



Do TripAdvisor Valences are Trustworthy on South Asian Destinations?

Senthil Veerasamy^{1*}, Susobhan Goswami¹ & Kandappan Balasubramanian²

¹ Thiagarajar School of Management, Madurai, Tamil Nadu, India

² Taylor's University, Selangor, Malaysia

Keywords:

TripAdvisor
review valences,
Polarity analysis,
Trustworthiness,
Destinations.

Abstract.

Travellers prefer to rely on peers' recommendations and review websites to look for reliable and unbiased information. Trustworthy communicators are more influential than the untrustworthy one. Trustworthy content is need of the hour in specific to post COVID19 travel. This research is analysing what propels a traveller towards destinations and empirically verify the valences of trustworthiness on TripAdvisor reviews. Content analysis of TripAdvisor reviews (153799 numbers) on South Asian destinations are captured, modelled, and analysed using Descriptive statistics, Regression Analysis and Structural Equation Modelling. Positive reviews are more trustworthy than the negative reviews and are helpful to potential tourist who seeks 'real' or 'genuine' reviews. There is no moderating effect of negative sentiments on Trustworthiness. Our research results find that valences of TripAdvisor review are useful to potential tourists for their travel planning and actions. Practitioners should listen to TripAdvisor review valences and keep up with the value chain, make the destinations more tourist friendly and evolve new themes. Tourism ecosystem should use modicum of digital opportunities emanating from sentiments and apply appropriate strategies to develop their destinations. This way, tourists will develop brand equity. This study contributes to the growing body of literature on polarity analysis in TripAdvisor reviews and investigated the relationship between positive and negative valences with trustworthiness.

Kata Kunci:

Valensi ulasan
TripAdvisor,
Analisis polaritas,
Dapat dipercaya,
Destinasi.

Abstrak.

Wisatawan lebih suka mengandalkan rekomendasi rekan dan meninjau situs web untuk mencari informasi yang andal dan tidak memihak. Komunikator yang dapat dipercaya lebih berpengaruh daripada komunikator yang tidak dapat dipercaya. Konten tepercaya sangat dibutuhkan saat ini khususnya untuk memposting perjalanan COVID19. Riset ini menganalisis apa yang mendorong wisatawan menuju destinasi dan secara empiris memverifikasi valensi kepercayaan pada ulasan TripAdvisor. Analisis konten ulasan TripAdvisor (153799 angka) pada destinasi di Asia Selatan diambil, dimodelkan, dan dianalisis menggunakan Statistik deskriptif, Analisis Regresi, dan Pemodelan Persamaan Struktural. Ulasan positif lebih dapat dipercaya daripada ulasan negatif dan membantu wisatawan potensial yang mencari ulasan 'nyata' atau 'asli'. Tidak ada efek moderat dari sentimen negatif terhadap Trustworthiness. Hasil riset kami menemukan bahwa valensi ulasan TripAdvisor bermanfaat bagi calon wisatawan untuk perencanaan dan tindakan perjalanan mereka. Praktisi harus mendengarkan valensi ulasan TripAdvisor dan mengikuti rantai nilai, menjadikan destinasi lebih ramah turis, dan mengembangkan tema baru. Ekosistem pariwisata harus menggunakan sedikit peluang digital yang berasal dari sentimen dan menerapkan strategi yang tepat untuk mengembangkan destinasi mereka. Dengan cara ini, wisatawan akan mengembangkan ekuitas merek. Studi ini berkontribusi pada semakin banyak literatur tentang analisis polaritas dalam ulasan TripAdvisor dan menyelidiki hubungan antara valensi positif dan negatif dengan kepercayaan.

* Corresponding author.

E-mail addresses: senthil@tsm.ac.in (Senthil Veerasamy).

Article history: Received 19th January 2022; Accepted 14th March 2023; Available 30th April 2023.

1. Introduction

With the advent of internet, tourists are bestowed with many e-sources such as Online travel communities, Social media, Search engines, Wikipedia, Online forums, Reviews on destination websites, Travel blogs and other electronic sources. Word of Mouth (WoM) is gradually replaced by *electronic WoM (eWoM)*, eWoM messages are connect to larger audience and lead to greater reputation (Sun et al 2017, Inversini 2020). In a globalized environment, every destination is competed with every other for its share of world's visibility, businesses and the available capital and investments. 92% of Nielsen-surveyed consumers believe their friends and family over any kind of advertising. And a 2021 Active Campaign and Dynata survey says that 42% of consumers learn about Black-owned businesses through word of mouth.

According to an RRD (<https://www.rrd.com/unexpected>) survey of 1,000 consumers, 55% learn about products through word of mouth. 40% made purchases based on those recommendations. 28% would rather use word of mouth than any other form of discovery. Word-of-mouth marketing includes both digital and offline outreach. One popular channel for digital word-of-mouth is social media. Social media marketing uses a range of social networks to connect with consumers. People trust online reviews that feel authentic. In fact, 89% of consumers are more likely to use a business that responds to all of its online reviews. Reports indicate that each year hundreds of millions of potential visitors consult online reviews (Tripadvisor.com, 2021). Addressing the need for destination promotion is for the benefit and well-being to develop opportunities and build quality of life for all the community residents. For online communities, valences involve expectation that community members intend to help, support and care of other members. This research attempts to investigate whether *TripAdvisor reviews are trustworthy* on destinations, *and then, what is the role of valences on Trustworthiness*. This work is structured as follows: first we conducted literature review pertaining to study variables. Second, we formulated hypothesis and explain data collection methods. Next, we discuss the main findings, implications, limitations, and conclusion of our research work.

2. Literature Review and Hypothesis Formulation

Over the last decade, a growing number of researchers have sought to gain a better understanding of tourist behaviour on online review sites. Social media influences traveller's travel planning process, and customer perceptions on service quality (Jalilvand and Heidari 2017, Alsaggaf and Althonayan 2018, Pourfakhimi et al 2020). Research by Molinillo et al (2016) analysed customer satisfaction of hotels using TripAdvisor ratings. The effect of online reviews into the profitability of hotels (Tuominen 2011), culture affects sentiments of cruise tourism (Buzova et al 2019) and tourism experiences to people with disabilities (Cassia et al 2020) are all different directions of research. Banerjee and Chua (2016) analysed travellers rating patterns of chain and independent hotels using TripAdvisor. TripAdvisor reviews can guide the questions such as where to go on holiday, what hotel to book a room, and which places to visit and where to get good food. Travellers can avoid unwanted places and services (Filieri, 2016), thereby improving their travel decisions. Litvin et al (2018) made a point that eWoM is the most relevant source of information to select a destination. Dedeoglu et al (2021) examined the impact of social media sharing on tourists' willingness to pay more at destinations. Influences of eWoM are abundant in literature (Appel et al 2020, Bao et al 2019, Choirisa et al 2021, *Gkritizalim 2017, Wakefield 2018, Amblee 2016, Williams 2017*) and cannot be over emphasised. We are taken TripAdvisor reviews as eWoM in this research to investigate the trustworthiness for South Asian destinations.

Diversified experiences, greater personalization, and smart infrastructure are all increase tourist experiences and satisfaction (Kuo and Nakhata 2019). There are plenty of technological developments to create different eWoM formats (text, ratings, images, videos, likes, tags, audios,

blogs, and others), that affects differently on effectiveness and its persuasiveness (Akter et al 2020, Stylos et al 2020, Taylor and Carlson 2021, Cripps et al 2020, Berger 2014, Eisend 2017). Eriksson et al (2020) explored how Artificial Intelligence can contribute to marketing strategy formulation. Hartman Stefan (2020) discussed *theories of complex adaptive system* and how it can help destination areas to adapt in times of change. The capacity to adapt is a crucial property to survive the phenomena such as over-tourism, COVID19, climate change, economic crises, and many other factors. Hughes and Moscardo (2019) highlighted that how the tourism is affected by five touchpoints such as choice, connection, co-creation, customization, and compliance. Taecharungroj and Mathayomchan (2019) used machine learning techniques to analyse the TripAdvisor reviews using Naïve Baise modelling to the presence of each term in positive and negative reviews. A complaint results when a tourist expects a favourable event to occur, and instead his/her expectations are somehow violated as discussed by Vasquez (2012). Also, complaints may co-occur with other acts such as threats, warning, admonitions, and suggestions. Ketter (2021) analysed the travel behaviour of European millennials and Hassan and Hassan (2020) aims to understand consumer waiting behaviours within online communities. A study by Jiang et al (2021) builds a model to investigated how information quality affects individual information adoption on e-commerce platforms.

