

**BUKTI DUKUNG EDITOR DAN REVIEWER SMART TOURISM INTERNATIONAL JOURNAL
PERIODE 2024-2025**

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Social Media in Smart Tourism

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Section Collection Information

Dear Colleagues,

In the current digital era, the connection between social media platforms and smart tourism is quite important. Social media sites like Instagram, Twitter, and TikTok are effective resources for

travelers looking for ideas and knowledge (Farrell et al., 2022). They provide a variety of user-generated content, eye-catching images, and real-time updates that pique travel decisions and create wanderlust. Travelers boost their trust in their decisions by relying on the veracity of recommendations and evaluations from other users. These platforms are also essential for destination marketing since they enable tourism stakeholders to communicate with passengers directly, reach a worldwide audience, and use influencer partnerships for efficient promotion (Kalini? & Vuji?i?, 2022). Smart tourism is made possible by the real-time capabilities of social media platforms, which give visitors the most recent information on the weather, traffic, and activities (Del Vecchio et al., 2018). This quick access enables tourists to prepare accordingly, make wise decisions, and maximize their overall trip experience (Buhalis & Amaranggana, 2013). Additionally, social media encourages participation and enhances customer service by facilitating direct communication between travelers and tourism companies (Leung et al., 2013). This interactive component improves the entire visitor experience and enables companies to quickly respond to questions and complaints from tourists. Smart tourism benefits from customization thanks to social media. In order to customize recommendations and offers to meet specific interests, travel service providers might collect information and insights about travelers' preferences and habits. Additionally, these platforms act as hubs for crowdsourced travel itineraries, enabling users to use shared wisdom and experiences to streamline trip preparation and improve the caliber of their travels (Karmakar & Sahib, 2017).

In conclusion, there is a dynamic and synergistic interaction between social media platforms and smart tourism. These platforms have significantly changed how tourists find, organize, and enjoy their vacations. As social media and technology advance, their impact on the traveler's experience and the development of innovative smart tourism practices will remain crucial.

So, research articles, reviews and studies in this area of study are welcome. We look forward to receiving your contributions.

Dr. Mahmoud Alghizzawi
Section Editor

Keywords

Smart Tourism; Social Media; Digital Transformation; Travel Planning; User-Generated Content; Destination Marketing; Influencer Marketing; Traveler Engagement; Digital Platforms; Online Reputation Management; Tourism Industry; Technology Adoption

Published Paper

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CONTOH SALAH SATU PROSES REVIEW ARTIKEL

[Smart Tourism]#2494 Original Research Article

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balke.williams@ep-pub.net

Fri, Jan 26,
5:20 PM

to me

Dear Prof. Dr. Ni Luh Putu Agustini Karta
Hope everything is going well with you.

Considering your great achievements in the field, we sincerely be grateful that you would serve as an excellent reviewer of the manuscript, “ Integration of the Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy approach for creating a Local Wisdom-Based Tourism Development model, case study of the Prabu Siliwangi tourist attraction, West

Java,Indonesia ”, which has been submitted to our open access journal ST . The submission's abstract and keywords are inserted below, and we'll appreciate it if you will consider undertaking this important task for us.

If you are willing to accept this invitation, I will send you the full text later. Thank you very much for considering this request.

And there will be waive APC if you submit your article to our journal since you kindly spent time reviewing the manuscript. We look forward to working with you more.
Wish you all the best

Balke Williams
Managing Editor

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Integration of the Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy approach for creating a Local Wisdom-Based Tourism Development model, case study of the Prabu Siliwangi tourist attraction, West Java,Indonesia



Ni Luh Putu Agustini <agustinikputu@gmail.com>

Fri, Jan 26,
10:36 PM

to balke.williams

Dear Prof Balke,

I hope we are all doing well.
Thank you for the invitation.
I accept this invitation.

Regards
Dr. Putu Agustini Karta



Ni Luh Putu Agustini <agustinikputu@gmail.com>

Mon, Jan 29,
8:43 AM

to balke.williams

Dear Prof Blake,

Good morning, I hope we are all doing well.
It was a busy week, so I was slightly confused about prioritizing.
However, I finally managed it.
Thank you very much.

