

**Review Form 3**

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_125490
Title of the Manuscript:	<b>HARNESSING MEDAN'S HERITAGE: SWOT ANALYSIS FOR SUSTAINABLE TOURISM DEVELOPMENT</b>
Type of the Article	<b>Original Research Article</b>

**Review Form 3**

**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><b>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</b></p>	<p>The results are well-supported by the data presented, and the discussion critically engages with relevant literature. The conclusions drawn are logically derived from the findings, indicating a thorough understanding of the subject matter. This comprehensive approach ensures that the research holds significant weight within the scientific community.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title "Harnessing Medan's Heritage: SWOT Analysis for Sustainable Tourism Development" is suitable as it clearly reflects the main focus of the study.</p>	
<p><b>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.</b></p>	<p>The abstract is generally comprehensive and effectively summarizes the key elements of the study. However, instead of "the integration of heritage aspects in the city's tourism master plan is progressing well," it can be added as "the city's tourism master plan effectively integrates heritage aspects."</p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p>The subsections and structure of the manuscript appear to be appropriate for the topic and analysis conducted.</p>	
<p><b>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</b></p>	<p>This manuscript demonstrates scientific correctness through its systematic application of SWOT analysis, a well-established framework for assessing both internal and external factors affecting tourism development. The methodology is clearly outlined, allowing for reproducibility and transparency in the research process. The findings are supported by relevant data and literature, grounding the analysis in established theories of heritage tourism. Overall, the study is robust and offers valuable insights that contribute to the field.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p>The references provided appear to be relevant and generally sufficient for supporting the manuscript's focus on heritage tourism and sustainable development.</p>	
<p><b>Minor</b> REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language and overall quality of the manuscript suitable for publication in a scholarly context. However, numbering in outlines should be clear and consistent to ensure that readers can easily follow the structure of the manuscript. Each level of the outline should be distinctly numbered, such as using a hierarchical format (1, 1.1, 1.1.1) or bullet points, to delineate main sections, subsections, and sub-subsections.</p>	
<p><b>Optional/General</b> comments</p>		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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