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TOURISTS' EMOTIONAL EXPERIENCES AT TOURISM DESTINATIONS:

ANALYSIS OF SOCIAL MEDIA REVIEWS

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ABSTRACT

Experiential aspect of consumption has becoming more important in the era of social media. Social life has changed. Today, people are exposed to overflowing information; voluntarily or involuntarily. Almost everyone can express their emotional experience about tourism destinations, which may influence viewers' response and their purchasing decision. Thus, this study was conducted to identify the salient domains of emotional experiences remembered and recalled by tourists in the online social environments. Content analysis method was utilized to uncover the common themes from 200 online reviews about tourism destinations in Malaysia. The study revealed the presence of cognitive and affective components in online reviews. It also discovered that tourists attributed their emotional experience to concrete factors, which include core (activities) and facilitating components (accommodation, food and beverages and transportation). This in-depth analysis of unstructured text reviews captured some clues about tourists' emotional experience that would help tourism providers in developing strategies that can stimulates desired emotion, improve positive electronic word of mouth (eWOM) transmissions, which later may contribute to building a destination brand that resonates with its consumers.

INTRODUCTION

Recent telecommunication technology enables people to communicate with other users from many different locations while changing vast variety of information. The shift in social life has brought abundant of information from non-commercial sources including electronic word of mouth (eWOM) and consequently has led to complexity in decision-making. The advancement of social media has opened-up a platform for consumers to leave reviews about travel destinations. Online platforms such as TripAdvisor, Facebook, Instagram have been used by consumers to communicate their opinions about products and services, as well as exchange their purchase experiences prior to decision-making (Reyes-Menendez et al., 2019). These online platforms including social media sites as an agent, enable consumers to develop conative image (Ghazali & Cai, 2013) and realistic expectation about tourism destinations (Chang et al., 2018). Furthermore, they also reflect consumers' emotions and provide important information about their experiences (Taecharungroj & Mathayomchan, 2019).

There are many factors beyond individual rational purchasing decision, given that human nature and emotion are dynamic. Consumer emotion expressed on social media often arouse the image that readers develop in mind. The direction of these messages, whether positive or negative, could affect viewers' response and decision. From the perspective of marketing, many service-based industries believed that it is crucial to understand consumers' emotions as they can be manipulated in enhancing the image of products and services. Thus, there is a need to recognize the importance of emotional aspects of consumption in the field of tourism as the information would be beneficial to strengthen destination image and branding. Therefore, this study was conducted to examine the online text reviews about tourism destinations in Malaysia. The goal of the study was to identify the salient domains of emotional experiences remembered and recalled by tourists through consumers post trip recollections in the online social environments. It intends to identify the links between these emotions and the elements of tourists' experience. In reaching the goal, content analysis was utilized to understand the concrete components that contribute to the emotions and the critical emotional domains in relation to a tourist's overall vacation satisfaction.

Literature Review

Experience-related research, especially in terms of methodologies, conceptualization, managerial concerns, experience behaviors and types of experience, often receive less attention from tourism researchers (Ritchie et al., 2011). Experiential marketing is especially important as it has a strong influence on tourist behavior as most tourists chose to travel in pursuit of fantasies and positive emotions (Le et al., 2019). Over three decades ago, Holbrook and Hirshman's (1982) seminal paper highlighted the importance of experiential aspects of consumption as the researchers believed there are many underlying factors beyond individual rational purchasing decision. Their study focused on symbolic, hedonic, and esthetic nature of consumption, which directed toward the pursuit of fantasies, feelings, and fun. Further study by Holbrook (2006) emphasized that other than merely economic value, a product consists of social, hedonic, and altruistic value, depending on consumers' orientation. Self-oriented consumers, for instance, are more likely to focus on economic and hedonic value, while other-oriented consumers have more concern on social and altruistic value. Kim et al. (2010) agreed factors that increase the memorability of an event involve the combination of affective feelings, cognitive evaluations, and novel events. 'Awesome', for instance, is regarded as one of the most desirable experiences for most tourist. In the study about awe experience by Lu et al. (2017), it reveals that awe experience is a crucial mechanism that connects tourists' perceived surroundings and satisfaction. Therefore, tourism experience designers should include elements of novelty and surprise in their products and services as these elements have significant effect on emotional and memorable tourism experiences (Volo, 2021).