2.1. *Credibility*

Yeh and Choi (2011) propound that *credibility* does not influence eWoM message adoption. Benlian et al (2012) and Luo et al (2013) have identified credibility is a key antecedent of eWoM message adoption. Pornpitakpan (2004) reviewed the five decades of empirical evidence of credibility of message source on persuasion. Verma and Dewani (2021) were identified the four factors such as content, communicator, context, and consumer which affect eWoM credibility. The sentiments garnered from digital information sources on destination lead to higher level of credibility as widely studied (Lugosi 2016, Yuan et al 2019, Tan & Lee 2018, and Chong et al 2018). How misinformation on Facebook influences users' trust, distrust, and intensity of use (Cheng and Chen 2020). Lopes et al (2020) assessed the various variables to determining the perceived usefulness and credibility of an online review. Researchers are contradictory on credibility of eWoM message adoption, one set of researchers are in favour of online review credibility, but the others are not in favour. Researchers opine that positive eWoM can enhance reputation of destinations and attract more tourists whereas negative eWoM can abridge tourist interest. Also, researchers focussed on motivations of review writers, purchase intentions (Zhu et al., 2016), and impact on sale of different products but Trust in online reviews is a critical factor for destination planning, it has not been studied adequately in south Asian context.

Katsoni and Fyta (2021) discussed that how TripAdvisor textual strategies have paved the way for construction of networks and highlighted how digital storytelling used as a global tourist platform for sharing information. Digital channels such as Twitter, YouTube and TripAdvisor offer an extensive scope for reputational interaction and sharing sentiments. TripAdvisor is a largest online travel platform helps 463 million travellers per month and is available in 49 markets and 28 languages. TripAdvisor's recent research by phocuswright threw up one point review matter. Potential tourists want to find the right places, so they spend reasonable time for reading online reviews to arrive at their decision making. To the best our knowledge, no research has investigated the interaction between the valence and trustworthiness on south Asian destinations. Most authors opine a positive effect of positive reviews on the demand for tourism services (Mauri and Minazzi 2013). Kladou and Mavragani (2015) studied cognitive, offensive, and conative components of destination image. Zhang et al (2017) proposed restaurant decision support model using social information for tourists on TripAdvisor. An empirical study by Cenni and Goethals (2017) investigated cross linguistic (English, Dutch, Italian) hotel reviews and Chang et al (2019) analysed Hilton hotel ratings from TripAdvisor. Tourism is a confidence product difficult to determine prior to purchase and risks associated as

examined by Seraphin and Yallop (2020). To be precise, behavioural theories such as Stimulus-Organism-Response (SOR) theory, Theory of Reasoned Action, Theory of Planned Behaviour, Technology Acceptance Model are widely used to predict consumer behaviour. In this research, we used SOR theory to explain the hypothesized relationships.

2.2. *Stimulus-Organism-Response (SOR) Theory*

Mehrabian and Russell (1974) put forth the “SOR framework”, stimulus is an environment encountered by the consumer, organism is subconscious processing of incoming and internally activated stimuli and is behavioural. Following the stimuli, feeling and emotion let out by customers determines affective position (Leri and Theodoridis 2020, Zhao et al 2019). Based on SOR theory, we assume that TripAdvisor reviews (stimulus) attract more viewers (organism) and more comments (responses) on destinations are helpful to tourists for their future trips. SOR is a form of reassurance, interaction with many cues, immediate deal, and ultimate effect is sensory-engaging experiences. So, more TripAdvisor reviews on destinations indicate that destinations are popular, and viewers are imbued with a positive or negative view. So, the SOR theory is an appropriate thematic foundation for analysing TripAdvisor reviews and its sentiments. Since our goal is a domain of sentiments, SOR Theory stemming from psychology is appropriate for analysis.

2.3. *Trustworthiness and Digital Sentiments*

Trust is defined as one’s party’s confidence in an exchange partner’s reliability (Hawley 2014) and *Trustworthiness* describes the degree of confidence in the source’s “intent to communicate the assertions”. Trust has been identified as a critical determinant of consumer purchase intentions in e-commerce, little attention has been paid to trust towards User Generated Content (UGC) and whether trust affects travel consumer behaviour. Heslinga et al (2019) observed micro, meso and macro level trends of irresponsible behaviour by tourists and highlighted how these trends are helpful to policy makers for sustainable tourism. Ayeh et al (2013) examined the credibility of UGC using partial least square structural equation modelling. According to Nam et al (2020) the influence of eWoM is undeniable, 84% of respondents say they trust online reviews as much as personal recommendations. Why the trustor would rely on trustee and what they are trusted to do (Doney and Cannon, 1997, Hawley 2014).

The study by Filieri et al (2015) tested a model of antecedents and consequences of trust for consumer-generated media. Valdivia (2017) compared various tools such as Sentistrength, Bing, Syuzhet and CoreNLP to detect TripAdvisor sentiments. Potential consumers are inclined to rely on social media interactions in specific YouTube videos and its comments (Duffett, 2020) and how audience characteristics and attitudes relate to apologies by public figures posted on YouTube (Kelso and Gracyalny 2020). How trust among travellers’ impact on intention to visit (Anaya-Sanchez et al 2019 and Micevski et al 2021) and how self-confidence (Thai and Yuksel, 2017) mitigates negative effects of large destination choice-sets. So, confidence builds attitude strength that can add to certainty in evaluation. There is a growing need to develop new knowledge, models, and theories about online consumer behaviour (Davydenko and Peetz, 2020, Izogo and Jayawardhena, 2018).

2.4. *Positive Sentiments and Trustworthiness*

Sentiment analysis gives out polarity of given text into positive, negative, or neutral (Kirilenko et al. 2017, Pantano et al 2019 and Kumar, S. et al 2018). Self-esteem people are more likely to share and discuss their experiences in online. Gavilan et al (2018) analysed the impact of good vs bad ratings of the decision-making process when booking a hotel. The functional and symbolic value of experiences swing consumers between positive moods and sentiments; have been researched by Zhang (2019).

Detailed positive reviews after purchases are helpful to companies to build a strong online brand (Kim and Johnson 2016). Prior research by Babic Rosario et al (2016), Liu et al (2018) and Hayes et al (2018) have shown that number of reviews is an important index for firm performance and have strongest brand effect on sales. We used *number of TripAdvisor reviews* as one of the exploratory variables in this research. Technically TripAdvisor reviews are reducing the risk and uncertainty, trigger assurance; thereby are germane for sentiments favourable on destinations. Based on the above theoretical background, *positive valences* of TripAdvisor reviews are selected to frame our first hypothesis.

H₁: Positive valences of TripAdvisor reviews are trustworthy on destinations.

2.5. Negative Sentiments and Trustworthiness

Tourists tend to avoid sharing negative information with the attitude object because doing so induces social discomfort and guilt. Bias effects are plausible in eWoM messages (Zhang et al 2017, Wu et al 2013), despite bias, online reviews are used as a solid source of intelligence for tourist satisfaction and dissatisfaction (Köseoglu et al 2020). The research by Israeli et al (2019) investigated how Internet addiction (IA) influenced customers' eWoM behaviours after a service failure, and the analysis identified that IA and functional or technical service failure partially influenced four negative types (Badmouthing, Tattling, Spite, and Feeding the Vultures) of eWoM. Negativity effects are common for tourism products, since tourism product attributes are intangible, accuracy concerns for consumers to adopt a risk-free decision. Casalo et al (2011) suggested that high risk averse travellers find negative online reviews more useful than positive reviews. The sizable impact of negative reviews on consumer decisions, inducing the outflow of customers (El-Said 2020).

