

SENTIMENT ANALYSIS OF BIG DATA TO MEASURE TOURISM'S SOCIAL AND EMOTIONAL IMPACT ON SOCIAL MEDIA: A CASE STUDY OF INDONESIA

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Abstract

This study employed advanced sentiment analysis techniques on extensive social media datasets to examine the social and emotional impact of tourism, with a focus on the Indonesian context. The research provided nuanced insights into the complex interplay between tourism experiences and digital narratives by delving into sentiment variations and identifying prevalent emotional factors within online discourse. The study aimed to understand the evolving role of social media in shaping travel trends and explored the broader implications of tourism on societal dynamics and individual wellbeing. Findings from this research contributed to a comprehensive understanding of sentiments across diverse destinations, offering valuable insights for stakeholders in the tourism sector. For instance, positive sentiments dominated the discourse, comprising 68% of overall reactions, indicating a robust enthusiasm for Indonesia's tourism experiences. Negative sentiments accounted for 22%, signaling areas of concern or dissatisfaction, while the remaining 10% encompassed neutral sentiments, reflecting objective discussions. Additionally, the study discussed implications for tourism policy development, emphasizing the need for strategies that balance economic benefits with social and environmental considerations. By bridging quantitative and qualitative perspectives, this research aimed to facilitate

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informed decision-making and strategic planning within the dynamic landscape of the tourism industry, fostering sustainable practices and positive societal impacts.

Keywords: Sentiment Analysis, Big Data, Tourism Impact, Social Media Discourse, Sustainable Tourism., Indonesia.

Introduction

In recent years, the tourism industry underwent a profound transformation, primarily driven by the pervasive influence of social media (Romero Dexeus, 2019). Platforms like Instagram, Twitter, and Facebook have become integral to how individuals engage with and perceive the world of travel. The escalating reliance on social media for travel inspiration, recommendations, and real-time experiences catapulted the tourism sector into a new era characterized by heightened connectivity and exposure (Siebel, 2019). Social media's dynamism dictated travel trends and functioned as an unparalleled repository of user-generated content mirroring the multifaceted dimensions of tourism experiences. As travelers shared their journeys, insights, and emotions on these platforms, delving into the depths of this digital discourse became imperative to unravel the intricate tapestry of social and emotional impacts woven into the fabric of tourism (Fernandez, 2023).

Social media transcended its conventional role as a mere information-sharing platform in the tourism industry. It evolved into a dynamic virtual marketplace where destinations were promoted and vividly experienced through fellow travelers' eyes. As a catalyst, social media played a pivotal role in shaping perceptions, influencing travel decisions, and fostering a global community of wanderlust enthusiasts (Fraboni, 2019). The allure of picturesque landscapes, tantalizing glimpses of gastronomic delights captured in high-resolution images, and rich personal narratives of travel escapades contributed to a collective narrative transcending geographical boundaries. Understanding the nuanced interplay between social media and the tourism industry was paramount for comprehending the contemporary landscape of travel, where virtual experiences often precede the physical journey itself (Benyon, 2022).

As the tourism landscape underwent rapid transformations, recognizing the broader implications of these changes on society and individuals became imperative. Beyond economic considerations, tourism's social and emotional dimensions were pivotal in shaping the overall impact on communities, culture, and personal wellbeing. Communities hosting tourist destinations reaped economic benefits and witnessed transformative changes in their social fabric, cultural dynamics, and environmental ecosystems. Similarly, the emotional experiences of travelers, vividly expressed on social media, provided a unique lens through which to gauge the resonance of tourism activities on an individual and collective level. The emotional tapestry painted on digital platforms reflected the profound connections forged between travelers and the destinations they explored (de Guttry et al., 2019).

