

Journal Name:	<a href="#"><u>Journal of Global Economics, Management and Business Research</u></a>
Manuscript Number:	Ms_JGEMBR_12659
Title of the Manuscript:	<b>Examining Tourists' Intention To Visit Karimunjawa National Park: The Role of Social Media</b>
Type of the Article	

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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**PART 1: Comments**

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b></p>	<p><b>This manuscript makes a significant contribution to the scientific community by addressing the impact of social media marketing on tourism behavior, particularly in the context of ecologically sensitive destinations like Karimunjawa National Park. By exploring the relationships between social media marketing, destination image, awareness, trust, and visit intention, the study advances our understanding of how digital tools influence sustainable tourism practices. It also bridges gaps in the existing literature by incorporating ecological sustainability challenges into the framework of tourism marketing. The findings offer valuable insights for both</b></p>	

	<b>researchers and practitioners aiming to develop effective strategies that align digital marketing with sustainable tourism objectives.</b>	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes	
<b>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.</b>	Yes	
<b>Is the manuscript scientifically, correct? Please write here.</b>	Based on the provided content, the manuscript appears to be scientifically correct in its structure, methodology, and analysis. The study uses appropriate statistical techniques, such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM), to validate its findings, which are consistent with established scientific practices in social sciences and tourism studies. However, the manuscript could benefit from further elaboration in areas like the generalizability of findings (as the sample is limited to Jakarta residents) and more robust discussions on practical implications. These refinements could strengthen its scientific contribution and application.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	Yes	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	Yes	
<b><u>Optional/General</u> comments</b>		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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