Brunner et al (2019) employed signalling theory to analyse, how brand and customers are responding to a *negative consumer review* which leads to better purchase intentions. Negative sentiments can trigger an uncomfortable feeling that threatens consumers' perceived self-efficacy in making right judgement call. Social practices generated through social media created panic buying behaviour among customers (Harrigan et al 2021, Li Jing et al 2018, Bi et al 2019, Godovykh et al 2020). Consumers re-examine the credibility, authenticity, professionalism, and usefulness of dispositional attitudes for their purchase decisions (Chahal and Rani, 2017). Based on this, *negative valences* of TripAdvisor reviews are selected to frame our second hypothesis. Roy et al (2019) explored the role of mixed neutral WoM valence and rich eWoM content on online purchase intention. To verify the moderating effect of negative reviews on TripAdvisor, we proposed the third hypothesis.

H₂: Negative valences of TripAdvisor reviews are trustworthy on destinations.

H₃: Negative valences of TripAdvisor reviews have moderating effect on positive valences of trustworthiness.

Based on the literature support, we found that tourist sentiments, experiences, and vagaries of mood-all influence the impression gleaned from TripAdvisor reviews on different destinations. Many such reviews come out of tourist's own personal experiences. Rather than criticising any existing ideographic knowledge, the objective here is to yield a dynamic understanding of perceptions. We see an effervescence of highly positive, or highly negative flow of information in the form of valences- is it trustworthy? Based on the presence of both positive and negative valences, there could be a relationship between valences and Trustworthiness on destinations which is not adequately researched for south Asian context.

3. Research Methodology

3.1. Content Analysis

Content analysis is used in this research for making replicable, reliable, and valid references from texts. This research draws data from TripAdvisor a most popular sources of destination reviews. Collecting data from such a popular platform facilitates and would hold practical significance. The objective of this research is to investigate the valences effect on trustworthiness by conducting text-mining procedures on TripAdvisor reviews. The top five TripAdvisor reviews of sample places of south Asian destinations are selected for polarity analysis and these reviews are assigned to an automated algorithm. Cross-sectional period of five months (May 2021 to September 2021) reviews is taken for our sample study. An empty, non-English, and disabled reviews are excluded in this research. Data pre-processing, feature extraction, part of speech tagging, conjunction analysis, sentiment score and sentiment aggregation are the steps involved in sentiment analysis. Descriptive statistical analysis is used to quantitatively describes features from a collection of TripAdvisor reviews. NVivo software is used to investigate the sentiments of reviews, and it classifies sentiments as highly positive, moderately positive, highly negative, and moderately negative.

3.2. Regression Analysis

Regression analysis is used in this research to measure the impact of positive sentiments (PSTA) and negative sentiments (NSTA) on trust (TTA) of TripAdvisor reviews. Total number of TripAdvisor reviews (TTA_{TR}) and total number of words (TTA_{TW}) are act as dependent variable. The following mathematical equations (1 to 4) defines the regression models to prove our proposed hypothesis.

$$TTA_{TR} = \beta_0 + \beta_1 * PSTA + \beta_2 * NSTA + \varepsilon \quad (1)$$

$$TTA_{TW} = \beta_0 + \beta_1 * PSTA + \beta_2 * NSTA + \varepsilon \quad (2)$$

$$TTA_{TR} = \beta_0 + \beta_1 * PSTA + \beta_2 * NSTA + \beta_3 * PSTA * NSTA + \varepsilon \quad (3)$$

$$TTA_{TW} = \beta_0 + \beta_1 * PSTA + \beta_2 * NSTA + \beta_3 * PSTA * NSTA + \varepsilon \quad (4)$$

3.3. Structural Equation Modeling (SEM)

SEM is used to assess unobservable latent constructs and estimates the relationships between indicators as well as between constructs to fix how well proposed theory fits with data. Measurement model of SEM defines latent variables Positive valences of TripAdvisor (PVTA), Negative valences of TripAdvisor (NVTa), and Trustworthiness of TripAdvisor (TTA) and structural model imputes relationship between latent variables. Partial Least Square – Structural Equation Modeling (PLS-SEM) techniques are not broadly used in hospitality and tourism research, which spells missed opportunities in terms of detailed analyses and actionable findings (Ali et al 2018, Henseler et al 2016). We used SmartPLS software to quantify the relationship between constructs. For reflective measurement model assessment, we found internal consistency (Cronbach's alpha measures the reliability), composite reliability (Joreskog's rho), convergent validity (factor loadings, AVE) and discriminant validity. For structural model assessment, we found, path coefficients (T-Statistics, P-value), coefficient of determination (R²), effect size (f²), blindfolding and predictive relevance (Q²). The common method bias is likely to present in cross-sectional studies particularly in behavioral and

social sciences (Podsakoff et al., 2003). TripAdvisor reviews are communicating assurance about the anonymity of responses; so common method bias, was minimized to some extent. The next section shows the empirical research findings with the demonstration of valences originated by tourists.

4. Findings and Analysis

4.1. Descriptive Statistical Results and Analysis

TripAdvisor reviews are automatically extracted from one hundred and five (105) destinations of Asian region which are reflecting viewer’s valences. Large volume of reviews posted for a destination indicates the high level of interest by tourists and is more popularly perceived by online, that would in turn increase intention to visit. The maximum number of reviews in TripAdvisor is 25432 (China) and minimum number of reviews is 64 (Afghanistan). These TripAdvisor reviews are grouped as *highly positive*, *moderately positive*, *moderately negative*, and *highly negative* and its percentage of sentiments is depicted in figure 1. Positive (highly and moderately) valences are more in volume than the negative valences, we infer that, Asian destinations are popular for their rich set of religion and associated architecture, not to leave out leanings for nature. Social norms lead consumers to provide more positive eWoM messages (Zoey Chen et al 2013) which is evident in our research finding. Figure 1 shows the percentage of valences in south Asian destinations, India, Nepal, and Bhutan are top in the list.

Also, the valences between India and China are compared and is depicted as line graph in Figure 2. Positive valences are higher than the negative valences, but negative valences give pointers which can be efficiently converted into positive valences. Research findings of Wang et al (2021), Arenas-Gainta et al (2018) and Zhao et al (2019) are also supporting this result. The frequently occurred word ‘*temple*’ is highly prominent in these reviews. Since south Asian countries India, Nepal, and Bhutan are diversified spiritual region, where one can see greater number of temples and each destination is popular for its own unique temple bearing a heritage. Similarly, ‘good’, ‘love’, ‘nice’, ‘architecture’ is also figuring in the list. It shows the propensity towards niceness, the beauty of an architectural wonder coupled with a well-maintained ancient temple.

