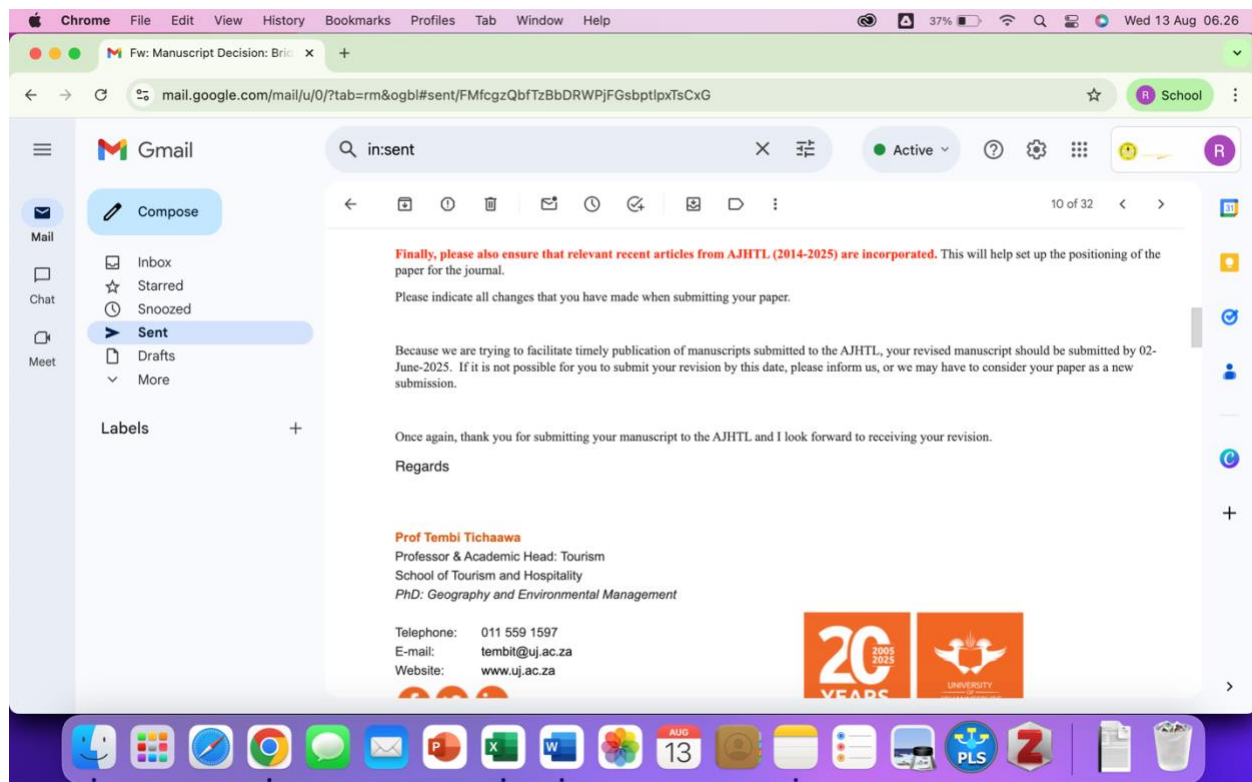
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Please also verify that your references comply with the example in the template. For example, when listing sets of authors from the literature, the word "and" that separates the names is spelled out in the narrative, but the ampersand (&) is used in the reference list and in parenthetical reference expressions at the end of the sentence to separate the names. According to the latest APA Style Manual, if there are three or more authors, include the name of only the first author plus "et al." in every citation, including the first citation, unless doing so would create ambiguity (e.g. Smith et al., 2018).

