Providing Solutions to Improve the Level of Participation of Facebook users in Iraq in the Field of Tourism

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1. Round 1

1.1 Reviewer 1

Reviewer:

This paragraph needs a clearer linkage between tourism development challenges and digital participation—currently, the relationship is implied rather than substantiated with data or citations.

The text defines social participation conceptually but should also include operational definitions used in this study to clarify how participation was measured (e.g., likes, shares, comments, or posting frequency).

The methodology section should specify sampling technique details (e.g., random, convenience, or stratified) and justify why Morgan's table was appropriate for this population.

Clarify how the interviews were coded (open, axial, or selective coding) and whether software such as NVivo or MAXQDA was used to ensure methodological transparency.

The authors mention regression analysis but should specify which type of regression model (e.g., simple, multiple, or hierarchical) and whether assumption tests (normality, multicollinearity, homoscedasticity) were performed.

The table is comprehensive, but some strategies appear overlapping (e.g., "interactive content" appears across several categories). Consider grouping or consolidating recurring strategies to highlight distinctive insights.

The "conceptual model" is not visually presented. Adding a diagram or figure illustrating the relationships between user types, engagement strategies, and participation outcomes would improve comprehensibility.

Author revised the manuscript and uploaded the updated document.

1.2   Reviewer 2

Reviewer:

This is an excellent transition, but the authors should explain how sustainability was operationalized or linked to participation metrics, as the connection remains conceptual.

The cultural adaptation discussion is strong but would benefit from a comparative reference—for instance, how Iraq's cultural narratives differ from other Middle Eastern countries' approaches to digital tourism storytelling.

The problem statement could be more explicit. While the authors mention a "significant research gap," they do not articulate a clear research question or hypothesis. Including these would enhance the scientific rigor.

The authors should provide numerical proportions or frequencies for each user category to quantify the qualitative findings.

The paragraph should include goodness-of-fit indicators (e.g., Durbin–Watson, residual plots) and confidence intervals to strengthen the validity of the statistical conclusions.

The discussion interprets findings effectively but could further contextualize results within Iraq's sociocultural environment—why might emotional storytelling be particularly impactful in post-conflict societies?

This paragraph could integrate behavioral theory (e.g., Self-Determination Theory or Uses and Gratifications Theory) to anchor the explanation of motivational mechanisms in established literature.

Author revised the manuscript and uploaded the updated document.

2.   Revised

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