

### Review Form 3

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_129666
Title of the Manuscript:	STRATEGIES FOR ECOTOURISM DEVELOPMENT AT PUNCAK TANGKE TABU, SEMPAJAYA VILLAGE, BERASTAGI, KARO REGENCY
Type of the Article	

#### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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**PART 1: 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. A minimum of 3-4 sentences may be required for this part.</b></p>	<p>This manuscript provides valuable insights into the development of ecotourism in Puncak Tangke Tabu, Indonesia, an area with significant natural and cultural resources. The research contributes to the discourse on sustainable tourism by integrating SWOT analysis and the 4ASC framework to assess the potential and challenges of ecotourism development. It highlights the role of community involvement, infrastructure development, and policy support in fostering sustainable tourism practices. The findings can benefit policymakers, tourism stakeholders, and academics researching ecotourism and sustainable tourism models, particularly in emerging destinations.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title is relevant to the content.</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 provides a comprehensive summary of the research, covering the objective, methodology, key findings, and recommendations. However, some aspects can be improved:</p> <ul style="list-style-type: none"> <li>- The methodology should briefly explain why a qualitative descriptive approach was chosen.</li> <li>- The findings should be presented with clearer cause-effect relationships. For example, instead of listing opportunities and threats, the abstract should explain how strengths can be leveraged to mitigate weaknesses and threats.</li> </ul> <p>The recommendations could include specific policy or managerial implications. Suggested revision:</p> <p>"This study utilizes a qualitative descriptive approach with SWOT analysis to explore the development potential of Puncak Tangke Tabu as an ecotourism destination. Findings indicate that while the site possesses strong natural and cultural appeal, challenges such as limited promotion and infrastructure gaps hinder its growth. Strategic recommendations include digital marketing, improved infrastructure, and stakeholder collaboration to enhance sustainability. With effective policy support, Puncak Tangke Tabu can serve as a model for community- based ecotourism in Indonesia."</p>	
<p><b>Is the manuscript scientifically, correct? Please write here.</b></p>	<p>The manuscript is generally scientifically sound. However, the following aspects require improvement:</p> <ol style="list-style-type: none"> <li>a. Conceptual framework The paper references the 4ASC model but does not critically engage with how this model applies to the specific case of Puncak Tangke Tabu. A deeper discussion of how each component (Attraction, Accessibility, Amenities, Ancillary, Safety, and Comfort) interrelates in this context would strengthen the paper.</li> <li>b. Data validity While the research uses qualitative methods (observations, interviews, and documentation), it does not clearly explain how data triangulation was performed to ensure credibility.</li> <li>c. SWOT analysis The analysis is well-structured but lacks integration with broader ecotourism theories or comparative studies from similar regions. Including cross-references to successful ecotourism destinations would enhance validity.</li> <li>d. Policy and management recommendations The study suggests collaboration among government, managers, and the community but does not provide a structured governance model for implementation.</li> </ol>	

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<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>Recommended additional references and justifications</p> <p>a. Achmad, F., Prambudia, Y., &amp; Rumanti, A. A. (2023). Improving tourism industry performance through support system facilities and stakeholders: The role of environmental dynamism. <i>Sustainability</i>, 15(5), 4103. DOI: <a href="https://doi.org/10.3390/su15054103">https://doi.org/10.3390/su15054103</a> It supports the SWOT analysis findings in the paper, particularly regarding infrastructure challenges in developing ecotourism at Puncak Tangke Tabu.</p> <p>b. Achmad, F., Prambudia, Y., &amp; Rumanti, A. A. (2023). Sustainable Tourism Industry Development: A Collaborative Model of Open Innovation, Stakeholders, and Support System Facilities. <i>IEEE Access</i>, 11, 83343 – 83363. DOI: 10.1109/ACCESS.2023.3301574 This paper introduces a collaborative model integrating open innovation, stakeholders, and infrastructure, which aligns with the manuscript's emphasis on community involvement and sustainable tourism strategies.</p> <p>c. Achmad, F., &amp; Wiratmadja, I. I. (2024). Strategic advancements in tourism development in Indonesia: Assessing the impact of facilities and services using the PLS-SEM approach. <i>Journal Industrial Servicess</i>, 10(1), 49-62. DOI: <a href="http://dx.doi.org/10.62870/jiss.v10i1.24494">http://dx.doi.org/10.62870/jiss.v10i1.24494</a> This study examines how facilities and services (location, security, hospitality, and promotion) contribute to sustainable tourism, which aligns with the 4ASC framework used in the manuscript.</p>	
<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The paper is well-written but requires minor revisions to improve clarity and academic rigor. Key suggestions:</p> <p>Consistency in terminology: The manuscript switches between terms such as "sustainable tourism," "ecotourism," and "nature-based tourism." It is recommended to define and consistently use the primary term.</p>	
<p><b>Optional/General comments</b></p>	<p>The manuscript would benefit from a dedicated section on stakeholder roles, differentiating between government, private sector, and community contributions.</p>	

**PART 2:**

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

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