Designing an E-Learning Model for Health Tourism Marketing Case Study: Educational Healthcare Centers of Islamic Azad University, Tehran

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1. Round 1

1.1. Reviewer 1

Reviewer:

While the article is generally well-written, some sections could benefit from clearer and more concise language. Specifically, the transitions between major sections (Methods and Materials, Findings and Results, Discussion, and Conclusion) could be smoother to enhance readability.

The sampling methodology (purposeful and snowball) is briefly mentioned; however, more detail on the criteria for expert selection and the process of achieving theoretical saturation would provide a deeper understanding of the research's robustness.

The e-learning model is central to this study, yet its presentation in the text could be more detailed. A separate figure illustrating the model's framework, showing the interaction between its dimensions and components, would aid in visualizing the proposed system.

The Discussion section effectively contextualizes the findings within existing literature. Expanding this section to include a more detailed comparison with similar models in other regions or contexts could further highlight the model's uniqueness and applicability.

The Conclusion mentions the model's significance for stakeholders and beneficiaries. Elaborating on specific practical applications and potential challenges in implementing the e-learning model in the context of health tourism marketing would provide valuable insights for practitioners and policymakers.

While limitations and the need for future research are acknowledged, specific suggestions for future studies exploring the model's applicability in other contexts or its long-term impact on health tourism marketing strategies would be beneficial.

Authors revised the manuscript and uploaded the new document.

1.2.   Reviewer 2

Reviewer:

The introduction sets a broad stage for the study but does not sharply define the specific research questions or objectives. Clarifying these early in the manuscript would help focus the reader's expectations and provide a clearer framework for evaluating the study's contributions.

The manuscript would benefit from a more detailed theoretical framework section. This should include a review of existing e-learning models in similar domains, theories underpinning health tourism marketing, and how these intersect with the proposed e-learning model. A comprehensive theoretical backdrop will enhance the study's academic contribution.

The results section introduces a model with eight dimensions and 47 components but lacks depth in explaining how each dimension contributes to the overall effectiveness of the e-learning model in health tourism marketing. Expanding this section with examples or case studies where specific components were applied successfully could offer practical insights and strengthen the model's validity.

While the manuscript briefly mentions limitations and future research directions, a more thorough critical evaluation of the model is needed. This includes discussing potential barriers to implementation, the model's scalability, and its adaptability to different cultural or organizational contexts.

Currently, the manuscript relies on qualitative analysis and expert interviews for model development. Adding a section on experimental validation, such as a pilot study applying the e-learning model in a real-world setting, would significantly enhance the manuscript's contribution. This could involve measuring the model's impact on knowledge acquisition, participant engagement, or marketing outcomes within the target population.

Authors revised the manuscript and uploaded the new document.

2.   Revised

Editor's decision after revisions: Accepted.
Editor in Chief's decision: Accepted.