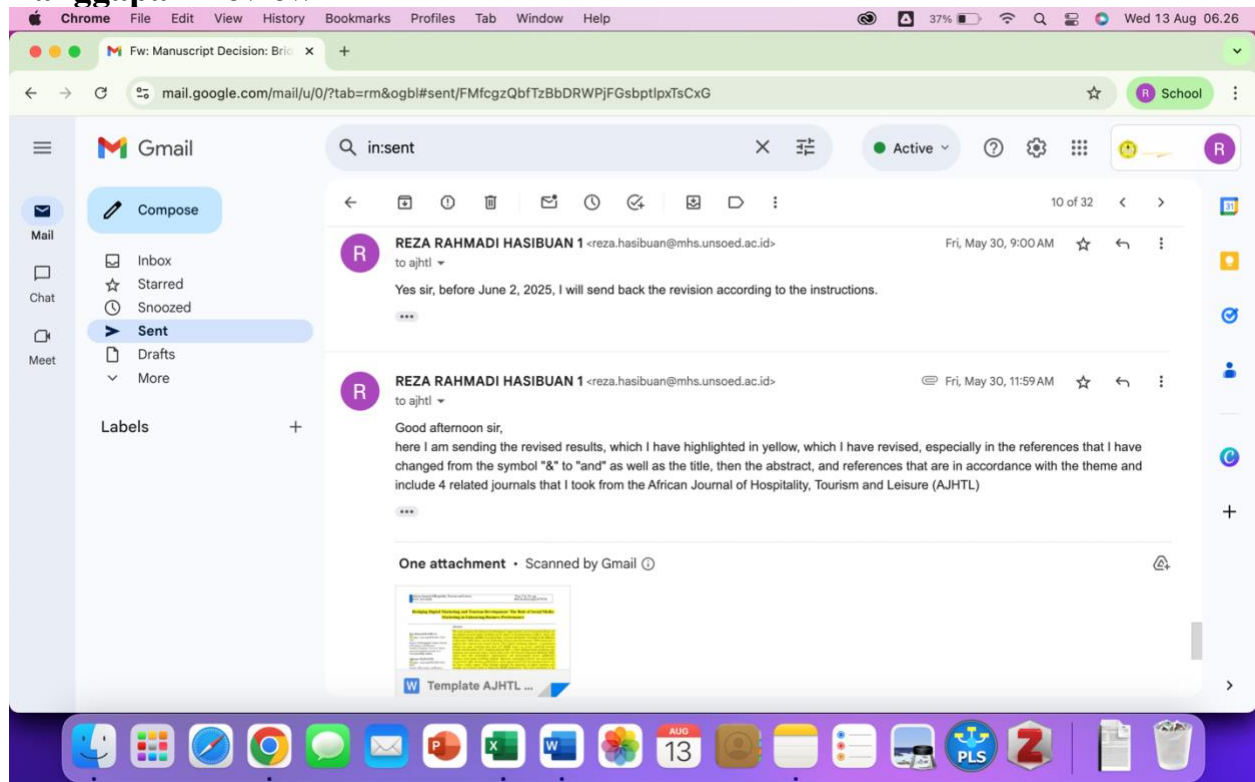
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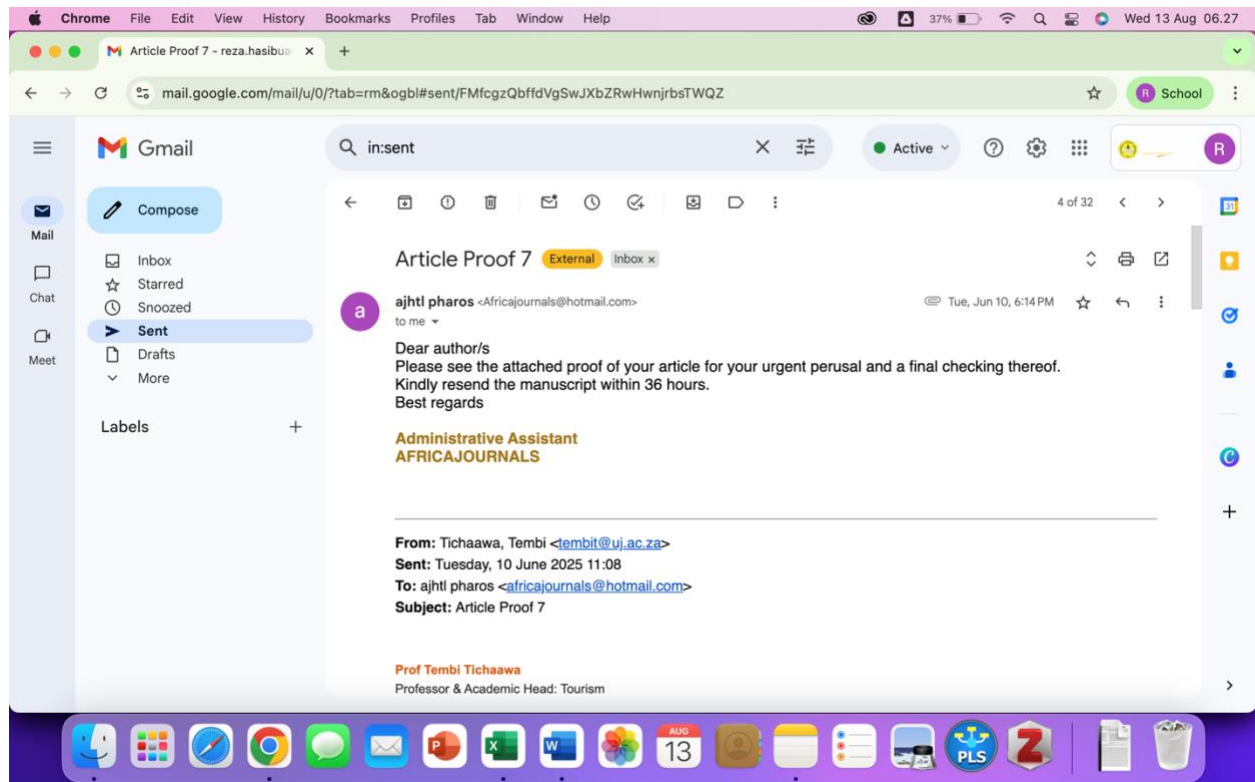