Regards
Dr. Ni Luh Putu Agustini Karta
Vice-Rector of Academic Triatma Mulya University
Bali Indonesia

2 Attachments • Scanned by Gmail



Ni Luh Putu Agustini <agustinikputu@gmail.com>

Mon, Jan
29, 8:51 AM

to balke.williams

Prof Blake,

May I asked?
For the finished reviewed process, did we got certificate?
Thank you

B

Balke Williams

Mon, Jan
29, 9:49 AM

to me

Dear Prof. Dr. Ni Luh Putu Agustini Karta
Thank you for your reply
We have received your review form and will feed back it to the author later. Thank you again for your support
After you have submitted the article, we will waive all APC for you, We look forward to your excellent article.
Thank you for your support. Now we will apply for the reviewer certificate for you, which will take about three working days, and we will give you feedback immediately after the application.

If you have any questions, please feel free to contact us.
Wish you all the best

Balke Williams
Managing Editor
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B

Balke Williams

Thu, Feb 1,
2:45 PM (11 days
ago)

to me

Dear Prof. Dr. Ni Luh Putu Agustini Karta
Here is your reviewer certificate, please check it.
Wish you all the best

Balke Williams
Managing Editor
<https://aber.apacsci.com/index.php/st/user>

One attachment • Scanned by Gmail



Ni Luh Putu Agustini <agustinikputu@gmail.com>

Thu, Feb 1,
8:46 PM (11 days
ago)

to Balke

Dear Prof Balke Williams,

Thank you so much for the certificate.
Regards

Dr. Putu Agustini

SERTIFIKAT EDITOR TAHUN 2024-2025
Kinerja review 2-3 artikel per month.



Review Report

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)?

This article is very useful in examining changes in the geographic translation mechanism. There are dozens of translations, each of which has its advantages. In the process of comparing translations by different institutions, of course there are different points of view. So far that the results provide clearer guidance to travelers, the effort will be more beneficial.

2. How do you rate the **originality** (in a scale of 1 to 5 with 5 being the highest)?

This article maintains originality in presenting its discussion, so as to provide maximum understanding to the reader.

3. How do you rate the experimental **design** and quality of **data** (in a scale of 1 to 5 with 5 being the highest)?

The quality of the data used is relevant and ordered from the oldest year of data to the most recent. This really helps understand the shift in the translation process that best suits the traveler.

4. Is the **organization** of the article appropriate?

Will be adjusted to the template of this journal article?

5. Did you find any **language** problem?

The language used is good.

6. Your **decision** for this manuscript: accept, minor, major or reject

This manuscript are accepted.

7. **Comments** to the **Author**:

Comments: Please process for the next step of publishing procedures.

A Comparative Analysis of English Translation Paradigms

for Geographical Names in the Context of Chinese Culture

Going Global

--Taking the translation of Xu Xiake's Travels as an example

Abstract: The academic research on geographical names is very extensive, including discussing the general name of geographical names, explaining proper names, examining the translation errors of geographical names, listing the aliases of geographical names, surveying the locations, describing the geographical entities, recognizing the laws, summarizing the experiences, and so on. Therefore, this paper selects the classic work Xu Xiake's Travels of the Ming Dynasty to explore the strategic choice of English translation of geographical names, introduces the different stages of the development process of English translation of geographical names, and begins to analyze the different translations of the book, classifies the geographical names in the work and extracts from them different translation effects under the guidance of different translation strategies, and sums up the general laws of English translation of geographical names, so that we can carry out English translation of geographical names under the background of the culture of China's going out to tell Chinese stories, tourism translation, tell Chinese stories and spread Chinese culture.

Keywords: Xu Xiake's Travels; Geographical Names; English Translation of Geographical Names

According to authoritative sources, there are more than 10,000 names of places traveled through as recorded in Xu Xiake's Travels. Almost every page and every sentence can be seen the record of tourist place names (Ren Xiaomei, 2009). According to Hu A-Xiang, the place names recorded in Xu Xiake's Travels have the following characteristics: they are rich and varied, cover a wide range of geographic areas, have a large reference value, and have vivid descriptions, which are of great literary value (Hu A-Xiang, 1998:61-69). Therefore, in the foreign translation, research and evaluation of Xu Xiake's Travels, the translation of geographical names cannot be ignored.