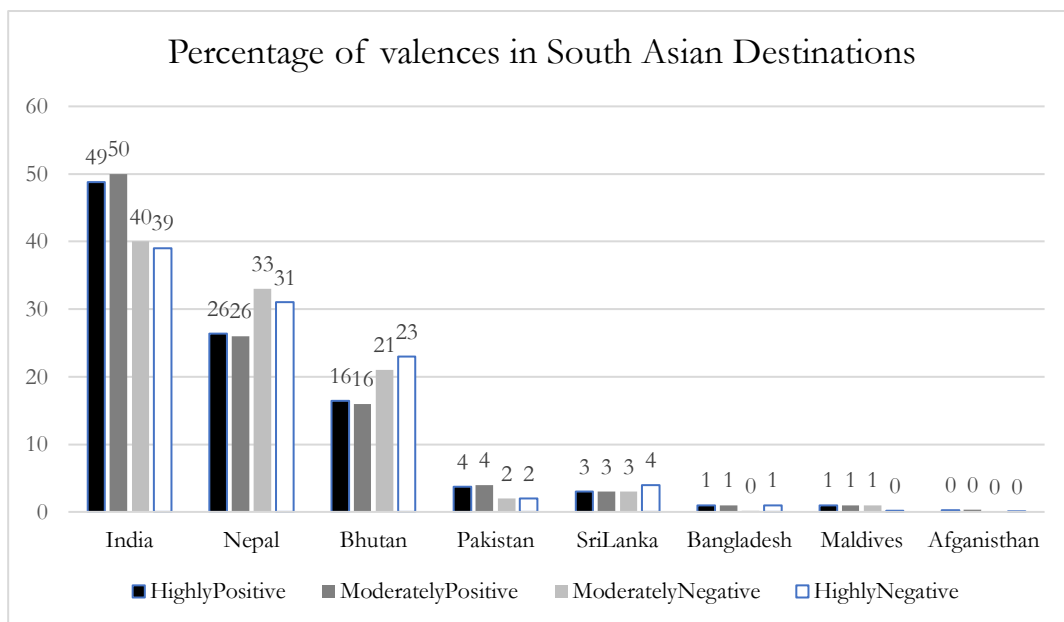


Figure 1. Percentage of Valences in South Asian Destinations

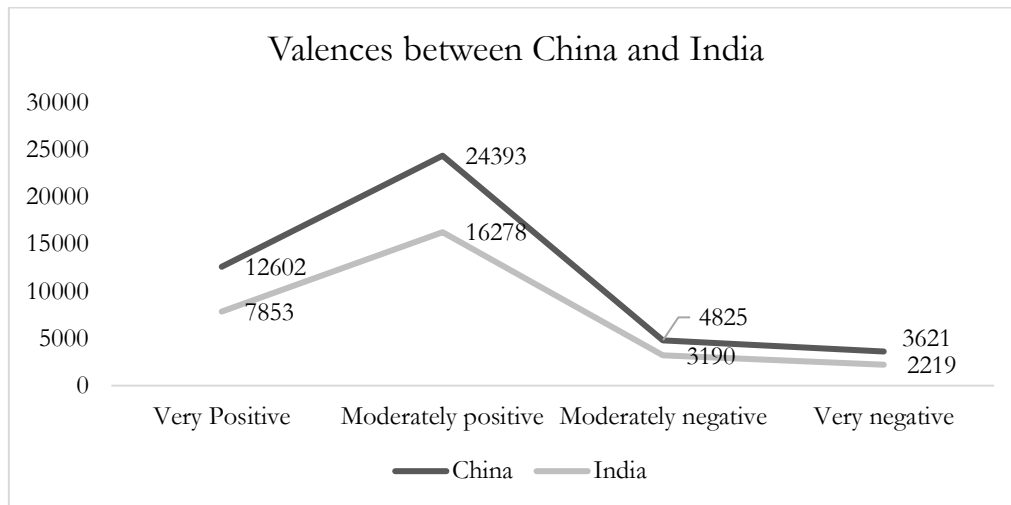


Figure 2. Valences between China and India

4.2. Regression Analysis

The regression results are listed in Table I, proposed models are statistically significant and supporting our hypothesis. H_1 is supported ($R^2 = 0.74$, p -value = 0.00) and H_2 is also supported ($R^2 = 0.99$, p -value=0.00), we infer that, positive sentiments are positively related with trustworthiness. The recent research by Hydock et al (2020) revealed that consumer with highly negative sentiments either be silent or more likely to share their desire to vent. Highly negative sentiments are emotional in nature, where expectations and experiences are conflicting with one another, thereby trustworthiness is blurred. Also, the interaction effect of positive and negative sentiments is positively related with trustworthiness, so H_3 is partially supported (p -value is < 0 for PSTA). From Table I, the beta values of positive valences are higher than the negative valences, we inferred that TripAdvisor reviews are positively signaling to potential tourists who are much interested on destinations.

Table 1. Regression Models Output

DV	IV	R ²	F	Beta	p-value
TTA _{TR}	PSTA, NSTA	0.74	79	1.11, -0.26	0.00, 0.00
TTA _{TW}	PSTA, NSTA	0.99	11426	0.66, 0.35	0.00, 0.00
TTA _{TR}	PSTA, NSTA, PSTA*NSTA	0.74	52	1.17, -0.22, -0.12	0.00, 0.39, 0.51
TTA _{TW}	PSTA, NSTA, PSTA*NSTA	0.99	7866	0.65, 0.34, 0.03	0.00, 0.00, 0.09

4.3. SEM Assessment and Analysis

The output of SEM result is depicted in figure 3, it exhibits *acceptable fit* for sample data. The measurement model of SEM results is presented in Table II, III and IV. *Reliability* of the proposed model is measured using Cronbach’s alpha and composite reliability. Reliability results (PVTa=0.99, NSTA=0.99, TTA=0.91) are more than 0.70 (Nunnally, 1978), so proposed *model is internally consistent*. From the figure 2, path coefficient represents strength of relationship between constructs, $PVTA \rightarrow TTA$ is 0.94, indicates that there is a *strong positive relationship between PVTA & TTA*. In other words, positive sentiments of TripAdvisor reviews are *eminently trustworthy* (p -value is 0.00), so H_1 is supported. Also, path coefficient of $NVTA \rightarrow TTA$ is 0.07, indicates that there is no strong relationship between NVTA & TTA. It means that *negative reviews are not trustworthy* (p -value is 0.69), so H_2 is not supported. The research by Liu and Park (2015) and Zoey et al (2013) are also supporting our results. Finally, path

coefficient value of *moderating effect* is -0.01, indicates that there is *a no relationship between PVTA, NVTA & TTA (p-value is 0.88)*, so H_3 is not supported. We infer that, negative valences of TripAdvisor reviews not having *moderating effect* on positive valences of trustworthiness. The average variance extracted (AVE) results are listed in Table III, all AVE values are greater than 0.50 (Bagozzi and Yi, 1988) indicates that *convergent validity is fulfilled*. The square root of AVE values with the latent variable correlations, the square root of each construct's AVE is greater than its highest correlations with other construct. These values are listed in Table IV and is supporting discriminant validity.

Figure 3. SEM result of proposed mode

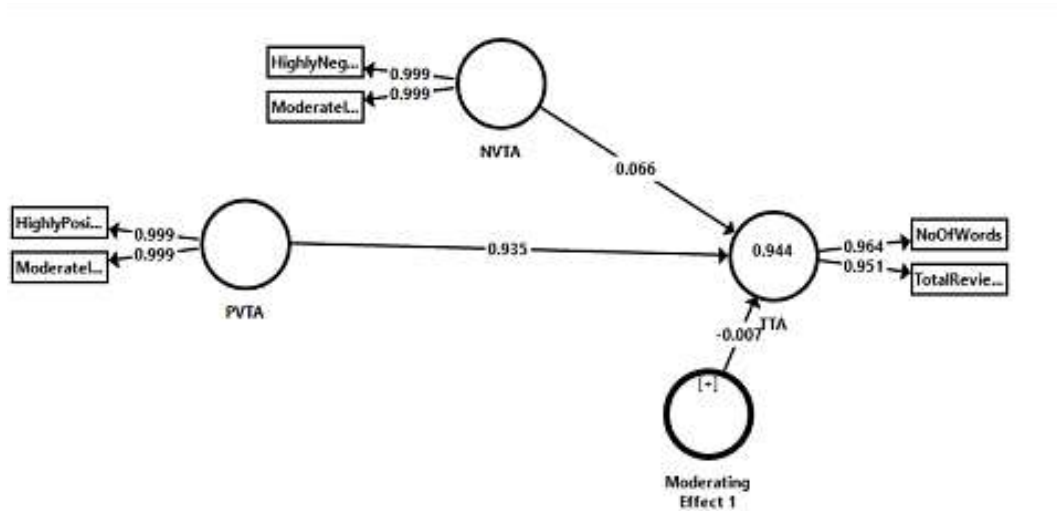


Table 2. Summary of Measurement Models –Reliability

Internal Consistency Reliability		Cronbach Alpha	Composite Reliability	Result
		0.6-0.9	0.6-0.9	
PVTA	TA _{PS} , TA _{HPS}	0.99	0.99	Fulfilled
NVTA	TA _{NS} , YT _{HNS}	0.99	0.99	Fulfilled
TTA	TA _{TR} , TA _{TW}	0.91	0.93	Fulfilled
Moderating Effect	PVTA, NVTA, TTA	1.00	1.00	Fulfilled

