

REVIEWER'S REPORT

Manuscript No.: IJAR-52035

Date: 02-06-2025

Title: STORYNOMIC TOURISM: A KEY TO REVITALIZING CULTURAL AND HISTORICAL MARKETING STRATEGIS

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

Research Focus:

The study explores the application of Storynomic Tourism as an innovative approach to cultural and historical heritage-based tourism marketing, with a case study centered on Klungkung Regency in Bali, Indonesia. It combines qualitative and quantitative methods to analyze effective marketing strategies for promoting tourism through storytelling.

Abstract and Clarity:

The abstract clearly outlines the study's purpose, methodology, key findings, and the novelty of

REVIEWER'S REPORT

employing Storynomic Tourism in cultural tourism marketing. It effectively highlights collaborative stakeholder efforts, infrastructure needs, and the importance of educational programs in enhancing public awareness and tourism appeal.

Introduction and Background:

The introduction presents a comprehensive overview of contemporary shifts in tourism, emphasizing the transition from mass tourism to personalized, storytelling-based experiences. It integrates relevant literature to establish the growing importance of narrative-driven tourism marketing globally and within the Asian context, especially Indonesia. The connection between local culture, history, and tourism potential is well articulated with appropriate citations.

Methodology:

The qualitative approach, incorporating SWOT analysis and the Analytic Hierarchy Process (AHP), is suitable for assessing complex strategic elements in tourism marketing. The inclusion of specific study locations (Gelgel, Kamasan, Semarapura) anchors the research in a real-world context with rich cultural and historical significance.

Results and Discussion:

The results emphasize critical strategic factors such as stakeholder collaboration, infrastructure enhancement, IT utilization, and educational initiatives. These findings are relevant and demonstrate an integrated approach to revitalizing cultural tourism marketing through storytelling. The discussion situates Storynomic Tourism within the broader discourse on cultural tourism innovation.

Novelty and Contribution:

The concept of Storynomic Tourism as a potential marketing strategy adds originality and practical relevance to the field. The study's focus on Klungkung's unique cultural heritage and

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REVIEWER'S REPORT

tourism villages offers valuable insights for sustainable tourism development and destination branding.

Language and Organization:

The manuscript is well-structured, with logical progression and clear, formal academic writing. Terminology is precise and accessible, suitable for readers interested in tourism marketing, cultural heritage, and regional development.

Overall Assessment:

This research presents a timely and relevant study on using storytelling to enhance cultural and historical tourism marketing strategies. It effectively combines theory with applied analysis and offers meaningful contributions to tourism management practices, especially in culturally rich regions like Klungkung.
