

Analysis of User-Generated Contents in Digital Media towards Gastronomic Tourism Experiences: Sentimental and Locational Approach

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Abstract

The study analyses the user-generated content on different digital media platforms for Gastronomic Tourism. The study's objectives are to inspect the sentimental analysis, location of the content generated, influential websites, top countries of the user-generated content in various digital media platforms and compare them. In the study, the exploratory research method has been applied, and mainly the study aims to find out the sentiment of Gastronomic Tourism Experiences in Digital Media platforms. The study period is 48 days from 17th June 2020 to 3rd August 2020. During this period, 25,000, i.e., 11,000 between 17th June 2020 to 17th July 2020 and 14,000 between 4th July 2020 to 3rd August 2020 User Generated Contents analysed. To analyse user-generated content, online tools have been used to generate sentiments, location, and others towards Gastronomic Tourism Experiences. The results show that most of the content of Gastronomic Tourism is having Positive Sentiment across all platforms. The study also reveals the most active countries like Japan, Italy, India, Indonesia, and Iceland. Blogs, YouTube, Instagram, and Twitter as the most active and influential sites for Gastronomic Tourism Experiences sharing as per the analysis, even comparisons of both data gave similar results. The study results indicate that people remember and share more positive sentiments towards Gastronomic Tourism Experiences during the pandemic.

Keywords: User Generated Contents, Digital Media, Sentimental Analysis, Locational Analysis, Gastronomic Tourism.

1. Introduction (Times New Roman 10 Bold)

Basic necessity of all human beings is food. Irrespective of culture, religion and other aspects, people give preference to food. As human nature is of exploring, individuals also try to explore a different kind of food. These experiences form gastronomical experiences. Food is a necessity for individuals, and individuals try to taste different foods, leading to gastronomic tourism. Even in tourism activities, most of the expenses will go towards food. This leads to food as an essential phenomenon for tourism also. When it comes to emotions and sentiments, it is essential to know the sentiments of individuals. Even in many areas, many festivals and events are conducted based on food. These events of local products connected to a destination make an essential source of income for people in rural areas. Even in the present tourism scenario, gastronomy is the critical point of attraction. A place's culture will be unique because of the food, including a mix of aromas, different recipes, a variety of ingredients and preparation methodology, and flavors. Few tourists have only a physiological need for food, and they

do not have any gastronomical motivation. In contrast, some other tourists feel that food is part of exploring the customs and culture of a place they visit, so they always seek a different experience in the food and later express that.

In the present day, social media is the platform used by most individuals. Digital and social media has transformed the way people interact, chat, express and act with each other and have even been a significant consumer awareness source. In the age of digital and social media, a word of mouth that was tangible has been turned into Electronic Word of the Mouth (EWOM) or User-Generated Content (UGC). Digital and social media users share contents, photos, and videos of their activities regularly with their friends and peer groups. In digital and social media, individuals will also share their food habits and experiences. As gastronomical experiences form various layers, individuals use those layers to share their experiences in social media. To better understand contents in social media, sentimental analysis has been used as one platform or tool. The word sentiment refers "to the polarity of opinion toward a firm, a product, or a brand, and it can be positive, neutral, or negative" (Russell, 2011). The sentiments of individuals regarding gastronomic will help the academics as a new concept and for business entities to capture individuals' perception towards gastronomic experiences. The study will also provide an in-depth view of the sentiments of individuals towards gastronomic experience.

So, in this view, the study is based on finding the individuals' sentiments regarding gastronomical experience shared in digital and social media.

