


Chapter 7

Tourist Emotions in the Digital Age: Analysing Online Reviews Through Sentiment and Emotional Intelligence Algorithms

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ABSTRACT

This study analyzes online tourist reviews using sentiment analysis and emotional intelligence algorithms to understand travelers' emotional responses. By examining reviews from multiple destinations, the research identifies key emotional patterns and sentiment trends, revealing how tourists express satisfaction and dissatisfaction digitally. The findings highlight the effectiveness of combining computational techniques with emotional insights to provide valuable information for enhancing tourism services and marketing strategies in the digital era.

INTRODUCTION

Technology has always been an integral part of human life and has been the main driver of socioeconomic development over the ages. Over the course of history, humans have employed a wide range of technological tools, means, and devices to make life and work easier, from simple hammers to computers, and from horse-drawn carts to supersonic airplanes and spaceships for transportation (Topsakal, Icoz, & Icoz, 2022). Technology is having a significant impact on society at the moment. The

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spread of technologies like artificial intelligence, big data, cloud computing, virtual reality, augmented reality, and others is causing a digital transformation that drastically alters the structure of industries (Gutierriz, Ferreira, & Fernandes, 2025). These shifting interactions have influenced traveler behavior and created new relationships with tourists, which tend to increase the value of experiences and encourage the expansion of these activities as a major determinant of destination choice and the behaviors that follow during those experiences, (Singh, Kumar, & Talukder, 2024). The rapid growth of social networking sites in the Internet age has made them a vital tool for sharing emotions with people worldwide. To convey their emotions or points of view, many people use text, images, audio, and video. However, using Web-based networking media for text communication can be a little overwhelming. Due to social media platforms, enormous amounts of unstructured data are created on the Internet every second (Nandwani & Verma, 2021). Academic literature has begun to take notice of the role of digital technology in EI, not only because of how it can influence or be affected by EI, but also because of how it can help with EI and its evaluation. People now deal with a lot of emotional cues that are very different from the “real world” and the “virtual environment,” which suggests a plausible difference in how emotions are perceived in offline versus online contexts. This is due to the rise of digital tools and social media, which has led to an increase in multi-channel multimedia interactions. The term “digital emotion contagion” has been used to describe the growing interest in emotional intelligence in the digital context (Audrin & Audrin, 2024). Understanding travelers' emotional inclinations enhances their interests and yields the best travel advice. However, this calls for a lot of information, including travel schedules, places visited, individual hobbies, cost, etc. for a thorough examination (Meng, Ji, & Wang, 2024).

In contrast to current research on travelers' experiences, the study of emotions associated with travel concepts focuses on the actual experiences of travelers, including cognitive, affective, sensory, and conative responses, during the entire travel process. The former refers to the emotions that travelers are likely to experience when engaging with specific travel concepts (Vu et al., 2025). Tourism experiences offer a complex mix of emotions toward a specific destination; some of these emotions create a positive evaluation of the experience of tourism, while other emotions may create a negative one. The relationship between tourists' emotions and subsequent behavioral intentions is still a major challenge for many tourism researchers and destination marketers. Both the general level of tourist satisfaction and destination loyalty may be impacted by that assessment, whether favorable or unfavourable (Al-Msallam, 2020). The emotional states of tourists significantly influence their cognitive assessments and behavioral reactions. Emotions are strong yet fleeting, linked to a person's biological composition, experiences, and distinct mental associations. In addition to providing guidelines for emotion-oriented tourism design,

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