

REVIEWER'S REPORT

Manuscript No.: IJAR-52035

Date: 31/05/2025

Title: Storynomic Tourism: A Key to Revitalizing Cultural and Historical Marketing Strategies.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Date: 31/05/2025

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 is significant for demonstrating how Storynomic Tourism can revitalize underleveraged historical and cultural assets in Klungkung, Bali. By integrating storytelling with marketing strategies, it offers a sustainable model for tourism development that preserves local heritage, boosts community participation, and strengthens destination identity in the face of shifting tourist interests and competitive regional markets.
- Strength:** The paper's strength lies in its multidimensional methodology, combining SWOT, IFE/EFE matrices, and the Analytic Hierarchy Process (AHP). It integrates qualitative insights with strategic marketing frameworks to prioritize tourism strategies. The comprehensive inclusion of local community voices, cultural data, and stakeholder perspectives ensures a deeply contextualized and practically actionable set of tourism development recommendations.
- Key Insight:** A key insight is that cooperation with local communities is the most effective strategy for implementing Storynomic Tourism. When storytelling is embedded in cultural and historical narratives supported by technology, education, and partnerships, it enhances tourist experiences while fostering economic and cultural sustainability. Empowering locals as narrative stewards ensures authenticity, engagement, and long-term destination competitiveness.

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Reviewer's Comment / Report

The paper titled “*Storynomic Tourism: A Key to Revitalizing Cultural and Historical Marketing Strategis.*” offers a timely and innovative contribution to tourism studies by exploring how “storynomic tourism” can be strategically used to market historical and cultural destinations. Using Klungkung Regency in Bali as a case study, it successfully integrates qualitative methods with SWOT and AHP frameworks to generate actionable insights. However, the paper would benefit from improvements in organization, clarity, and focus.

Suggestions for Improvement:

1. In introduction, condense repetitive information.
2. Clearly define the research objective at the end of the introduction section.
3. In Literature Review, improve structure using subheadings.
4. In Literature Review, deepen critical analysis of gaps in previous research to justify the study.
5. Include rationale for combining qualitative and quantitative tools.
6. Briefly discuss validity/reliability and how bias was managed.
7. Use visuals (charts or graphs) to summarize SWOT and AHP results.
8. Reduce repetition of historical details and focus more on marketing implications.
9. Clarify how vector weights were calculated using AHP.
10. Include a brief summary chart of strategy priorities with corresponding weights.
11. Emphasize contributions to theory or future research directions more clearly.

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The paper offers a valuable and innovative perspective on integrating storynomic tourism into cultural and historical marketing strategies, with a strong regional case study and practical insights. While well-researched and methodologically sound, minor revisions in structure, clarity, and data presentation are needed to enhance academic rigor and readability. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.