2. Review Of Related Studies

The necessity of all living beings is food, while humans want to fulfil this necessity by trying different foods. In trying new and different types of food, people move to other places, and this movement will give rise to food or gastronomic tourism. Approximately 40 per cent of visitors' budgets (Boyne, Williams, and Hall, 2002) or 33% of the overall expenses in a trip's location (Hipwell, 2007) are for food. Thus, food is a critical element in marketing campaigns for destinations (Rand and Heath, 2006). In many countries, their government's official tourism websites accentuate food as a nation's cultural attraction (Naruetharadhol and Gebsoombut, 2020). The active involvement of tourists in activities related to food-related, assuming food-related tourism experiences experiential dimension is enhanced in places that co-create experiences by connecting local food and culture (Ellis et al., 2018; UNWTO, 2019; Mkono, 2011; Stone et al., 2018; Williams, Yuan, & Williams, 2019). Increasing numbers of food festivals meet the demand for memorable and unforgettable experiences in food stalls, small restaurants, and farm sales points (Kim et al., 2015; Plummer et al., 2005).

Once they satisfied their need for food as a food tourist, they like to express and share their experiences with others. There are different ways to express the experience. However, presently social media and online platforms are the prominent media through which individuals share their experiences of trying different food items. Sentiment analysis can be defined as "the computational study of people's opinions, appraisals, and emotions towards entities, events, and their attributes" (Tiwari and Richards, 2013; Han et al., 2018; Verma et al., 2019). The opinion is necessary, and we listen to others' opinions if we need to decide (Edison and Aloysius, 2016). One can conduct sentiment analysis using numerous subtasks, such as analyzing the content's subjectivity, mining sentiment in the content, mining review published, and analyzing its effects (Wagh and Punde, 2018). The tourists express

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their feelings and emotions through social media, which might be either positive or negative towards the experience. Furthermore, the sentimental analysis will help know the tourists' feelings and emotions toward gastronomy.

Analysis of the location of the tourists who post about gastronomic experience is also essential to identify which are the prominent locations for gastronomic tourism. In this view, this article analyses the user-generated content on different digital media platforms for Gastronomic Tourism. The study's objectives are to inspect the sentimental analysis of the user-generated content in various digital media platforms and compare them. The study will also determine the location of the content generated, influential websites, and top countries related to Gastronomic Tourism.

3. Research Methodology

The paper uses a mixed-method approach for carrying out the research. The data has been analyzed through the posts' reach, sentimental analysis, Influential sites, and locational analysis based on the user-generated content available on the digital platforms. The research is exploratory to understand the users' approach towards gastronomic tourism experiences.

The study period is 48 days from 17th June 2020 to 3rd August 2020. During this period, 25,000, i.e., 11,000 between 17th June 2020 to 17th July 2020 and 14,000 between 4th July 2020 to 3rd August 2020 User Generated Contents analyzed. To analyze user-generated content, online tools have been used to generate the sentiments, location, and influential websites of Gastronomic Tourism Experiences.

To research tourists' gastronomic experience, the query of #food was created in the Brand24 domain, then in the second step, the query was selected, and the project was created. In the next step, the project needs to be run. After running the project, the output of the analysis will be displayed in the dashboard. After getting the output, it has been exported via CSV. So, the data and its analysis are ready for interpretation. In the next step, we have exported the required outputs to excel for further analysis and interpretation.

4. Objectives Of The Study

- To inspect the sentimental analysis of the user-generated content in various digital media platforms and compare them.
- To determine the location of the content generated, influential websites, and top countries related to Gastronomic Tourism.

5.. Population And Sample

The population includes users of social media. The study period is 48 days from 17th June 2020 to 3rd August 2020. During this period, 25,000, i.e., 11,000 between 17th June 2020 to 17th July 2020 and 14,000 between 4th July 2020 to 3rd August 2020 User Generated Contents analyzed. To analyze user-generated content, online tools have used to generate the sentiments, location, and influential websites of Gastronomic Tourism Experiences.

5.1. Statistical Techniques Used in the Present Study

Sentimental, locational, influence analysis conducted using social media analytic tool.

5.2. Data Analysis and Interpretation

Table 1: Social Media Reach of Posts regarding Food

Details	Usage	
	June-July	July-August
Volume of Mentions	10 551	14374
Reach	575 K	32M
Interactions	94 817	602 K
Likes	93 516	572K

The data from Table 1 reveals that compared to June to July, July to August has more mentions about food in posts and more reach of posts. Interactions have been increased significantly, and likes for the posts on food increased significantly, showing that July to August has been attracting more users than July to discuss food maybe because of the unlocking process of lockdown because of Covid-19.