According to Oh et al. (2007), tourists' experience covers everything that they go through at a destination and it could be behavioral or perceptual, cognitive or emotional, or expressed or implied. These various aspects of travel are very much related to the three elements of fantasies, feelings and fun as mentioned by Holbrook and Hirshman (1982). In common situation, it is expected that pleasure tourists tend to choose a destination that offers various playful activities, sensory pleasures, daydreams, esthetic enjoyment, and emotional responses (Pizam & Mansfeld, 1999). These experiences sought by tourists can be concluded as core affect, which was explained

by Russell (2003). Core affect involves consciously accessible elemental processes of pleasure and activation. It can be experienced as free-floating mood (internal factors) or can be attributed to some cause (external factors). Consequently, it is followed by emotional episode that could influence tourists' reflexes, perception, cognition, and behavior. While mild affect normally faded into the background of consciousness, intense affect could result to salient emotion. The study of emotions in marketing is gaining a great attention from many service-based industries. Bagozzi et al. (1999) defined emotion as mental states of readiness that arise from cognitive appraisals of events or one's own thoughts. In other words, emotions can be regard as conditions involving subjectively experienced feelings of attraction or repulsion (Zikmund & d'Amico, 1996). In consumer behavior, emotion is often expressed in terms of feeling towards the product. According to Laros and Steenkemp (2003), emotional responses that may develop from the interaction can be categorized into super ordinate (positive and negative) and subordinate (specific emotion). Table 1 below demonstrates the typology of emotion related to consumption.

Table 1

Typologies of Emotions

Authors	Typologies of Emotion
Plutchik (1980)	Acceptance, anger, disgust, expectancy, fear, joy, sadness, surprise
Mano & Oliver (1993)	Active, afraid, alert, anxious, aroused, ashamed, astonished, at rest, attentive, blue, calm, distressed, drowsy, elated, enthusiastic, excited, fearful, guilt, happy, hostile, in bad mood, in good mood, inspired, interested, irritable, jittery, nervous, pleased, proud, quiescent, quiet, relaxed, sad, satisfied, scared, sleepy, sluggish, surprised, unhappy, upset
Schimmack & Diener (1997)	Pleasant emotions: affection, contentment, euphoria, gratitude, joy, pride, relief Unpleasant emotions: anger, anxiety, contempt, disappointment, embarrassment, envy, guilt, hopelessness, hurt, jealousy, loneliness, sadness, worry

Ritchins (1997)	Anger: aggravated, angry, annoyed, frustrated, furious, irritated, mad, upset Discontent: discontented, unfulfilled Worry: concerned, nervous, tense, uneasy, worried Sadness: bad, defeated, depressed, hopeless, miserable, sad Fear: afraid, alarmed, frightened, panicky, scared, threatened Shame: ashamed, embarrassed, humiliated Envy: envious, jealous Loneliness: homesick, lonely Romantic love: passionate, romantic, sexy Love: caring, compassionate, loving, sentimental, tender, warm hearted Peacefulness: calm, peaceful Contentment: contented, fulfilled Optimism: encouraged, hopeful, optimistic
Desmet et al. (2000)	Aversive, appreciative, attracted to, bored, contemptuous, desiring, disgusted, disillusioned, disappointed, dissatisfied, enthusiastic, fascinated, indignant, inspired, pleasant surprise, satisfied, softened, vulnerable
Laros & Steenkamp (2003)	Anger: angry, discontented, envious, frustrated, irritated, jealous, unfulfilled Fear: afraid, nervous, panicky, scared, tense, worried Sadness: depressed, guilty, helpless, miserable, nostalgia, sad Shame: ashamed, embarrassed, humiliated Contentment: contented, fulfilled, peaceful Happiness: encouraged, enthusiastic, happy, hopeful, joyful, optimistic, pleased, relieved, thrilled Love: loving, passionate, romantic, sentimental, sexy, warm-hearted Pride: pride
Desmet &Schifferstein (2007)	Pleasant: admiration, amusement, desire, hope, joy, love, pleasant surprise, pride, relief, satisfaction, stimulation Unpleasant: anger, boredom, contempt, disappointment, disgust, dissatisfaction, fear, jealousy, sadness, shame, unpleasant surprise

