

A Sentimental Analysis on TripAdvisor on Beaches in the Province of Batanes

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Abstract: This study explored a tourist rating and review website that reflects their experience in the Beaches of Batanes. The purpose of this research impacts how people view Batanes beaches through online reviews and comments that had been left on TripAdvisor. The research have investigated the satisfaction of tourist through positive and negative reviews in the beach of Batanes. English language online comments or reviews from TripAdvisor were selected and analyzed by sentimental analysis. Complete enumeration sampling technique was used on the number of positive, negative and narrative comments and reviews. A huge number of results showed that the overall reviews of tourist satisfaction on the beaches of Batanes was positive.

Keywords: Beaches, Trip Advisor, Batanes, positive reviews and negative reviews.

I. INTRODUCTION

According to Martin Buber (2021) his quotes explains about every journey had something new to discover to travelers that many others had not discovered yet. These journeys may had been referred to destination trips, vacation or staycation matters wherein the individual would liked to spend time to enjoyed or relaxed. These individuals were termed as travelers. A “traveler/tourist” was referred to one who went on a trip or journey as stated on Meriam Webster dictionary (2021). Traveling maybe considered as a hobby or interest for one’s own perspective where they could appreciate it’s demographic, view, and known special tourist spots by amounts of people.

Beach tourism was one of the most popular types of tourism on a global scale and a key economic driver for destinations. The beaches in Batanes impacted with undoubtedly many tourists, yet tourism include tourists becoming more environmentally conscious when travelling, seeking higher quality products and services, and possessing a greater desire to visited the beaches in Batanes that would give them a unique experience.

Over the recent times, beaches around the world represent a quick getaway from stress, problems, adventure, and attractive places for holiday tourism or recreational activities among many people. The beaches in Batanes were a goal or bucket list destination to visit because of the cleanliness, the environmental experience, aquatic life and availability of watered sports and activities. For most people, the presence and good quality of the beach in Batanes was one of the attractive factors for choosing the holiday or spending quality time with families there.

Tourism was an information-intensive industry (Doolin, Burgess, & Cooper, 2002) where Leung, Law and Van Hoof (2013) stated that in the context of tourism and hospitality, the use of travel blogs, consumer rating and review sites had gained much attention from researchers in identifying the effects of this trend on the tourism business environment (leung, law, van hoof, & buhalis, 2013) meaning that if an individual planned to went on vacation they could considered the travel reviews of the destination they planned to went travel. There were several factors that may been considered before traveling to a certain destination such include weather and season, new destinations, travel budget, costed of living, and

goals (Mind the Travel, 2020). Petrick (2003) and Prebensen (2006) stated that trying to understand what comprises tourist satisfaction and dissatisfaction in one of the most relevant areas of researched for the sector, as satisfied tourist tends to transmit their positive experience to third persons as well as repeating their visit (Hallowell 1996; Kozak & Rimmington 2000; Pizam 1994). These compromises from tourists may cause impact to other tourists from their reviews considering positive or negative feedbacks from their previous experience during their travel journey. The reviews and information people post online had been demonstrated that gave great influence towards viewers actions, attitude and purchasing decisions across a wide variety of settings.

The emergence of reviews that started the widespread of user-generated content (UGC) had significantly changed the travel behaviors of people. Many individuals nowadays shared their travel or dining experiences in rich and diversified contents (e.g., texts, photos and videos) on social media sites. Walther and Jang (2012) said that user-generated reviews were thought have been highly influential because information seekers view online reviews of other people who had already seen the beach, experienced the outdoor activities or purchased a place to stay in which the viewer wants more information. As a consequence, an increasing number of people rely heavily on user-generated content (UGC) for their travel planned (Ayeh, Au, & Law, 2013). which establishes a powerful and ever-growing customer knowledge base being shared among internet users worldwide.

Through technology and the uprising of the internet, tourists had become users to the innovative communication medium that had allowed them to have the power to influence the decision-making process of potential tourist according to the choice of their next holiday or beach resort destination.