Table 3. Summary of Measurement models – Convergent Validity

Convergent Validity		Factor Loadings	Result	AVE	Result
		>0.7		>0.5	
PVTA	TA _{PS}	0.99	Fulfilled	0.99	Fulfilled
	TA _{HPS}	0.99	Fulfilled		
NVTA	TA _{NS}	0.99	Fulfilled	0.99	Fulfilled
	TA _{HNS}	0.99	Fulfilled		
TTA	TA _{TR}	0.95	Fulfilled	0.92	Fulfilled
	TA _{TW}	0.96	Fulfilled		
Moderating Effect	PVTA, NVTA, TTA	4.13	Fulfilled	1.00	Fulfilled

Table 4. Summary of Measurement models – Discriminant Validity

	Moderating Effect	PVTA	NVTA	TTA	AVE	SQRT(AVE)
Moderating Effect	1.00				1.00	1.00
PVTA	0.87	1.00			0.99	0.99
NVTA	0.87	0.96	1.00		0.99	0.99
TTA	0.84	0.97	0.94	1.00	0.96	0.98

Coefficient of determination (R^2) is explained the variance of endogenous variable by exogenous variable, R^2 value is 0.94, (94 percentage of variability is explained), so proposed model is having *high predictability* (Chin and Marcoulides, 1998). Assessment of effect size (f^2) allows to observe the effect of each exogenous construct on endogenous construct, f^2 value for PVTA is 1.18, NVTA is 0.01, and Moderating effect is 0.00, we infer that, positive sentiments are statistically significant and having *larger effect on trustworthiness*. The predictive relevance Q^2 (Geisser, 1974) of our proposed model is 0.75 ($Q^2 > 0$), suggest that *model has high predictive relevance*. As per our sample results, both measurement and structural model is *fit for theory* as proposed by the hypotheses.

The Akaike information criterion (AIC) is an estimator of prediction error and thereby relative quality of statistical models for a given set of data. BIC is an estimate of a function of the posterior probability of a model being true. Lower the value of AIC and BIC means that a model is more likely to be the true model. From our research results, (AIC is -163 & BIC is -154), the minus value of AIC and BIC indicates less information loss and therefore better the model. Henseler et al. (2016) introduced the Standard Root Mean Square Residual (SRMR) as a goodness of fit measure that can be used to avoid model misspecification and its value lesser than 0.08 (SRMR value of our proposed model is 0.06) has goodness of fit. Our research results point to an interesting finding that role of *positive valences is highly trustworthy than the negative valences* which are helpful to potential tourists for their forthcoming trips and to DMOs for their strategic decision making.

5. Discussion

The adoption of social media applications is no longer an option, it has become a requisite for hospitality and tourism organizations to develop and maintain sustainable competitive advantage. Zhang et al (2017) highlighted unlike numerical ratings, text reviews can express tourists nuanced attitudes towards a destination. Potential tourists explore feedback of others who have already visited a destination. Tourist generated reviews are essential for companies to providing better services and large number of reviews had a stronger impact on purchase intention. Reviewers who give highly positive sentiments are imbued with high satisfaction and reviewers who give greater number of highly negative sentiments may just want to take revenge. Consistency in service quality is hard to achieve, service failure in delivering products or services is almost inevitable it leads to unfavorable eWoM. Given the results of this study, we observe that TripAdvisor reviews on south Asian destinations provide more positive signals that would help consumers trust. The results by Lopes et al (2020) are supporting our proposed hypothesis, where the positive valence of online consumer reviews have benefitted that individual perceived from consumption. Gavilan et al (2018) found that users still rely on review platforms even though with bias and manipulation of information because the benefits seem to outweigh the downside.

From our research findings, it is noted that the presence of a smaller number of negative reviews does not diminishes the trustworthiness since negative reviews are good to increases the perceived trustworthiness. Dynamically generated insights such as TripAdvisor reviews allows marketers to cope with environmental dynamism using strategies resulting in superior performance. Based on the literature support along with our research findings, *positive valences of TripAdvisor reviews are playing salient roles in trust than the negative valences* and is also evidenced in figure 1 and figure 2. The study by Wang et al (2021), Konstantopoulou et al (2019), Litvin et al (2018) are also supporting our hypothesis. Recent research by Hydock et al (2020) revealed that consumer with highly negative valences is silent or more likely to share their desire to vent. Negative valences are emotional in nature, where expectations and experiences are conflicting with one another, thereby future intention of visit is blurred. Even though negative sentiments of TripAdvisor reviews are less in volume, but personalization is a key factor to drive down such negative marketing contingencies. In this case, negative valences should be turned into positive valences by means of proper channelization.

Selecting the right policy mix or a granular policy is crucial. Lack of personalization or a mismatch of individual preferences with destination parameters can discolor or fade destinations. Sentiments can better be shaped by refreshed new content and revised marketing, branding and endorsement strategies (Leri and Theodoridis 2020 and Leung et al 2019) while keeping the structural and operational parameters intact. Involvement through various branding activities will foresee a remarkable growth for destination brands in sync with real-time tourism industry outlook. Given the dearth of literature, this research has indicated that qualitative content analysis with quantitative methods and is adding value to an existing literature.

6. Practical Implications

Service companies should realize the strategic importance of online review management for their digital strategies. Reviews helps to DMOs to detect and address operational issues quickly if reviews are monitored effectively. Practitioners should fork out to these sentiments and keep up the value chain, make the destinations more tourist friendly and evolve new value chain or new themes. In the marketing of tangible products, when the product is not liked, it is returned; however, tourist product is consumed at a place where it is produced, and there is no possibility of returning dissatisfied tourist product. Therefore, this is extremely sensitive in terms of tourism marketing. Tourism service providers need to constantly sense the opportunities, direct the organization to seize the opportunity, and continuously reconfigure their destinations to achieve strategic success and long-term sustainability. COVID19 crisis has caused an unprecedented collapse in tourism activities and is having a 'deep impact' on Tourism sector.

The effect of COVID19 hit the tourism industry very badly which has resulted in job losses and socio-psychological imbalances no exceptions for south Asian countries. Social distancing, safety norms have made people more suspicious, anxiety-ridden, looking for safety. Because of COVID19, subtle biases in the demographics of users, such as ethnicity or social classes or a bunch of negative valences may creep in analysis. This study is useful for destination marketers who are considering TripAdvisor for prompting their destinations. On the practical front, the findings of this research may suggest ways to target specific market segment in various geographical locations in specific to Sri Lanka and Maldives. Also, decision makers can refer to this analysis to support and augment their marketing strategies and activities. Our research results confirms that there is a positive visibility effect on TripAdvisor reviews on south Asian destinations. Given the objective nature of reviews, consumers may rely on heuristic cues to deduce about quality and trustworthy messages. Several emerging destinations can shape and reshape the future tourism market and demand with proper curating of content, sentiments, and reviews. Maintaining a high level of trust in UGC is an increasingly challenging task for review site managers.

7. Limitation and Conclusion

Sample size of five months' data is a first limitation; in an online community, behaviour seem to be indeterminate. Second, this research collected data only from TripAdvisor, which might have a platform bias, it limits the generalization of our findings. Thirdly, neutral sentiments are real challenge for marketing managers (Lamest et al 2019), so in-depth analysis is required on it. The impact of reviews on consumers is also enhanced by the geographical proximity of the reviewer and the consumer (Irene Cheng Chu Chan et al 2017), the geographical proximity is not considered in this research work. These limitations offer avenues for further research. Future scholars are welcome to join the research stream of trustworthiness and testify the generalizability of this study.

