

Review Form2

Book Name:	Business, Management and Economics: Research Progress
Manuscript Number:	Ms_BPR_2494
Title of the Manuscript:	Sustainable Business Strategies for Tourism
Type of the Article	Book chapter

PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimumof 3-4 sentences may be required for this part.	This manuscript is significant for the scientific community because it discusses the critical role of strategic business units (SBUs) in guiding product and market decisions, especially in dynamic and volatile industries. It provides valuable insights into how businesses can achieve long-term success by examining various corporate strategies in depth, such as cost leadership, differentiation, and expansion. The manuscript's focus on assessing the feasibility, suitability, and acceptability of strategies adds to the existing literature on strategic management by providing practical frameworks that can be applied across industries. I like this manuscript because it connects theoretical concepts with practical applications, making it a valuable resource for academics and practitioners alike interested in strategic planning and sustainability. However, you should align the content and title by re-examining the industry's focus.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title "Sustainable Business Strategies for Tourism" is not suitable for the topic. One potential title for general industries is "Strategic Approaches for Sustainable Success: Navigating Corporate Strategy in Dynamic Markets." If this manuscript falls under the tourism category, authors may include tourism products, and examples should also reflect the broader scope of corporate strategy in the tourism industry.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract focusses on corporate strategy, strategic business units (SBUs), and various strategic methodologies across industries, with a brief mention of tourism as an example of a volatile industry. Examples given also do not refer to tourism products. The focus should extend beyond tourism to a wide range of business strategies for achieving organisational success in dynamic markets.	
Are subsections and structure of the manuscript appropriate?	Yes, appropriate. However, it is recommended delving deeper into each subsection using current examples, which will enhance the reader's comprehension and help them relate to the current situation. 1. Market penetration 2. Developing new products or services 3. Developing new markets 4. Diversification The same applies to implementing the strategy's subsections: Four main areas need to be considered in this plan: 1. Organisation	

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	2. Human resource management 3. Controlling systems 4. Corporate culture	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	This manuscript appears to be scientifically robust and technically sound due to its comprehensive approach to analysing corporate strategy in dynamic markets. It systematically categorises primary methodologies, such as cost leadership, differentiation, and focus, while also addressing expansion strategies like market dissemination and new product development. The emphasis on critical elements such as organizational structure, resource management, and strategic evaluation indicates a well-rounded understanding of the factors contributing to long-term organizational success. The manuscript also shows a strong understanding of strategic management theory by including ideas like strategic feasibility, suitability, and acceptability. This makes sure that the suggested strategies are both useful and based on sound theory.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are sufficient but mostly obsolete and should be supplemented with citations to reflect the latest 5 years of research, as marketing strategies continue to evolve, particularly in light of the COVID-19 pandemic and the potential impact of technological progress on the sustainability of businesses in the tourism sector.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	It is advisable to seek professional proofreading in order to capture the reader's interest.	
Optional/General comments	Re-evaluate the industry's focus to ensure that the content and title are consistent. Improve the APA citation style in the sentence.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

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