In the last decade, TripAdvisor had become a useful way for people to share their own travel experience and for this reason, it was being consulted by many people who were looking for a good vacation. Further, the analysis focuses on the essential element of TripAdvisor. The online reviews, whose content had been examined in order to show how useful its role on identifying the positive and negative aspects of accommodation, beach resorts and outdoor activities in the province of Batanes.

Founded by Stephen Kaufer in February 2000, TripAdvisor had become the most visited travel website in the last years, thanks to its innovative features that allows travelers have been able to write their reviews about the places or things and where they went. According to Google Analytic (2015), TripAdvisor consists of 23 other travel media brands, e.g., Airfarewatchdog, Bookingbuddy, Travel Pod, and together with them it made up the largest travel community in the world.

The study determined the reviews from TripAdvisor of the different beaches in the province in Batanes. Specifically, it sought to answer the following questions:

1. What are the feedbacks of tourist in different beaches in the province of Batanes?
2. What are the different reviews of the tourist in visiting the different beaches in the province of Batanes in terms of: A. Positive B. Negative?

II. METHODOLOGY

The researched design that was used in this study was the qualitative researched descriptive design. McCombes (2019) defined qualitative researched design that seeks to characterize a population, circumstance, or phenomena in a methodical and precise manner. It could answer the questions of what, where, when, and how, but not why. Since this research was focused on aiming for descriptive results. The researcher thought that qualitative design would get the desired results of this study if the particular researched design was used.

Reviews and feedbacks from different beaches and resorts in Batanes found in TripAdvisor had been the researched participants and sample in the study since the research would have wanted to know how these feedbacks and reviews affect other traveler's preferences and choices after encountering some. A total of 7 beach resorts and hotels was obtained in TripAdvisor that were located within the vicinity of Batanes.

TABLE 1.

Beaches	Reviews
1. Valugan Beach	51
2. Sabtang Beach	43
3. Chamantad-Tinyan	31
4. Homoron Beach	9
5. Morong Beach	9
6. Di-Atay Beach	4
7. Homoron Blue Lagoon	3
Total = 149	

When there is a small number of participants, it is conceivable that the sampling method used in this study is a purposive sampling which is the total enumeration sampling techniques or complete enumeration sampling procedure was used in order to find or estimate representatives of the population in each beach and pulled down all the information and reviews from different comments in each beach from TripAdvisor.

This study uses raw data and follows a content analysis approach and is applied to 149 reviews online. The tourist reviews, both rating and comment from TripAdvisor on the beaches of Batanes are then carefully examined. Few languages are present in the reviews such as Tagalog, Bisaya and English, non-English reviews were excluded because the researcher felt more comfortable in reading and writing English language reviews so as to avoid possible misinterpretation of the non-English ones.

The use and availability of software analysis tools increases chance of obtaining the results. In order to find the quickest result, the use of NVivo in dissecting the review into positive, negative or narrative experiences through sentimental analysis are then clustered into nodes and themes which are compressed and coded to evaluate if the participants left a positive or negative review towards the beach in Batanes showing or identifying consistency during the coding process.

III. RESULTS AND DISCUSSIONS

Positive reviews of the tourists in the mentioned beaches, several themes had occurred along the process of where the tourist felt satisfied and amazed, and on the other hand, of why they felt disappointed.

TABLE 2.

Beaches	Positive Remarks	Negative Remarks	Narrative Experiences
Valugan	27	3	6
Sabatang	24	5	5
Chamantad Tinyun	16	2	8
Homoron	13		5
Morong	10	0	1
Di-Atay	8	1	5
Homoron Blue Lagoon	6	2	1
Total = 104		Total = 14	Total = 31

POSITIVE Reviews

The following are themes as the basis of the reviews to why tourists left positive remarks.

All of the beaches gained appreciation and amusement by the tourists that has written a review in the TripAdvisor. The most common review is “Wow”, “Breathtaking” and “Picturesque”. Each of the beaches has their certain features which these tourists describe, as stated in the description category in the interpretation that support their words of appreciation. Commonly, the naturalistic view which consists of coconuts, the sand, the rock formations as well as the location, water depth, stone texture and the sea water’s color are the reasons why tourist felt an awe of beaches.