The younger generation is generally independent, individualistic, and ambitious as well as exude diversity in terms of culture, population group, gender and more depending on social media for their purchase decisions. When potential tourists face high perceived risk and high costs, they will examine the relevant information on social media platforms. As per studies by Dedeoğlu et al (2020) and Inversini (2020), credibility and reputation aspects of markets cannot be ignored, so, TripAdvisor brings knowledgeable postings, an implicit testimony of a destination brand rife with authentic and trustworthy content. Even in the crisis situations like COVID19, destination authorities should carefully tackle the negative valences and apply appropriate strategies to keep their destinations tourist friendly. In summary, *TripAdvisor valences are trustworthy on south Asian destinations?* the answer is *yes*. Finally, which factor plays preponderant role for intention to visit? Comparing to negative valences, *positive valences play a preponderant role for trustworthy*. All our proposed hypothesis is statistically valid and is empirically verified using Descriptive Statistics, Regression Analysis and Structural Equation Modelling. As an effective tool of social media, TripAdvisor reviews are recognized as a trustworthy source of information that influences the choice of a destination and is under researched in south Asian context, so our research findings contribute to the literature on these directions.

References

- Akter, S., Motamarri, S., Hani, U., Shams, R., Fernando, M., Mohiuddin Babu, M., & Ning Shen, K. (2020). Building dynamic service analytics capabilities for the digital marketplace. *Journal of Business Research*, 118, 177–188. DOI: 10.1016/j.jbusres.2020.06.016.
- Ali, F., Rasoolimanesh, S. M., & Cobanoglu, C. (Eds.). (2018). *Applying Partial Least Squares in Tourism and Hospitality Research*. Emerald Publishing Limited. DOI: 10.1108/9781787566996.
- Alsaggaf, M. A., & Althonayan, A. (2018). An empirical investigation of customer intentions influenced by service quality using the mediation of emotional and cognitive responses. *Journal of Enterprise Information Management*, 31(1), 194–223. DOI: 10.1108/JEIM-04-2017-0048.
- Amblee, N. (2016). The impact of eWoM density on sales of travel insurance. *Annals of Tourism Research*, 56, 137–140. DOI: 10.1016/j.annals.2015.10.008.
- Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R., & Liébana-Cabanillas, F. (2019). Improving travellers' trust in restaurant review sites. *Tourism Review*, 74(4), 830–840. DOI: 10.1108/TR-02-2019-0065.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. DOI: 10.1007/s11747-019-00695-1.
- Arenas-Gaitán, J., Rondan-Cataluña, F. J., & Ramírez-Correa, P. E. (2018). Antecedents of WOM: SNS-user segmentation. *Journal of Research in Interactive Marketing*, 12(1), 105–124. DOI: 10.1108/JRIM-07-2017-0052.
- Ayeh, J. K., Au, N., & Law, R. (2013). “Do We Believe in TripAdvisor?” Examining Credibility Perceptions and Online Travelers' Attitude toward Using User-Generated Content. *Journal of Travel Research*, 52(4), 437–452. DOI: 10.1177/0047287512475217.
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWoM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422–448. DOI: 10.1007/s11747-019-00706-1.
- Babić Rosario, A., Sotgiu, F., De Valck, K., & Bijmolt, T. H. A. (2016). The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. *Journal of Marketing Research*, 53(3), 297–318. DOI: 10.1509/jmr.14.0380.

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16, 74-94.
- Banerjee, S., & Chua, A. Y. K. (2016). In search of patterns among travellers' hotel ratings in TripAdvisor. *Tourism Management*, 53, 125–131. DOI: 10.1016/j.tourman.2015.09.020.
- Bao, T, Chang, T. S., Kim, A. J., & Moon, S. H. (2019). The characteristics and business impact of children's electronic word of mouth in marketing communications. *International Journal of Advertising*, 38(5), 731–759. DOI: 10.1080/02650487.2018.1559558.
- Benlian, A., Titah, R., & Hess, T. (2012). Differential Effects of Provider Recommendations and Consumer Reviews in E-Commerce Transactions: An Experimental Study. *Journal of Management Information Systems*, 29(1), 237–272. DOI: 10.2753/MIS0742-1222290107.
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586–607. DOI: 10.1016/j.jcps.2014.05.002.
- Bi, N. C., Zhang, R., & Ha, L. (2019). Does valence of product review matter?: The mediating role of self-effect and third-person effect in sharing YouTube word-of-mouth (vWoM). *Journal of Research in Interactive Marketing*, 13(1), 79–95. DOI: 10.1108/JRIM-04-2018-0049.
- Brunner, C. B., Ullrich, S., & De Oliveira, M. J. (2019). The most optimal way to deal with negative consumer review: Can positive brand and customer responses rebuild product purchase intentions? *Internet Research*, 29(1), 104–122. DOI: 10.1108/IntR-08-2017-0307.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2019). Does culture affect sentiments expressed in cruise tours' eWoM? *The Service Industries Journal*, 39(2), 154–173. DOI: 10.1080/02642069.2018.1476497.
- Casaló, L. V., Flavián, C., & Guinalú, M. (2011). Understanding the intention to follow the advice obtained in an online travel community. *Computers in Human Behavior*, 27(2), 622–633. DOI: 10.1016/j.chb.2010.04.013.
- Cassia, F., Castellani, P., Rossato, C., & Baccarani, C. (2020). Finding a way towards high-quality, accessible tourism: The role of digital ecosystems. *The TQM Journal*, 33(1), 205–221. DOI: 10.1108/TQM-03-2020-0062.
- Cenni, I., & Goethals, P. (2017). Negative hotel reviews on TripAdvisor: A cross-linguistic analysis. *Discourse, Context & Media*, 16, 22–30. DOI: 10.1016/j.dcm.2017.01.004.
- Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312–335. DOI: 10.1108/JRIM-10-2016-0104.
- Chang, Y.-C., Ku, C.-H., & Chen, C.-H. (2019). Social media analytics: Extracting and visualizing Hilton hotel ratings and reviews from TripAdvisor. *International Journal of Information Management*, 48, 263–279. DOI: 10.1016/j.ijinfomgt.2017.11.001.
- Cheng, Y., & Chen, Z. F. (2020). Encountering misinformation online: Antecedents of trust and distrust and their impact on the intensity of Facebook use. *Online Information Review*, 45(2), 372–388. DOI: 10.1108/OIR-04-2020-0130.
- Chen, Z., & Lurie, N. H. (2013). Temporal contiguity and negativity bias in the impact of online word of mouth. *Journal of Marketing Research*, 50(4), 463-476., DOI: 10.1509/jmr.12.0063.
- Chin, Wynne & Marcoulides, G.. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*. 8.
- Choirisa, S. F., Purnamaningsih, P., & Alexandra, Y. (2021). *The effect of eWoM on destination image and attitude towards to the visit intention in Komodo national park, Indonesia*. 12.

