




The effect and prioritization of international branding components of the tourism industry in tourism marketing in Tehran


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1. Round 1

1.1. Reviewer 1

Reviewer: This article provides a critical examination of brand elements in shaping tourism marketing strategies. The authors utilize a combination of descriptive and inferential statistical methods to assess brand image, awareness, perceived quality, and loyalty. The choice of Tehran as a case study offers a unique perspective on tourism marketing in a Middle Eastern context.

While the research methodology is rigorous, the article would benefit from a deeper demographic analysis of survey participants. Understanding the variability and representativeness of the sample can significantly impact the interpretation and generalizability of the results.

Moreover, the link between theoretical concepts and practical implications needs strengthening. Discussing how businesses and policymakers can apply these findings in a real-world context would greatly enhance the paper's utility.

Lastly, the article should address potential limitations more explicitly. This might include the scope of the survey, the selection of participants, or the cultural specificity of the results. Acknowledging these limitations and suggesting avenues for future research would provide a more comprehensive understanding of the subject and its relevance to the broader field of tourism marketing.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer: This manuscript presents an insightful exploration into how international branding components affect tourism marketing, with a specific focus on Tehran's industry. The application of various statistical analyses to dissect elements like brand image and loyalty is commendable and provides a robust foundation for the study's conclusions.

However, the research could be enhanced by incorporating a more extensive review of related literature, particularly comparative studies from other global cities known for their tourism. Such a comparative analysis would provide a more rounded understanding of where Tehran stands in the international arena and how its branding strategies might evolve. Additionally, while the study's statistical approach is solid, a more detailed explanation of the rationale behind choosing specific statistical methods and their relevance to the study's hypotheses would benefit the reader's understanding.

Practical implications and recommendations form a crucial part of research, especially in a field as dynamic and influential as tourism marketing. The paper should therefore offer a more detailed section on how these findings can be operationalized by stakeholders in Tehran's tourism sector. Furthermore, a forward-looking perspective on how these branding components might shift with changing global tourism trends would make the study not just a reflection of current practices but a guide for future strategies.

In conclusion, while the study provides valuable insights, enhancing its comparative scope, methodological transparency, and practical application discussion will significantly increase its contribution to tourism marketing literature. Acknowledging the limitations of the study's context and methods will also provide a more realistic framework for applying these findings.

Authors revised the manuscript.

2. Revised

Editor in Chief's decision: Accepted.