1 Overview of English translation of geographical names

(1) Origins and development of toponymic research

Geographical names are exclusive names, usually expressed in words, for specific geographical entities in order to distinguish them from other geographical entities. Based on the order of human cognition, the first geographic entities that we come into contact with and gradually recognize are those within the area of our own activities. Later, with the continuous expansion of

agust A few seconds ago

This article is focus on how the context of marketing the destination on the perspective of original language

REVIEW ARTICLE 2494

[Smart Tourism]#2494 Original Research Article

Eksternal

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Telusuri semua pesan berlabel Kotak Masuk

Hapus label Kotak Masuk dari percakapan ini

B

Balke Williams

Sen, 22
Jan, 14.27

kepada saya

Terjemahkan ke Indonesia

Dear Prof. Mrs Ni Luh Putu Agustini Karta

Hope everything is going well with you.

Considering your great achievements in the field, we sincerely be grateful that you would serve as an excellent reviewer of the manuscript, “ Integration of the Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy approach for creating a Local Wisdom-Based Tourism Development model, case study of the Prabu Siliwangi tourist attraction, West Java,Indonesia ”, which has been submitted to our open access journal ST . The submission's abstract and keywords are inserted below, and we'll appreciate it if you will consider undertaking this important task for us.

If you are willing to accept this invitation, I will send you the full text later. Thank you very much for considering this request.

And there will be waive APC if you submit your article to our journal since you kindly spent time reviewing the manuscript. We look forward to working with you more.

Wish you all the best

Balke Williams

Managing Editor

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Integration of the Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy approach for creating a Local Wisdom-Based Tourism Development model, case study of the Prabu Siliwangi tourist attraction, West Java,Indonesia

Abstract: Pariwisata telah menjadi salah satu sektor ekonomi yang paling penting di Indonesia. Indonesia, dengan kekayaan alam, budaya, dan warisan sejarahnya, telah menarik perhatian wisatawan dari berbagai penjuru dunia. Salah satu provinsi yang memiliki potensi besar untuk

pengembangan pariwisata adalah Jawa Barat. Tujuan penelitian untuk merumuskan model pengembangan pariwisata berbasis kearifan local di lokasi pariwisata Prabu Siliwangi. Metode analisis yang digunakan pada penelitian ini adalah dengan pemanfaatan analisis Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy. composite reliability diatas 0,7 nilai GoF sebesar 0,725 artinya bahwa model sangat baik (memiliki kemampuan yang tinggi) dalam menjelaskan data empiris. akurasi model yang dihasilkan sebesar 97,1 % yang menunjukkan bahwa data input dalam model dapat merepresentasikan data real yang berada dilapangan.

Keywords

Strategy, Development Potential, Tourist Attraction, Local Wisdom, King Siliwangi



Ni Luh Putu Agustini Karta <agustini.karta@triatmamulya.ac.id>

Sen, 22
Jan, 20.08

kepada Balke

Dear Dr. Balke Williams

Good evening,
Yes, I accepted the invitation
Thank you

Regards
Dr. Putu Agustini Karta
Triatma Mulya University



Balke Williams

Sel, 23
Jan, 09.43

kepada saya

Terjemahkan ke Indonesia

Dear Dr. Balke Williams
Thank you for your kind reply.
Please find the attached file for the full text of the manuscript and review form.
You can also login to the website of STto check the manuscript.
<https://aber.apacsci.com/index.php/st/index>
Please return comments within 1 weeks.
I will be here if you have any questions.
Wish you all the best

Balke Williams

Managing Editor

<https://aber.apacsci.com/index.php/st/user>

2 Lampiran • Dipindai dengan Gmail



Ni Luh Putu Agustini Karta <agustini.karta@triatmamulya.ac.id>

Jum, 26 Jan, 17.49
(13 hari yang lalu)

kepada Balke

I accept the assignment.

