

REVIEWER'S REPORT

Manuscript No.: IJAR-50603

Date: 12/03/2025

Title: Muslim Friendly Tour Packages Based on Pesantren in Lombok for Malaysian Market.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 12/03/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study explores the potential of Pesantren-based Muslim-friendly tourism in Lombok for the Malaysian market, contributing to Islamic tourism development. It highlights how Pesantren can serve as cultural, educational, and spiritual hubs within the tourism industry, supporting economic and social growth.
- Strength:** The research employs qualitative methods, including document analysis and interviews, to assess the feasibility of integrating Pesantren into tourism packages. It identifies four key criteria—services, education, culture, and cuisine—that make Pesantren tours appealing.
- Key Insight:** Findings reveal that charity experiences and Islamic education activities significantly attract Malaysian tourists, urging Indonesian tourism stakeholders to recognize Pesantren's role in expanding Muslim-friendly tourism in Lombok.

Reviewer's Comment / Report

The paper titled “Muslim Friendly Tour Packages Based on Pesantren in Lombok for Malaysian Market.” explores the potential of Pesantren-based tourism in Lombok as part of Muslim-friendly tour packages for Malaysian travelers. It examines the cultural, religious, and economic factors that make Pesantren a viable attraction for Muslim tourists. The research is conducted using qualitative methods, including document research and semi-structured interviews with travel agencies and Pesantren founders.

International Journal of Advanced Research

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Suggestions for Improvement:

1. Conduct a survey of Malaysian tourists to measure their actual interest in Pesantren-based tourism.
2. Include visitor statistics or economic impact assessments to strengthen the study's practical relevance.
3. The study does not clearly specify the criteria for selecting the interviewed travel agents and Pesantren founders. Provide a detailed explanation of how interview participants were selected and categorized.
4. The study focuses on benefits but does not sufficiently discuss potential challenges in integrating Pesantren into tourism. Address concerns about commercialization of religious institutions—how can Pesantren balance tourism with their educational and religious mission.

The study presents valuable insights into the potential of Pesantren-based tourism in Lombok but requires minor revisions to enhance its methodological clarity, feasibility analysis, and comparative discussion.

I recommend this paper for publication after minor revision.