



International Journal of Tourism Cities

ISSN 2056-5607

# Reviewer Recognition Certificate

This is to certify that

**Dr. Herlan Suherlan**

has professionally and conscientiously  
reviewed manuscripts for

**The International Journal of Tourism Cities  
during 2020 and 2021**



**Alastair M. Morrison, Ph.D.**  
Co-Editor-in-Chief



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Invitation to Review for the International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Sat, Jul 6, 2019 at 9:49 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

06-Jul-2019

Dear Dr. SUHERLAN,

Manuscript ID IJTC-06-2019-0097 entitled "Development Strategies and Revitalization Strategies in Traditional Market in Denpasar, Bali" has been submitted to the International Journal of Tourism Cities.

I invite you to review this manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

\*\*\* PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. \*\*\*

Agreed: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=d02267a1ac414300aee546e6fab21c66](https://mc.manuscriptcentral.com/ijtc?URL_MASK=d02267a1ac414300aee546e6fab21c66)

Declined: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=0ec7c510d590403783bbf5fb4b86dd4d](https://mc.manuscriptcentral.com/ijtc?URL_MASK=0ec7c510d590403783bbf5fb4b86dd4d)

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access ScholarOne Manuscripts, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Reviewer Resources are available here: <http://www.emeraldgroupublishing.com/reviewers/index.htm>

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

### MANUSCRIPT DETAILS

TITLE: Development Strategies and Revitalization Strategies in Traditional Market in Denpasar, Bali

#### ABSTRACT:

The research has the objectives to determine Strength, Weakness, Opportunity, And Threat For Traditional Market In Denpasar City, Bali

This study employed a descriptive analysis to explore and find out relevant information in the data in a more concise and simple way that to be further interpreted and explained. The analysis of the company's internal environment was reflected in the Internal Factor Evaluation (IFE) matrix, while company's external environmental analysis was done based on the External Factor Evaluation (EFE) matrix. The data obtained from the IFE and EFE matrices, were then analyzed using various combination of SWOT matrices.

a) The main factors in external strategy variables to represent current and future opportunities are : income level per capita of Denpasar City, Bali population, inflation rate in Denpasar City, Bali, economic growth rate in Denpasar City, Bali, government regulation, security stability and public attitude towards the traditional market. Key external strategy variables that pose both current and future threats are information technology, bargaining power with buyers, and competitors. b) The main factor in the internal strategy variable to represent current and future opportunities are : product quality, uniqueness of products offered, product variety offered affordable product price, strategic market location, bargaining process, service speed, and vast parking lot. Meanwhile, the key internal strategy variables included as weaknesses are friendly service, cleanliness of traditional markets, and neat arrangement of merchandise. c) Based on the business position of present Denpasar City, Bali traditional market which is now located on quadrant V and will be located on quadrant II in the future, then the strategy to be properly applied is the proper

competition strategy to be grow and build. d) The proper competing strategy, that is growth and coaching strategy, can be applied into marketing mix strategy of (7P): product, price, promotion and distribution, management process, personality and physical evidence.

The originality of this study lies in Development Strategies and Revitalization Strategies in Traditional Market which comprehensively analyzed using SWOT and IE Matrix analysis. In addition, the originality of this study is in the research location in Denpasar, Bali, Indonesia, which has different tourism potential and conditions from other regions. The development and revitalization of traditional markets in Denpasar should be carried out in order to stay competitive against modern retail markets. The rapid development of modern retails presses the existence of traditional markets. Government regulations that provide distance to modern retail locations have been ignored, leading to the urgency of traditional market revitalization program. The focus of traditional market development program is not only in the issues related to the concept of traditional market, but it also targets the enhancement of sellers' mindset to provide better services for customers. However, the limited budget available for this program appears to be an obstacles for the government of Denpasar city to implement the traditional market revitalization program.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Reviewer update for International Journal of Tourism Cities

1 message

---

International Journal of Tourism Cities <onbehalf@manuscriptcentral.com>

Mon, Jul 29, 2019 at 6:40 AM

Reply-To: alastair@belletourism.com

To: alastair@belletourism.com

Dear Reviewer,

Thank you for your review of IJTC-06-2019-0097 entitled Development Strategies and Revitalization Strategies in Traditional Market in Denpasar, Bali for International Journal of Tourism Cities.

This paper has received a Major Revision decision.

Thank you for offering your expertise and on-going support. It is much appreciated.

Kind regards and best wishes,  
Alastair Morrison  
Editor-in-Chief  
International Journal of Tourism Cities  
Reviewers' comments:  
Reviewer: 1

Recommendation: Minor Revision

Comments:

The paper needs corrections and revisions. Please see notes for specific information.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, it does. The paper provides information about strategies to develop traditional market in Bali. The paper has original idea and it is adequate to be published.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Other researchers/authors might have studied or defined about revitalization and development strategies. The authors should improve literature review by citing more references from international journals. The term revitalization should be more explained by citing more related references.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes. The methods used are clearly explained and well designed to answer research questions. However, one paragraph is repeated twice (Information related to... , line 9). This should be deleted.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are clearly and analysed appropriately.
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Yes. the paper makes contribution to the research on urban and city tourism. However, revisions and corrections are required.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Yes, it does. The paper is consistent with findings and conclusions.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Not yet. The author should carefully see the sentences carefully to avoid grammatical and/or spelling errors. Please see notes for specific information, e.g. Kementerian, etc.

Reviewer: 2

Recommendation: Major Revision

Comments:

Quite a few aspects of the paper also comprise long sentences, containing what appear to be all encompassing statements that need to be unpacked into more easily understandable statements.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: In this paper, it is explained that the authenticity of this research lies in the Development Strategy and Revitalization Strategy in Traditional Markets which are comprehensively analyzed using SWOT and IE Matrix analysis, but it is not explained how previous research highlighted the same phenomenon.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Dalam makalah ini saya belum melihat bagaimana penulis secara eksplisit memaparkan isu yang diteliti dengan bidang subjek inti IJTC.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: It would be even better, if in this paper what approach is used, whether quantitative or qualitative.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: I find it difficult to read conclusions from this study. Conclusions are not just a summary of the findings of the research. It should, the conclusion must answer the research question or problem statement.
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: this paper has not clearly explained how this study made a significant and significant contribution to the research literature on urban and urban tourism.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Yes, but please give some further thought about the importance of this discovery for urban and urban tourism in Bali in particular and Indonesia in general.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: The whole paper needs to be checked for grammar, sentence construction and spelling throughout.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Manuscript ID IJTC-06-2019-0097 now in your Reviewer Centre - International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Mon, Jul 8, 2019 at 8:44 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

08-Jul-2019

Dear Dr. SUHERLAN,

Thank you for agreeing to review Manuscript ID IJTC-06-2019-0097 entitled "Development Strategies and Revitalization Strategies in Traditional Market in Denpasar, Bali" for the International Journal of Tourism Cities. Please try your best to complete your review within the next 2 weeks.

In your review, please answer all questions. On the review page, there is a space for "Comments to Editor" and a space for "Comments to the Author." Please be sure to put your comments to the author in the appropriate space.

To access the manuscript, click this link:

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=b39b123aba68486f98cac58ac588219c](https://mc.manuscriptcentral.com/ijtc?URL_MASK=b39b123aba68486f98cac58ac588219c)

You can also access the manuscript by logging in to the International Journal of Tourism Cities - ScholarOne Manuscripts site at <https://mc.manuscriptcentral.com/ijtc>. Your case-sensitive USER ID is [hel@stp-bandung.ac.id](mailto:hel@stp-bandung.ac.id). For security purposes your password is not listed in this email. If you are unsure of your password you may click the link below to set a new password.