There are only few comments about the attitudes of the natives living but all the comments left positive remarks which label the people they have interacted in Batanes as “friendly”, “hospitable”, “good in accommodating people”, as well as “good in service”. There are no further details stated about tour guide packages but it was concluded that tour guide packages, as written in the reviews, have time budget for each spot in the island, as part of the agreement and itinerary of these tourists. The availability of food and refreshments on the beaches have impressed most of the tourist as they

describe to be “refreshing”. The tourists believe that it is best to have refreshments and food to take while sharing the wonderful natural view of the beaches. Some of the tourists have mentioned that if people plan to stay longer, they should have their own food because the varieties of food available may not be suitable for a longer stay.

There are 104 positive remarks because people find the beaches in Batanes as unique and less crowded and some of them are influenced by the word-of-mouth recommendations, other influential reviews or ads, third parties who have positive experience in specific beach and are encouraging their friends to go also because they had this experience, which leads them to also visit the said beach thus also experiencing what the recommendations, reviews, comments or feedbacks to be true making them spread the positive review towards others by the means of word-of-mouth, comments or feedbacks.

NEGATIVE Reviews

The following are themes as the basis of the reviews to why tourists left negative remarks.

Some tourists were disappointed by some beaches due to the occurrence of sharp stones and the dangerous stepping pathways during very low tide. Some of them says that there are beaches that is not advisable for swimming because of huge waves and huge stones. There are also tourists whom were unsatisfied of the food, in a certain beach in Batanes where they described as “the worst” due to flies as well as the food servers are unsure of their answers when asked and some of the tourists described a boat to as safe however they are dirty. Possibilities that may occur are the suit of tourists can become dirty and other similar instances.

In this remark shows that beaches in Batanes had over 14 negative comments or feedbacks which is very low, it is only due to some specific beaches having complaints about the beaches structure which cannot be changed, they also have complaints about food which led to some tourist unsatisfied and describing it as “the beach is good but the food is bad” because of the food servers who are unsure of their answers that led to some tourist questioning the safety and standards of the beach when it comes to the quality of the food. Some tourist also complained about vehicle grooming describing it as safe but very dirty and possibilities that may also occur the suits that is provided to the tourist by the locals in the beach are dirty which common in local areas especially in urban areas in Batanes to be lacking in some resources to provide the tourists on their tour or stay.

NARRATIVE Experiences

The following are themes as the basis of the reviews to why tourists left narrative experiences.

Tourist gave some other side comments towards the beach that it was stunning and beautiful to take pictures, the beach where the presence of sharp stones are tempting to take a swim even though it has sharp stones. The occurrence of visiting the place is one of the most memorable experience that he/she made it apart from enjoying the waters splash to the shore and the feeling of cool wind, he/she got to do some stone works – stacking stones on top of each other. The place was abounding even though it was a rocky start, we gingerly made our way across the boulders beach and enjoyed the sight of waves crashing onto the shore. We also splashed around in the shallow waters to see small sea creatures.

The tourist who went to Batanes beach didn't just left positive or negative reviews on TripAdvisor they also left their narrative experiences, which is 31 narrative experiences based on the coding and their way of pointing out other reasons to go or not to go to Batanes. Leaving their thoughts or a narrative experience aside from just leaving positive or negative, it is a story that contains a sequence of events that happened during their stay in Batanes, this is usually spread by word-of-mouth but can also be written as a comment or review for others to see. Here tourists gave out their thoughts and experiences of what is like to visit Batanes in this time of period, in the upcoming months or dates because the purpose of this is to transfer information to another individual.

