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What dimensions characterize experience tourism? Analysis of user-generated content (UGC) on Airbnb Experiences

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ABSTRACT

In recent years, it has been observed that people are increasingly opting for tourism in which they can experience new sensations, fleeing from traditional mass tourism. The aim of this study is to identify the dimensions of wellness experienced by tourists during their trip and their relationship with the image of the tourist destination. Based on the content generated by users on the Airbnb Experiences platform for eight tourist destinations, data has been extracted referring to opinions shared by users, rating of the opinions, number of opinions, and price of the activity. Based on the keywords extracted from the reviews and using the keyBERT approach, a netnography analysis was performed in combination with the analysis of the framework for the qualitative classification of the wellness dimensions. As a result, 15 elements of wellness have been identified, grouped into five dimensions: Spirit, Mind, Body, Environment, and Social.

KEYWORDS Z3 Tourism Economics and M21 Business Economics

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