Tourism, as a service-based industry is highly dependent on interaction between tourists and destination environment. Thus, it is expected that cognitive and affective dimension involved in tourism experience. Zins (2002) believed consumption emotions address the affective responses elicited during product usage or the consumption experience. This consumption emotions-evoked through experiencing acts as an antecedent to cognitive evaluations of the service. The role of emotion in experiencing a destination is considered as an important element during the service consumption process, as it has implications on cognitive and behavioral outcome. White and Yu (2005) believed that consumers with positive emotions are likely to say positive things about the firm, more willing to pay more for the service and less likely to switch to other brands. However, negative emotions are believed to have a stronger effect on satisfaction compared to positive emotions (Liljander & Strandvik, 1997). Though the term emotion and affect are often use

interchangeably in many studies, Panksepp (2000) argues that while affect covers the conscious experience of an emotion, emotion is the umbrella term for all behavioral, expressive, cognitive and physiological changes that occur. Previous studies on this area confined to structured measures in explaining emotions. Table 1 above showed among widely accepted measures used by previous researchers in this area.

There were also arguments that some measures are unable to represent certain emotion in different products (Machleit & Eroglu, 2000). Considering tourism industry consists of unique features and multidisciplinary in nature, there is a need to uncover the underlying meanings of text reviews to provide deeper understanding on this issue. For instance, by analyzing unstructured text reviews, more clues about emotion can be captured and not only confined to some specific words. While it is almost impossible to manage the emotion of people, the clues that are triggered out from these emotions can be managed (Berry et al., 2007). Considering the complexity of emotion and the lack of research in experience behavior, this study intends to further investigate the emotional domain of a vacation experience. Emotional experienced (especially the extreme highs or lows) by a tourist tend to be remembered sometimes long after the physical attributes of a destination has been forgotten. While the study by Pan et al. (2007) focused on analyzing visitor opinions on travel blogs and identified which experience contributes to affect, this study focused on identifying the salient domains of emotional experiences remembered and recalled by tourists through consumers post trip recollections in the online social environments such as online consumer reviews and travel blogs. It was also the intention of this research to understand the concrete components that contribute to the emotions and the critical emotional domains in relation to a tourist's overall vacation satisfaction.

METHODOLOGY

This study utilized the use of content analysis that involves collecting online text reviews about tourism destinations in Malaysia from various types of social media platforms. This method was chosen due to the need to uncover the underlying meaning of emotional experience as described in online text reviews. It utilized Google search engine and use keywords to search consumer

reviews about tourism destinations in Malaysia. Consumer reviews on six consumer-generated media were chosen due to the significant number of travel reviews about Malaysia and similarities in terms of the format of review. The main criterion was that the reviews contained important information such as country of residence, date of reviews, gender, and overall ratings. Hence, six social media platforms that fulfilled the criterion were chosen, which are Yukiba, Tripadvisor, Travelblog, Virtualtourist, Viator and Responsibletravel. In each of these social media platforms, consumer reviews on the most popular destination in Malaysia by state were selected. In total, 200 consumer reviews were analyzed, which most of them were related to natural destinations in Malaysia.

RESULTS

Profile of Reviewers

This study intended to analyze online textual data of consumer reviews based of their experience at destinations. Therefore, open coding and content analysis method were utilized. Considering travel products are unique in nature and consists of multiple components such as accommodation, food and beverage, transportation and activities, these methods were adopted to analyze the textual data in a more meaningful way. In the first step, online text reviews were coded to identify the profile of reviewers in terms of the social media platforms used, country of residence, travel purpose, gender, age and travel companion. Majority of the sample in this study was drawn from Tripadvisor website (87.5%) due to the large number of recent reviews about Malaysia. It was followed by Responsibletravel (8%), while other social media (Yukiba, Travelblog, Virtualtourist and Viator) counted for overall nine reviews (4.5%). Majority reviewers reside in Asia (32%), followed by Europe (30%), Australia/Oceania (15%), North America (11%) and Middle East and Africa (4%). However, there are 16 reviewers (8%) who did not specify their country of residence. Twenty-six percent of reviewers are male, 28.5% are female and almost half (45.5%) reviewers did not specify their gender. The data also shows that the online reviewers tend to reveal only certain personal information. For example, more than 50% reviewers did not reveal their travel purpose, age, and travel companion.