Review Report

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)? (4)

This research is significant to consider if we would like to develop a model. But overall this article focuses on how the methodology and process of the analyzing that people can explore a lot from other references.

Please pay attention to the research findings and how they will be implemented in other destinations. So, this model will be recommended to other community-based tourism attraction / destination.

This methodology was more implemented on science research, so for social science research must focus on how the model is applied in a real CBT.

2. How do you rate the **originality** (in a scale of 1 to 5 with 5 being the highest)?

I am sure this research explores the data from the original resources. The results indicated that the deep involvement of the researcher in collecting and analyzing the data. (5)

3. How do you rate the experimental **design** and quality of **data** (in a scale of 1 to 5 with 5 being the highest)? (4)

It was a high quality of data set with proper analysis, but no need to explain the process of analyzing data in detail while the result was presented unclear (hard to read)

4. Is the **organization** of the article appropriate?

Some of the set up needs more updating, the justification, the display of the table must be following the standard. The table must be selected, priority for the core table or develop new table to summarize the results of data analysis. (4)

5. Did you find any **language** problem?

So far the language is well structured. (4)

6. Your **decision** for this manuscript: accept, minor, major or reject

ACCEPTED

7. **Comments** to the **Editor** (Confidential):

For the data counting and analyzing maybe the publisher must have the accurate template to be followed by the researchers.

8. **Comments** to the **Author**:

Comments: the writing layout and performance (font, justify, etc....) need more setting, especially on references.

Integration of the Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy approach for creating a Local Wisdom-Based Tourism Development model, case study of the Prabu Siliwangi tourist attraction, West Java, Indonesia

Abstract

Pariwisata telah menjadi salah satu sektor ekonomi yang paling penting di Indonesia. Indonesia, dengan kekayaan alam, budaya, dan warisan sejarahnya, telah menarik perhatian wisatawan dari berbagai penjuru dunia. Salah satu provinsi yang memiliki potensi besar untuk pengembangan pariwisata adalah Jawa Barat. Tujuan penelitian untuk merumuskan model pengembangan pariwisata berbasis kearifan local di lokasi pariwisata Prabu Siliwangi. Metode analisis yang digunakan pada penelitian ini adalah dengan pemanfaatan analisis Structural Equation Model Partial Least Square (SEM-PLS) and ANFIS neuro-fuzzy. composite reliability diatas 0,7 nilai GoF sebesar 0,725 artinya bahwa model sangat baik (memiliki kemampuan yang tinggi) dalam menjelaskan data empiris. akurasi model yang dihasilkan sebesar 97,1 % yang menunjukkan bahwa data input dalam model dapat merepresentasikan data real yang berada dilapangan.

Keywords

Strategy, Development Potential, Tourist Attraction, Local Wisdom, King Siliwangi

Introduction

Tourism has become one of the most important economic sectors in Indonesia, which makes a significant contribution to national economic growth (Hapsari, 2014). Indonesia, with its rich natural, cultural and historical heritage, has attracted the attention of tourists from all over the world. One province that has great potential for tourism development is West Java. West Java, as a province rich in cultural and natural heritage, has great potential for tourism development. However, tourism development is not only about increasing the number of tourist visits, but also about preserving local wisdom and natural ecosystems in the region (Prayogi,2022).

One important aspect in tourism development is maintaining local wisdom. This includes promoting local culture, preserving traditions and supporting local creative industries. Involving local communities in tourism development can also ensure that cultural values and local wisdom are maintained. In the overall development of the tourism sector in West Java, collaboration between the government, private sector and local communities is very important.

Awareness of the importance of preserving local wisdom and the natural environment must be the main basis in efforts to

REVIEW ARTICLE 2502

[Smart Tourism]#2502 Review Article

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B

Balke Williams

Kam, 18
Jan, 15.42

kepada saya

Terjemahkan ke Indonesia

Dear Prof. Mrs Ni Luh Putu Agustini Karta
Hope everything is going well with you.

