

Review Form 3

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJSSSE_125490
Title of the Manuscript:	HARNESSING MEDAN'S HERITAGE: SWOT ANALYSIS FOR SUSTAINABLE TOURISM DEVELOPMENT
Type of the Article	Original Research Article

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	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. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The researcher has identified the strength weakness opportunities and threats of the destination and recommended measures like improving infrastructure, enhancing human resources, and adopting effective marketing strategies to support sustainable heritage tourism development. This study has highlighted the significance of management of heritage sites and how that could help in improving local economy	
Is the title of the article suitable? (If not please suggest an alternative title)	The Title "Harnessing Medan's Heritage: SWOT Analysis For Sustainable Tourism Development" Suits The Content Of The Article	
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 is comprehensive and included necessary points	
Are subsections and structure of the manuscript appropriate?	Yes the flow and sections are appropriate	
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.	Researcher has employed qualitative research method –Descriptive analysis with primary data collected from various stake holders and secondary data .IFAS and EFAS matrix used to measure the factors which is technically sound and robust.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	Yes the references are sufficient and recent	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	Nil	

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PART 2:

	Reviewer's comment	Author's comment <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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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