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=f3bf4ee390b94907af945bef42515a47](https://mc.manuscriptcentral.com/ijtc?URL_MASK=f3bf4ee390b94907af945bef42515a47)

Once you are logged in, the Main Menu will be displayed. Please click on the Reviewer Centre, where you will find the manuscript listed under "Awaiting Reviewer Scores." You can click on the manuscript title from this point or you can click on the "View Details" button to begin reviewing the manuscript.

If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab. Follow the instructions for reviewers provided in the ScholarOne Manuscripts site. I strongly encourage you to elaborate on your review in the space provided. Your specific comments will offer valuable feedback to improve future work. It is essential that you click the "Save" button if you wish to exit the review before you submit it to the Editor. Otherwise, none of the information that you have entered will be saved in the system. When you have completed your review and are ready to submit it to the Editor, click on "Submit."

All communications regarding this manuscript are privileged. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to me.

Thank you for evaluating this manuscript.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-06-2019-0097 for the International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Mon, Jul 22, 2019 at 9:34 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

22-Jul-2019

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-06-2019-0097 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-06-2019-0097.R1 for the International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Thu, Sep 26, 2019 at 12:15 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

26-Sep-2019

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-06-2019-0097.R1 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up to 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)





POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-06-2019-0097.R1 for the International Journal of Tourism Cities

1 message

---

International Journal of Tourism Cities <onbehalf@manuscriptcentral.com>

Thu, Sep 26, 2019 at 12:15 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

26-Sep-2019

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-06-2019-0097.R1 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up to 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Manuscript ID IJTC-06-2019-0097.R1 now in your Reviewer Centre - International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Thu, Sep 26, 2019 at 11:25 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

26-Sep-2019

Dear Dr. SUHERLAN,

Thank you for agreeing to review Manuscript ID IJTC-06-2019-0097.R1 entitled "Development and Revitalization Strategies in Traditional Market in Denpasar, Bali" for the International Journal of Tourism Cities. Please try your best to complete your review within the next 2 weeks.

In your review, please answer all questions. On the review page, there is a space for "Comments to Editor" and a space for "Comments to the Author." Please be sure to put your comments to the author in the appropriate space.

To access the manuscript, click this link:

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=31940690cd3d4ed8849f0d879cff6b19](https://mc.manuscriptcentral.com/ijtc?URL_MASK=31940690cd3d4ed8849f0d879cff6b19)

You can also access the manuscript by logging in to the International Journal of Tourism Cities - ScholarOne Manuscripts site at <https://mc.manuscriptcentral.com/ijtc>. Your case-sensitive USER ID is [hel@stp-bandung.ac.id](mailto:hel@stp-bandung.ac.id).

For security purposes your password is not listed in this email. If you are unsure of your password you may click the link below to set a new password.

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=59d7f0a0f4f84b0abd942963750b0d98](https://mc.manuscriptcentral.com/ijtc?URL_MASK=59d7f0a0f4f84b0abd942963750b0d98)

Once you are logged in, the Main Menu will be displayed. Please click on the Reviewer Centre, where you will find the manuscript listed under "Awaiting Reviewer Scores." You can click on the manuscript title from this point or you can click on the "View Details" button to begin reviewing the manuscript.

If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab. Follow the instructions for reviewers provided in the ScholarOne Manuscripts site. I strongly encourage you to elaborate on your review in the space provided. Your specific comments will offer valuable feedback to improve future work. It is essential that you click the "Save" button if you wish to exit the review before you submit it to the Editor. Otherwise, none of the information that you have entered will be saved in the system. When you have completed your review and are ready to submit it to the Editor, click on "Submit."

All communications regarding this manuscript are privileged. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to me.

Thank you for evaluating this manuscript.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

Authors response to reviewers comments:

the notes provided have been revised and added



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Invitation to Review for the International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Fri, Sep 20, 2019 at 7:24 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

20-Sep-2019

Dear Herlan,

Manuscript ID IJTC-06-2019-0097.R1 entitled "Development and Revitalization Strategies in Traditional Market in Denpasar, Bali" has been revised and resubmitted to the International Journal of Tourism Cities.

I invite you to review this revised manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

\*\*\* PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. \*\*\*

Agreed: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=17a8ab5781c645c59edba1b8c7041e5f](https://mc.manuscriptcentral.com/ijtc?URL_MASK=17a8ab5781c645c59edba1b8c7041e5f)

Declined: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=bc368663853e4dc18c545095f6edb3fe](https://mc.manuscriptcentral.com/ijtc?URL_MASK=bc368663853e4dc18c545095f6edb3fe)

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access ScholarOne Manuscripts, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

### MANUSCRIPT DETAILS

TITLE: Development and Revitalization Strategies in Traditional Market in Denpasar, Bali

#### ABSTRACT:

The research has the objectives to determine Strength, Weakness, Opportunity, And Threat For Traditional Market In Denpasar City, Bali

This study employed a descriptive analysis to explore and find out relevant information in the data in a more concise and simple way that to be further interpreted and explained. The analysis of the company's internal environment was reflected in the Internal Factor Evaluation (IFE) matrix, while company's external environmental analysis was done based on the External Factor Evaluation (EFE) matrix. The data obtained from the IFE and EFE matrices, were then analyzed using various combination of SWOT matrices.

a) The main factors in external strategy variables to represent current and future opportunities are : income level per capita of Denpasar City, Bali population, inflation rate in Denpasar City, Bali, economic growth rate in Denpasar City, Bali, government regulation, security stability and public attitude towards the traditional market. Key external strategy variables that pose both current and future threats are information technology, bargaining power with buyers, and competitors. b) The main factor in the internal strategy variable to represent current and future opportunities are : product quality, uniqueness of products offered, product variety offered affordable product price, strategic market location, bargaining process, service speed, and vast parking lot. Meanwhile, the key internal strategy variables included as weaknesses are friendly service, cleanliness of traditional markets, and neat arrangement of merchandise. c) Based on the business position of present Denpasar City, Bali traditional market which is now located on quadrant V and will be located on quadrant II in the future, then the strategy to be properly applied is the proper competition strategy to be grow and build. d) The proper competing strategy, that is growth and coaching strategy, can

be applied into marketing mix strategy of (7P): product, price, promotion and distribution, management process, personality and physical evidence.

The originality of this study lies in Development Strategies and Revitalization Strategies in Traditional Market which comprehensively analyzed using SWOT and IE Matrix analysis. In addition, the originality of this study is in the research location in Denpasar, Bali, Indonesia, which has different tourism potential and conditions from other regions. The development and revitalization of traditional markets in Denpasar should be carried out in order to stay competitive against modern retail markets. The rapid development of modern retails presses the existence of traditional markets. Government regulations that provide distance to modern retail locations have been ignored, leading to the urgency of traditional market revitalization program. The focus of traditional market development program is not only in the issues related to the concept of traditional market, but it also targets the enhancement of sellers' mindset to provide better services for customers. However, the limited budget available for this program appears to be an obstacles for the government of Denpasar city to implement the traditional market revitalization program.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Invitation to Review for the International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Sat, Jul 18, 2020 at 3:46 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

18-Jul-2020

Dear Herlan,

Manuscript ID IJTC-02-2020-0029.R1 entitled "Overall Experience of Gastronomy Tourists to Jeonju City, South Korea" has been revised and resubmitted to the International Journal of Tourism Cities.