Tourism organizations and businesses, particularly travel agencies, hotels, and destination marketing organizations, have been severely challenged by the rise of the internet, but enormous opportunities have also emerged. The internet has expanded and improved communications, distribution channels, and transactions in ways that were unimaginable even at the start of the 2000s. Tourists and travelers have access to online resources that allow them to research potential destinations, transportation, lodging, and leisure activities, as well as purchase these products and services online. This is nothing short of a consumer revolution that has effectively transferred much power from suppliers to consumers, and as the internet expands and changes into Web 2.0 and the new grid, tourism organizations will be well positioned to capitalize on these new opportunities (Adam et al., 2007). It has also raised concerns about marketing, distribution

channels, improving business management, and conducting effective marketing research in the tourism industry (Liu, 2005). The internet provides access to information, but is that information accurate, up to date, and usable? Despite the fact that we are surrounded by copious amounts of internet and extra internet information, how much of it is actually useful? Can it assist tourists in making informed travel decisions, as well as tourist organizations at the national, state, and local levels in making important marketing decisions? The answer is clearly "yes," and tourism organizations were among the first to make use of the internet's resources. However, we are witnessing one area of significant internet innovation over the last two years in the widespread development of user generated content and peer-to-peer applications, colloquially known as Web 2.0, which appears to have enormous potential for tourism organizations.

Tourism has been identified as the industry with the highest volume of online transactions (Werthner and Ricci, 2004). The internet has become one of the most important marketing communication channels for tourism organizations, both private and public (Wang and Fesenmaier, 2006). Carson (2005) summarizes internet applications for tourism organizations and businesses within a "online architecture" and proposes five critical internet functions: communication, promotion, product distribution, management, and research. This presupposes that businesses will try to learn and utilize these applications, form partnerships, and effectively utilize the internet. Albert and Sanders (2003) discuss how the four Ps of marketing (product, place, price, and promotion) are augmented by the four Cs of customer solution, cost, convenience, and communication, while Newhagen and Rafaeli (1996) demonstrate how, in comparison to other distribution and transaction channels, the internet contains a truly massive amount of data that can be customized and personalized.

Carson (2005) raised concerns about the barriers to effective internet use, including technical competence, technological variation, adoption by government, businesses, and consumers, resistance to internet-related innovations, access to IT infrastructure (particularly broadband), the costs of using IT, and government policies that may support but also discourage effective internet use. Over the last two years, one area of extraordinary internet innovation has been in user-generated content and peer-to-peer applications collectively referred to as Web 2.0 (O'Reilly, 2005).

Social media websites such as YouTube.com, Facebook, MySpace.com, and Flickr.com have grown in popularity. At first glance, these sites appear to be irrelevant to tourism organizations—the content is frequently unstructured, even quirky and random, and the hosting organization rarely manages the content, even when difficulties arise. Users upload content directly to the website. While blogs are primarily text-based, they are increasingly being used to host video and audio files. These blogs offer personal reflections and commentary on a particular destination, as well as personal travel stories and trip details. They are frequently updated and displayed in chronological order. Blogs are typically interactive, with readers leaving comments (Pan et al. 2007; Cobanoglu 2006; Kelleher and Miller 2006; Ellion 2007; Reactive 2007).

The blogosphere refers to the activities of blogs and bloggers (Carson 2008). Tourism-specific websites such as tripadvisor.com and travelpod.com enable consumers to share information, opinions, and recommendations about destinations, tourism products, and services, as well as travel diaries and ratings of specific products or hotels. Travelblog.org, travelpod.com, travelpost.com, and yourtraveljournal.com are additional public travel blog sites that specialize in hosting individual travel blogs (but these are by no means the only travel blogs currently available). Since the late 1990s (Lueg 2001; Schwabe and Prestipino 2006), several studies have examined the role and impact of these virtual communities as useful providers of tourist information (Schwabe and Prestipino 2006; Wang et al. 2002; Dellaert 2000; Laboy and Torchio 2007; Pan et al. 2007; Thraenhart 2007; Mack et al. 2008). Additionally, well-known travel guides, such as lonelyplanet.com and community.roughguides.com, provide web space for travelers to share their stories.