Considering your great achievements in the field, we sincerely be grateful that you would serve as an excellent reviewer of the manuscript, “ **Identification and Empowerment of Capabilities and Potentials of Urban Tourism with the Approach of Enhancing Brand Image and Personality: A Case Study of Tabriz City** ”, which has been submitted to our open access journal ST . The submission's abstract and keywords are inserted below, and we'll appreciate it if you will consider undertaking this important task for us.

If you are willing to accept this invitation, I will send you the full text later. Thank you very much for considering this request.

And there will be waive APC if you submit your article to our journal since you kindly spent time reviewing the manuscript. We look forward to working with you more.
Wish you all the best

Balke Williams
Managing Editor

<https://aber.apacsci.com/index.php/st/user>

Identification and Empowerment of Capabilities and Potentials of Urban Tourism with the Approach of Enhancing Brand Image and Personality: A Case Study of Tabriz City
Abstract:

This research focuses on identifying and enhancing the capabilities and potentials of urban tourism with the aim of improving the brand image and personality in Tabriz city. The research methodology, given its practical nature, is based on the analytical-survey method. The statistical population includes all city managers and experts in the tourism sector of Tabriz city. The data

were analyzed using SPSS software, and the ANP and TOPSIS Fuzzy decision-making models were employed for prioritizing criteria.

The results indicate that Tabriz city possesses exceptional tourism power, capacity, and potential. The examination of urban tourism capabilities and potentials in Tabriz demonstrates that its tourism capacity is particularly pronounced in the social, cultural, traditional, historical, and architectural domains. The social and cultural identity index of the city (celebrities, music) with a normalized weight of 0.0277, the presence of historical entities in the city with a normalized weight of 0.0274, the old context with traditional architecture (houses, mosques, etc.) with a normalized weight of 0.0272, great variety in souvenirs and food products with a normalized weight of 0.0271, creating a sense of belonging to a neighborhood among residents with a normalized weight of 0.0270, and special customs in the city (food styles, etc.) with a normalized weight of 0.0270 are among the most important indicators.

Therefore, city managers and officials in the tourism sector of Tabriz should pay special attention to the social and cultural capacities and historical and architectural components to introduce Tabriz as a cultural and historical city at both the national and international levels. The tourism planning for Tabriz should be based on the city's cultural, architectural, and historical attractions.

Keywords: Urban tourism - City brand - Brand personality -Tabriz city



Ni Luh Putu Agustini Karta <agustini.karta@triatmamulya.ac.id>

Kam, 18
Jan, 21.27

kepada Balke

Dear Mr. Balke Williams

Good evening,
There will be a good opportunity for me.
Yes, I accept.
Thank you very much.

Regards
Dr Putu Agustini Karta



Balke Williams

Jum, 19
Jan, 09.39

kepada saya

Terjemahkan ke Indonesia

Dear Prof. Mrs Ni Luh Putu Agustini Karta

Thank you for your kind reply.

We have attached a review template that you can refer to for review.

Please find the attached file for the full text of the manuscript and review form.

You can also login to the website of STto check the manuscript.

<https://aber.apacsci.com/index.php/st/index>

Please return comments within 1 weeks.

I will be here if you have any questions.

Wish you all the best

Balke Williams

Managing Editor

<https://aber.apacsci.com/index.php/st/user>

2 Lampiran • Dipindai dengan Gmail



Ni Luh Putu Agustini Karta <agustini.karta@triatmamulya.ac.id>

Jum, 19
Jan, 20.22

kepada Balke

Dear Prof Williams,

I accepted the assignment.

Thank you



BalasTeruskan

Review Report

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)?

This research is significant to consider if we would like to develop a model. But overall this article focuses on how the methodology and process of analyzing that people can explore a lot from other references. (4)

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Some of the set up needs more updating, justify the display of the table must be following the standard. The table must be selected, priority for the core table or develop new table to summarize the result of data analysis. (4)

5. Did you find any **language** problem?

So far the language is well structured.

6. Your **decision** for this manuscript: accept, minor, major or reject

ACCEPTED

7. **Comments** to the **Editor** (Confidential):

For the data counting and analyzing maybe the publisher must have the accurate template to be followed by the researchers.