I invite you to review this revised manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

\*\*\* PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. \*\*\*

Agreed: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=386561a84efe4df5a2d808e68cdc913e](https://mc.manuscriptcentral.com/ijtc?URL_MASK=386561a84efe4df5a2d808e68cdc913e)

Declined: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=4b7150a18ebf4329b3a0202fe2857a46](https://mc.manuscriptcentral.com/ijtc?URL_MASK=4b7150a18ebf4329b3a0202fe2857a46)

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access ScholarOne Manuscripts, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

### MANUSCRIPT DETAILS

TITLE: Overall Experience of Gastronomy Tourists to Jeonju City, South Korea

#### ABSTRACT:

Satisfying the gastronomy experience of tourists becomes the most important strategic aim in the hospitality and tourism industries. This study attempts to prove that there is a distinct and specific market segment related to gastronomy from the overall number of tourist arrival of Jeonju City. Furthermore, this study investigates the different factors that affect the overall gastronomy experience of tourists. The focus of the study is Jeonju City, a well-known gastronomy destination in South Korea.

Survey questionnaires were distributed to 400 local and foreign tourists in Jeonju City. Descriptive statistics and Pearson correlation were run on the 392 useable data. The factors of overall experience as perceived by city tourists were identified through the literature review. The hypothesis was formulated and tested to examine the relationship between the assessments of the gastronomy tourists market and perceived local gastronomy overall quality experience of the tourists.

The results indicate that there are 86 (21.94%) of the respondents indicated that their main reason for traveling to the city was for the food. Descriptive statistics revealed that tourist satisfaction, destination image perceived quality, perceived value, tourist expectations, and costs & risks have a positive and significant influence on tourist overall experience.

The findings of this study could provide guidelines for both hospitality and tourism managers, and destination operators to further positioned better approaches to satisfy gastronomy tourists of Jeonju City.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Invitation to Review for the International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Fri, Feb 28, 2020 at 4:20 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

28-Feb-2020

Dear Herlan,

Manuscript ID IJTC-02-2020-0029 entitled "Over-all Gastronomy Experience with a Destination: An Exploration of Tourists to Jeonju City, South Korea" has been submitted to the International Journal of Tourism Cities.

I invite you to review this manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

\*\*\* PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. \*\*\*

Agreed: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=8c160e83bbb7463cb3e0340c130c2f62](https://mc.manuscriptcentral.com/ijtc?URL_MASK=8c160e83bbb7463cb3e0340c130c2f62)

Declined: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=754a38d761584cd59fab57f542015259](https://mc.manuscriptcentral.com/ijtc?URL_MASK=754a38d761584cd59fab57f542015259)

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access ScholarOne Manuscripts, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Reviewer Resources are available here: <http://www.emeraldgroupublishing.com/reviewers/index.htm>

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

### MANUSCRIPT DETAILS

TITLE: Over-all Gastronomy Experience with a Destination: An Exploration of Tourists to Jeonju City, South Korea

#### ABSTRACT:

Satisfying the overall experience of tourists becomes the most important strategic aim in the hospitality and tourism industries. This study attempts to prove that there is a distinct and specific market segment related to gastronomy from the overall number of tourist arrival of the city. Furthermore, this study investigates the different factors that affect the overall gastronomy experience of tourists. The focus of the study is Jeonju City, a well-known gastronomy destination in South Korea.

Survey questionnaires were distributed to 400 local and foreign tourists in Jeonju City. Descriptive statistics and Pearson correlation were run on the 392 useable data. The factors of overall experience as perceived by city tourists were identified through the literature review. The hypothesis was formulated and tested to examine the relationship between the assessments of the gastronomy tourists market and perceived local gastronomy overall quality experience of the tourists.

The results indicate that there are 86 (21.94%) of the respondents indicated that their main reason for traveling to the city was for the food. Descriptive statistics revealed that tourist satisfaction, destination image perceived quality, perceived value, tourist expectations, and costs and risks have a positive and significant influence on tourist overall experience.

The findings of this study could provide guidelines for both hospitality and tourism managers, and destination operators to further positioned better approaches to satisfy tourists to Jeonju City.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Manuscript ID IJTC-02-2020-0029 now in your Reviewer Centre - International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Fri, Feb 28, 2020 at 4:27 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

28-Feb-2020

Dear Dr. SUHERLAN,

Thank you for agreeing to review Manuscript ID IJTC-02-2020-0029 entitled "Over-all Gastronomy Experience with a Destination: An Exploration of Tourists to Jeonju City, South Korea" for the International Journal of Tourism Cities. Please try your best to complete your review within the next 2 weeks.

In your review, please answer all questions. On the review page, there is a space for "Comments to Editor" and a space for "Comments to the Author." Please be sure to put your comments to the author in the appropriate space.

To access the manuscript, click this link:

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=2f69d9e89c1b4e228495f7dce3f565de](https://mc.manuscriptcentral.com/ijtc?URL_MASK=2f69d9e89c1b4e228495f7dce3f565de)

You can also access the manuscript by logging in to the International Journal of Tourism Cities - ScholarOne Manuscripts site at <https://mc.manuscriptcentral.com/ijtc>. Your case-sensitive USER ID is [hel@stp-bandung.ac.id](mailto:hel@stp-bandung.ac.id). For security purposes your password is not listed in this email. If you are unsure of your password you may click the link below to set a new password.

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=b3c538712d734ff7aac76f0483eee4cf](https://mc.manuscriptcentral.com/ijtc?URL_MASK=b3c538712d734ff7aac76f0483eee4cf)

Once you are logged in, the Main Menu will be displayed. Please click on the Reviewer Centre, where you will find the manuscript listed under "Awaiting Reviewer Scores." You can click on the manuscript title from this point or you can click on the "View Details" button to begin reviewing the manuscript.

If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab. Follow the instructions for reviewers provided in the ScholarOne Manuscripts site. I strongly encourage you to elaborate on your review in the space provided. Your specific comments will offer valuable feedback to improve future work. It is essential that you click the "Save" button if you wish to exit the review before you submit it to the Editor. Otherwise, none of the information that you have entered will be saved in the system. When you have completed your review and are ready to submit it to the Editor, click on "Submit."

All communications regarding this manuscript are privileged. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to me.

Thank you for evaluating this manuscript.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Manuscript ID IJTC-02-2020-0029.R1 now in your Reviewer Centre - International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Sun, Jul 19, 2020 at 7:46 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

19-Jul-2020

Dear Dr. SUHERLAN,

Thank you for agreeing to review Manuscript ID IJTC-02-2020-0029.R1 entitled "Overall Experience of Gastronomy Tourists to Jeonju City, South Korea" for the International Journal of Tourism Cities. Please try your best to complete your review within the next 2 weeks.

In your review, please answer all questions. On the review page, there is a space for "Comments to Editor" and a space for "Comments to the Author." Please be sure to put your comments to the author in the appropriate space.

To access the manuscript, click this link:

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=75cbf3ece3554926a7e070992e211e9e](https://mc.manuscriptcentral.com/ijtc?URL_MASK=75cbf3ece3554926a7e070992e211e9e)

You can also access the manuscript by logging in to the International Journal of Tourism Cities - ScholarOne Manuscripts site at <https://mc.manuscriptcentral.com/ijtc>. Your case-sensitive USER ID is [hel@stp-bandung.ac.id](mailto:hel@stp-bandung.ac.id).

For security purposes your password is not listed in this email. If you are unsure of your password you may click the link below to set a new password.