To identify salient domains of emotional experiences remembered and recalled by tourists, content analysis was conducted to identify the basic travel components as mentioned in the text. The main components consisted of core (activities) and facilitating offerings (accommodation, food and beverage, and transportation). Data was coded for the presence of component, the classification for each component and the description of emotional experience (Refer Appendix 1 to 3). The focus of this study was to relate the emotional experience with the concrete factors, which in this case, destination components. Emotional experience was classified by professional judgment, based on the evaluation of literature review. Although only one observation on fear found from the data, it was still included in the coding scheme due to its importance and dissimilarity nature with discontentment.

Activities

Among the four components of destination used in this study, most reviews were reported about the core component of travel, which was activities (86.5%). From this number, 114 mentioned their emotional experience with only products, four mentioned only services and the remaining 54 mentioned both products and services. Positive reviews outweigh the negative reviews in all components. Reviews were more detail and used very positive words when explaining about emotional experience with either product or combination of product and services, such as paradise, absolutely amazing, fantastic, spectacular, and outstanding. The examples below described about some positive emotions in relation to activities:

> *"...Relax in the sandy beach, go for a colorful dive with beautiful corals, fishes, little sharks and sea turtles, go again to the beach to watch the sunset or for a quick football match in the beach, enjoy and relax.....it's just paradise!!!!"*
>
> (Reviewer 12)

> *"All of it was fantastic, it would be hard to choose the most memorable bit but probably the rainforest was the most exciting part, trekking through the jungle in search or Orang Utans and then finding some was amazing."*
>
> (Reviewer 51)

Negative reviews are mostly associated with cleanliness of the site and the natural environment, which were also parts of tourism products. The choice of words used to describe the emotional experience were quite strong such as horrified, very disappointed, filthy, bad and very poor.

> *"..It was raining heavily in the morning and when we reached the island at about 10am, we were horrified to find the water dirty, with dead seaweeds, wood, rubbishes floating in the water along most part of the beach (may be due to the heavy rain in the morning)..It* was high tide, the sea was choppy and the visibility in the water was bad too…"

(Reviewer 7)

> *"Snorkeling is also very bad here: nothing to see at all!!! Only sand and sand…"*

(Reviewer 78)

Accommodation

In looking at the facilitating components, less than half of the sample mentioned about accommodation (27%), food and beverage (35%) and transportation (26.5%). When giving reviews about accommodation, reviewers expressed more emotions toward products rather than services. Twenty-six reviewers describe positive emotional experience in their product reviews compared to six negative product reviews. Some examples of positive emotional experience described are:

> *"Our accommodation was perfect: a big cottage, beachfront, clean and amazing!"*

(Reviewer 10)

> *"We had a quick briefing with one of the staff members and were off to our beautiful room just down from the main building. We had a stunning cabin with an amazing view from our little patio. The weather wasn't that hot so we didn't really need an air con (but we had one anyway). This was the most comfortable*

I've felt in 7 years living in SE Asia. The beds had mosquito nets but our whole time there I never saw very many bugs at all. The room was a good size and very clean. The view of the sea out the window was incredible."

(Reviewer 13)

"However even though the rooms are a little basic they are more than adequate, incredibly clean, with very comfortable beds and very effective ceiling fans."

(Reviewer 20)

In more structured studies, specific emotions are often measured by using survey data. However, the outcomes are not sufficient in understanding travel emotional experience as a whole. For instance, in the above three examples, the reviewers did not use specific terms in emotion, instead they explained the experience implicitly by using some cognitive related words such as perfect, clean, amazing and stunning. These words described contentment that led to positive emotional experience toward the accommodation product. On the other hand, there was few reviewers reported negative emotional experience towards the accommodation products and services such as the example below:

"My only comment is that the Resorts on the island should do more to keep the beaches in front of it clean, aside from us visitors not littering ourselves! For example, where the Hotel boats dock - the water is oily!"

(Reviewer 86)

"Disliked the resort. Redang Kalong. So spartan and food wasn't that good. They did have unlimited supply of white bread all day to snack on."