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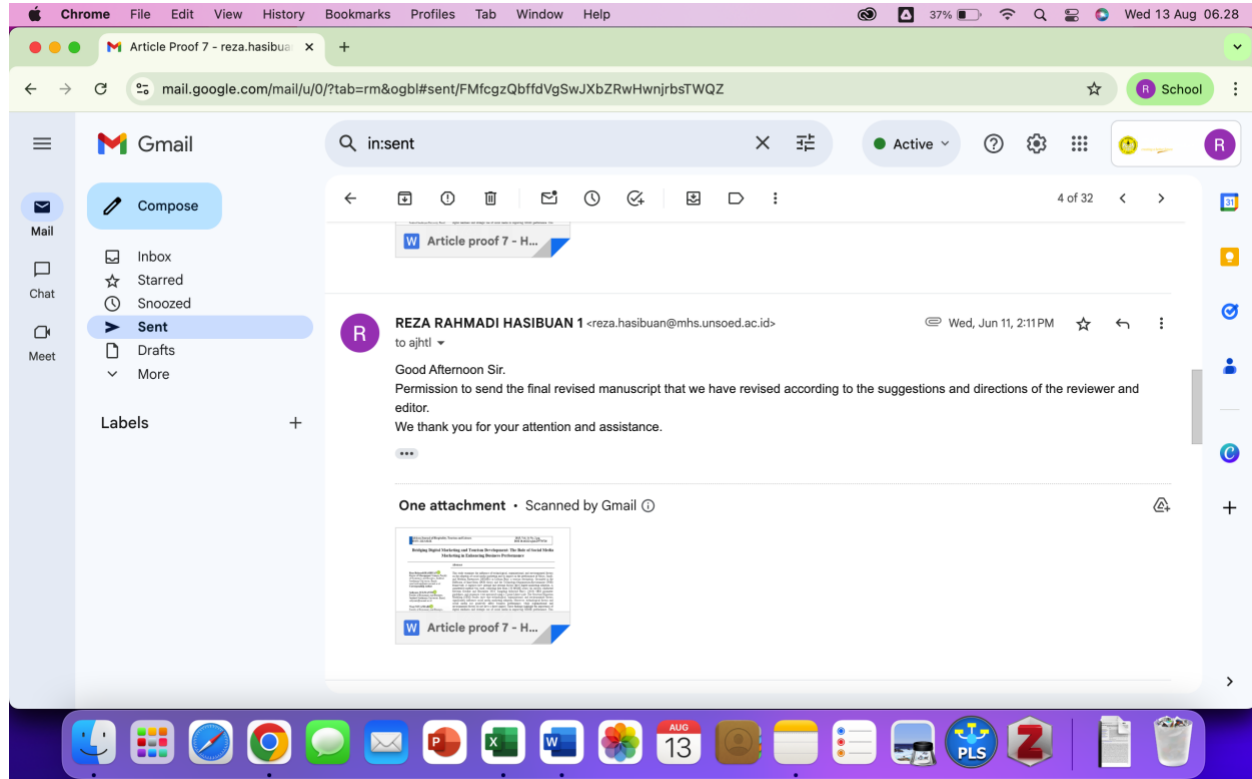


Tanggapan Review



Revisi Final





Artikel diterima