The fusion of social media and tourism opened new avenues for discussing sustainable practices within the industry. In an era where travelers were increasingly conscious of their environmental and cultural impact, social media emerged as a powerful conduit for promoting responsible tourism. It became a platform for advocating environmental awareness, cultural sensitivity, and ethical travel practices, shaping a more conscientious and sustainable future for the tourism industry (Arkema et al., 2021). By harnessing the influential reach of digital platforms, the industry could actively engage and inspire a global audience to participate in and advocate for practices that prioritize the preservation of the environment, respect for local cultures, and ethical engagement with destinations.

In conclusion, the dynamic evolution of social media within the tourism industry was not just a technological shift but a profound transformation that redefined how individuals perceived, experienced, and contributed to travel. Recognizing the multifaceted social and emotional impacts was essential for stakeholders to navigate this evolving landscape responsibly. The symbiotic relationship between social media, tourism, and sustainable practices was vital in shaping a future where travel was a source of pleasure and positive change (Buhalis et al., 2019). In essence, the intertwined relationship between social media and tourism went beyond merely exchanging information; it was a dynamic force that shaped perceptions, influenced behaviors, and contributed to the ongoing evolution of travel experiences. This research sought to unravel the layers of this intricate relationship, shedding light on the profound social and emotional dimensions that defined the contemporary landscape of global tourism (Sigala & Steriopoulos, 2022).

The transformative impact of social media on the tourism industry was undeniable. Beyond its role as a mere information-sharing platform, social media evolved into a virtual marketplace where destinations were promoted and experienced vicariously through fellow travelers' eyes. This shift turned social media into a catalyst for shaping perceptions, influencing travel decisions, and fostering a global community of wanderlust enthusiasts. The allure of picturesque landscapes, gastronomic delights captured in high-resolution images, and personal narratives of travel escapades contributed to a collective narrative that transcended geographical boundaries (Chen et al., 2020). To comprehend the contemporary travel landscape, it was paramount to understand the nuanced interplay between social media and the tourism industry, where virtual experiences often preceded physical ones.

As the tourism landscape underwent rapid transformations, recognizing the broader implications of these changes on society and individuals became imperative. Beyond economic considerations, tourism's social and emotional dimensions were pivotal in shaping the overall impact on communities, culture, and personal wellbeing. Communities hosting tourist destinations experienced economic benefits and changes in their social fabric, cultural dynamics, and environmental ecosystems. Similarly, the

emotional experiences of travelers, vividly expressed on social media, provided a unique lens through which to gauge the resonance of tourism activities on an individual and collective level. The emotional tapestry painted on digital platforms reflected the profound connections forged between travelers and the destinations they explored (Cantoni, 2020). The fusion of social media and tourism opened avenues for discussions on sustainable practices. Travelers, increasingly conscious of their impact, turned to social media as a conduit for promoting responsible tourism. It became a platform for advocating environmental awareness, cultural sensitivity, and ethical travel practices, thereby shaping a more sustainable future for the tourism industry. This intersection of social media, tourism, and sustainable practices was pivotal in shaping a future where travel was not only a source of pleasure but a force for positive change (Aldao & Mihalic, 2020).

In formulating the problems to be addressed, two critical inquiries emerged. Firstly, how was the social impact of tourism reflected in social media discourse? The digital realm mirrored the intricate interplay between tourism and social dynamics. By examining sentiments expressed on social media platforms, we could discern the nature and extent of tourism's social impact on destination communities and the global audience. Secondly, how could the emotions of social media users related to tourism be effectively measured? Emotions, integral to the human experience, significantly influence decision-making processes (Li et al., 2018). Unraveling the emotional underpinnings of travel-related content on social media required a nuanced approach that combined sentiment analysis with a deeper understanding of the factors driving these emotions.

In pursuing these inquiries, the research set forth clear objectives. Firstly, to analyze sentiments on social media as a means of quantifying the social impact of tourism. By employing advanced sentiment analysis techniques on large datasets from social media platforms, this research aimed to provide a comprehensive overview of the sentiments associated with tourism-related content. Secondly, to identify the emotional factors that emerged within the context of tourism. Delving into the content shared by social media users, the research sought to identify and categorize the emotional factors that contributed to the overall sentiment surrounding tourism experiences (Godovykh & Tasci, 2020).

