




# Prioritizing Integrated Marketing Communication Tools in Sport Tourism in Iran Based on ACCA Model

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

In the sentence, "Iran with potential natural, cultural and tourism attractions, and having a so-called four-season climate...", the phrase "having a so-called four-season climate" may sound informal and should be revised to "with a diverse four-season climate."

In the sentence "Tourism is a phenomenon that has always existed in human societies, but in the modern age as an industry has become," the phrase "as an industry has become" is awkward. Consider revising to "has become an established industry in the modern age."

The references cited are primarily from the early 2000s and 2010s. Consider integrating more recent studies to strengthen the relevance of the literature review.

The questionnaire development process should include details on content validation and reliability testing. Clarifying how the questionnaire was pre-tested would enhance credibility.

Authors revised the manuscript and uploaded the new document.

### 1.2. Reviewer 2

Reviewer:

The phrase "the tourism and sport are so interdependent and complementary to each other" contains redundancy. Consider revising to "tourism and sport are interdependent and complementary."

The transition between paragraphs discussing the economic importance of sport tourism and the role of communication tools lacks coherence. Consider adding a linking sentence to enhance the flow.

The section lacks an in-depth theoretical framework on Integrated Marketing Communications (IMC). Consider expanding on the evolution of IMC and its relevance to sport tourism.

The manuscript should provide more detail about how and where the surveys were distributed and any challenges encountered during data collection.

In Table 1, the formatting of numerical values under the "Final Weight" column should be aligned consistently to improve readability.

The discussion should elaborate more on the implications of findings, such as why certain IMC tools (e.g., personal selling) ranked higher in some stages of the ACCA model.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.