Prioritizing Optimal Strategies for Smart Tourism with the Agency of Social Media and Explaining the Model

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1. Round 1

1.1. Reviewer 1

Reviewer:

The introduction provides a solid foundation for the study, but it could be enhanced by clearly stating the research gaps the study aims to fill. A concise overview of how the study's findings contribute to the existing body of knowledge would be beneficial.

The review is thorough but could be streamlined to highlight the most relevant studies directly influencing the research questions and methodology. Prioritizing studies that focus on the intersection of smart tourism and social media would sharpen the manuscript's focus.

The results are comprehensive, yet the presentation of tables and figures could be improved for better readability. Specifically, simplifying complex tables or providing a graphical representation of key findings could enhance comprehension.

Authors revised the manuscript.

1.2.   Reviewer 2

Reviewer:

The methodology section is well-explained but lacks specific details about the questionnaire design and the rationale behind the choice of Hierarchical Analysis technique. Including this information would aid in replicability and provide deeper insight into the research process.

Including a discussion section that directly ties the findings to the literature review would provide a clearer narrative on how this study advances the field.

Clarify the research gap and explicitly state the study's contribution to the existing literature in the introduction.

Enhance the methodology section by detailing the questionnaire design and justifying the analytical approach.

Improve the data presentation for accessibility and integrate a discussion that links back to the literature review.

Expand the analysis to include implications for stakeholders and assess the methodological limitations.

Authors revised the manuscript.

2.   Revised

Editor's decision: Accepted.
Editor in Chief's decision: Accepted.