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| Journal Name: | [**Current Journal of Applied Science and Technology**](https://journalcjast.com/index.php/CJAST) |
| Manuscript Number: | **Ms\_CJAST\_134485** |
| Title of the Manuscript: | **The Influence Of Virtual Reality Technology(VRT) On Experience Quality And Intentional Behaviour In Luoyang** |
| Type of the Article | **Research article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | it provides strong empirical evidence on how VR enhances tourism experiences and influences visitor behavior. It fills a gap by focusing on ecological tourism in the Yellow River region. The use of advanced statistical methods adds robustness, and its interdisciplinary relevance benefits fields like tourism, psychology, and technology. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title could be made more concise and academically polished.  Intentional Behaviour” could be rephrased as “Behavioral Intentions. | The title change”The Influence Of Virtual Reality Technology(VRT) On Experience Quality And Behaviour Intentional”highlight with red. |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The abstract introduces a lot of context before stating the core research question.  Some parts are grammatically heavy or redundant.  **Avoid unnecessary detail in the abstract –** For example, specifying 28 indicators or exact questionnaire counts (1934 responses from 525 visitors) may be too granular for the abstract.  Be specific about the results and contribution if possible (you could hint at key findings or expected outcomes).  Ensure that each sentence builds logically from the previous one. | The abstract on page 1 is highlighted in red and the following contents are modified:  Page1 delete “In total, it will be 1934 valid questionnaire responses were collected from 525 university student visitors at these three locations. ”highlight with red.  Page1 Insert after the last paragraph “Preliminary results suggest that VRT can significantly enhance students' intention to visit ecotourism destinations in Luoyang by improving their perceived experience quality, contributing to the application of VR technology in promoting sustainable ecotourism development in urban areas. Hypotheses are empirically evaluated via a student survey in Luoyang's Yellow River Basin communities.”highlight with red. |
| Is the manuscript scientifically, correct? Please write here. | Yes- The study is well-structured, applying established theoretical frameworks—Stimulus-Organism-Response (S-O-R**)** and the Pleasure–Arousal–Dominance (PAD) model—to examine the impact of Virtual Reality Technology (VRT) on tourism behavior. The use of mixed-methods research, including surveys and interviews, along with robust statistical tools such as PLS-SEM, supports the reliability and validity of the findings. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | More recent references (2020–2024) would strengthen the manuscript’s relevance, especially on VR in tourism post-COVID, Advances in immersive technology in ecotourism, Empirical studies applying S-O-R or PAD in virtual environments.  Add more international perspectives on VR and tourism behavior, especially from journals like Tourism Management, Journal of Destination Marketing & Management, Journal of Travel Research ,Information & Management (for tech-related studies) | Page11 Insert“This research adopted a qualitative methodology. According to Flick (2018, p.13), "qualitative research is focused on analyzing concrete cases in their temporal and local particularity, starting from people's expressions and activities in their local contexts." In general, the McGill Qualitative Health Research Group (2018) states that the goals of qualitative research include investigations that: aim to build an understanding of phenomena (such as human behavior, cultural or social organization); often concentrate on meaning (i.e., how people make sense of their lives, experiences, and understanding of the world); may be descriptive, describing complex phenomena like social or cultural differences; and may be interpretive, where the investigation results are... These characteristics are applicable to qualitative research. This type of research can capture a wide range of qualitative information with detailed descriptions and rich nuances, which are more valuable than a simple statement of quantity or frequency. International perspectives on qualitative research in tourism, as presented in journals like. (Robinson et al., 2024), can offer new theoretical and methodological insights for this study.”highlight with red. |
| Is the language/English quality of the article suitable for scholarly communications? | The language quality of the manuscript is generally understandable but can be improved for scholarly communication. Some sentences are lengthy and complex, making the text harder to follow. Reducing the use of passive voice, simplifying sentence structure, and ensuring consistency in terminology (e.g., "intentional behavior") would enhance clarity and readability. These adjustments will help align the manuscript with academic writing standards, making it more direct, engaging, and easier for readers to follow. | Page 1 & 16 “ intentional behavior”change“behavior intentional”highlight with red. |
| Optional/General comments | The manuscript effectively addresses a significant research gap in the use of Virtual Reality Technology (VRT) in tourism, particularly its impact on behavior and ecotourism experiences. The methodology, combining mixed methods and robust theoretical models (S-O-R, PAD), is sound. The focus on Luoyang and the Yellow River Basin adds a unique context, though discussing the potential for generalization to other regions would strengthen the paper. Further exploration of VRT’s role in post-COVID tourism recovery and suggestions for future research would add depth. Simplifying sentence structures and improving clarity would enhance the manuscript's readability. |  |

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| **PART 2:** | | |
|  | Reviewer’s comment | Author’s comment *(if agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* |  |