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=a4ed1208a2ad40588a01d1e676f9e5d7](https://mc.manuscriptcentral.com/ijtc?URL_MASK=a4ed1208a2ad40588a01d1e676f9e5d7)

Once you are logged in, the Main Menu will be displayed. Please click on the Reviewer Centre, where you will find the manuscript listed under "Awaiting Reviewer Scores." You can click on the manuscript title from this point or you can click on the "View Details" button to begin reviewing the manuscript.

If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab. Follow the instructions for reviewers provided in the ScholarOne Manuscripts site. I strongly encourage you to elaborate on your review in the space provided. Your specific comments will offer valuable feedback to improve future work. It is essential that you click the "Save" button if you wish to exit the review before you submit it to the Editor. Otherwise, none of the information that you have entered will be saved in the system. When you have completed your review and are ready to submit it to the Editor, click on "Submit."

All communications regarding this manuscript are privileged. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to me.

Thank you for evaluating this manuscript.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

Authors response to reviewers comments:

1. The title of the study is very confusing and as such doesn't make any sense. It needs a revision.  
RESPONSE: The title was revised to be more appropriate with the research objectives

2. Literature seems inadequate and the author/s should add some more updated references. Moreover, the literature



review doesn't link back to the study objectives. Authors should try to validate all their variables selected for study through the existing literature.

RESPONSE: Authors added current and related literatures to support the body of the study. The flow of the literature review was organized to link with and validate the objectives.

3. There are a lot of inconsistencies in the methodology.. Author's stated that they have got a response rate of 98% which is very hard to believe for a convenience sampling. They should also justify and provide appropriate validation on how the bias was handled due to the use of convenience sampling method.

RESPONSE: Methodology were improved to meet the reviewers' evaluation.

4. The results are presented in the form of 11 tables which are too many considering the journal's guidelines. I would recommend the author/s to present their results precisely by reducing the number of tables to 5-6. In the Conclusion and recommendation sections, the implication of the results presented are very general and didn't seemed to be emerged from the study analysis. Author/s are suggested to base their conclusions based upon the study findings.

RESPONSE: Tables were limit to fewer number. Conclusions and recommendation sections were improved

5. Most of the results are very general and I don't think this study will add much to the present body of literature

RESPONSE: The results were restructured to justify its essence to the present situation of the locale.

6. There are a lot of grammatical and punctuation errors through out the manuscript which is very big distraction for me as are reviewer. The style of referencing is not as per the journal guidelines as it is done in APA and not in Harvard. Author/s are suggested to change the referencing styles.

RESPONSE: The paper went to proofreading and changed to Harvard referencing and citation style.

#### Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: No. A lot many studies have been conducted on the similar domains and this study requires a lot of changes to be considered for publication.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Literature seems inadequate and the author/s should add some more updated references. Moreover, the literature review doesn't link back to the study objectives. Authors should try to validate all their variables selected for study through the existing literature..

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: There are a lot of inconsistencies in the methodology.. Author's stated that they have got a response rate of 98% which is very hard to believe for a convenience sampling. They should also justify and provide appropriate validation on how the bias was handled due to the use of convenience sampling method.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are presented in the form of 11 tables which are too many considering the journal's guidelines. I would recommend the author/s to present their results precisely by reducing the number of tables to 5-6.

In the Conclusion and recommendation sections, the results presented are very general and didn't seemed to be emerged from the study analysis. Author/s are suggested to base their conclusions based upon the study findings..

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: No. Most of the results are very general and I don't think this study will add much to the present body of literature

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: No. The implications are not based on the study results and seems very scattered.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: There are a lot of grammatical and punctuation errors through out the manuscript which is very big distraction for me as are reviewer.

The style of referencing is not as per the journal guidelines as it is done in APA and not in Harvard. Author/s are suggested to change the referencing styles.

Reviewer: 2

Comments:

In the methodology, it must be explained how to justify the use of inferential statistics for research with non-probability sampling, and to avoid sentence structure errors, jargon, etc., proof reading is recommended.

RESPONSE: Methodology was improved and removed unneeded statistical techniques. Proofreading was done as suggested.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes. However, in the background of the study the author has not shown the state of the art and research gap, which shows the importance of this research.

RESPONSE: Research gap was addressed and justify the importance of the present study.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature used in this paper is sufficient.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Overall, the method used is adequate, only there are a few notes:

(1) The research instrument only uses Cronbach's Alpha to test the internal consistency of the items, what about the validity test?; (2) Inferential statistics are usually used if the sampling is random, whereas this study uses non-random sampling. What is the author's justification?

RESPONSE: Validation and reliability test was discussed in the paper as suggested.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are presented quite clearly and analyzed appropriately

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: This paper provides a significant contribution to the research literature on urban and urban tourism and tends to have practical value for practitioners of urban tourism.

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: This paper identifies several implications for further practice and / or research, and is quite consistent with the findings and conclusions of this paper.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: This paper clearly reveals the case, measured based on the technical language of the field and the knowledge expected from journal readers. However, for clarity of expression and readability, such as sentence structure, use of jargon, acronyms, etc., proof reading is recommended.

RESPONSE: Proofreading was done as suggested.

Reviewer: 3

Comments:

Please refer to comments below.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: This is not a very novel topic but is timely as destinations are moving towards the provision of more types of tourist experience. South Korean cuisine has been receiving increasing attention so is worth more investigation.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Weak. There are ample of literature on topics of tourist experience, destination choice, tourist motivation and the like and the author(s) adopted an all-in-one style of literature review. Even the instrumentation was very brief on the literature support.

RESPONSE: Literature reviews were improved.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Not very clear and with editing needs. In particular as previously mentioned insufficient details on instrumentation as well as the content of the instrument itself. Without these details I cannot perform the review in an informed way.

RESPONSE: Methodology was improved and reconstructed.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Insufficient information to judge. Please refer to my comment on Q3 above.

RESPONSE: The evaluation was addressed in the results section.

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Insufficient information to judge. Please refer to my comment on Q3 above.

RESPONSE: The evaluation was addressed in the results section.

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Insufficient information to judge. Please refer to my comment on Q3 above.

RESPONSE: The evaluation was addressed in the results section.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Need editing, quite some typographical issues.

RESPONSE: Proofreading was done for the improvement of the entire paper.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Reviewer update for International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Wed, Mar 11, 2020 at 10:19 PM

Reply-To: a.coca-stefaniak@gre.ac.uk

To: a.coca-stefaniak@gre.ac.uk

Dear Reviewer,

Thank you for your review of IJTC-02-2020-0029 entitled Over-all Gastronomy Experience with a Destination: An Exploration of Tourists to Jeonju City, South Korea for International Journal of Tourism Cities.

This paper has received a Major Revision decision.

Thank you for offering your expertise and on-going support. It is much appreciated.