- Chong, A. Y. L., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analyzing key influences of tourists' acceptance of online reviews in travel decisions. *Internet Research*, 28(3), 564–586. DOI: 10.1108/IntR-05-2017-0212.
- Cripps, H., Singh, A., Mejtoft, T., & Salo, J. (2020). The use of Twitter for innovation in business markets. *Marketing Intelligence & Planning*, 38(5), 587–601. DOI: 10.1108/MIP-06-2019-0349.
- Davydenko, M., & Peetz, J. (2020). Shopping less with shopping lists: Planning individual expenses ahead of time affects purchasing behavior when online grocery shopping. *Journal of Consumer Behaviour*, 19(3), 240–251. DOI: 10.1002/cb.1812.
- Dedeoğlu, B. B., Bilgihan, A., Ye, B. H., Wang, Y., & Okumus, F. (2021). The role of elaboration likelihood routes in relationships between user-generated content and willingness to pay more. *Tourism Review*, 76(3), 614–638. DOI: 10.1108/TR-01-2019-0013.
- Doney, P. M., & Cannon, J. P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35. DOI: 10.2307/1251829.
- Duffett, R. (2020). The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. *Sustainability*, 12(12), 5075. DOI: 10.3390/su12125075.
- Eisend, M. (2017). The Third-Person Effect in Advertising: A Meta-Analysis. *Journal of Advertising*, 46(3), 377–394. DOI: 10.1080/00913367.2017.1292481.
- El-Said, (2020), “Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price”, *Tourism Management Perspectives*, Volume 33, 2020, 100604, DOI: 10.1016/j.tmp.2019.100604.
- Eriksson, T., Bigi, A., & Bonera, M. (2020). Think with me, or think for me? On the future role of artificial intelligence in marketing strategy formulation. *The TQM Journal*, 32(4), 795–814. DOI: 10.1108/TQM-12-2019-0303.
- Filieri, R. (2016). What makes an online consumer review trustworthy? *Annals of Tourism Research*, 58, 46–64. DOI: 10.1016/j.annals.2015.12.019.
- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174–185. DOI: 10.1016/j.tourman.2015.05.007.
- Gavilan, D., Avello, M., & Martinez-Navarro, G. (2018). The influence of online ratings and reviews on hotel booking consideration. *Tourism Management*, 66, 53–61. DOI: 10.1016/j.tourman.2017.10.018.
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61(1), 101–107. DOI: 10.1093/biomet/61.1.101.
- Gkritzali, A. (2017). Online destination sentiment recovery during a sustained crisis. *Annals of Tourism Research*, 66, 183–185. DOI: 10.1016/j.annals.2017.05.012.
- Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 100694. DOI: 10.1016/j.tmp.2020.100694.
- Harrigan, Paul & Daly, Timothy & Coussement, Kristof & Lee, Julie & Soutar, Geoffrey & Evers, Uwana. (2021). Identifying influencers on social media. *International Journal of Information Management*. 56. 102246. DOI: 10.1016/j.ijinfomgt.2020.102246.

- Hartman, S. (2021). Destination governance in times of change: a complex adaptive systems perspective to improve tourism destination development. *Journal of Tourism Futures*. Ahead-of-print DOI: 10.1108/JTF-11-2020-0213.
- Hassan, M., & Hassan, R. (2020). Who says waiting is boring? How consumer narratives within online communities help reduce stress while waiting. *Spanish Journal of Marketing - ESIC*, 24(3), 403–424. DOI: 10.1108/SJME-01-2020-0010.
- Hawley, K. (2014). Trust, Distrust and Commitment: Trust, Distrust and Commitment. *Nous*, 48(1), 1–20. DOI: 10.1111/nous.12000.
- Hayes, J. L., Shan, Y., & King, K. W. (2018). The interconnected role of strength of brand and interpersonal relationships and user comment valence on brand video sharing behaviour. *International Journal of Advertising*, 37(1), 142–164. DOI: 10.1080/02650487.2017.1360576.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. DOI: 10.1108/IMDS-09-2015-0382.
- Heslinga, Jasper & Hillebrand, Hans & Emonts, Tanja. (2019). How to improve innovation in sustainable tourism? Five lessons learned from the Austrian Alps. *Journal of Tourism Futures*. 5. 10.1108/JTF-09-2018-0054.
- Hughes, K., & Moscardo, G. (2019). ICT and the future of tourist management. *Journal of Tourism Futures*, 5(3), 228–240. DOI: 10.1108/JTF-12-2018-0072.
- Hydock, C., Chen, Z., & Carlson, K. (2020). Why Unhappy Customers Are Unlikely to Share Their Opinions with Brands. *Journal of Marketing*, 84(6), 95–112. DOI: 10.1177/0022242920920295.
- Inversini, A. (2020). Reputation in travel and tourism: A perspective article. *Tourism Review*, 75(1), 310–313. DOI: 10.1108/TR-04-2019-0127.
- Chan, I. C. C., Lam, L. W., Chow, C. W., Fong, L. H. N., & Law, R. (2017). The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity. *International Journal of Hospitality Management*, 66, 54–65. DOI: 10.1016/j.ijhm.2017.06.007.
- Israeli, A. A., Lee, S. A., & Karpinski, A. C. (2019). The relationship between Internet addiction and negative eWoM. *The Service Industries Journal*, 39(13–14), 943–965. DOI: 10.1080/02642069.2018.1453501.
- Izogo, E. E., & Jayawardhena, C. (2018). Online shopping experience in an emerging e-retailing market. *Journal of Research in Interactive Marketing*, 12(2), 193–214. DOI: 10.1108/JRIM-02-2017-0015.
- Jalilvand, M. R., & Heidari, A. (2017). Comparing face-to-face and electronic word-of-mouth in destination image formation: The case of Iran. *Information Technology & People*, 30(4), 710–735. DOI: 10.1108/ITP-09-2016-0204.
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. DOI: 10.1016/j.dsm.2021.02.004.
- Katsoni, V., & Fyta, A. (2021). From Pausanias to Baedeker and Trip Advisor: Textual proto-tourism and the engendering of tourism distribution channels. *Turyzm/Tourism*, 31(1), 11–19. DOI: 10.18778/0867-5856.31.1.11.
- Kelso Sandlin, J., & Gracyalny, M. L. (2020). Fandom, forgiveness and future support: YouTube apologies as crisis communication. *Journal of Communication Management*, 24(1), 1–18. DOI: 10.1108/JCOM-06-2019-0096.

- Ketter, E. (2021). Millennial travel: tourism micro-trends of European Generation Y. *Journal of Tourism Futures*, 7(2), pp. 192-196. DOI: 10.1108/JTF-10-2019-0106.
- Kim, A. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98–108. DOI: 10.1016/j.chb.2015.12.047.
- Kirilenko, A. P., Stepchenkova, S. O., Kim, H., & Li, X. (Robert). (2018). Automated Sentiment Analysis in Tourism: Comparison of Approaches. *Journal of Travel Research*, 57(8), 1012–1025. DOI: 10.1177/0047287517729757.
- Kladou, S., & Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination Marketing & Management*, 4(3), 187–193. DOI: 10.1016/j.jdmm.2015.04.003.
- Köseoglu, M. A., Mehraliyev, F., Altın, M., & Okumus, F. (2021). Competitor intelligence and analysis (CIA) model and online reviews: Integrating big data text mining with network analysis for strategic analysis. *Tourism Review*, 76(3), 529–552. DOI: 10.1108/TR-10-2019-0406.
- Kumar, S., & Purbey, S. (2018). Benchmarking model for factors influencing creation of negative electronic word of mouth. *Benchmarking: An International Journal*, 25(9), 3592–3606. DOI: 10.1108/BIJ-08-2017-0222.
- Kuo, H.-C., & Nakhata, C. (2019). The Impact of Electronic Word-of-Mouth on Customer Satisfaction. *Journal of Marketing Theory and Practice*, 27(3), 331–348. DOI: 10.1080/10696679.2019.1615840.
- Lamest, M., & Brady, M. (2019). Data-focused managerial challenges within the hotel sector. *Tourism Review*, 74(1), 104–115. DOI: 10.1108/TR-03-2017-0064.
- Leri, I., & Theodoridis, P. (2020). How do personality traits affect visitor's experience, emotional stimulation and behaviour? The case of wine tourism. *Tourism Review*, DOI: 10.1108/TR-05-2019-0148.
- Li, J., Pearce, P. L., & Low, D. (2018). Media representation of digital-free tourism: A critical discourse analysis. *Tourism Management*, 69, 317–329. DOI: 10.1016/j.tourman.2018.06.027.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, 30(1), 313–325. DOI: 10.1108/IJCHM-08-2016-0461.
- Liu, A. X., Steenkamp, J.-B. E. M., & Zhang, J. (2018). Agglomeration as a Driver of the Volume of Electronic Word of Mouth in the Restaurant Industry. *Journal of Marketing Research*, 55(4), 507–523. DOI: 10.1509/jmr.16.0182.
- Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. *Tourism Management*, 47, 140–151. DOI: 10.1016/j.tourman.2014.09.020.
- Lopes, A. I., Dens, N., De Pelsmacker, P., & De Keyzer, F. (2020). Which cues influence the perceived usefulness and credibility of an online review? A conjoint analysis. *Online Information Review*, 45(1), 1–20. DOI: 10.1108/OIR-09-2019-0287.
- Lugosi, P. (2016). Socio-technological authentication. *Annals of Tourism Research*, 58, 100–113. DOI: 10.1016/j.annals.2016.02.015.
- Luo, C., Luo, X. (Robert), Schatzberg, L., & Sia, C. L. (2013). Impact of informational factors on online recommendation credibility: The moderating role of source credibility. *Decision Support Systems*, 56, 92–102. DOI: 10.1016/j.dss.2013.05.005.