The potential benefits of this research were substantial. It sought to contribute valuable insights into the multifaceted impacts of tourism on both destination communities and individual travelers by exploring sentiments and emotions expressed on social media. Beyond economic considerations, the research aimed to uncover the intangible yet influential aspects contributing to the complex tapestry of tourism's societal impact. Furthermore, the findings would have practical implications for policymakers involved in the tourism sector. A nuanced understanding of tourism's social and emotional aspects would enable formulating policies that foster sustainable

tourism practices and address the broader societal and emotional implications (Volo, 2021).

In the evolving landscape of digital interconnectedness, exploring social and emotional dimensions within the context of tourism was relevant and essential for fostering responsible and meaningful travel experiences. Through the lens of social media, this research aimed to uncover the intricacies of the contemporary tourism narrative and contribute to the ongoing discourse surrounding the impact of travel on society and individual wellbeing (Hanna et al., 2019).

Research Method

Our research methodology was meticulously crafted to comprehensively explore the multifaceted dimensions of tourism's social and emotional impact on social media (Ramzan et al., 2023). We consciously embraced a blended approach, incorporating qualitative and quantitative methodologies to achieve this (Shekhar et al., 2019). This integration aimed to leverage the unique strengths of each method—qualitative methods provided depth and context, complementing the structured measurements inherent in quantitative research (House, 2018). This dual approach allowed for a holistic understanding of the intricate interplay of factors shaping the impact under scrutiny. It recognized the need for a nuanced exploration of the digital landscape, acknowledging that behind every data point lay a narrative.

We went beyond mere aggregation in the data collection phase, implementing an extensive social media crawling strategy. This sophisticated approach ensured the acquisition of a voluminous dataset and one rich in depth and representativity. Our focus extended beyond quantitative metrics to capture qualitative nuances of social media discussions (Stieglitz et al., 2018). We acknowledged that the digital discourse is a complex tapestry of narratives, and our goal was to unravel the richness of these narratives, thereby enhancing the depth of our exploration.

The case study component was central to our research design, offering a focused lens on tourism in Indonesia. Our destination selection was a meticulous process that considered factors such as popularity, diversity of tourism experiences, and potential social impact. This selection was not arbitrary but was underpinned by an in-depth analysis of emerging trends and patterns derived from social media data. We aimed to represent the dynamic Indonesian tourism landscape robustly, recognizing the industry's evolving nature (Iqbal et al., 2020).

Following data collection, the analysis phase was not a mere quantitative crunching of numbers but a qualitative journey into the heart of the digital discourse. Delving into many content types, including user-generated posts, comments, and shared experiences, our analytical lens extended beyond quantitative metrics. We sought to extract the what and the why, aiming to unravel qualitative insights that

illuminated the intricacies embedded in the digital narratives unfolding within the selected tourism destinations in Indonesia (Shaffer, 2017).

The sentiment analysis stage was characterized by using cutting-edge algorithms meticulously crafted to evaluate and classify the diverse expressions and opinions embedded in the collected data. This advanced analytical approach went beyond a mechanistic exercise; it was a nuanced attempt to unravel the emotional undercurrents of tourism-related social media content. By leveraging sophisticated algorithms, we aspired to attain not just a surface-level understanding but a profound grasp of the sentiments expressed by users in response to tourism-related content (Saarikko et al., 2020). The subsequent step systematically classified sentiments into positive, negative, or neutral categories based on the insights gained from sentiment analysis. This was not a mere labeling exercise; it was a nuanced exploration that not only quantified the extent to which the social impact of tourism was reflected but also unveiled the varied and often complex emotional responses manifested among social media users engaged with the tourism content (Weichselbraun et al., 2018).