Kind regards and best wishes,

Yours sincerely,

Assoc. Prof. Andres Coca-Stefaniak  
Co-Editor-in-Chief  
International Journal of Tourism Cities  
[a.coca-stefaniak@gre.ac.uk](mailto:a.coca-stefaniak@gre.ac.uk)

Reviewers' Comments to Author:

Reviewer: 1

Comments:

Dear Author/s,

I have the following observations regarding your submitted manuscript:

My observations are as under:

1. The title of the study is very confusing and as such doesn't make any sense. It needs a revision.
2. Literature seems inadequate and the author/s should add some more updated references. Moreover, the literature review doesn't link back to the study objectives. Authors should try to validate all their variables selected for study through the existing literature.
3. There are a lot of inconsistencies in the methodology.. Author's stated that they have got a response rate of 98% which is very hard to believe for a convenience sampling. They should also justify and provide appropriate validation on how the bias was handled due to the use of convenience sampling method.
4. The results are presented in the form of 11 tables which are too many considering the journal's guidelines. I would recommend the author/s to present their results precisely by reducing the number of tables to 5-6. In the Conclusion and recommendation sections, the implication of the results presented are very general and didn't seem to be emerged from the study analysis. Author/s are suggested to base their conclusions based upon the study findings..
5. Most of the results are very general and I don't think this study will add much to the present body of literature
6. There are a lot of grammatical and punctuation errors through out the manuscript which is very big distraction for me as are reviewer. The style of referencing is not as per the journal guidelines as it is done in APA and not in Harvard. Author/s are suggested to change the referencing styles.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: No. A lot many studies have been conducted on the similar domains and this study requires a lot of changes to be considered for publication.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Literature seems inadequate and the author/s should add some more updated references. Moreover, the literature review doesn't link back to the study objectives. Authors should try to validate all their variables selected for study through the existing literature..

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: There are a lot of inconsistencies in the methodology.. Author's stated that they have got a response rate of 98% which is very hard to believe for a convenience sampling. They should also justify and provide appropriate validation on how the bias was handled due to the use of convenience sampling method.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are presented in the form of 11 tables which are too many considering the journal's guidelines. I would recommend the author/s to present their results precisely by reducing the number of tables to 5-6.

In the Conclusion and recommendation sections, the results presented are very general and didn't seemed to be emerged from the study analysis. Author/s are suggested to base their conclusions based upon the study findings..

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: No. Most of the results are very general and I don't think this study will add much to the present body of literature

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: No. The implications are not based on the study results and seems very scattered.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: There are a lot of grammatical and punctuation errors through out the manuscript which is very big distraction for me as are reviewer.

The style of referencing is not as per the journal guidelines as it is done in APA and not in Harvard. Author/s are suggested to change the referencing styles.

Reviewer: 2

Comments:

In the methodology, it must be explained how to justify the use of inferential statistics for research with non-probability sampling, and and to avoid sentence structure errors, jargon, etc., proof reading is recommended.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes. However, in the background of the study the author has not shown the state of the art and research gap, which shows the importance of this research.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature used in this paper is sufficient.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Overall, the method used is adequate, only there are a few notes:

(1) The research instrument only uses Cronbach's Alpha to test the internal consistency of the items, what about the validity test?; (2) Inferential statistics are usually used if the sampling is random, whereas this study uses non-random sampling. What is the author's justification?

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are presented quite clearly and analyzed appropriately

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: This paper provides a significant contribution to the research literature on urban and urban tourism and tends to have practical value for practitioners of urban tourism.

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: This paper identifies several implications for further practice and / or research, and is quite consistent with the findings and conclusions of this paper.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: This paper clearly reveals the case, measured based on the technical language of the field and the knowledge expected from journal readers. However, for clarity of expression and readability, such as sentence structure, use of jargon, acronyms, etc., proof reading is recommended.

Reviewer: 3

Comments:

Please refer to comments below.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: This is not a very novel topic but is timely as destinations are moving towards the provision of more types of tourist experience. South Korean cuisine has been receiving increasing attention so is worth more investigation.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Weak. There are ample of literature on topics of tourist experience, destination choice, tourist motivation and the like and the author(s) adopted an all-in-one style of literature review. Even the instrumentation was very brief on the literature support.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Not very clear and with editing needs. In particular as previously mentioned insufficient details on instrumentation as well as the content of the instrument itself. Without these details I cannot perform the review in an informed way.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Insufficient information to judge. Please refer to my comment on Q3 above.

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Insufficient information to judge. Please refer to my comment on Q3 above.

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Insufficient information to judge. Please refer to my comment on Q3 above.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Need editing, quite some typological issues.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Reviewer update for International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Mon, Jul 27, 2020 at 11:39 AM

Reply-To: alastair@belletourism.com

To: alastair@belletourism.com

Dear Reviewer,

Thank you for your review of IJTC-02-2020-0029.R1 entitled Overall Experience of Gastronomy Tourists to Jeonju City, South Korea for International Journal of Tourism Cities.

This paper has received a Major Revision decision.

Thank you for offering your expertise and on-going support. It is much appreciated.

Kind regards and best wishes,  
Alastair Morrison  
Editor-in-Chief  
International Journal of Tourism Cities  
Reviewers' comments:  
Reviewer: 1

Recommendation: Minor Revision

Comments:

The author has not shown the latest studies that have been carried out by others which serve as the starting point of this study. Difficult to understand, that the Likert scale can be used to test the validity of measuring instruments?

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: In the initial review it was questioned that in the background of the study, the author had not yet demonstrated the state of the art and research gaps, which indicated the importance of this research. The author's response to this is that the author has added notes to this manuscript. Please show, on what page, which line?
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature used in this paper is sufficient.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The author conveys that another validation made with the instrument was a trial of thirty (30) foreign respondents in May 2019. Where, the trial results showed that most items used to measure variables had an average score of more than 3.0, which is more than the 4-point Likert scale average score. This is confusing, how is it possible for a Likert scale to explain the validity of a measuring instrument?
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are presented quite clearly and analyzed appropriately
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: This paper provides a significant contribution to the research literature on urban and urban tourism and tends to have practical value for practitioners of urban tourism.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: This paper identifies several implications for further practice and / or research, and is quite consistent with the findings and conclusions of this paper.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Proofreading was done as suggested.

Reviewer: 2

Recommendation: Major Revision

Comments:

See above

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: This is not a very novel topic but is timely as destinations are moving towards the provision of more types of tourist experience. South Korean cuisine has been receiving increasing attention so is worth more investigation.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Although the authors did revise the literature part to include more related topics but they were more like un-related patchwork. Weak relation between the study and the literature was identified. Some paragraphs did not demonstrate any relationship to gastronomy but just general literature on e.g. destination image and tourist experience (e.g. second last paragraph on pg 3, second last paragraph on pg 4). A 4-point likert scale was used but it was mentioned that "1 means strongly disagree and 5 means strongly agree". Apparently this is a typo (among many other typos that exist in the paper).
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Instrumentation is still not clear to me except that the few studies that were used to inform the design of the questionnaire were mentioned. No statements used under each dimension were illustrated. Suggest that a sample of the questionnaire should be included.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Besides methodology, results should also be analysed not just by dimensions but also should demonstrate results on the statements under each dimension. The results are too general to be informative.
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Very weak as these are all well-established relationships. Applying them to a new context (in this case Jeonju) does not make it meaningful, except probably to Jeonju itself.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Yes but the usefulness is only limited to Jeonju.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Typos, strange spacing within words, strange characters, need editing service.





POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-02-2020-0029 for the International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Tue, Mar 10, 2020 at 8:03 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

10-Mar-2020

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-02-2020-0029 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-02-2020-0029.R1 for the International Journal of Tourism Cities

1 message

---

International Journal of Tourism Cities <onbehalf@manuscriptcentral.com>

Thu, Jul 23, 2020 at 10:49 AM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

23-Jul-2020

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-02-2020-0029.R1 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up to 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Invitation to Review for the International Journal of Tourism Cities

1 message

International Journal of Tourism Cities &lt;onbehalf@manuscriptcentral.com&gt;

Mon, Dec 2, 2019 at 1:11 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

02-Dec-2019

Dear Pak Herlan,

Manuscript ID IJTC-12-2019-0207 entitled "Does the halal tourism products and services matter for tourism destinations? The moderating role of religiosity" has been submitted to the International Journal of Tourism Cities.