- Mauri, Aurelio & Minazzi, Roberta. (2013). Web Reviews Influence on Expectations and Purchasing Intentions of Hotel Potential Customers. *International Journal of Hospitality Management*, 34, 99–107. DOI: 10.1016/j.ijhm.2013.02.012.
- Mehrabian, A., & Russell, J. A. (1974). The Basic Emotional Impact of Environments. *Perceptual and Motor Skills*, 38(1), 283–301. DOI: 10.2466/pms.1974.38.1.283.
- Micevski, M., Diamantopoulos, A., & Erdbrügger, J. (2021). From country stereotypes to country emotions to intentions to visit a country: Implications for a country as a destination brand. *Journal of Product & Brand Management*, 30(1), 118–131. DOI: 10.1108/JPBMM-09-2019-2563.
- Molinillo, S., Ximénez-de-Sandoval, J. L., University of Malaga, Fernández-Morales, A., University of Malaga, Coca-Stefaniak, A., & University of Greenwich. (2016). Hotel Assessment through Social Media: The case of TripAdvisor. *Tourism & Management Studies*, 12(1), 15–24. DOI: 10.18089/tms.2016.12102.
- Nam, K., Baker, J., Ahmad, N. et al. Dissatisfaction, Disconfirmation, and Distrust: an Empirical Examination of Value Co-Destruction through Negative Electronic Word-of-Mouth (eWoM). *Inf Syst Front* 22, 113–130 (2020). DOI: 10.1007/s10796-018-9849-4.
- Nunnally, J.C. (1978) Psychometric theory. 2nd Edition, McGraw-Hill, New York.
- Pantano, E., Giglio, S., & Dennis, C. (2019). Making sense of consumers' tweets: Sentiment outcomes for fast fashion retailers through Big Data analytics. *International Journal of Retail & Distribution Management*, 47(9), 915–927. DOI: 10.1108/IJRDM-07-2018-0127.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. DOI: 10.1037/0021-9010.88.5.879.
- Pornpitakpan, C. (2004). The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence. *Journal of Applied Social Psychology*, 34(2), 243–281. DOI: 10.1111/j.1559-1816.2004.tb02547.x.
- Pourfakhimi, S., Duncan, T., & Coetzee, W. J. L. (2020). Electronic word of mouth in tourism and hospitality consumer behaviour: State of the art. *Tourism Review*, 75(4), 637–661. DOI: 10.1108/TR-01-2019-0019.
- Roy, G., Datta, B., & Mukherjee, S. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications*, 25(6), 661–684. DOI: 10.1080/13527266.2018.1497681.
- Seraphin, Hugues & Yallop, Anca. (2020). Overtourism and Tourism Education: A Strategy for Sustainable Tourism Futures.
- Stylos, N. (2020). Technological evolution and tourist decision-making: A perspective article. *Tourism Review*, 75(1), 273–278. DOI: 10.1108/TR-05-2019-0167.
- Sun, Y., Dong, X., & McIntyre, S. (2017). Motivation of User-Generated Content: Social Connectedness Moderates the Effects of Monetary Rewards. *Marketing Science*, 36(3), 329–337. DOI: 10.1287/mksc.2016.1022.
- Taecharungroj, V., & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management*, 75, 550–568. DOI: 10.1016/j.tourman.2019.06.020.
- Tan, W.-K., & Lee, B.-Y. (2019). Investigation of electronic-word-of-mouth on online social networking sites written by authors with commercial interest. *Online Information Review*, 43(3), 462–480. DOI: 10.1108/OIR-09-2016-0254.

- Taylor, C. R., & Carlson, L. (2021). The future of advertising research: New directions and research needs. *Journal of Marketing Theory and Practice*, 29(1), 51–62. DOI: 10.1080/10696679.2020.1860681.
- Thai, N. T., & Yuksel, U. (2017). Too many destinations to visit: Tourists' dilemma? *Annals of Tourism Research*, 62, 38–53. DOI: 10.1016/j.annals.2016.11.004.
- Tuominen, P. (n.d.). *The Influence of TripAdvisor Consumer-Generated Travel Reviews on Hotel Performance*. 12.
- Valdivia, A., Luzon, M. V., & Herrera, F. (2017). Sentiment Analysis in TripAdvisor. *IEEE Intelligent Systems*, 32(4), 72–77. DOI: 10.1109/MIS.2017.3121555.
- Vasquez, C. (2012). Narrativity and involvement in online consumer reviews: The case of TripAdvisor. *Narrative Inquiry*, 22(1), 105–121. DOI: 10.1075/ni.22.1.07vas.
- Verma, D., & Dewani, P. P. (2021). eWoM credibility: A comprehensive framework and literature review. *Online Information Review*, 45(3), 481–500. DOI: 10.1108/OIR-06-2020-0263.
- Wakefield, L. T., & Bennett, G. (2018). Sports fan experience: Electronic word-of-mouth in ephemeral social media. *Sport Management Review*, 21(2), 147–159. DOI: 10.1016/j.smr.2017.06.003.
- Wang, J., Li, Y., Wu, B., & Wang, Y. (2021). Tourism destination image based on tourism user generated content on internet. *Tourism Review*, 76(1), 125–137. DOI: 10.1108/TR-04-2019-0132.
- Williams, N. L., Inversini, A., Ferdinand, N., & Buhalis, D. (2017). Destination eWoM: A macro and meso network approach? *Annals of Tourism Research*, 64, 87–101. DOI: 10.1016/j.annals.2017.02.007.
- Wu, P. F. (2013). In Search of Negativity Bias: An Empirical Study of Perceived Helpfulness of Online Reviews: NEGATIVITY BIAS AND ONLINE REVIEWS. *Psychology & Marketing*, 30(11), 971–984. DOI: 10.1002/mar.20660.
- Yeh, Y.-H., & Choi, S. M. (2011). MINI-lovers, maxi-mouths: An investigation of antecedents to eWoM intention among brand community members. *Journal of Marketing Communications*, 17(3), 145–162. DOI: 10.1080/13527260903351119.
- Yuan, Y., Tseng, Y.-H., & Ho, C.-I. (2019). Tourism information technology research trends: 1990–2016. *Tourism Review*, 74(1), 5–19. DOI: 10.1108/TR-08-2017-0128.
- Zhang, H., Ji, P., Wang, J., & Chen, X. (2017). A novel decision support model for satisfactory restaurants utilizing social information: A case study of TripAdvisor.com. *Tourism Management*, 59, 281–297. DOI: 10.1016/j.tourman.2016.08.010.
- Zhang, J. (2019). Listening to the Consumer: Exploring Review Topics on Airbnb and Their Impact on Listing Performance. *Journal of Marketing Theory and Practice*, 27(4), 371–389. DOI: 10.1080/10696679.2019.1644953.
- Zhao, P., Wu, J., Hua, Z., & Fang, S. (2019). Finding eWoM customers from customer reviews. *Industrial Management & Data Systems*, 119(1), 129–147. DOI: 10.1108/IMDS-09-2017-0418.
- Zhu, Z., Wang, J., Wang, X., & Wan, X. (2016). Exploring factors of user's peer-influence behavior in social media on purchase intention: Evidence from QQ. *Computers in Human Behavior*, 63, 980–987. DOI: 10.1016/j.chb.2016.05.037.