(Reviewer 27)

There were basically two aspects related to accommodation that contributed to contentment and discontentment: cleanliness and simplicity. Based on the examples of positive reviews above, all three described cleanliness as a contentment factor as well. Thus, it demonstrated that cleanliness was perceived as important by these reviewers and could lead to either positive or negative

emotional experience. The other issue is simplicity. It was obvious that in positive reviews, reviewers were focusing on 'wow' factors and used words such as amazing and stunning. It implied that providers should concern about value-added in their accommodation offerings (both products and services) to stimulate positive emotional experience instead of relying on simple necessities.

Food and Beverage (F&B)

The second component of destination is F&B. Thirty-five percentage reviewers mentioned about this component in their reviews. Most reviews (20 reviews) reported positive emotional experience in describing about F&B product at destinations, 13 reviews reported average emotion, 10 negative and three combination of positive and negative. Only two mentioned about service and both reported positive affect. The other seven mentioned both products and services, five reported positive and two reported the combination of positive and negative. Below are the examples of positive emotional experience related to F&B:

> *"The local food was good".*
>
> (Reviewer 4)

> *"The food at the hostel was really great and cheap, an unexpected bonus!"*
>
> (Reviewer 7)

> *"There are good quality buffet meals three times a day + tea/drinks/snacks."*
>
> (Reviewer 11)

These are among examples of positive reviews that mentioned about the quality of the food. On the opposite side, there were also some reviews that expressed negative emotional experience with the quality of the food, such as:

> *"Lunch at the English tea house was disappointing, even if serviced with good Malaysian hospitality."*
>
> (Reviewer 40)

> *"Food wasn't that good."*

<div align="right">(Reviewer 98)</div>

> *"Food at Pro-dive was terrible (fried rice, peanut, chip, two small sausage and a piece of cake, one apple and a bottle of water). I complained after two days of getting the same food and got noodle. After three days I book the food of the staff, it was beef curry with rice and spicy and it was fantastic!"*

<div align="right">(Reviewer 138)</div>

In this sense, quality of food is considered very important as it could bring either positive or negative emotional experience to tourists. Since there were some statements about the simplicity of food, it shows that tourists were looking for the element of surprises in stimulating positive emotional experience.

Transportation

The reviews for this component were a bit different than the previous facilitating components. From 26.5% reviews that mentioned about transportation, there was a balance between positive and negative reviews. The major issues mentioned in transportation were efficiency, quality of the experience and safety. In the first two reviews below, reviewers described about positive emotional experience they had with the efficiency of transportation. In contrast, the last two describe about their negative emotional experience on the same issue. Though the reviewers did not specify their emotions explicitly, the description of experience implied either contentment or discontentment.

> *"The experience at the pier was also decent, no issues, it went smoothly".*

<div align="right">(Reviewer 6)</div>

> *"The boats leave at 9.30 and if you are staying at one of the resort hotels, they will pick you up and send you back. No need for a taxi! We were staying at the Westin (a resort which I really recommend, and it is very close to the East Marine). We were picked up punctually at 9.00. The boats leave at 9.30 and if*

you are staying at one of the resort hotels, they will pick you up and send you back. No need for a taxi! We were staying at the Westin (a resort which I really recommend, and it is very close to the East Marine). We were picked up punctually at 9.00."

(Reviewer 143)

"We had a nightmare getting to the island initially. We were picked up very early in the morning from Sandakan and taken to the Orangutan sanctuary to pick up some more tourists. We had to wait there for an hour before being taken to a small jetty in the middle of nowhere. There were no toilets and lots of mosquitoes. We had to wait for two hours here until the boat came to pick us up. The guide kept telling us the boat would be there soon but was clearly just fobbing us off. We then got taken to an island for lunch where we had to wait another 2 hours for some more tourists to arrive. We finally arrived on the turtle island at 4pm. We were very disappointed, as we had been sold this trip as an opportunity to snorkel around the island and lie on the beach to relax."

(Reviewer 24)

"It's not that far out of town though our transport made several stops to pick up other guests and buy gasoline--all of which made it seem longer on the way out than on the way back."

