







Designing an Entrepreneurial Marketing Model with a Sustainable Tourism Approach in the Post-COVID-19 Era

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1. Round 1

1.1. Reviewer 1

Reviewer:

"The main objective of this research is to design an entrepreneurial marketing model with a sustainable tourism approach in the post-COVID-19 era." This sentence is concise but lacks specificity. It would benefit from a brief mention of the methodology used and key findings to provide a complete overview of the study's scope.

"Data analysis was performed using the grounded theory method, Strauss and Corbin's systematic approach, and open, axial, and selective coding with ATLAS.ti software." This is well-stated, but a brief explanation of how these coding techniques were applied specifically in this study would enhance clarity.

"The coding results were categorized into five groups." It would be helpful to include a table or figure summarizing these groups and the specific codes within each group for clearer visualization of the results.

"The findings indicate that the causal factors influencing entrepreneurial marketing with a sustainable tourism approach in the post-COVID-19 era include customer orientation and resource leveraging." Discuss the implications of these findings in greater depth, particularly how they contribute to existing knowledge and their practical applications.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

"Entrepreneurship encompasses all activities and actions related to the identification and exploitation of opportunities." This definition is quite broad. Please specify the scope of entrepreneurship in the context of sustainable tourism to align with the study's focus.

"In its modern sense, entrepreneurship is defined as 'taking responsibility, pursuing opportunities, and meeting needs and wants through innovation' (Cunningham et al. 2016)." Expand this section by discussing additional relevant theories of entrepreneurship and sustainable tourism to strengthen the theoretical framework.

"The research methodology is applied in terms of purpose; qualitative in terms of method; and exploratory with an inductive philosophy in terms of data nature." This description is clear, but it would benefit from a more detailed explanation of why these methodological choices were made and how they align with the research objectives.

"A purposive sampling method and theoretical judgment were used to select participants for the interviews." Elaborate on the criteria for selecting participants and provide justification for why this sampling method is appropriate for the study.

"Data collection was conducted in the field using semi-structured interviews based on a protocol." Provide more detail on the interview protocol, including the key questions asked and how they were developed.

"Sustainable tourism is a concept that encompasses the complete tourism experience including economic, social, and environmental considerations." Integrate more recent studies on sustainable tourism to reflect the latest research trends and strengthen the literature review.

"The findings indicate that the causal factors influencing entrepreneurial marketing with a sustainable tourism approach in the post-COVID-19 era include customer orientation and resource leveraging." Ensure that the conclusion succinctly summarizes the key findings and their significance without introducing new information.

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.