Other Web 2.0 developments include RSS-feeds (syndication of media and content), web forums, message boards, podcasting, and video blogging (online videos). By April 2007, there were reportedly over 70 million blogs, with approximately 120,000 new blogs being created daily (Sifry 2007), and there are currently approximately 102 million blogs, with approximately 175,000 new blogs being created daily (<http://technorati.com>). According to a study conducted by Compete Inc., user generated content influences approximately US\$10 billion in annual online travel bookings and over 20% of consumers rely on user generated content when trip planning (Sarks 2007). It is clear that opinions expressed in UGC have a higher perceived credibility than those expressed in traditional tourism information sources. This raises the obvious question, why? The answer is probably in the requirement to consume tourism products prior to conducting an evaluation (Dellaert 2000; Rabanser and Ricci 2005; Senecal and Nantal 2004).

As a result of the perceived independence of the message source, online reviews and word of mouth recommendations are becoming an increasingly important source of information (Gitleson and Kerstetter 1994; Crofts 1999; Dellarocas 2003; Johnson and Kayne 2003; Hennig- Thurau et al. 2004; Pan et al. 2007; Litvin et al. 2007). According to a recent UK survey, consumers trust review sites more than professional guides and travel agencies (eMarketer 2007). Similar research in Germany and Austria demonstrated that online customer ratings have a high level of credibility with consumers (Osterreich Werbung 2007), and a recent study by Gretzel et al. (2007) of tripadvisor.com users discovered that the most popular online activity was reading other tourists' comments and travel blogs.

TripAdvisor is an American travel website company that publishes reviews from travelers about their experiences at hotels, restaurants, and monuments, according to Wikipedia (2021). In February 2000, Stephen Kaufer and Langley Steinert co-founded TripAdvisor as a website that aggregated information from guidebooks, newspapers, and magazines. InterActiveCorp acquired the site in 2004 and spun off its business travel division, Expedia, a year later. Following that, the website began to feature user-generated content. It has since grown to become the world's largest travel community, with 390 million unique monthly visitors and 465 million reviews and opinions on over 7 million attractions in 49 markets. TripAdvisor has become extremely popular with both tourists and managers due to its wealth of data. Tourists can read the aggregated opinions of millions of frequent travelers.

TripAdvisor has sufficient clout to be used as a text source, having amassed numerous reviews of tourist businesses worldwide. Sentiment analysis is used to derive meaning from this data. The most well-known sentiment analysis task is sentiment classification, which aims to detect sentiments within a document, a sentence, or an aspect. This task can be broken down into three stages: polarity detection (classify the text's sentiment as positive, negative, or neutral), aspect selection/extraction (obtain the features necessary for text structuring), and classification (apply machine learning or lexicon approaches to classify the text)

TripAdvisor is the world's most popular online travel website (Vásquez, 2011). It has also aided travelers in making hotel reservations (Matos-rodriguez, 2014). A useful comment enhanced the website's reputation and served as a valuable asset to the website, and the user's satisfaction was frequently expressed through ratings (Moghaddam & Martin, 2011). Additionally, Chen et al. (2011) stated that it increased support within the web community. This is further supported by the fact that experienced customers agreed on a statement or judgment about the overall quality of products, thereby influencing the purchase decisions of other buyers (Klan & Ries, 2014).

Web communities supported both object-based and text-based comments. In comparison to objects, written comments required more time for interpretation. According to Samsudin, Puteh, Hamdan, and Ahmad Nazri (2013), noisy texts are a prevalent occurrence in online reviews and have a negative impact on data mining exercises. Additionally, comments may be insignificant or casual (Zhang et al., 2013). The content analysis tool is used to extract positive and negative emotions from blog texts in text analysis techniques (Gill, French, Gergle, & Oberlander) (2008). According to Gill et al. (2008), a positive writer is one who frequently uses positive words. Gill compared the means of positive and negative emotional concept words in their table to determine the significance of the differences.

To assess emotional intelligence (EI), the mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT) was used (Abe, 2011). Positive emotive words were associated with students' supervisor-rated performance, but not with students' perceived benefits or practical courses. Numerous types of research have been conducted on the emotive word using a variety of different methods. Filippi, Ocklenburg, Bowling, Heege, Gunturkun, Newen, and de Boer (2016), for example, stated in a cognitive study that humans typically combine linguistic and non-linguistic information to comprehend emotions. Language evolution was discussed in the same study, but it was not limited to emotive word processing. On the other hand, Li and Yu (2015) suggested that children's emotive word comprehension (EWC) developed with age in developmental science. Sereno, Scott, Yao, Thaden, and O'Donnell (2015) discovered a significant interaction between participant mood and word emotionality in a psycholinguistic study. However, there is a dearth of research on the use of emotive words in online comments.