Table 2: Sentimental Analysis regarding Food

Details	June-July		July-August	
	No. of Posts	%	No. of Posts	%
Positive	3896	92%	6673	93%
Negative	343	8%	531	7%
Total	4239	100%	7204	100%

The data from Table 2 show that the percentage of positive sentiments was 92% from June to July, and negative sentiments were 8%. From July to August, the percentage of positive sentiments were 93%, and negative sentiments were 7%. Compared to June to July in July to August, positive sentiments have increased in social media about food.

Table 3: Mentions Per Category

Category	Number of Mentions			
	June-July	Rank	July-August	Rank
Twitter	88	6	1696	5
Instagram	100	5	1797	3
News	213	4	416	6
YouTube	3618	2	6005	1
Podcasts	16	8	22	8

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Forums	62	7	79	7
Blogs	5587	1	2642	2
Web	867	3	1717	4

The mentions per category in online media in Table 3 show that the number of mentions about food Blogs stood first, followed by YouTube, Web, News, Instagram, Twitter, Forums, and Podcasts from June to July. Whereas from July to August, YouTube stood first, followed by Blogs, Instagram, Web, Twitter, News, Forums, and Podcasts. This analysis shows that YouTube and Blogs are the essential categories of sites followed by Instagram and Twitter regarding food tourism as they mention food in their post more followed by Instagram and Web.

Table 4: Mentions and Reach per Country

Sl.No	June-July			July-August		
	Country	Mentions	Reach	Country	Mentions	Reach
1	Japan	280	5	Japan	212	6797
2	Indonesia	77	1176	Italy	147	1379
3	India	70	13075	India	86	8108
4	Italy	57	133	Indonesia	65	3365
5	Iceland	16	0	Iceland	25	2456
6	Malaysia	8	454	Malta	16	3021
7	Romania	6	0	Malaysia	14	889
8	Poland	6	0	Turkey	14	3380
9	Slovenia	5	0	Thailand	10	1344
10	Turkey	5	20	Bahrain	7	127
11	Vietnam	5	30	Norway	7	20
12	Slovakia	4	0	Poland	6	0
13	Norway	3	10	Spain	5	62
14	Thailand	2	1320	Greece	5	3
15	Serbia	2	0	Vietnam	5	61
16	Greece	2	0	Romania	5	10
17	Suriname	2	9	Bosnia and Herzegovina	3	0
18	Nepal	1	0	Slovenia	3	1
19	Czech Republic	1	10	Croatia	3	0
20	Bulgaria	1	0	Hungary	3	0

The location analysis from Table 4 shows that Japan, Italy, India, Indonesia, Iceland are the nations that mention more about gastronomic experiences in both periods, i.e., June to July and July to August. However, concerning posts reach about gastronomic experiences for June to July, the nation's Indonesia, India, Italy, Malaysia, Thailand, and July to August Japan, India, Indonesia, Iceland, and Malta are the top five nations. In comparison, few nations have more posts but have less reach.

6. Conclusion

The study shows high social media reach for food tourism in July to August compared to June to July, which shows that after unlocking after lockdown due to the Covid-19 pandemic, people started sharing more about food. Overall sentiment towards food tourism is highly positive, which infers that individuals always have experience with food and gastronomic tourism. Also, concerning sharing experiences about gastronomy or food, YouTube and blogs are the essential categories of sites followed by Instagram and Twitter. When it comes to the locations, Japan, Italy, India, Indonesia, Iceland are the nations which mention more about gastronomic experiences for June to July the nations Indonesia, India, Italy, Malaysia, Thailand and for July to August Japan, India, Indonesia, Iceland, Malta are the nations on top five. At the same time, few nations have more posts but have less reach.

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