

REVIEWER'S REPORT

Manuscript No.: IJAR-50973

Date: 09-04-2025

Title: REVUE CRITIQUE DES CADRES ET MODELES D' EVALUATION DE LA PERFORMANCE DES ORGANISMES DE GESTION DES DESTINATIONS TOURISTIQUES (OGD)

Recommendation:

Accept as it is.....**YES**.....
 Accept after minor revision.....
 Accept after major revision
 Do not accept (*Reasons below*)

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

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Abstract Review

The abstract provides a clear and concise overview of the topic. It introduces the context of rapid growth and high competitiveness in the tourism sector and emphasizes the centrality of destination management organizations (OGD) in maintaining tourism competitiveness. The abstract identifies a relevant gap in literature regarding performance evaluation frameworks specific to OGDs. The objective is clearly stated: to critically examine existing organizational performance models through a literature-based approach. The abstract is thematically aligned with the body of the article and successfully sets the stage for a reflective academic discussion.

Introduction Review

The introduction presents a strong rationale for the study by highlighting the central role of

REVIEWER'S REPORT

destinations in the tourism system and the strategic importance of efficient destination management. It outlines the recognized benefits of having coordinated management through OGDs and their enhanced capacity for adaptation, planning, and innovation. The discussion is grounded in relevant literature and references key studies that support the argument. It also underscores a crucial research gap: the limited adaptation of traditional performance models to the particularities of OGDs. The theoretical foundations mentioned (agency theory, stakeholder theory, etc.) frame the issue well, and the citation of seminal works on performance measurement gives the introduction both depth and academic rigor.

Literature Engagement

The manuscript demonstrates a strong engagement with existing theoretical and empirical work. It acknowledges the application of mainstream organizational performance models to the context of OGDs while highlighting their limitations in capturing the specific characteristics of destination governance. By referencing authors such as Kaplan, Norton, Kennerley, Neely, and others, the study anchors its review in widely recognized frameworks. It also draws attention to sector-specific critiques found in tourism literature, offering a comprehensive examination of the state of research.

Relevance and Originality

The manuscript addresses a significant and underexplored area in tourism management: the evaluation of OGD performance. Its relevance lies in the increasing emphasis on accountability and strategic governance in tourism destinations. By providing a critical review of theoretical models and frameworks, the manuscript contributes meaningfully to discussions on how to better conceptualize and measure the effectiveness of tourism governance structures. The originality of the approach is evident in its comparative angle and cross-disciplinary theoretical foundation.

Methodological and Theoretical Coherence

Although primarily conceptual and literature-based, the manuscript follows a coherent analytical structure. The theoretical underpinnings are well-articulated, and the discussion is logically developed. It shows a good balance between general organizational theory and the specificities of the tourism sector. The articulation between theories (agency, stakeholder, transaction cost,

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

resource-based view, etc.) and performance models is particularly well done, supporting the aim of the study.

Academic Writing and Language

The writing is academically appropriate, clear, and precise. The terminology used aligns well with the discipline, and the manuscript demonstrates good command of scholarly French. The narrative flows logically from one section to another, and the references to authors and concepts are consistent and well integrated into the discussion.