8. **Comments** to the **Author**:

Comments: the writing layout and performance (font, justify, etc....) need more setting, especially on references.

"Identification and Empowerment of Capabilities and Potentials of Urban Tourism with the Approach of Enhancing Brand Image and Personality: A Case Study of Tabriz City."

Abstract:

This research focuses on identifying and enhancing the capabilities and potentials of urban tourism with the aim of improving the brand image and personality in Tabriz city. The research methodology, given its practical nature, is based on the analytical-survey method. The statistical population includes all city managers and experts in the tourism sector of Tabriz city. The data were analyzed using SPSS software, and the ANP and TOPSIS Fuzzy decision-making models were employed for prioritizing criteria.

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Keywords: Urban tourism - City brand - Brand personality -Tabriz city

Hassan Ahmadzadeh
h_ahmadzadeh@iaut.ac.ir
Majid Dadashpour Moghaddam
Majid.dadashpour.m@gmail.com
Department of Geography and Urban Planning, Tabriz , Branch, Islamic Azad University, Tabriz, Iran
Majid Dadashpour Moghaddam PhD in Geography and Urban Planning , Tabriz, Iran

Introduction

Urban tourism encompasses the activities of both international and domestic tourists, as well as local residents, in urban areas, seeking to explore natural landscapes, facilities, infrastructure, and other urban attractions (Cave & Jolliffe, 2012: 268). Urban tourism is a type of tourism that takes place in urban spaces and is characterized by inherent features facilitated by non-agricultural-based economies, such as administration, production, trade, and services, often with pivotal transportation hubs (Kavaratzis & Ashworth, 2005). Urban tourists, when visiting city destinations, are in search of cultural, architectural, technological, social, and natural experiences, as well as leisure activities and business opportunities (World Tourism Organization, 2018).

REVIEW ARTICLE SMART TOURISM 2533

[Smart Tourism]#2533 Original Research Article

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Hapus label Kotak Masuk dari percakapan ini

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Balke Williams

4 Feb 2024, 15.05 (4
hari yang lalu)

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Terjemahkan ke Indonesia

Dear Prof. Dr.Mrs Ni Luh Putu Agustini Karta

Hope everything is going well with you.

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And there will be waive APC if you submit your article to our journal since you kindly spent time reviewing the manuscript. We look forward to working with you more.

Wish you all the best

Balke Williams

Managing Editor

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Decoding Tourist Experiences in the Digital Age:A Comprehensive Guide for Smart Tourism Interviews

Abstract

This research introduces a novel framework for devising a practical interview guide tailored for smart tourism studies. It highlights the complex interplay between technology and tourism, emphasizing the necessity for qualitative insights to capture the nuanced impacts of technology integration, user interaction, and sustainability on tourism dynamics. Employing a balanced mix of open-ended and closed-ended questions, the guide aims to provide a deeper understanding of

tourist behaviors and preferences within the context of emerging technologies. Ethical considerations, including cultural sensitivity and confidentiality, are integral to the research process. The study's findings offer valuable contributions to academic discourse and practical applications, facilitating stakeholders in navigating the evolving landscape of smart tourism effectively.

Keywords: Smart Tourism Qualitative Research Technology Integration Tourist Experiences Sustainability Interview Guide



Ni Luh Putu Agustini Karta <agustini.karta@triatmamulya.ac.id>

4 Feb 2024, 18.58
(4 hari yang lalu)

kepada Balke

Dear Balke,
Yes, I accept the invitation.



Balke Williams

5 Feb 2024, 09.04 (3
hari yang lalu)

kepada saya

Terjemahkan ke Indonesia

Dear Prof. Dr.Mrs Ni Luh Putu Agustini Karta

Thank you for your kind reply.
We have attached a review template that you can refer to for review.

Please find the attached file for the full text of the manuscript and review form.
You can also login to the website of STto check the manuscript.

<https://aber.apacsci.com/index.php/st/index>

Please return comments within 1 weeks.

I will be here if you have any questions.