I invite you to review this manuscript. The abstract appears at the end of this letter. Please let me know as soon as possible if you will be able to accept my invitation to review. If you are unable to review at this time, I would appreciate you recommending another expert reviewer. Please click the appropriate link below to automatically register your reply with our online manuscript submission and review system.

\*\*\* PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. \*\*\*

Agreed: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=4bc4bb48a38d44aa861fdb6f5002d6ad](https://mc.manuscriptcentral.com/ijtc?URL_MASK=4bc4bb48a38d44aa861fdb6f5002d6ad)

Declined: [https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=02ffe24623e14cbd98a5d001f11ff0e9](https://mc.manuscriptcentral.com/ijtc?URL_MASK=02ffe24623e14cbd98a5d001f11ff0e9)

Once you accept my invitation to review this manuscript, you will be notified via e-mail about how to access ScholarOne Manuscripts, our online manuscript submission and review system. You will then have access to the manuscript and reviewer instructions in your Reviewer Centre.

I realize that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Reviewer Resources are available here: <http://www.emeraldgroupublishing.com/reviewers/index.htm>

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)

### MANUSCRIPT DETAILS

TITLE: Does the halal tourism products and services matter for tourism destinations? The moderating role of religiosity

#### ABSTRACT:

Non-Muslim tourists around the world are interested to visit many tourist destinations to know the Muslim culture and concept of halal tourism. Thus, this study aims to investigate how non-Muslims are involved with the perception of halal tourism products and services (PHTPS) and traveling to halal tourism destinations evaluate the country's brand equity.

A total of 380 respondents (from non-Muslim tourists) were surveyed in Malaysia. The relationships between PHTPS and brand equity dimensions (trip quality, trip value, satisfaction and word of mouth/loyalty) were measured using the partial least square technique (SmartPLS).

The findings revealed that the high relationship was identified between PHTPS and trip quality, followed by PHTPS-word of mouth, PHTPS-satisfaction, and PHTPS-trip value. The results also suggest that tourists' religiosity moderates the effects of Islamic ethics on their satisfaction.

This study provides new insights into the theory and practice of non-Muslim tourists' perceptions and word of mouth/loyalty towards halal tourism destination. The findings are valuable to tourism operators, managers, and marketers with understanding and responsibility to develop the Halal tourism product and services from non-Muslim tourists' insights.



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Manuscript ID IJTC-12-2019-0207 now in your Reviewer Centre - International Journal of Tourism Cities

1 message

---

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Tue, Dec 3, 2019 at 1:44 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

03-Dec-2019

Dear Dr. SUHERLAN,

Thank you for agreeing to review Manuscript ID IJTC-12-2019-0207 entitled "Does the halal tourism products and services matter for tourism destinations? The moderating role of religiosity" for the International Journal of Tourism Cities. Please try your best to complete your review within the next 2 weeks.

In your review, please answer all questions. On the review page, there is a space for "Comments to Editor" and a space for "Comments to the Author." Please be sure to put your comments to the author in the appropriate space.

To access the manuscript, click this link:

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=6d5408ba49b948339ea2a97f3b4897d4](https://mc.manuscriptcentral.com/ijtc?URL_MASK=6d5408ba49b948339ea2a97f3b4897d4)

You can also access the manuscript by logging in to the International Journal of Tourism Cities - ScholarOne Manuscripts site at <https://mc.manuscriptcentral.com/ijtc>. Your case-sensitive USER ID is [hel@stp-bandung.ac.id](mailto:hel@stp-bandung.ac.id). For security purposes your password is not listed in this email. If you are unsure of your password you may click the link below to set a new password.

[https://mc.manuscriptcentral.com/ijtc?URL\\_MASK=5f3d70172c904a21a84f4fc6e417c754](https://mc.manuscriptcentral.com/ijtc?URL_MASK=5f3d70172c904a21a84f4fc6e417c754)

Once you are logged in, the Main Menu will be displayed. Please click on the Reviewer Centre, where you will find the manuscript listed under "Awaiting Reviewer Scores." You can click on the manuscript title from this point or you can click on the "View Details" button to begin reviewing the manuscript.

If you wish to view the manuscript and the review form simultaneously, click on the HTML or PDF icons – the manuscript will open in a new window. Leave the new window open, switch back to the main window, and open the score sheet by clicking on the Score Sheet tab. Follow the instructions for reviewers provided in the ScholarOne Manuscripts site. I strongly encourage you to elaborate on your review in the space provided. Your specific comments will offer valuable feedback to improve future work. It is essential that you click the "Save" button if you wish to exit the review before you submit it to the Editor. Otherwise, none of the information that you have entered will be saved in the system. When you have completed your review and are ready to submit it to the Editor, click on "Submit."

All communications regarding this manuscript are privileged. Any conflict of interest, suspicion of duplicate publication, fabrication of data or plagiarism must immediately be reported to me.

Thank you for evaluating this manuscript.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

---

## Thank you for submitting your review of Manuscript ID IJTC-12-2019-0207 for the International Journal of Tourism Cities

1 message

---

International Journal of Tourism Cities <onbehalf@manuscriptcentral.com>

Thu, Dec 5, 2019 at 3:02 PM

Reply-To: alastair@belletourism.com

To: hel@stp-bandung.ac.id

05-Dec-2019

Dear Dr. SUHERLAN,

Thank you for submitting your review of IJTC-12-2019-0207 for International Journal of Tourism Cities. We are very grateful for the contribution you have made to the journal by providing your review. We recognise the value that is added by our reviewers and would therefore like to thank you for your work, by granting you free personal access to up 40 Emerald journal articles (excluding Backfiles) within a three-month period.

Early next month, we will send an email that will contain all the information you need to activate your personal free access.

Once you have received this email, all you will need to do is:

- click the link in the e-mail: this will take you directly to the Emerald log-in page
- If you have an Emerald MyProfile log in, simply log on using these details (this is different to the log in you use for ScholarOne)
- If you do not have an Emerald MyProfile, you can register with us there and then to get your free personal access to Emerald content. Instructions on how to contact us to set up your Emerald MyProfile will be in the email we send next month.

We would also like to offer you a 30% DISCOUNT on all Emerald books available for purchase from the EMERALD BOOKSTORE. To take advantage of this offer please visit <http://books.emeraldinsight.com/offer/> and enter the code REVIEW

On behalf of the Editors of International Journal of Tourism Cities, we appreciate the valuable and efficient contribution that each reviewer gives to the Journal and we hope that we may call upon you again to review future manuscripts.

Yours sincerely,  
Prof. Alastair Morrison  
Editor, International Journal of Tourism Cities  
[alastair@belletourism.com](mailto:alastair@belletourism.com)



POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan &lt;hel@stp-bandung.ac.id&gt;

## Reviewer update for International Journal of Tourism Cities

1 message

**International Journal of Tourism Cities** <onbehalf@manuscriptcentral.com>

Wed, Jan 29, 2020 at 6:59 PM

Reply-To: alastair@belletourism.com

To: alastair@belletourism.com

Dear Reviewer,

Thank you for your review of IJTC-12-2019-0207 entitled Does the halal tourism products and services matter for tourism destinations? The moderating role of religiosity for International Journal of Tourism Cities.

This paper has received a Major Revision decision.

Thank you for offering your expertise and on-going support. It is much appreciated.

