

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_85341
Title of the Manuscript:	DETERMINATION OF ALTERNATIVE STRATEGIES FOR THE DEVELOPMENT OF TANJUNG KELAYANG AREA AS A SUSTAINABLE TOURIST AREA
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. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy>)

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 background is not adequate as it misses out some pertinent aspects; the author/s is/are encouraged to include sustainable tourism and alternative strategies so that the reader/s can appreciate these as well as their justification for the area of study. Also, the author/s should give a clear explanation showing why they think there is need for alternative strategies; could it be that the existing strategies have failed, they are not adequate or...what? Inclusion of the objectives of study is key so that the reader can assess whether they have been met or not; this guides the assessment of the study conclusion/s. Also, a brief narrative on the results is required so that readers can appreciate and make deeper sense out of the statistics vis-à-vis the goals of this study.	
Minor REVISION comments		
Optional/General comments		

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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

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