

Review of: "Sustainable TOURISM: win-win-win papakonstantinidis model"

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Potential competing interests: No potential competing interests to declare.

The paper is very well written and uses win-win-win papakonstantinidis model to explore the sustainable tourism. And the proposed scheme outperforms the state of the arts. It provides insights into tourism incentives about individual profit/satisfaction maximization- self-interest (win), cooperation maximization (win-win) and functioning maximization (win-win-win). It is valuable for tourism marketers in developing targeted marketing strategies. But, there are some problems, which must be solved before it is considered for publication. If the following problems are well-addressed, this reviewer believes that the essential contribution of this paper are important for sustainable tourism development.

1. The literature review part should be clarified and cited references.
2. Research gaps, limitations and the future research directions could be clarified.