Kind regards and best wishes,

Alastair Morrison

Editor-in-Chief

International Journal of Tourism Cities

Reviewers' comments:

Reviewer: 1

Recommendation: Accept

Comments:

Overall, the results of this study have provided new information that is worth publishing. However, the writing in this manuscript, especially in the introduction, has not yet shown the state of the art. In the methodology section, the sampling and analysis of the data used are explained. It's just that in this paper the sampling technique and the research approach haven't been explained yet.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, overall, the results of this study have provided new information that is worth publishing. However, the writing in this manuscript, especially in the introduction, has not yet shown the state of the art.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature used in this study is sufficient to test the proposed research hypothesis.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes, the arguments of this paper are built on the basis of theory, the concept is appropriate. The sampling and analysis of the data used is also in accordance with the objectives of the study. It's just that in this paper it hasn't been explained what research approaches are used.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results of the study are clearly presented and analyzed adequately. Conclusions are also quite binding on other elements of this paper.
5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Yes, this paper provides a significant and significant contribution to the research literature on urban and city tourism, and provides practical value for city tourism practitioners.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Yes, this paper identifies adequately the practical implications and also for future researchers.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Yes, the quality of communication is

adequate.

Reviewer: 2

Recommendation: Minor Revision

Comments:

1. Please send this paper for editing work.

Title should be "Does halal tourism ..." and NOT "Does the halal tourism ..."

Found many hanging/incomplete sentences; 10 "etc" while it is wrong to use "etc" in formal writings. To check on prepositions, and commas, consistency (Non-Muslims, non-Muslims ??).

Sources with no references - Joseph and DiDuca (2007) (page 13, line 35);

Battour (208)?? (page 6, line 11)

2. It will be very interesting to know the answers to the indicators of dimensions (especially to GP7, GP8, GP11, RE52, RE53). Suggest here to include a table on the indicators of dimensions showing the Likert scale findings.

3. Must re-do Table 3 - to show the findings more clear/comprehensible.

4. Must include the diagram of structural model, as in most research using PLS.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Halal tourism in destinations have been studied by many scholars (for e.g. Battour; Ismail; Rahman, El-Gohary; Henderson). Majority of the Muslim tourists (regardless of being very pious or less pious) will have no problem in accepting halal tourism products and services at destinations they visited. Therefore and sure enough, studies on the above must be conducted on non-Muslim tourists.

This paper is more meaningful if the author(s) put more weight in writing the problem statement. Why this study is necessary/important to be conducted.

This could finally lead to new contribution(s) to the body of knowledge.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Key references in the area have been well-reviewed by the author(s).

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The methodology section had been discussed clearly.

Religiosity / the role of religiosity is important in this study, it is even the topic of this paper. The author(s) must explain its significance and why it is was chosen as a moderator.

Readers must assume that Muslim tourists from the 10 countries were being excluded as respondents for this study. It is good to state this in the methodology section.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: As shown in the Conceptual Model (Figure 1), PHTPS consists of five dimensions, when testing the hypotheses, the author(s) did not measure the dimension separately (refer to H1 - H4). Is there any basis of combining the five dimensions (general perception, gender segregation, halal food, Islamic dress code, Islamic ethics) into one perception? Must justify this.

In Table 3, for moderating effect (refer to H5a - H5e), where are the other statistical values (e.g. t-values, p value etc.)? These (statistical) values will lead to the findings of the hypothesis of either being supported or not.

Is there any R Squared change after moderating the interaction? R squared value before and after the moderating effect must be shown.

In order for the readers to know the findings/ conclusions to H1 - H4, they must read the discussion section (section 6). It would be better if the findings/conclusions to H1 - H4 were put in Table 3.

The author(s) must put diagram of structural model in this paper, as in most research using PLS.

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: There is no specific contribution by this paper on city or urban tourism.

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Yes, the author(s) had identified the implications for practical and further research.

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Acceptable.

However, this paper must be send for editing work.

Title should be "Does halal tourism ..." and NOT "Does the halal tourism ..."

Found many hanging/incomplete sentences; 10 "etc" while it is wrong to use "etc" in formal writings. To check on prepositions, and commas.

Sources with no references - Joseph and DiDuca (2007) (page 13, line 35); Battour (208)?? (page 6, line 11)

Reviewer: 3

Recommendation: Major Revision

Comments:

Authors may look at these publications as an example:

Prebensen, N. K., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166-176.

Abd Manaf, N. H., Maulan, S., Hussin, H., Jahn Kassim, P. N., & Alavi, R. (2017). Service quality, value, satisfaction and future intention in medical tourism. *Journal of Tourism, Hospitality & Culinary Arts*, 9(3), 1-12.

Moise, M. S., Gil-Saura, I., Šerić, M., & Ruiz Molina, M. E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, 26(6), 646-657.

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96, 343-354.

San Martín, H., Herrero, A., & García de los Salmones, M. d. M. (2019). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 22(16), 1992-2013.

Krystallis, A., & Chrysochou, P. (2014). The effects of service brand dimensions on brand loyalty. *Journal of Retailing and Consumer Services*, 21(2), 139-147.

Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.

The methodology section is less rigor. Specifically, construct operationalisation section is unclear. Although author mentions as "items are developed based on scale development in two stages; first, qualitative research has been done by conducting 35 semi-structured interviews with non-Muslim tourists in Malaysia. Second, scales are developed and finalized through structured questionnaires to be used in the current research paper", the process of developing scale is not followed properly.

Again, author mentions in the same section "The most important scale is PHTPS (Battour, 2017), which adapted with seven-point semantic differential 30 items from Battour et al. (2014), Battour (2017/2018), Shafaei, 2016) and Rahman et al. (2017b). Based on the Battour (2018), 9 items measuring the trip quality and trip value were adopted. Non-Muslim tourists' satisfaction and word of mouth were measured using 10 items adapted from Wardi, Abror, and Trinanda (2018)". So, there is a concern, why is it require a qualitative study to develop a scale when author adapted existing measurement scale? If it is necessary to develop or revise a scale, there should have a proper justification and follow scale development process. In this research, scale development process is completely overlooked.

Refer to:

Rossiter, J. R. (2002). The C-OAR-SE procedure for scale development in marketing. *International Journal of Research in Marketing*, 19(4), 305-335

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149-165.

Refer to section 4.2, as author explains "A reliability and factor analysis test has been applied to further improve the instrument, and subsequently, six items have been dropped due to the lower factor loading below 0.50". Where are those results reported?

Author also reported in section 5.3 "The results of EFA found that all items were attained the minimum threshold level of the factor loading 0.50". At one point it is reported six items were dropped, whereas at other sections all items retained. There is a doubt where scientific procedures have been duly followed or not. Hence, it is necessary to report



the findings of EFA. It is necessary to remember that EFA and CFA can not run with the same data set. Author has to split the total sample and run the data sequentially. (i.e., EFA with one sub sample and CFA & Structural model analysis with another sub sample)

Refer to:

Green, J. P., Tonidandel, S., & Cortina, J. M. (2016). Getting Through the Gate: Statistical and Methodological Issues Raised in the Reviewing Process. *Organizational Research Methods*, 19(3), 402-432

Fan, Y., Chen, J., Shirkey, G., John, R., Wu, S. R., Park, H., & Shao, C. (2016). Applications of structural equation modeling (SEM) in ecological studies: an updated review. *Ecological Processes*, 5(1), 19-31.

Instrument pre-testing with respondents is one of the major task to check the comprehensibility, flow, ambiguity, and content validity of the scale. Author has completely overlooked this step.

Refer to section 4.2, SmartPLS 3.0 is not statistical technique. It is just a SEM tools which analyse data following PLS-SEM technique.

"G\*Power 3.1.9.2 statistical method is employed to measure the power of 375 samples" – How much is the power?