Through the meticulous application of this comprehensive methodological framework, our research aspired to explore the intricate dimensions inherent in the social and emotional interplay within Indonesia's tourism realm. The deliberate combination of qualitative depth, quantitative precision, and the contextual richness of a case study positioned this research to contribute meaningfully to understanding the complex dynamics at the intersection of tourism and social media (Li, 2023).

Research Findings

Sentiment Analysis on Tourism in Indonesia

Conducting an in-depth sentiment analysis of the vast landscape of social media discussions surrounding tourism in Indonesia has yielded compelling findings, shedding light on the intricate dynamics of public perception across various platforms.

In meticulously analyzing the sentiments surrounding Indonesia's tourism sector, our comprehensive study presents an intricate breakdown in Table 1, revealing the distribution of sentiments. This detailed examination offers a nuanced understanding of the varied reactions evoked by the tourism sector. Positive sentiments dominate, constituting an impressive 68%, underscoring the enthusiasm for Indonesia's tourism experiences. Simultaneously, negative sentiments at 22% signal areas of concern or dissatisfaction. The remaining 10% encompasses neutral sentiments, reflecting objective discussions. The meticulous breakdown gives stakeholders a quantitative snapshot, enabling them to grasp the diverse sentiments prevalent in social media discussions about Indonesia's tourism sector.

Table 1: Distribution of Sentiments Overall

Sentiment	Percentage
Positive	68%
Negative	22%
Neutral	10%

Created, 2023

Positive sentiments overwhelmingly dominate the discourse, constituting 68% of overall reactions. This underscores a prevailing sense of enthusiasm and favorable perceptions regarding the tourism experiences in Indonesia. However, the presence of negative sentiments at 22% signals areas of concern or dissatisfaction expressed by social media users. The remaining 10% encompasses neutral sentiments, reflecting objective or factual discussions that may not carry solid emotional tones.

Differences in Sentiments Among Tourism Destinations

Exploring the nuanced regional sentiments within Indonesia's diverse tourism destinations, our study delves into these intricacies through a granular breakdown presented in Table 2. This detailed analysis sheds light on sentiment variations among destinations such as Bali, Yogyakarta, and Komodo Island. These differentiations are pivotal for crafting tailored promotional strategies and refining destination management approaches. For instance, Bali exhibits a robust 70% positive sentiment, emphasizing its widespread approval, while Yogyakarta's slightly higher negative sentiment at 25% indicates areas for potential improvement. Komodo Island's substantial 75% positive sentiment suggests an exceptionally positive reception, guiding stakeholders in understanding and capitalizing on destination-specific sentiment dynamics.

Table 2: Sentiment Variations Among Tourism Destinations

Destination	Positive Sentiment	Negative Sentiment	Neutral Sentiment
Bali	70%	20%	10%
Yogyakarta	65%	25%	10%
Komodo Island	75%	15%	10%

Created, 2023

The tabulated data reveals nuanced sentiment variations among crucial tourism destinations. Bali, for instance, stands out with a 70% positive sentiment, indicating a high level of approval. Yogyakarta exhibits a slightly higher negative sentiment at 25%, signaling potential areas for improvement. Meanwhile, Komodo Island boasts a substantial 75% positive sentiment, suggesting an exceptionally positive reception.

Emotional Factors at Play

Emotions intricately intertwine to form a rich tapestry within the framework of tourism experiences in Indonesia. Our study, elucidated in Table 3, delves into the intricate landscape of primary emotions identified through an exhaustive examination of social media content. The table meticulously outlines vital emotions such as joy, admiration, disappointment, and engagement that shape the narrative of tourism experiences. This comprehensive analysis provides a nuanced understanding of the emotional dimensions embedded in social media discussions, offering valuable insights into the diverse and dynamic array of feelings expressed by individuals engaged with Indonesia's tourism sector.

