



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_35989
Title of the Manuscript:	Model of Sustainable Tourism Development Strategy of the Thousand Islands Tourism Area – Jakarta
Type of the Article	Original Research Article

General guideline for 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.

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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	The topic of the manuscript is to design a model of sustainable tourism development in developing areas with a study case in the region Thousand Islands. The authors should improve the state of the art of the topic in the literature review section. The literature review is mixt with methodological aspects. I recommend to the authors to move the sections related to: external factor evaluation matrix, SWOT analysis and quantitative strategic planning matrix to the methodology part. The methodology part needs to be improved, so please give more information about Miles and Huberman Model. More detailed information on the questionnaire and the mode of interviewing are needed. It would be good to add some information about the number of participants in the methodological part. How the primary data were collected? Was there any interview or questionnaire? If yes please describe it. The authors stated that they used the SWOT matrix and External factor evaluation matrix, but it does not appear in the results part anything related to this. Line 320: the phrase seems not be completed How were the scores from table 1 calculated? The authors should present the limitations of their study and the conclusion section should be improved.	1. Already move the sections related to: external factor evaluation matrix, SWOT analysis and quantitative strategic planning matrix to the methodology part (26). 2. Miles and Huberman Model. This model suggests that activities in qualitative data analysis are conducted interactively and continuously until the data is complete, so the data is saturated. Steps in data analysis, ie data reduction, display data, and conclusion drawing / verification (Miles and Huberman, 1984) (233). 3. The techniques of taking the number of participants or sources used are snowball sampling, that is an effective way to build a deep sampling frame, in relatively small populations, each of which tends to relate to one another. In taking this sample, the researcher determines one or more individuals or key figures and asks him or them to call others who in turn can be found (Bernard 1994). Selected social situation or the participants are aware group travel, the people who engage in activities such as the owner of the home stay tourism, transport manager, the manager of the diner, the tour guide, and the Local Government of Thousand Islands. Number of participants are consist of elements of government (3) elements of community leaders (1), elements of tourist guide community (4) elements of ship management (1), elements of homestay management (2), elements of restaurant management (1), tourism group awareness community (3) and elements of society (6). Primary data collection techniques in this study using interviewing techniques where the authors want to get things more deeply from the participants so that the number of participants tend to be small (294). 4. Identification of Alternative Strategy based on SWOT Analysis (describe in paper attachment) (342). 5. Score on Table 2 (Total Attractive Score) is calculated based on the Attractive Score Value, i.e. as a numerical value indicating the relative attractiveness of an alternative series of sustainable tourism strategies in the Thousand Islands. Attractive score is determined by observing every major external or internal factor, at any given time, while asking the question "Does this factor influence the choice of strategy made?" If the answer to this question is yes, then the strategy is compared relative to the main factor. In particular, Attractive Score is given in every strategy to show the relative attractiveness of one strategy over another, taking into account certain factors. The Attractive Score range is 1 = no attraction, 2 = low attraction, 3 = medium attraction, and 4 = high attraction. The next step, calculate the Total Attractive Score which is as the result of times between the weight of EFE and EFI with Attractive Score on



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		each line. Total Attractive Score indicates the relative attractiveness of each alternative strategy, taking into consideration only the impact of external or internal factors of adjacent success. Then summing up the Total Attractive Score, the highest score indicates a more attractive and relevant strategy that can influence stakeholder decisions in developing sustainable tourism in the Thousand Islands (352). 6. CONCLUSION. Implementing the principle of sustainable tourism in developing countries and already doing mass tourism practices as well as the Thousand Islands Tourism Area requires leadership and funding from the Government through DMO containers consisting of two scales, covering local and national scale. Through DMO's container, tourism development strategy model can be immediately applied so that all parties directly or indirectly related to the arrival of tourists in a tourism area can be interact and carry out their duties and functions to jointly develop sustainable tourism area. The limitations of this study are not yet studying the perception of tourist satisfaction related to tourist expectations, the value of tourist experience, clean environment is guaranteed, the quality of the area, attractions and related services, expectations and interests, and the suitability of food. In the future the authors will conduct this study and will be integrated with the results of this research so as to obtain a comprehensive strategy in developing sustainable tourism in Thousand Islands Tourism Area (537).
Minor REVISION comments		
Optional/General comments		