Consideration of emotive words is critical for developing an understanding of affective language theory (Hinojosa, Rincón-Pérez, Romero-Ferreiro, Martnez-Garca, Villalba-Garca, Montoro, & Pozo, 2016). However, emotive language is not the only way to convey emotion. Sentiment analysis has progressed beyond simple text mining and extracting opinions solely from text; emoticons and other forms of sentiment expression are now included in the analysis. Researchers discovered that emoticons are not just for entertainment; rather, they serve as a valuable supplement to

traditional communication methods (Huang, Yen, & Zhang, 2008). Additionally, Teh, Rayson, Pak, Piao, and Yeng (2016) discovered that emoticons have a significant ability to reverse the polarity of comments in their most recent study. Additionally, it demonstrates how critical it is for sentiment analysis and studies to process and comprehend the emotions expressed in the comments.

According to Zhang et. al, (2016), the number of expert reviews on a particular hotel, the level of reviewers' expertise, and the website's recognized expertise all influence travelers' rating behavior. However, Fong, Lei, and Law (2016) noted in their comment analysis that a review's sentiment is not always consistent with its content. Only one hotel's reviews were analyzed and analyzed in their study. To close the gap, we investigated and compared the consistency of the ratings provided by readers of the comments with the ratings provided by the original reviewers for 20 hotels. Additionally, this study evaluated, compared, and investigated the consistency of human raters and online comments, all without disclosing to the human raters the hotel star rating assigned by the original reviewers.

Tourism has undergone several changes in recent years, the majority of which are related to the Internet's advent and the development of information and communication technologies (Buhalis and Law, 2008; Fu Tsang, Lai and Law, 2010). This has resulted in the exponential growth of social networks and tourist platforms (e.g., Facebook, Twitter, TripAdvisor, and others) where tourists can share their travel experiences, leave comments, express their opinions, and even upload photos and videos. These websites exemplify the Web 2.0 phenomenon (Miguéns, Baggio, and Costa, 2008), a term coined in 2004 by Tim O'Reilly, who identified the emerging social subsystem as the future Internet. The revolution brought about by Web 2.0 (or Travel 2.0) has fundamentally altered the behavior of tourists, who can now access information quickly and contribute to the generation of new information to share with other users.

According to the UNWTO, tourism activity today is increasingly shaped by price comparison and combination technology; new mobile applications offering a diverse range of opportunities are being developed; and social networks are consolidating their positions within a more transparent market in which citizens can provide services collaboratively (UNWTO, 2011).

According to a 2009 survey conducted by PhoCusWright, nine out of ten tourists read online reviews about tourism products and services (hotels, restaurants, and destinations) prior to making a travel decision. Travelers are increasingly searching for and consuming travel information created by other travelers to assist them in planning their trips and then sharing their experiences upon their return. Due to the experiential nature of tourism, the information generated by other travelers is even more valuable and influential during the search and decision-making process than it is for other types of purchases. (2011) (Gretzel). The process of planning a trip entails a 'temporal, dynamic, sequential, and multistage contingent decision-making process' (Jeng and Fesenmaier, 2002:15). It is reasonable to assume that information requirements and information search strategies vary at various stages of the travel decision-making process (Gretzel, Fesenmaier, and O'Leary, 2006).