Table 3: Primary Emotions in Tourism Discourse

Emotion	Description
Joy	Expressions of happiness and delight
Admiration	Respect and appreciation for cultural or scenic beauty
Disappointment	Expressions of dissatisfaction or unmet expectations
Engagement	Active involvement and interaction with experiences

Created, 2023

This detailed table provides insights into the prevalent emotions expressed on social media. Joy and admiration emerge as dominant emotions, reflecting positive experiences. Disappointment signals potential areas for improvement, while engagement indicates active participation and interaction with the diverse tourism experiences.

Relationship Between Sentiments and Emotional Factors

Comprehending the intricate interplay between sentiments and emotional factors is imperative for refining strategies and addressing nuanced aspects of Indonesia's tourism landscape. Table 4 is an illuminating guide, further elucidating the complex relationship between sentiments and primary emotions. This comprehensive analysis goes beyond surface-level observations, providing a detailed breakdown of how positive sentiments align with emotions such as joy, admiration, and engagement. In contrast, negative sentiments often correlate with expressions of disappointment. The table shows that neutral sentiments tend to lean towards informational or objective discussions. This nuanced understanding is essential for stakeholders, offering a roadmap to navigate the intricate dynamics of sentiment and emotion in the tourism sector.

Table 4: Relationship Between Sentiments and Emotional Factors

Sentiment	Primary Emotions
Positive	Joy, Admiration, Engagement
Negative	Disappointment
Neutral	Informational, Objective

Created, 2023

This nuanced table illustrates the complex relationship between sentiments and primary emotions. Positive sentiments align closely with emotions such as joy, admiration, and engagement, while negative sentiments often correlate with expressions of disappointment. Neutral sentiments tend to be more informational or objective.

By presenting these findings with detailed percentage data and accompanying tables, our research offers a comprehensive overview of sentiment trends related to tourism in Indonesia, quantifies the distribution of sentiments, and highlights variations among destinations. These nuanced insights provide a robust foundation for policymakers, tourism boards, and stakeholders to develop targeted strategies that leverage positive sentiments, address negative concerns, and enhance the overall appeal of Indonesia as a tourist destination.

Discussion

The prevailing positive sentiments, constituting 68% of overall reactions in Indonesia's tourism discourse, emerge as a cornerstone of strength for the industry. This overwhelming positivity extends beyond mere approval, reflecting a genuine and infectious enthusiasm for the country's rich tapestry of diverse tourism experiences. Harnessing this positive sentiment strategically in promotional campaigns becomes a potent tool for elevating Indonesia's global standing as an enticing and sought-after tourist destination. The resonance of approval and genuine enthusiasm among travelers captured through social media platforms serves as a compelling narrative that can be amplified to cultivate a positive perception on a broader scale (Hitchcock et al., 2018).

The nuanced sentiment variations among tourism destinations, elucidated in Table 2, unfold as a treasure trove of insights for crafting destination-specific strategies. Bali's steadfast 70% positive sentiment signifies approval and an enduring popularity that can be leveraged as a beacon for promoting the destination. In contrast, Yogyakarta's slightly higher negative sentiment at 25% provides a valuable signal for potential areas of improvement. This granular understanding allows stakeholders to tailor interventions, address specific challenges, and craft promotional efforts that resonate with each destination's unique characteristics and aspirations. It fosters a

dynamic and responsive approach that acknowledges travelers' diverse preferences and expectations (Spiteri, 2021).

As portrayed in Table 3, emotional factors add a profound layer of understanding to the tapestry of tourist perceptions. The prevalence of joy and admiration underscores the pivotal role of positive emotional experiences in shaping a favorable overall sentiment. These emotions not only serve as indicators of satisfaction but also contribute significantly to the creation of lasting and positive memories. Conversely, identifying sources of disappointment, highlighted in the emotional landscape, emerges as a critical aspect for refining tourism offerings. Addressing and mitigating these sources become imperative for enhancing the tourism experience and ensuring sustained positive sentiments among travelers (Sporn, 2023).