Wish you all the best

Balke Williams

Managing Editor

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2 Lampiran • Dipindai dengan Gmail



Ni Luh Putu Agustini Karta

Dear Prof Balke Well received with thanks. Regards



Ni Luh Putu Agustini Karta

15.37 (0 menit
yang lalu)

kepada Balke

Dear Prof Balke,

Hope we are all doing well.

Here I submit my review of article 2533.

Thank you very much

Regards

Dr Putu Agustini Karta

Vice Rector of Academic Triatma Mulya University

Bali Indonesia

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Review Report

1. How do you rate the **significance** of the research (in a scale of 1 to 5 with 5 being the most significant)?

Technically, this paper is structured in a structured manner so as to provide clear direction to researchers. (4)

2. How do you rate the **originality** (in a scale of 1 to 5 with 5 being the highest)?

This paper is original and rich with references (5)

3. How do you rate the experimental **design** and quality of **data** (in a scale of 1 to 5 with 5 being the highest)?

This article is more appropriate as a conceptual study of stages in qualitative research. (4)

4. Is the **organization** of the article appropriate?

It is not inline with the Smart Tourism Journal Template, there is no finding and discussion.

5. Did you find any **language** problem?

There is no language problem

6. Your **decision** for this manuscript: accept, minor, major or reject

I Accept this manuscript.

7. **Comments** to the **Editor** (Confidential):

It is recommended that the lay out and substance follow the Smart Tourism Journal Template.

8. **Comments** to the **Author**:

Comments: See the manuscript.

Review Result of Article

The image shows a screenshot of a document viewer. At the top, there is a pink header bar with the title "Decoding Tourist Experiences in the Digital Age: A Comprehensive Guide for Smart Tourism Interviews". Below the header, the article content is displayed. On the right side, there is a comment box with a red border, containing a comment from "agust" posted "1 hour ago". The comment text reads: "Technically, this paper is structured in a structured manner so as to provide clear direction to researchers. This article is more appropriate as a conceptual study of stages in qualitative research." The article content includes an abstract, keywords, and the beginning of the introduction section.

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A Comprehensive Guide for Smart Tourism Interviews**

Abstract

This research introduces a novel framework for devising a practical interview guide tailored for smart tourism studies. It highlights the complex interplay between technology and tourism, emphasizing the necessity for qualitative insights to capture the nuanced impacts of technology integration, user interaction, and sustainability on tourism dynamics. Employing a balanced mix of open-ended and closed-ended questions, the guide aims to provide a deeper understanding of tourist behaviors and preferences within the context of emerging technologies. Ethical considerations, including cultural sensitivity and confidentiality, are integral to the research process. The study's findings offer valuable contributions to academic discourse and practical applications, facilitating stakeholders in navigating the evolving landscape of smart tourism effectively.

Keywords:

Smart Tourism
Qualitative Research
Technology Integration
Tourist Experiences
Sustainability
Interview Guide

1. Introduction

To better understand the intricate interplay between growing technology and tourist experiences, it is necessary to develop a comprehensive interview guide specifically intended for smart tourism research. Integrating new digital technology into the tourism industry is causing substantial transformations in traditional tourism experience paradigms. These technologies include AI, VR, AR, and the Internet of Things (IoT) (Islam et al., 2023; Sustacha et al., 2023). These technologies offer unprecedented personalization, efficiency, and engagement, fundamentally transforming the visitor experience. As a result, there is a tremendous need for research methods to capture these complicated interactions and tourists' subjective experiences in this digital age digitalization (Islam et al., 2023c; Rong et al., 2024).

The importance of developing a realistic interview guide for smart tourism research goes far beyond the academic setting. Regarding smart tourism, digital technologies are more than just supplemental tools; they are essential in developing immersive and engaging tourist experiences (Novera et al., 2022). An example would be using artificial intelligence and machine learning algorithms to provide tourists personalized recommendations based on their preferences and

agust 1 hour ago
Technically, this paper is structured in a structured manner so as to provide clear direction to researchers. This article is more appropriate as a conceptual study of stages in qualitative research.

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