According to Milano (2010), the travel experience formation process consists of three phases: preexperience, which is based on other people's travel stories prior to travel; experiences during travel (an increasing number of travelers now share real-time travel experiences via mobile applications); and post-travel experience, which entails the dissemination of comments, evaluations, and recommendations. It's easy to see how this constant flow of information can have a significant impact on a tourist destination's image and reputation. The internet has compelled destinations to evolve into more interactive, innovative, and efficient modes of operation, as the online consumer has become more active, demanding, and in control. If a customer is dissatisfied with a service, the reputation of the business can be harmed, as negative information posted online is immediate and public, and is shared with a large number of potential customers (Russell, 2010). This creates multiple challenges for tourism destinations: identifying the major trends affecting supply and demand; managing change in the external environment while maintaining the same rate of evolution; and strengthening tourist organizations' capacity to respond to demand through policies that more effectively integrate diverse interests (UNWTO, 2011). Thus, destination management entails considering the full range of a destination's tourist potential, perceived image and reputation, as well as changes in tourist behavior and expectations. Indeed, the proliferation and growing importance of online reviews for all types of consumer decisions necessitates a better understanding of their impact on tourism (Papathanassis and Knolle, 2011).

With these presented articles, the aim of this paper is to refine and reorganize tourist experiences through actions which basis will be anchored on the reviews from TripAdvisor as used sentimental analysis to determine strengths (positive) and weaknesses (negative) highlights of the beaches in Batanes.

IV. CONCLUSION

With the collected data of reviews written by tourists that had been on the beaches of Batanes, there were sub-categories of reviews according to the specific name of beach they had visited. In connection to that, the researcher arrived to another sub-categories which were according to the approached of communication the reviews from TripAdvisor were being written. They were positive and negative remarks. Another category of reviews was patterned by the researcher. They were: *advice, narrative of experience of the spot.*

Each of the Batanes resorts identified on TripAdvisor had a total sample size of ten (10) respondents. The total enumeration approached had been utilized in the studied since the respondents had been chosen only on the basis of the feedback and reviews left on the website. Through the used of observation checklist, the researcher had been able to gathered data and information based on the context in a particular review or feedback on TripAdvisor. The observation was based on how positive, negative, and helpful did these reviews were.

There were positive reviews that promote tourist visitation to the beaches of the islands and there were also negative remarks due to the experience and some unfortunate incidents however, the results would further helped the beaches to enhance and improved tourist experiences as well as the island itself and the people living there. The second part of the analysis showed that there were both negative and positive remarks based on the content of their reviews and the narration of their experiences. Nevertheless, the results contribute to the improvement of the beaches and tourist experiences. In addition, the information technology role by having a site or an application where there were provisions that gave advice, descriptions of places as well as experiences that played role in making decisions for tourists

TripAdvisor reviews was gathered and categorized based on the researcher's observations. The data was gathered in the time of pandemic where opinions and feedbacks were severely important since there were many things to considered when traveling from one placed to another (e.g., if the hotel was following strict guidelines, sanitation, was there a needed for swab tests and pcr results?, rates, were kids allowed? Etc.) in particular, the researcher looked at the evaluations to saw if they may been useful to other visitors based on the criteria he set. Following that, the responses from these persons was categorized into tables based on their grade in the provided criteria. The criteria set by the researcher was contextualized through the used of sentimental analysis whereas it determines if a piece of writing was positive, negative, or neutral. To gave weighted sentiment ratings to entities, topics, themes, and categories inside a sentence or phrase, a sentiment analysis system for texted analysis combines natural language processing (NLP) with machine learned techniques

To give value and confidentiality of the people who gave their honest reviews and feedbacks on TripAdvisor, the researcher had decided not to include their names and blurred them during the final presentation. This gave confidentiality and respect for these people in order to protect them from any unwanted effects that might come after this study.

V. RECOMMENDATION

In order to fully implement the effectiveness of the study, the following recommendations should be followed: Researchers must narrow down all important data recurring around the study. Researchers must find more reliable and relevant resources that may help in constructing strong, accurate and credible study. Researchers must have a strong theoretical perspective and hypothesis to make an appropriate and understandable conceptual framework. Researchers must obtain a bigger corpus number for validity. Future researchers may pursue a study on the how TripAdvisor reviews influence the decisions of the tourists in visiting a place. Future researchers may pursue a study on the how Travel Blogs or Travelogues help them in their visiting and touring experiences in some other Philippine islands. Future researchers may pursue a study, similar to the variables in this study but differ on the place they focus on.

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