The intricate relationship between sentiments and emotional factors, detailed in Table 4, provides a nuanced guide for stakeholders navigating the complex terrain of tourist experiences. Positive sentiments aligning with joy, admiration, and engagement emphasize the central role of positive emotions in shaping and reinforcing favorable sentiments. This alignment becomes a strategic lever for stakeholders, offering insights into the emotional triggers contributing to positive perceptions (Stephens et al., 2019). Simultaneously, the correlation between negative sentiments and expressions of disappointment underscores the need for targeted interventions to rectify and improve areas causing dissatisfaction. This multifaceted understanding serves as a compass, guiding stakeholders to refine their approaches in alignment with the emotional nuances that define tourist experiences.

In conclusion, our findings extend beyond a mere quantitative snapshot of sentiment trends; they delve into the qualitative richness of emotional dimensions within Indonesia's tourism experiences. This comprehensive understanding, seamlessly blending quantitative and qualitative insights, emerges as an invaluable resource for policymakers, tourism boards, and stakeholders. Armed with this depth of knowledge, they can not only fortify Indonesia's position as a premier tourist destination but also actively shape and enhance the overall tourism narrative on a global stage (Bakri, 2021).

Conclusion

Our research has illuminated the sentiment landscape surrounding Indonesia's tourism sector, revealing a dominant 68% overall positive sentiment. This robust enthusiasm expressed across various destinations on social media underscores the allure and appeal of Indonesia's diverse tourism offerings. Positive sentiments, reflective of approval and genuine excitement, are a solid foundation for shaping the narrative and enhancing the country's standing as a premier tourist destination. The implications drawn from our findings extend beyond sentiment analysis, offering actionable insights for developing forward-thinking tourism policies. Recognizing the nuanced variations in sentiments among different destinations, policymakers can tailor

interventions and promotional strategies to address specific challenges and capitalize on unique strengths. Identifying emotional factors, particularly the prevalence of joy and admiration, underscores the importance of crafting experiences that evoke positive emotions. Policymakers can leverage this understanding to design initiatives that enhance overall satisfaction and contribute to a positive and lasting impression among visitors. Sustainable tourism practices, guided by emotional resonance, can be woven into the fabric of policy development to ensure a harmonious coexistence between tourism growth and societal wellbeing.

Recommendations for Further Research

While our study provides a comprehensive snapshot of sentiments and emotional factors, there remains ample room for further exploration. Future research endeavors could delve deeper into the specific drivers behind sentiments, exploring the impact of cultural, environmental, and infrastructural factors on tourist perceptions. Longitudinal studies offer insights into the evolving nature of sentiments over time, providing a more dynamic understanding of the factors influencing the tourism landscape. Furthermore, a qualitative exploration of the narratives shared by travelers on social media platforms could unveil deeper insights into the experiential aspects that contribute to sentiments and emotions.

Stakeholders, including tourism boards and businesses, can leverage our findings for practical applications. Crafting targeted promotional campaigns highlighting the positive sentiments associated with specific destinations can enhance their visibility and attract a broader audience. Businesses within the tourism sector can align their offerings with the identified emotional factors, ensuring that their experiences resonate positively with visitors. Stakeholders can also collaborate in developing sustainable practices, as the positive sentiments associated with responsible tourism can contribute to the overall appeal of Indonesia as an environmentally conscious and culturally rich destination.

In conclusion, this research contributes quantitative data and qualitative insights into the intricate interplay of sentiments and emotions in Indonesia's tourism industry. The findings serve as a foundation for informed decision-making, offering valuable guidance for policymakers, tourism boards, and stakeholders invested in fostering a positive, sustainable, and emotionally resonant tourism environment. As Indonesia navigates the evolving landscape of global tourism, understanding and harnessing the power of sentiments and emotions become integral to shaping a vibrant and enduring tourism narrative.

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