Review of: "Startup Project Development: Travel Schedule Management App "Triplanner""

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This article provides insight into the development of a travel service that is readily available online through the use of an application for increasing positive traveling experiences.

Structure: The article appears to be a weakly structured business plan that was developed for 'Triplanner'. The article features a description of the project creation, strategic analysis, and implementation plan. The authors should motivate why this structure is relevant and why they deviate from a more classical article layout. The article will benefit from better structuring; not according to a business plan template, but a classical article layout that takes the reader through the developmental process of 'Triplanner', the business, as well as the application development and its impact on the business. The authors can also provide a structured, sophisticated argument illustrating how their current research fits into the broader field of tourism research. The article will benefit from providing a well-referenced theoretical framework, or literature review, followed by a discussion of the methodology, findings, and implications of their research.

Validation and referencing: The referencing of existing research is weak. This work is based on randomly selected statistics that are not validated. This means that evidence is lacking as to how the data was collected or sourced. The authors did not identify the theoretical gap they sought to fill with their research.

Methodology: The methodology starts by presenting statistics that are not referenced or validated. The research strategy and methods are once more ill structured. The selection of research methods is not validated from existing research, nor do the authors motivate their methodological choice or explain their research design.

General comments: The article lacks proofreading and sophisticated use of language. Acronyms were used randomly with no explanation. Typographical errors appear in the text. In general, it is difficult to follow the storyline of the article, which is a result of the weak structuring of the paper. It appears as if the authors used a business plan template to describe a project they conducted, which they then handed up as an academic paper. I propose that the authors look into different ways academic articles dealing with their topic are structured, and then rework the content. Conduct an extensive literature review and build the foundation of your argument from existing literature, but aim to indicate the vacuum your research will fill in the field of tourism research.