(Reviewer 72)

Meanwhile, quality of the emotional experience with transportation and safety was mostly negative. Many reported that the ride was bumpy, poor and choppy. There were also complaints about safety issue as below:

"Check boat operator, ours got lost in storm, had no radio, GPS or compass... Frightening experience!"

(Reviewer 18)

Overall Satisfaction

Finally, two coding for overall experience were identified: the five-scale destination rating and the description of affect for overall experience. The overall rating in this study was based on 5 points rating given by the reviewers. It turned out that 81% of 200 reviewers specified 4 to 5 for their experience, 11.5% gave 3 rating, 6.5% gave 1 to 2 rating and 1% reviewers did not specify any rating at all. There were positive and negative affects used in each rating. However, there were more negative words used in describing experience for reviewers who specified 1 to 2 rating, while more positive words used in describing experience among those who specified 4 to 5 rating. Table 2 demonstrates the description of emotional experience on the overall rating.

Table 2

Descriptions of Ratings

Ratings	Descriptions of emotional experience
5	Excellent, gorgeous (Reviewer 3)
	Fairytale worthy paradise, most beautiful, true gem, great service (Reviewer 8)
	Worth it, Loved this place! It's just Paradise!!!! (Reviewer 10)
4	Good, Magical experience (Reviewer 1)
	Really lovely, lovely place (Reviewer 4)
	Memorable, exciting, one of the best in over 30 years, real mental detox (Reviewer 44)
3	Not as good as previous visit, My young daughter had fun (Reviewer 5)
	Very uneventful, very disappointed (Reviewer 6)
	Beautiful island holiday (Reviewer 27)
2	An amazing albeit controversial experience, not worth the money (Reviewer 24)
	Natural beauty, remarkable setting spoilt (Reviewer 35)
	Sad (Reviewer 64)
1	Awful, cheap amusement park, sadly experience (Reviewer 61)
	Beware!! Very dangerous water, very sadly, no safety, tragically, sad day (Reviewer 79)
	Bad agent (Reviewer 106)

Based on the data observation, reviewers who specified one to two ratings were mostly mentioned about their experience with activities and overall evaluation. They rarely mentioned about

accommodation, F&B and transportation in the reviews. In contrast, those who specified 4 to 5 ratings were more detail about their reviews and mentioned more components in describing their emotional experience. The overall trend showed that majority reviewers attributed their emotional experience to concrete factors that were categorized as core and facilitating components. Core components consisted of activities, while facilitating components included accommodation, food and beverage, and transportation. In each component, more reviews emphasized on products rather than services. As reviews were written after the consumption process, they contained words that were often associated with cognitive evaluation. This finding supports Zins (2002) that a combination of affective (emotional) and cognitive aspects presents in the final evaluation of a destination. In this context, cognitive words such as beautiful, nice, magical, and relaxing were considered appropriate in describing pleasant and peacefulness emotions, while words such as empty promises, dirty and bad are appropriate to describe discontentment.

A general observation revealed that reviews contained more positive words compared to negative. For instance, in reviewing about accommodation, 91 positive words were used compared to eight negative words. This point supports the finding by Kim et al. (2010), which believed that individuals tend to recall positive experience more easily than the negative ones. In relation to overall emotional experience, reviewers who specified 1 to 2 ratings mentioned more negative emotions and associated those emotions to activities and overall experience. In other words, most did not mention about facilitating components. In contrast, the reviewers who specified 4 to 5 ratings used many positive words and more detail in describing their emotional experience. This observation implied that tourism providers at destinations should improve the element of surprises in facilitating components to trigger more positive emotional experience among tourists.

CONCLUSION

The implications of this study can be perceived from both practical and academic perspectives. While previous studies on this area were more focusing on structured measures in explaining emotions, there were also arguments that some measures are unable to represent certain emotion in different products as suggested by Havlena and Holbrook (1986), and Machleit and Eroglu

