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Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_37019
Title of the Manuscript:	Review of Sustainable Good Governance in Nature Park – Carita Beach
Type of the Article	Review Paper

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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 guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	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)
Compulsory REVISION comments	Abstract: - Methodology. This part is not clear The author should explain where the data come from. - Results. From the beginning is a confusion between Nature Park – Carita Beach and Taman Wisata Alam – Carita Beach. Are they the same? Is one only a part of another? Another case? - Results. This phrase is confusing and it need to be redone: “Destination managers are partial and are still implementing conventional tourism as in developing countries”. Many other phrases are confusing into the article. Introduction: - Line 47. The author is asked to provide numbers to prove the affirmation of “...many domestic tourists who visited...” - Line 58-59. The author is asked to provide references to prove the affirmation of “...sustainable tourism development, has a great impact for local communities both socio-economic and cultural...” - Line 86-87. The author is asked to provide references to prove the affirmation of “Sustainable Good Governance in a destination requires a forum called Destination Management Organization (DMO).” - The introduction part is wide too general and too large for the paper, it is more a part of a lecture than an introduction into an article. It has to be re-evaluate related to relevant scientific references and according to the results and conclusions of the article. Everything else is futile. Material and Method: - There is no clear how many respondents were interviewed (and, also, a comparing with the entire statistical population. - There are no mentioned the secondary sources and why they are considered to be relevant for the research. Results: - Table 1. Neither on Methodology or on Results there is no explanation how the categories were appreciated as being weakness or Strength - Table 2. Neither on Methodology or on Results there is no explanation how the categories were appreciated as being Threat or Opportunity - The results are superficial explained and correlated with similar research and findings, so they cannot be accepted as they are now Conclusion: - The conclusions are rather general and they are not correctly corrected with the results. General: - The author use many general affirmations without any references to prove them, and that is not to be accepted into a scientific article. - English language must be re-evaluated.	Abstract: 1) Methodology. Research conducted in Nature Park Area of Carita Beach, Regency of Pandeglang, Banten Province, Indonesia. Time period of research in total is 4 (four) months, started in May 2017 ended in September 2017. 2) Results. Only 1 research location namely Nature Park – Carita Beach. 3) Results. Corrected to “Tourism management still conventional like in most developing countries. Introduction: 1) Line 47. Both of these result in around 286.640 domestic tourist come to Nature Park Carita Beach every year. 2) Line 58-59: 41. UNWTO. Indicators of Sustainable Development for Tourism Destinations: A Guidebook. Madrid. World Tourism Organization; 2004. 3) Sustainable tourism management in a destination needs a forum. The forum used is a DMO. The DMO is an implementation body for the tourism strategy, offering apolitical continuity and integrity to the destination development process and serving the interests of the entire value chain (USAID. Sustainable Tourism: International Cooperation for Development. United States Government; 2017 4) Done Material and Method: 1) Primary data collection done by in depth interview. Social situation is selected or the participant is the Government (3)), tour guide community element (3), ship manager community element (1), restaurant manager community element (2), and community element (5). 2) Methods of collecting secondary data through literature reviews (documentation) on study reports, relevant reports and statistical data [21,24,25]. Result: The essence of the study's findings on the existing external conditions is to develop a list of opportunities that could benefit the Carita Beach Nature Park and the various threats to be avoided. It also aims to identify the important variables that must be responded and acted upon. Stakeholders have to be able to respond in offensive or defensive way towards various factors by formulating strategy that can be benefit from the external opportunities or minimizing the damage from potential thread [22]. While the essence of internal condition's findings are to find the strength and weakness of Nature Park Carita Beach thus giving a base to set up a goal and strategy. Goal and strategy is set up with aim to utilize the strength and overcome internal weakness. [22]. In the perspective of a company so the company can achieve the goal and its target, the company has to regularly evaluating or conduct in-depth-study on the internal and external factors that directly influence the success of the company. The ability of the management to studying the external and internal factors that distinguish it from other organization [39]. External audit can be utilize in one aspect, for example in comprehensive marketing audit aspect, this audit help the organization to understand internal or external environment so effectively analyzing the strategy and its



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		implementation [40]. Based on the result of this study found a big problem in the internal aspect that is the existence threat in applying sustainable tourism principles in Nature Park – Carita Beach such as no establishment of DMO forum in the destination and the community has not been empowered in integrated way. The community only as the workers, not yet a partner in tourism business. Tourism activities have not yet centered on the development of local community, in the management of ecology conservation and wildlife preservation also have not involving the local community. Law enforcement efforts in waste management, clean water resources management and conservation of clean water supply have not yet involving local community. Unfit working condition for women also still occur, and still many children working group as tour guide in the destination. Conservation protection towards local culture also have not been done, such as no local dance attraction that value added in the destination, let alone do the development of tourism packages that promote local culture and tradition. It is advisable that stakeholders should follow the pattern that has been done in rural Namibia, where the contribution of community-based tourism enterprises (CBTEs) in the area has had an impact in poverty alleviation and empowerment of local community. Tourism income in that area has improving the life of households in the village and resulting in the local economy linkages [42]. It would be better if the involvement of local community more intensive and has broaden coverage so that it cannot be said to facilitate or involve the community in the development process, but more in the creation of tourism that done by the local community in the creation of thematic village project in Namibia. [43]. The other threats in the Nature Park – Carita Beach is in the aspect of carrying capacity; to date this is the biggest threat because no regulation from the government on this. This area has no carrying capacity standard because the stakeholders has no understanding in the sustainable tourism principles, automatically promotion and awareness campaign related to the sustainable tourism has not been conducted. Whereas, the determination of the optimum visitors in the tourism based economy showed; if the number of optimum tourist determined then the growth of long term sustainable tourism is possible. The optimum tourism smaller than the carrying capacity of tourist destination is very important to achieve long term development [44]. In Jiuzhaigou, in order to promote sustainable tourism, stakeholders determine the daily number of visitors based on adequate environmental and a proper scientific research, so that it will help in the determination of number of visitors that allow to come on daily basis [45]. Meanwhile the aspect of external environment which was revealed is the existence of opportunities such as; location near the capital city, political support and strong legal support in implementation of sustainable tourism, and the most important is there's demand on new market in the destination of sustainable tourism. Threat factor arise in the surface is the low level of education of the community and conflict of interest between the fisheries with tourism so informal education programs need to be done to the community and expediting the zoning of fisheries and tourism. The findings in this study will help the policy makers and the other stakeholders to analyzing the current tourism problem and the realistic action and in time to development of sustainable tourism industry in Nature Park – Carita Beach. The next step, the researcher will conduct an advance study to designing the tourism governance system for stakeholders in Nature Park –
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		Carita Beach where the output is model design for development of sustainable tourism strategy. Conclusion: 1) The existing conditions of the destination internal factors in the Nature Park – Carita Beach are mostly in a weak position so that this should be taken seriously by all stakeholders, especially the Regional Government. But not so with external environmental factors, this factor is very supportive to implement sustainable tourism. Therefore, the Regional Government as the authority holder is advised to communicate to all stake holders in order to move together to evolve to apply the principles of sustainable tourism in the destination. Evolving in implementing sustainable tourism principles already accustomed to practicing conventional management as well as Nature Park - Carita Beach requires full leadership and authority from the Local Government and Central Government. The government and academia should jointly communicate the importance of sustainable tourism practices to all stakeholders in all tourism destinations for the sustainability of Indonesia's tourism sector in the future. General: 1) Done
<u>Optional/General</u> comments	Keywords: keywords should not repeat any words from the title (as they help the article to be found out into databases)	community based tourism, conservation oriented, carrying capacity