

REVIEWER'S REPORT

Manuscript No.: IJAR-54219

Title: Nature-positive Tourism: Prospective Regional Models

Recommendation:

Accept after minor revision

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

Reviewer Name: Abdul Haseeb Mir

Date: 08-10-2025

Detailed Reviewer's Report

The article “*Nature-Positive Tourism: Prospective Regional Models*” presents a comprehensive examination of how tourism can evolve from mere sustainability to active restoration of natural ecosystems. It highlights the shift toward “nature-positive” approaches, where tourism not only minimizes harm but also contributes directly to environmental regeneration. The author situates this framework within the context of the Balkan region—especially Bulgaria—linking global directives like the UNWTO Global Tourism Highlights 2023 and the WTTC Nature Positive Travel & Tourism Report (2022) to regional realities. The proposed roadmap includes four phases: assessment and determination, reduction, monitoring and reporting, and cooperation and communication. The paper underscores that achieving nature-positive outcomes requires cooperation among governments, tourism businesses, scientists, and local communities. By integrating environmental, economic, and technological strategies, the model offers a balanced and practical perspective for implementing biodiversity-friendly tourism.

This article provides a timely and systematic exploration of an emerging paradigm—nature-positive tourism—that extends beyond the traditional concept of sustainability. While sustainable tourism focuses on reducing negative impacts, nature-positive tourism emphasizes active restoration of ecological systems and biodiversity. The author effectively anchors the discussion within a global-to-regional continuum, applying international frameworks to the specific socio-economic and ecological characteristics of the Balkan region.

The introduction succinctly contextualizes the evolution of tourism’s relationship with nature, noting that even sustainable practices often fail to eliminate ecological degradation. The author argues persuasively for a new paradigm that integrates ecological restoration into tourism practices. The discussion draws upon credible global sources such as the *World Economic Forum* (2020), *WTTC* (2022), and *UNWTO* (2024), lending strong institutional grounding to the conceptual framework.

One of the article’s major strengths is the detailed presentation of the **four-phase roadmap**. The *assessment and determination phase* focuses on identifying key sources of biodiversity damage and establishing region-specific actions rather than one-size-fits-all solutions. This contextualized approach is particularly relevant for diverse ecosystems like those in the Balkans. The *reduction phase* introduces technological innovation and business optimization as essential components of environmental protection—an insightful link that reflects the integration of Fourth Industrial Revolution technologies with sustainable practices.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

The author's emphasis on *information environments*—digital communication spaces that promote environmental awareness—adds an important behavioral dimension. By highlighting the role of social networks and feedback systems, the article connects ecological goals with human engagement and public education, key factors in achieving long-term cultural change.

The *monitoring and reporting phase* demonstrates methodological rigor, stressing the need for standardization, data verification, and long-term indicators. This emphasis on measurable outcomes strengthens the policy relevance of the article. The *cooperation and communication phase* underscores the necessity of multi-level collaboration—among public institutions, private tourism enterprises, scientists, and local communities—reflecting a holistic governance perspective.

Applied to the Balkans, the proposed framework is both pragmatic and aspirational. The author acknowledges challenges such as fragmented governance, limited resources, and insufficient technological capacity, yet offers concrete mechanisms like public–private partnerships, regional cooperation, and tourist cooperatives as feasible solutions. This contextual realism makes the paper especially valuable for policymakers and researchers seeking actionable strategies.

Stylistically, the paper is well-structured and evidence-based, though somewhat dense in its policy language. Greater engagement with empirical data or case studies could enhance the analytical depth. Additionally, while the roadmap is comprehensive, it could benefit from a clearer articulation of measurable outcomes or success indicators for each phase.

Recommendations

To strengthen the paper, future research could integrate case studies of successful nature-positive initiatives (e.g., in coastal or mountain ecotourism) and quantitative impact assessments. Comparative analyses with other regions (e.g., the Alps or Mediterranean) would provide a broader evaluative perspective. Despite minor structural limitations, the article makes a substantial scholarly and practical contribution by defining a clear, regionally adaptable strategy for transitioning tourism toward ecological regeneration. It stands as a valuable resource for sustainable development planners, policymakers, and environmental tourism researchers.