(2000). Since tourism industry consists of unique features and multidisciplinary in nature, there is a need to uncover the underlying meanings of online text reviews to provide deeper understanding on this issue. Based on this argument, this study provided in-depth understanding of unstructured text reviews that captured more clues about emotion and not only confined to some specific words. It confirms the presence of cognitive and affective components in expressing emotions when writing reviews on social media platforms. It also discovered that tourists often attributed their emotional experience to concrete factors, which include core and facilitating components. Realizing the complexity of human emotions, this study agreed with Berry et al. (2007) that the clues triggered out from these emotions can be managed appropriately by tourism providers. It could help them in developing strategies that can stimulates desired emotion, improve positive electronic word of mouth (eWOM) transmissions, which later may contribute to building a destination brand that resonates with its consumers. Besides the research implications stated above, there are also a limitation to this study. As previously mentioned, the emotional experience remembered, recalled and described in the online text reviews were from unstructured data. The coding schemes was conducted based on literature review and professional judgment of affect and cognitive words used by the reviewers in the text. Therefore, it may rise some query in terms of the reliability of the codes. Future research can explore other methods in validating the findings.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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Appendix 1

Presence of travel components

Travel components	Codes	Description of the codes	Sample of reviews
Activities Accommodation Food & Beverage Transportation	(0) No	Reviewer did not mention this element	
	(1) Yes	Reviewer mentioned this element	"During our stay in Georgetown we had booked a room at the Sunway Hotel, which had a great view and a friendly staff who provided us with all kinds of travel information. All in all, I would say that it was a magical experience" (Reviewer 1)

Appendix 2

Classifications of components

Travel Components	Classifications of components	Description of the Codes	Sample of Reviews
Activities Accommodation Food & Beverage Transportation	(0) Not specified	Reviewer did not specify the component	
	(1) Products	Reviewer mentioned about destination product, e.g. hotel, resort, boat and food	"Our accommodation was perfect: a big cottage, beachfront, clean and amazing!" (Reviewer 10)
	(2) Services	Reviewer mentioned about service received from the employees	"We thoroughly enjoyed Borneo Rainforest Lodge. The welcome we received was incredibly warm and we were so well looked after throughout our stay" (Reviewer 46)
	(3) Both products and services	Reviewer mentioned both product and service	"On *Pangkor* Island we stayed at the Pangkor Island Beach Resort which had all kinds of facilities and the staff of the resort

			did everything within their power to make our stay an unforgettable one" (Reviewer 2)

Appendix 3

Descriptor of emotional experience

Element	Codes of emotional experience	Description of the Codes	Sample of reviews
Activities Accommodation Food & Beverage Transportation	(0) Not Specified	Reviewer did not specify the affect	
	(1) Pleasant/Euphoria	Reviewer mentioned word/words that represent pleasantness/euphoria such as 'paradise', 'perfect', 'amazing' and 'truly magical'	"Our accommodation was perfect: a big cottage, beachfront, clean and amazing!" (Reviewer 10)
	(2) Peacefulness	Reviewer mentioned word/words that represent peacefulness such as 'undisturbed', 'relaxed' and 'quiet'	"The resort we stay in is quiet and serene. This is totally undisturbed" (Reviewer 87)
	(3) Moderate	Reviewer mentioned word/words that represent moderate emotion such as 'okay', 'simple' and 'nothing fancy'	"The food was ok" (Reviewer 16)
	(4) Discontentment	Reviewer mentioned word/words that represent discontentment such as 'horrible', 'terrible' and 'sad'	"The diving tour and snorkeling tour (which they also run and looks ace) includes "lunch" but it is horrible, and I would really recommend bringing your own food. At the lunching area there is no place to purchase other foods" (Reviewer 143)
	(5) Fear	Reviewer mentioned word/words that	"Check boat operator, ours

		represent fear such as 'horrified', 'outrageous' and 'scary'	got lost in storm, had no radio, GPS or compass... Frightening experience!" (Reviewer 18)
	(6) Mixed emotion (positive and negative)	Reviewer mentioned combinations of words that represent both positive emotion (1 and 2) and negative emotion (4 and 5)	"We also had a couple of early starts where the hotel packed our breakfast for us - which was unbelievably lovely of them, but the packaging used was outrageous! So much polystyrene" (Reviewer 47)
	(7) Mixed emotion (positive)	Reviewer mentioned combinations of words that represent both positive emotion (1 and 2)	"On *Pangkor* Island we stayed at the Pangkor Island Beach Resort which had all kinds of facilities and the staff of the resort did everything within their power to make our stay an unforgettable one…Again the resort was a great refuge to calm down and relax after a day of sightseeing..." (Reviewer 2)