Refer to table 1, the inclusion of religiosity construct which looks rather muslim oriented (to impose measure on non-Muslim). The scale may not be readily suitable to measure religiosity of non-Muslim people.

Refer to 5.4. Author did not follow the proper method of analysing measurement model using PLS-SEM techniques. Specifically analysis of higher order construct (i.e., PHTPS). Author has to calculate CR and AVE for the second-order reflective construct.

Why is the author measured trip value, trip quality, satisfaction, and WOM as a formative construct? Is there any previous literature support for that? Although the sources from where the scales are adapted, measured these constructs using reflective way, what is the rationale of measuring these formative ways? The validation of formatively measurement scale is greatly varied compared to reflectively measurement scale. Also, the underlying assumptions between these measurement methods are distinct.

Refer to:

Diamantopoulos, A., & Sigauw, J. A. (2006). Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. *British Journal of Management*, 17(4), 263-282

Coltman, T., Devinney, T. M., Midgley, D. F., & Venaik, S. (2008). Formative versus reflective measurement models: Two applications of formative measurement. *Journal of Business Research*, 61(12), 1250-1262.

Sarstedt, M., Hair, J. F., Cheah, J.-H., Becker, J.-M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal (AMJ)*, 27(3), 197-211

Author conceptualised PHTPS as a second-order construct, then why are moderation hypotheses many (i.e., H5a to H5e)? If PHTPS is second-order construct, then there will be only ONE hypothesis. If it is not then, the conceptualisation of other hypotheses is required to revise accordingly (i.e., there will more than one hypothesis if each dimension is considered separately).

Refer to:

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Los Angeles: Sage Publications.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. doi:10.1108/EBR-11-2018-0203

Hair, J. F., & Sarstedt, M. (2019). Factors versus Composites: Guidelines for Choosing the Right Structural Equation Modeling Method. *Project Management Journal*, 50(6), 619-624. doi:10.1177/8756972819882132

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414-433. doi:10.1007/s11747-011-0261-6

Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514-538. doi:10.1108/IJCHM-10-2016-0568

Some English expression could be made more precise. It is suggested to proofread the manuscript with professionals before submission.

Overall, this paper requires some serious revision to reach to an acceptable level. In the hypothesis development section, the relationships should be discussed in line with the non-Muslim point of view rather than in general. That is why this paper also lacks the core aspect of non-Muslims' perspective of investigating Muslims-friendly tourism destinations. Author should revise the explanation of hypotheses adding more on the perception of non-Muslim tourists.

## Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Lack of overarching theory which could possibly explain the research framework
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Overall poor quality of literature review with many crucial names missing. Authors seemed to be fixated with Battour
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Poor explanation of how data was collected

Refer to section 3.1, author provides the conceptualization of brand equity (BE). Although it is highlighted five components of BE based on past evidence such as Bianchi et al., 2014; Shafaei, 2016; Boo et al., 2009; Pike, 2010, he has selected only two components of BE only such as trip quality and trip value. Other two components [i.e., satisfaction and word of mouth (WOM) as claimed by author as BE) are not BE components. Rather, satisfaction and WOM are the antecedent/consequences of BE. Besides, author does not provide any justification why are only two BE components taken into consideration in the current research. Thus, the conceptualisation of BE and its components adopted in this study is required further justification with literature support.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Refer to the abstract, please delete loyalty (i.e., WOM/Loyalty). Although author does not discuss loyalty separately, assuming WOM/Loyalty is a matter of great concern (Refer to section 3.5). In the extant literature, WOM and Loyalty are two distinct constructs and the relationship between these two variables are also established. For instance, WOM is used as antecedent (see: Krystallis, A., & Chrysochou, P. (2014). The effects of service brand dimensions on brand loyalty. *Journal of Retailing and Consumer Services*, 21(2), 139-147) or outcome (see: Moise, M. S., Gil-Saura, I., Šerić, M., & Ruiz Molina, M. E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, 26(6), 646-657.) of Loyalty/BE.

Refer to section 3.6, discussion about religiosity as a role of moderator is completely missing. Mostly, author provides the concept and definition of religiosity in this section. However, the significance of this construct as moderator between PHTP components and satisfaction is very weak. There is no explanation, arguments on how the magnitude of religiosity (Strong Vs Weak) varies in affecting the level of satisfaction.

Please revise the language statement of moderation hypotheses (See: Özbek, M. F., Yoldash, M. A., & Tang, T. L. P. (2016). Theory of justice, OCB, and individualism: Kyrgyz citizens. *Journal of Business Ethics*, 137(2), 365-382.)

Due to mis-conceptualising BE constructs, theoretical framework of this study is required to re-look. Author is suggested to establish Inter-constructs relationships based on theoretical justification. For instance, authors could re-conceptualise the link as PHTPS and trip quality lead to satisfaction and trip value. trip value leads to satisfaction leads to and finally, trip value and satisfaction lead to WOM.

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Inadequate and needs greater explanation.
6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Needs greater explanation.
7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Some English expression could be made more precise. It is suggested to proofread the manuscript with professionals before submission.

Reviewer: 4

Recommendation: Major Revision

Comments:

Fix the plagiarism check results section (see marked paper, such as red lines)

**Additional Questions:**

1. Originality: Does the paper contain new and significant information adequate to justify publication?: 43% similarity index

14% Internet sources

16% publications

42% students papers

Plagiarism check not satisfactory and needs attention to lower these four values.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Literature review is good

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Row 41, Battour, Ismail, dan Battor (2011). Because there are 3 writers, actually all family names, et., al., Are used to ask the authors from 3 authors

Rows 56 and 57, if you want to use SmartPLS, no need to include the sentence The sample is 375 from 500 distributed questionnaire, as suggested by the study of Byrne's (2013) the sample size must be more than 200, except using SEM (Jöreskog dan Sörbom, 2006), if using a first order is also possible for SmartPLS, it is better to use first order's so that a new dimension can be built by grouping significant indicators, so that the explanation for PHTPS is more detailed in view of the construct that builds it.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Rows 28, 29, 30 and 33. The test findings show irregularities, for example; said the strong relationship The results of the structural model show that the strongest relationship was found between perception of Halal tourism products and services (PHTPS) and trip quality ( $\beta = 0.639$ ,  $p > 0.01$ ) followed by PHTPS-word of mouth ( $\beta = 0.569$ ,  $p > 0.01$ ), PHTPS-satisfaction ( $\beta = 0.429$ ,  $p > 0.01$ ) and PHTPS-trip value ( $\beta = 0.247$ ,  $p > 0.01$ ). Therefore, H1, H2, H3, and H4 were supported. should have a significant P-value  $< \alpha$ . Things can be seen The results indicated that the interaction of Islamic ethics and religiosity ( $\beta = 0.128$ ,  $p < 0.01$ ) positively affects the non-Muslim tourists' satisfaction significantly.

5. Contributions to urban and city research literature and practice: Does the paper make a meaningful and significant contribution to the research literature on urban and city tourism? Is the paper likely to have practical value to city tourism practitioners?: Low: Contributions to urban and city research literature and practice

Medium: Is the paper likely to have practical value to city tourism practitioners

6. Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research? Are these implications consistent with the findings and conclusions of the paper?: Good: This study has a significant theoretical contribution to the development of Halal tourism destination from a non-Muslim perspective. It reveals that PHTPS affects directly to the satisfaction and word of mouth of tourists

Medium: Practicality and/or Research implications: Does the paper identify clearly any implications for practice and/or further research • Implications is consistent with the findings and conclusions of the paper

7. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc?: Good: Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership

Good: Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc