

Exponential Growth Template Ventura_Revision

by Premium Apps Shopee

General metrics

45,856

characters

6,386

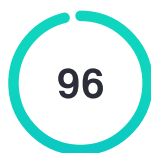
words

457

sentences

25 min 32 secreading
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Score



This text scores better than 96%
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Writing Issues

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Issues left

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Critical

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Plagiarism

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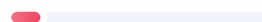
Writing Issues

55

Correctness

6

Misuse of semicolons, quotation marks, etc.



4

Determiner use (a/an/the/this, etc.)



14

Improper formatting



12

Comma misuse within clauses



4

Misplaced words or phrases



2

Incomplete sentences



1

Incorrect verb forms



5

Punctuation in compound/complex sentences



2

Incorrect noun number



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Misspelled words



1

Unknown words



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Wrong or missing prepositions



78

Clarity

53

Passive voice misuse



10

Hard-to-read text



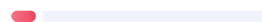
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Wordy sentences



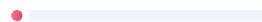
5

Unclear sentences



1

Intricate text



10

Engagement

10

Word choice



8

Delivery

8

Inappropriate colloquialisms



Unique Words

Measures vocabulary diversity by calculating the percentage of words used only once in your document

21%unique words

Rare Words

Measures depth of vocabulary by identifying words that are not among the 5,000 most common English words.

43%rare words

Word Length

Measures average word length

5.3characters per word

Sentence Length

Measures average sentence length

14words per sentence

Exponential Growth Template

Ventura_Revision

Author 1: It should reflect ...¹

Journal of Economics, Business, and Accountancy Ventura Vol. 18, No. 2,

August – November 2015, pages 1 – 14

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ISSN 2087-3735 Macroeconomic and Bank-Specific ... (Suhartono)

5

The Exponential Growth Pattern of

Consumer Well-Being and Tourism Destination Attractiveness:

A Study of the Digital Tourism Destination of Labuan Bajo, Indonesia

ABSTRACT

This research aims to explore the connective patterns of 7 dimensions of tourism consumer well-being (environmental altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entrepreneurship, social connectedness, and cultural identity) to induce more tourism attractiveness in visiting the digital destination of the My Trip My Adventure (MTMA) Labuan Bajo YouTube platform. The study stems from a postmodern approach where the virtual world and reality are eroded² in digital technology development. This study enriches that postmodern perspective by elaborating on 7^{3,4} dimensions of tourism consumer welfare and the 4 V's of digital technology innovation (volume, variety, velocity, and veracity). This study collected comments, replies,

and 'like' expressions on YouTube from October 2016 to October 2019 from the My Trip My Adventure (MTMA) Labuan Bajo YouTube platform. The researchers then analyzed through thematic analysis and social network analysis. This research confirms the polynomial growth pattern from the ⁵7 dimensions of tourism consumer well-being. In general, the pattern goes up from environmental well-being to inspirational mindfulness. Then, it descends to biophysical well-being. It is because to have exponential growth; tourism needs to be absent temporarily. Suddenly after that, the growth goes up in terms of social and cultural well-being. The findings can benefit tourism practitioners in orchestrating their ⁶7 dimensions of tourism consumer well-being as destination orchestrators.

Keywords:

destination attractiveness, digital tourism destination, exponential growth, tourism consumer well-being, digital data collection, postmodern approach.

ABSTRAK

Tujuan penelitian ini mengkaji pola koneksi 7 dimensi kesejahteraan konsumen wisata (altruisme lingkungan, penyesuaian spiritual, perhatian inspirasional, bio-psikologis, kewirausahaan, keterhubungan sosial, identitas budaya) dengan pertumbuhan daya tarik wisata menuju destinasi digital Labuan Bajo. Dasar pengembangan kajian ini adalah tesis postmodern dimana virtualiasi dan realitas tergerus dalam perkembangan teknologi digital. Kajian ini memperkaya studi destinasi digital postmodern dengan memadukan 7 dimensi kesejahteraan konsumen wisata dan inovasi teknologi digital 4 V (Volume, Variety, Velocity, Veracity). Data dikumpulkan dari komentar, balasan, dan suka YouTube yang dipetakan dari Oktober 2016 hingga Oktober 2019 pada platform

digital My Trip My Adventure (MTMA) Labuan Bajo. Data tersebut kemudian diolah dengan analisis tematik dan analisis jejaring sosial. Riset ini menegaskan bahwa pola polinomial mendorong lebih banyak wisatawan ke destinasi digital. Secara umum, polanya meningkat dari kesejahteraan lingkungan menjadi perhatian penuh inspirasi. Kemudian, itu memantul ke kesehatan biofisik. Temuan ini dapat bermanfaat bagi pariwisata praktis untuk mengatur 7 dimensi kesejahteraan tur konsumen mereka sebagai orkestrator dalam wisata digital.

1. INTRODUCTION

Tourist destinations have incredible power in establishing a unique destination of choice, expectations of satisfaction, intentions to revisit, perceptions of benefits and motivations, and positive perceptions of leader's opinions (Henkel, Henkel, Agrusa, Agrusa, & Tanner, 2006). In perceiving a tourism destination, Hu and Ritchie (1993, p. 25) explained that a tourist "reflects the feelings, beliefs, and opinions that an individual has on a destination and sees the ability to ensure satisfaction with one's holiday special needs".⁷

Recently, in the development of Internet infrastructure in Indonesia, visiting digital tourism destinations has been a prevalent trend aside from making trips to physical tourism destinations. Regarding offline destinations, Indonesia has a wide array of tourism sites to visit for foreign and domestic tourists, called the 10⁸ tourism destination zones. These destination zones comprise Mandalika in West Nusa Tenggara, Pulau Morotai in North Maluku, Tanjung Kelayang in Bangka Belitung, Danau Toba in North Sumatra, Wakatobi in Southeast Sulawesi, Borobudur in Central Java, Kepulauan Seribu in the capital city of

Jakarta, Tanjung Lesung in Banten, Bromo in East Java, and Labuan Bajo in East Nusa Tenggara.

Offline destinations might cause destructive tourism behavior since there is limited well-being attractiveness towards tourism site businesses (Nubaeti, Damanik, Baiquni, & Nopirin, 2016). Besides that, offline tourism destinations have a limited carrying capacity to facilitate a certain number of tourists. It means that with a vast number of tourists, the environmental quality can potentially erode. As the economic and environmental considerations are essential, tourism businesses will consider an alternative such as digital tourism. The objective of this paper study investigates the roles of 7 dimensions of tourism consumer well-being as attractors to induce growth in digital tourism attractiveness in the case of the MTMA (My Trip My Adventure) – YouTube video series – of Labuan Bajo. A digital destination refers to "digital support of the tourist experience" from diverse online media (Benyon, Quigley, O'Keefe, & Riva, 2014). The study observes tourists' comments and feelings towards the YouTube video series of MTMA's Labuan Bajo, Indonesia. This study examines the interactions between 7 dimensions of tourism consumer well-being (environmental altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entrepreneurship, social connectedness, and cultural identity) (Ardianto, Widarsyah, & Hasudungan, 2019) and 4 Vs of digital technology innovativeness, which are volume, veracity, variety, and velocity (Siewert, 2013). The researchers evaluate the intensity of digital tourism attractiveness through the volume, variety, and veracity of tourists' online responses in the different velocity phases.

In the literature review, several past studies have discussed the attractiveness of a physical destination and well-being as a part of tourist satisfaction to visit the destination. The drawbacks of the previous studies are that only a few

studies have examined the well-being aspect as a polynomial pattern of an attractor to induce the growth of tourists' attraction. Very few articles have discussed tourism growth trends, and they were not associated with well-being (Cortes-Jimenez & Pulina, 2010; Ruhanen, Weiler, Moyle, & McLennan, 2015). Our study will contribute to the discussion of that issue in digital tourism destinations.

2. THEORETICAL FRAMEWORK AND RESEARCH QUESTIONS

Existing modernism reveals that human beings have rational choices to simplify the observed universe as a superior and inferior dichotomy (Ardianto, 2003). In the context of tourism destinations, modernism segregates virtual and real tourism destinations as different experiences. Moreover, virtual media may not ¹¹ be utilized to document real tourism sites as tourist destinations. However, a real tourism experience is not solely limited to a physical destination but also appears in a digital destination, as this study will emphasize.

Postmodernism expands the components of juxtaposition, prevalence, retrospection, interactions, and self-referentiality (Brown, 1993; Ardianto, 2003). Juxtaposition refers to elaborating on contrasting objects; prevalence is rejecting the generalization of one object but expanding on multi-interpreted meanings; retrospection refers to recalling the memory from existing experiences; being interactive is the interactions among subjects, and the last is self-referentiality as the reproduction of past cultural arts in their existing culture.¹² Postmodernism also deals with self-reflexivity (Reitsamer & Brunner-Sperdin, 2015). Postmodernism rejects the modernization concept that knowledge is assumed to be neutral. Indeed, self-reflexivity is associated with the acknowledgment of self-consciousness of a particular phenomenon. As

subjectivity exists in knowledge, self-reflexivity contains a research phenomenon's self-interpretation (James, 2016).

This research blends explicitly self-reflexivity¹³ with an expanding virtual digital destination. With the expanding digital media to capture tourist sites and experiences offline, technological evolution evades real and virtual tourist activities (Bigné & Decrop, 2018). Nowadays, with limitations and enormous resources to spend on physical tourist destinations, digital destinations have been chosen as tourist alternatives to fulfill their hedonic and eudemonic experiences. The digital destinations make it enjoyable for tourists, even though they do not spend their time directly at the physical tourist places (Reitsamer & Brunner-Sperdin, 2015).

This research underlines digital tourist destinations in Indonesia since, with enormous digital media, tourists can experience eudemonic and hedonic tourism experiences without physically visiting the tourist destinations. In essence, a eudemonic experience underscores the broader well-being focus. In a recent Indonesian destination context, Simanjuntak et al. (2019) examined a eudemonic experience as "closely related to happiness, welfare, and the consequences of self-growth and self-actualization as a meaning-related aspect of well-being"^{14,15}. Nevertheless, his research limitation is that it mostly considered physical tourist destination experiences to achieve hedonic and eudemonic experiences. This research extends the association of the multi-dimensional well-being and tourism attractiveness of digital tourist destinations.

2.1 Digital Tourist Destinations

In tourism literature, the concept of a tourist destination has evolved progressively. In its original form, a tourist destination refers to the physical

presence or the offline tourist destination. For instance, a tourist destination refers to the areas where the financial revenue and attractiveness depend on tourist visits (Benyon et al., 2014). In recent tourism research, the discussion of a tourist destination expands on integrating multiple tourist experiences, in which knowledge transfer ¹⁶ is conveyed about the tourist destination (Del Chiappa & Baggio, 2015). In that context, a tourist destination is not solely determined by the physical attractiveness but also by its own spiritual and emotional experience to articulate that tourist destination. By focusing on tourist experiences, a human being's objectives are to seek emotional, social, and spiritual fulfillment ¹⁷ in searching for a tourist destination. For instance, Meng and Choi (2016) introduced the concept of tourist motives to visit a tourist destination to control past behavior, minimize negative emotions, and convey a positive emotional influence by actively participating in having a positive influence of a tourist's awareness in one's tourist activities. Tourists' decision-making to convey positive tourist awareness relies on understanding tourists' authenticity that they communicated to others (Ramkissoon & Uysal, 2011). Del Chiappa and Baggio (2015) highlighted digital platforms' potential to induce a positive influence towards a more positive awareness of a tourism experience, or commonly known as a digital destination experience. ¹⁸

In an Indonesian tourism study, Nubaeti et al. (2016) asserted the influence of technology to expand tourist destinations' popularity. They found that technology and access to information, including online sources, determine the competitiveness of physical tourist destinations. In popularizing a tourist destination, Lalicic (2018) asserted the importance of collaborative arrangements to foster organizational and shared values through online communication on social media platforms. Benyon et al. (2014) stated that digital platforms have evolved as digital tourist destinations. As tourists enjoy

watching videos and sightseeing on social media, they will respond to the presented digital destination. ¹⁹ This is the foundation of why this study underscores the importance of observing digital tourist destinations, as they also have received growing popularity aside from the physical tourist destinations.

In observing the virtual universe, in postmodern thought, space is not equal to physical presence, ²⁰ but fundamentally it includes the processes for social formations, reformations, and transformations at both micro and macro levels (Ranasinghe & Li, 2017). A virtual destination is seen as a social space ²¹ as it creates an artificial environment for online tourists to engage in social interactions and feelings given visualized experiences at that destination (Bigné & Decrop, 2018). Hence, a postmodern viewpoint juxtaposes the dichotomy between virtual and real destinations. Generally speaking, an encapsulated real experience in a virtual space with paradoxes of meanings ²² is accepted in the postmodern school of thought (Bigné & Decrop, 2018).

2.2 Consumer Well-being for Destination Attractiveness

Destination attractiveness corresponds to maximum feelings as they experience the destination's multifaceted products (Formica & Uysal, 2006). Several tourist studies have claimed that tourist destination attractiveness elicits feelings and opinions from tourists and the perceived ability to satisfy their needs (Mayo & Jarvis, 1981; Reitsamer & Brunner-Sperdin, 2015; Vengesai, Mavondo, & Reisinger, 2009).

A tourist destination ²³ is tangibly known through its interrelationships amongst stakeholders (Prideaux & Cooper, 2003). In a digital destination, stakeholders reveal their feelings and opinions through open online platforms (Lalicic, 2018). This study's contribution towards destination attractiveness is to extend digital

tourism research where online tourists in digital platforms share their feelings, opinions, and emotional satisfaction through comments, 'likes',²⁴ and replies on various social media platforms.

The previous studies found that tourists' attractiveness to the destination is not by automatics, but they have to experience their well-being achievements.²⁵ In previous papers, well-being achievement comprised of different components. For instance, Reitsamer and Brunner-Sperdin (2015) concluded that psychological well-being (e.g.²⁶ interacting with the local community, visiting attractions, doing activities, and gaining access to amenities) became a significant driver attractiveness of a physical tourist destination. Another study points out that physical health recovery in various tourist activities is the premier factor for tourists returning to tourist destinations (Illario et al., 2019). Furthermore, Hartwell et al. (2018) asserted that health and spiritual reasons are the key tourist decision factors for spending their resources on tourist destinations. Another study pointed out the effects of social²⁷ humanistic contributions on tourist destination enjoyment. In those previous studies, the well-being components were segmented into a few particular factors, mostly emphasizing physical tourist destinations. The contribution of this research is to look at another angle of digital destination drivers from seven well-being components to influence tourist well-being.

This study scrutinizes the connective patterns of 7 dimensions of tourism consumer well-being to induce greater²⁸ digital tourist destination attractiveness. Ardianto et al. (2019) developed those 7²⁹ tourism consumer well-being components from a previous case study in Toba Lake, North Sumatra. Those well-being dimensions include spiritual, environmental, inspirational, bio-psychosocial, entrepreneurship, social, and cultural well-being. The research acknowledges that a digital destination contains 4³⁰ Vs of digital

technology innovativeness (volume, variety, velocity, and veracity) (Siewert, 2013), which are associated with driving growth is explained³¹ in the following section.

2.3 Exponential Growth for Destination Attractiveness

This research will scrutinize exponential growth patterns from a digital tourist destination when driven both³² by the 7³³ dimensions of tourism consumer well-being and the 4³⁴ Vs of digital technology innovativeness. According to the past tourism growth studies, surging economic development leads to more tourist enthusiasm to enjoy the tourism destinations (Cortes-Jimenez & Pulina, 2010; Ruhanen et al., 2015). In data analytics, exponential growth is attained³⁵ with high data volume, velocity, variety, and velocity properties. Volume refers to a large amount of data to be generated³⁶ concerning the respective observation being observed³⁷. In this research, the feeling expression data volume was traced³⁸ through the number of comments from the social media online platform. In data analytics, veracity is counted³⁹ from the classification of the trusted data extracted. Siewert (2013) provided examples of veracity data in Twitter and Facebook that conducted a homogenous sentiment analysis from heterogeneous customer data. In that phenomenon, the heterogeneous data of various competitor interests, the factors of what customers like and dislike, are classified into homogenous groups. Therefore, the veracity of expressed tourist feelings was proposed⁴⁰ by classifying each comment's property in the respective well-being components. In this paper, the variety is a measure of⁴¹ how diverse the data is in the particular object observed (Chan, 2018). This study traces how many replies there are on the particular object observed on social media platforms in a similar approach. Velocity observes how quickly data is processed (Chan, 2018; Siewert, 2013). In this study, the velocity is

⁴²
treated in a similar way to correspond to how fast the comments appear after
⁴³
the publication of social media issues.

2.4 Research Questions

Since this paper elaborates on thematic analysis and social network analysis, this study uses explorative research questions as follows:

Does the digital tourism of MTMA Labuan Bajo have exponential growth?

What is the exponential growth pattern of MTMA Labuan Bajo's digital tourism in the perspective of 7 dimensions of tourism consumer well-being?

3. RESEARCH METHODOLOGY

3.1 Data Collection and Methods

This paper aimed to trace exponential growth patterns from feelings and comments in YouTube videos. For the observed sample, a YouTube travel video of 2016's ⁴⁴My ⁴⁵Trip My Adventure (MTMA) Labuan Bajo, from a weekly local Indonesian travel program, was captured to trace tourists' online comments and feelings after watching the video. YouTube comments, replies, and 'likes' were analyzed using the thematic deductive analysis. Researchers collected the online data from the period of October 2016 to October 2019. A thematic analysis ⁴⁶comprised of inductive and deductive components (Fereday & Muir-Cochrane, 2006). An inductive analysis was carried out to group the unstructured information into several classifications. In the inductive analysis, the researcher did not use any framework to determine what dimensions to explore in the research (Fereday & Muir-Cochrane, 2006). In contrast, the themes ⁴⁷were first identified for the deductive analysis before analyzing the data (Braun & Clarke, 2006).

Within the thematic analysis, this study observed ⁴⁸7 dimensions of tourism consumer well-being: spiritual attunement, inspirational mindfulness, bio-psychosocial aspect, social connectedness, cultural identity, environmental altruism, and entrepreneurship well-being (Ardianto et al., 2019). After being coded to each well-being component, the qualitative coding was quantitatively ⁴⁹classified into 4 Vs of digital technology innovativeness components (volume, ⁵⁰variety, velocity, and veracity). ⁵¹To classify qualitative coding into quantitative coding, researchers performed the content analysis to trace the quantitative frequency of the ⁵²4 Vs of digital technology innovativeness components (Fath, 2019). The researcher treated velocity as a distinguished component rather than the other ⁵³3 Vs because the digital destination is a technological platform where speed or velocity is one of the innovation indicators.

First, the template and criteria of each well-being component were determined ⁵in the process of doing the thematic analysis to frame each type of information ⁵⁵into classified themes (Braun & Clarke, 2006). In this study, the operational definitions of velocity, veracity, volume, and variety ⁵⁶were established to be ⁵⁷classified into each well-being component. After the operational definitions ⁵⁸were set, the words or text-based responses ⁵⁹were calculated into numerical frequencies (Fereday & Muir-Cochrane, 2006). In this study, rather than qualitatively reframing them, quantitative frequencies were required to map the possible exponential growth, as orchestrated in each well-being component. After mapping the quantitative frequency distribution, a further analysis ⁶⁰was then conducted to identify if the exponential growth of destination attractiveness ⁶¹was attained. From the previous studies, when high data volume, velocity, variety, and velocity properties ⁶²were fulfilled, ⁶³hence exponential growth was justified (Siewert, 2013). In this study, the exponential growth was justified when the matrix of 7 dimensions of tourism consumer

well-being and the 4 ⁶⁴Vs of digital technology innovativeness ⁶⁵were fulfilled. After the exponential growth ⁶⁶was identified, data visualization was built-in. In mapping the exponential growth, bar charts ⁶⁷were established. After that, a web-graph ⁶⁸was found to look at each well-being pattern. The visualization continued to map the social network actors to commensurate the actors that spread well-being to other online tourist visitors. The thematic analysis and visualizing procedures ⁶⁹were ordered as in the following figure.

Figure 1. Thematic and Visualizing Phases (employed a thematic analysis, identified exponential growth, ordered a social network analysis)

3.2 Virtual Field Site

Postmodern hypotheses induce the concept of paradoxes in a tourism destination (Darnell, 2011). Darnell (2011) associated paradoxes with contradictions to exist simultaneously. With vast technological developments, paradoxes can ⁷⁰be observed between virtuality and reality. A frontier real-life tourism experience, such as sightseeing and communicating with other tourists can ⁷²be mediated through virtual technology. Hence, with that assimilated experience, the tourist domain between real and virtual can be integrated (Bigné & Decrop, 2018).

This paper chose the MTMA YouTube video series of MTMA Labuan Bajo, Indonesia, as a virtual field site and ⁷³as a digital destination due to its vivid digital destination and numerous online tourist replies. Geographically, Labuan Bajo is a fishing town in the Nusa Tenggara region of East Indonesia. It is the capital of West Manggarai Regency (Kabupaten Manggarai Barat) of East Nusa Tenggara. One of the famous tourist sites in Labuan Bajo is Komodo Island. As a physical destination, Labuan Bajo offers an attractive tourist destination with

some islands surrounded by water. On top of that, tourists can vividly see the inherited fauna, Komodo dragons, marching around the hills in the island's center.⁷⁴

With compelling attractions, the vivid reality of the tourist destination of Labuan Bajo was documented⁷⁵ through MTMA. Astonishingly, 6⁷⁶ documentary videos of MTMA Labuan Bajo attracted more online interactions and connected tourist interactions amongst YouTube commentators. With more group interactions, which amounted to 1929 responses, from 2016 to 2019, the vivid experiences, replies, and visualized images were encapsulated⁷⁷ to shift the real experiences to virtual media. With the embedded features, the integrated tourist information, images, and communication technology become the landmark to observe the paradoxes of real and virtual experiences in the digital destination (Ranasinghe & Li, 2017).

4. DATA ANALYSIS AND DISCUSSION

The paper investigated the exponential growth of tourism attractiveness driven by 7⁷⁸ dimensions of tourism consumer well-being. To sum up, the results will exhibit the exponential growth of tourist destination attractiveness, the typical well-being patterns, and the social network analysis of the online tourism actors of destination attractiveness.

4.1 Results

4.1.1 Exponential Growth in Digital Tourist Destinations

In recent economic literature, growth is commonly associated⁷⁹ with a linear line trend. For example, Mankiw (2019) surmised that the proportion of output growth is linearly related to the business input (labor and capital) that makes economic growth linear over time. In a recent economic phenomenon, Dornbusch, Fischer, and Startz (2010) asserted that exponential growth is retained⁸⁰ when the initial linear progressive growth still exists.

This study underlines the polynomial growth where linear tourism attractiveness growth is obsolete. The polynomial expands the trend and reaches exponential growth, so online tourists need to adapt to a digital destination. After their consumer preferences are fulfilled⁸¹, progressive growth takes place. To map tourism attractiveness in terms of volume, variety, velocity, and veracity⁸², tourism attractiveness was matched⁸³ with 7⁸⁴ dimensions of tourism consumer well-being. The study utilized a ranking scale to order the 7⁸⁵ well-being dimensions based on the respective tourists' volume, variety, velocity, and veracity. The researcher used 1⁸⁶ as the lowest-ranking scale level and 7⁸⁷ as the highest-ranking scale. From that data transformation, exponential growth was attained⁸⁸ when the tourists had an adaptive phase where they tried to learn to match a digital tourist destination with their interests, as shown with the declining trend of the bio-physical tourist online responses well-being. After the adaptive phase was acquired, tourism attractiveness progressed up⁸⁹ significantly in the respective social connectedness and cultural identity well-being. Hence, to attain exponential growth of tourism attractiveness, there is a phase of tourist adjustment to the digital destination, which in this study was identified⁹⁰ as the "pre-takeoff" stage. After the tourists matched the existing digital destination with their tourist preference profiles, progressive growth was attained as the consequence^{91,92} later in their social and cultural well-being.

The exponential growth is also proven through quadratic regression trends in the visual estimation, as seen in Figure 2 (section 2).

Figure 2. Polynomial Growth of Tourist Well-being

Source: Researchers' coding & tabulation from the well-being and 4 Vs⁹³ matrix of an MTMA digital site

4.1.2 Pattern Analysis of Well-being

In this thematic content analysis, the strong attractor is proven⁹⁴ through the visualized parallel graph or no overlapping lines (Onwuegbuzie & Teddlie, 2003). It means that the observed variable might attract other variables to be involved in the chain influences. In this research, a pattern analysis was detected⁹⁵ through a web spider graph, and it⁹⁶ found the most common patterns of well-being given their respective velocity, volume, variety, and veracity. Our observation indicates that inspirational⁹⁷ well-being has the strongest⁹⁸ common patterns of velocity, volume, variety, and veracity. In that pattern analysis, it can be seen that this inspirational⁹⁹ well-being can orchestrate other well-being variables to influence other well-being variables in a particular direction.

Figure 3. Visualized Pattern of Velocity, Volume, Variety, and Veracity in Well-being

Source: Coding from an MTMA digital site

As shown in Figure 3, ¹⁰⁰inspirational mindfulness well-being can be orchestrated¹ to shape other well-being variables to achieve exponential growth of the tourism destination attractiveness. This orchestration is explained by the juxtaposed correlation of inspirational mindfulness by its pre-decisive well-being and other well-being after the inspirational mindfulness, as ordered in Figure 2.

In that YouTube response, inspirational mindfulness is the bridge connecting other well-being components. Firstly, the attractiveness of the Labuan Bajo digital destination was established¹⁰² through the environmental altruism response. In a YouTube comment, one tourism consumer insisted on appreciating a beautiful mountain in Labuan Bajo. "We should [appreciate] a mountain [view] not only the beach" (DJS, 2016). Another online tourism consumer stated a concern to maintain Labuan Bajo's environment, as "Labuan Bajo is beautiful with its nature ... hopefully, it will still be maintained" (OP, 2018). From that, another tourism consumer, MK (2018), praised the Lord for the natural ¹⁰³view by stating, "Subhahanallah (Praise God)".¹⁰⁴ Inspirational mindfulness connected the predecessor issues by highlighting being proud of the tourist destination. In some YouTube conversations, inspirational mindfulness is marked by native tourists, as some of them were native Labuan Bajo. For example, one tourist stated an inspirational message from one comment as being proud to originate from Labuan Bajo:

"I am personally proud to come from Labuan Bajo. Labuan Bajo endures human inspiration. I personally love Labuan Bajo" (YF, 2019).

That proud statement was transmitted¹⁰⁵ after one actor of HG personally declared Labuan Bajo as part of her birthplace. Respectively, the tourists not originally from Labuan Bajo understood that while geographically Labuan Bajo is part of Flores, they were convinced¹⁰⁶ there is a distinguished tourist destination attached to Labuan Bajo.

"I have learned about Flores and other Indonesian islands geographically and culturally [eastern part]. Firstly, I¹⁰⁷ thought they were similar, but I¹⁰⁸ found the specificity of the Komodo species to distinguish Labuan Bajo from other Indonesian islands" (TD, 2018).

The inspirational mindfulness is reminiscent of the original identity of Labuan Bajo to be associated symbolically with Komodo. This inspirational mindfulness shapes the more intense social conversation of Labuan Bajo, as seen in Figure 2, where the social interactions multiplied. In turn, some online tourism consumers perceived Labuan Bajo's digital visitation as a part of their habits and culture. "Labuan Bajo is part of my residence [although I am not there now]" (LD, 2018).

4.1.3 Social Network Analysis

The previous section found that inspirational¹⁰⁹ well-being is an orchestrator to influence other well-beings¹¹⁰ to reach exponential growth. The social network analysis was applied in this study¹¹¹ to identify the actor behind inspirational¹¹² well-being¹¹³, and what the actor did to influence more exponential growth of

tourism attractiveness. As traced from an MTMA YouTube comment, HG uttered an inspirational mindfulness statement that "Labuan Bajo is my birthplace.... (Labuan Bajo ¹¹⁴ kota ¹¹⁵ kelahiranku)" on November 10, 2016, one month after the MTMA video was uploaded. After that, HG functioned as the lead-similar orchestrator. In our observation, it inspired other YouTubers with backgrounds similar to EF to share their comments.

EF, in turn, performed the capacity as the lead-different orchestrator. A lead-different orchestrator means that EF inspired people with different backgrounds to enjoy visiting and make comments on MTMA Labuan Bajo. After that, RO responded positively after four days of comments from EF. RO triggered other people by saying that Labuan Bajo was his original hometown, as he ¹¹⁶ said ¹¹⁷ "kota asalku... (my hometown)". He made himself ¹¹⁸ as ¹¹⁹ the unified-lead orchestrator. Here, people with different cultural backgrounds acknowledged Labuan Bajo as a part of their ¹²⁰ culture, as they intensively visited the digital destination. Those actors are in this study as leading orchestrators that drive more exponential growth of tourism attractiveness.

Figure 4. Social Network Diagram

NB: C stands for a commentator on culture topics, S is for social topics, and IN is for inspirational topics. The influencers are HG, EF, and RO.

Source: Coding & tabulation from an MTMA digital site

4.2 Discussion

Braun and Clarke (2006) found that well-being significantly affects tourism attractiveness. The drawback of their study is that it mostly focused on the physical destination. Our study observed more on the digital destination of MTMA Labuan Bajo. From the deductive thematic analysis, our study confirmed that cultural and social well-being are the most viral variables in digital tourism attractiveness.¹²¹ Indeed, to reach the highest virality, if evaluated with typical pattern analysis, inspirational¹²² well-being is the most attractive factor for social and cultural well-being. These findings assert that achieving exponential growth of tourism attractiveness is a polynomial process. It means that the growth of tourism attractiveness tended to decrease in bio-physical well-being, as the online tourists required an adjustment to understand digital destinations' characteristics. This phase in our study was identified¹²³ as the "pre-takeoff" phase before the tremendous growth of tourism attractiveness. After the adjustment had taken place, tremendous growth appeared in the last social and cultural well-being, as identified as the "take-off" phase. The phases in this study are synthesized¹²⁴ in Figure 5.

Furthermore, Reitsamer and Brunner-Sperdin (2015) revealed that the popularity of well-being to drive more tourist attractions is linearly given.¹²⁵ In our study, the virality of well-being in the digital tourist attraction was triggered¹²⁶ by HG, EF, and RO as our respondents. HG functioned as the lead-similar orchestrator since she influenced another YouTuber with similar characteristics to make it viral to others. EF successfully inspired people from different personal backgrounds to visit MTMA Labuan Bajo,¹²⁷ as the lead-different orchestrator. In turn, RO attracted other YouTubers, as the lead-unified orchestrator, to include Labuan Bajo as a part of their cultural identity.

Figure 5. Synthesis of the Exponential Growth Pattern in an MTMA Video

The digital destination is not seen as the sole media to satisfy tourist hedonic experiences from all the research processes. More than that, there are various binary oppositions to accentuate the hedonic and eudemonic tourism consumer experiences. The polynomial pattern in Figure 6 was reconstructed based on the findings in Figure 2. In this paper, reflexivity was applied¹²⁸ for all well-being components.

First, regarding the Labuan Bajo environment, tourism consumers do not only witness tourist environmental altruism individually but also express their willingness to conserve the environment collectively, as FJ said that "Labuan Bajo is my birthplace. Let's maintain the clean environment there".¹²⁹ ¹³⁰With that sense of respect for the environment, the tourism consumer revealed God's existence through His creation.

Second, with such an internal spiritual attunement, a tourism consumer also spread peaceful external energy in interacting with others, as in MK's "Subhahanallah (Praise God)".¹³¹

Third, in a YouTube comment, an inspirational message was conveyed from a native of Labuan Bajo as an inside motivation drove more inspirational motivation to outsiders who are not originally native of Labuan Bajo. With stating its uniqueness inseparable from Flores Island, as W said that "My Labuan Bajo Island is beautiful [inspiring]. I am willing to return there".¹³²

Fourth, after the tourism consumers had a lengthy conversation about the digital destination, they were then silent (as seen in Figure 2, section 1) to mute their physical and emotional intervention in their conversational interactions. Then for the food, ZG said that "This fried banana is delicious and has a good taste....."

Fifth, the YouTube commentators acknowledged the potential of the native food as a business opportunity. Then they wanted to expose the locality externally to open a restaurant business, as MFP said that "There should be a promotion of native food [such as opening a restaurant business] and tourism of Labuan Bajo to the national and regional levels....."

Sixth, they began the journey by getting to know each other on the online platform, acknowledging Labuan Bajo's position on a map and encouraging others to have a real off-site visit of Labuan Bajo, which is related to social connectedness, as EF said that "Do you know where Labuan Bajo is on the map? ¹³³ Let's ¹³⁴ also visit the place."

Finally, by considering Labuan Bajo as one of their destinations, one lead-unified orchestrator encouraged tourism consumers with culturally diverse backgrounds to include a digital visitation of Labuan Bajo as a part of their unified culture, as PF said that "Love Labuan Bajo. It is a part of ¹³⁵ my regular destination visits."

5. CONCLUSION, IMPLICATIONS, SUGGESTIONS, AND LIMITATIONS

This paper investigated how the pattern of 7 tourism consumer well-being aspects boosts growth in digital tourism attractiveness. To justify the exponential growth of tourism digital attractiveness, ¹³⁶ ¹³⁷ this study confirmed how the high volume, variety, veracity, and velocity of digital tourism attractiveness has evolved in the MTMA Labuan Bajo platform. Rather than a linear trend, a polynomial trend was found ¹³⁸ as the pattern, which implicitly reveals online tourist adjustments to have digital tourism attractiveness before reaching a progressive digital tourism attractiveness trend. This study found that well-being was interrelated, and there is an ordering combination from

environmental well-being to cultural well-being to trigger ¹³⁹tremendous growth of digital tourist destinations.

The study confirmed that well-being is not segmented but somewhat interrelated for the association between well-being and tourism attractiveness. Most previous studies discussed the association of well-being and tourism attractiveness as a partial observation. It means that they had a limited one-to-one cause-effect relationship of each well-being component to a particular tourism attractiveness. Even so, the exponential growth was not assumingly ¹⁴⁰given, ¹⁴¹but it was shaped ¹⁴²by the three actors in this study, who were the lead-similar orchestrator, the lead-different orchestrator, and the lead-unified orchestrator in the exponential growth patterns. These actors were further ¹⁴³explored in the social network analysis.

This research's limitation is the specific scope of the observations of well-being and digital tourism attractiveness of MTMA Labuan Bajo. Future studies may attempt to compare multi-dimensional well-being and digital tourism attractiveness in various tourist destinations.

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APPENDICES

Appendix 1. Number of Replies (Responses) for MTMA Labuan Bajo

Variables

Volume

Variety

Veracity

Environmental Altruism

25

41

41

Spiritual Attunement

41

33

33

Inspirational Mindfulness

33

166

157

Bio-psychological Aspect

17

17

25

Social Entrepreneurship

17

41

17

Social Connectedness

132

232

190

Cultural Identity

100

298

273

*) the counts are associated with the number of replies

Ordered Ranking of the Number of Replies (Responses) for MTMA Labuan Bajo
Variables

Velocity

Volume

Variety

Veracity

Environmental Altruism

1

1

3

2

Spiritual Attunement

2

5

2

3

Inspirational Mindfulness

3

4

6

5

Bio-psychological Aspect

4

3

1

1

Social Entrepreneurship

5

2

4

4

Social Connectedness

6

7

5

6

Cultural Identity

7

6

7

7

| | | | |
|-----|---|---|-------------|
| 1. | ... | Misuse of semicolons, quotation marks, etc. | Correctness |
| 2. | are eroded | Passive voice misuse | Clarity |
| 3. | the 7 | Determiner use (a/an/the/this, etc.) | Correctness |
| 4. | 7 → seven | Improper formatting | Correctness |
| 5. | 7 → seven | Improper formatting | Correctness |
| 6. | 7 → seven | Improper formatting | Correctness |
| 7. | ⋮ → ." | Misuse of semicolons, quotation marks, etc. | Correctness |
| 8. | 10 → ten | Improper formatting | Correctness |
| 9. | Vs. | Comma misuse within clauses | Correctness |
| 10. | <i>This study examines the interactions between 7 dimensions of tourism consumer well-being (environmental altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entrepreneurship, social connectedness, and cultural identity) (Ardianto, Widarsyah, & Hasudungan, 2019) and 4...</i> | Hard-to-read text | Clarity |
| 11. | be utilized | Passive voice misuse | Clarity |
| 12. | <i>Juxtaposition refers to elaborating on contrasting objects; prevalence is rejecting the generalization of one object but expanding on multi-interpreted meanings; retrospection refers to recalling the memory from existing experiences; being interactive is the interactions among subjects, and the las...</i> | Hard-to-read text | Clarity |
| 13. | self-reflexivity explicitly | Misplaced words or phrases | Correctness |

| | | | |
|-----|--|---|-------------|
| 14. | <i>In a recent Indonesian destination context, Simanjuntak et al. (2019) examined a eudemonic experience as" closely related to happiness, welfare, and the consequences of self-growth and self-actualization as a meaning-related aspect of well-being".</i> | Hard-to-read text | Clarity |
| 15. | ; → ." | Misuse of semicolons, quotation marks, etc. | Correctness |
| 16. | <i>is conveyed</i> | Passive voice misuse | Clarity |
| 17. | in | Wordy sentences | Clarity |
| 18. | <i>Del Chiappa and Baggio (2015) highlighted digital platforms' potential to induce a positive influence towards a more positive awareness of a tourism experience, or commonly known as a digital destination experience.</i> | Unclear sentences | Clarity |
| 19. | <i>This</i> | Intricate text | Clarity |
| 20. | . However, fundamentally | Hard-to-read text | Clarity |
| 21. | as it → . It | Hard-to-read text | Clarity |
| 22. | <i>is accepted</i> | Passive voice misuse | Clarity |
| 23. | <i>is tangibly known</i> | Passive voice misuse | Clarity |
| 24. | ; → ,' | Misuse of semicolons, quotation marks, etc. | Correctness |
| 25. | in → in | Incomplete sentences | Correctness |
| 26. | e.g., | Comma misuse within clauses | Correctness |
| 27. | social, | Comma misuse within clauses | Correctness |
| 28. | greater → more excellent, more fantastic, | Word choice | Engagement |

| | | | |
|-----|------------------------------------|------------------------------|-------------|
| | more terrific | | |
| 29. | 7 → seven | Improper formatting | Correctness |
| 30. | Vs. | Comma misuse within clauses | Correctness |
| 31. | is explained | Passive voice misuse | Clarity |
| 32. | both | Wordy sentences | Clarity |
| 33. | 7 → seven | Improper formatting | Correctness |
| 34. | Vs. | Comma misuse within clauses | Correctness |
| 35. | is attained | Passive voice misuse | Clarity |
| 36. | be generated | Passive voice misuse | Clarity |
| 37. | being observed | Passive voice misuse | Clarity |
| 38. | was traced | Passive voice misuse | Clarity |
| 39. | is counted | Passive voice misuse | Clarity |
| 40. | was proposed | Passive voice misuse | Clarity |
| 41. | is a measure of → shows | Wordy sentences | Clarity |
| 42. | is treated | Passive voice misuse | Clarity |
| 43. | the publication of | Wordy sentences | Clarity |
| 44. | My | Inappropriate colloquialisms | Delivery |
| 45. | My | Inappropriate colloquialisms | Delivery |
| 46. | is comprised | Incorrect verb forms | Correctness |
| 47. | were first identified | Passive voice misuse | Clarity |
| 48. | 7 → seven | Improper formatting | Correctness |

| | | | |
|-----|---|-----------------------------|-------------|
| 49. | <i>was quantitatively classified</i> | Passive voice misuse | Clarity |
| 50. | <i>Vs.</i> | Comma misuse within clauses | Correctness |
| 51. | <i>After being coded to each well-being component, the qualitative coding was quantitatively classified into 4 Vs of digital technology innovativeness components (volume, variety, velocity, and veracity).</i> | Hard-to-read text | Clarity |
| 52. | <i>Vs.</i> | Comma misuse within clauses | Correctness |
| 53. | <i>Vs.</i> | Comma misuse within clauses | Correctness |
| 54. | <i>were determined</i> | Passive voice misuse | Clarity |
| 55. | <i>First, the template and criteria of each well-being component were determined in the process of doing the thematic analysis to frame each type of information into classified themes (Braun & Clarke, 2006).</i> | Unclear sentences | Clarity |
| 56. | <i>were established</i> | Passive voice misuse | Clarity |
| 57. | <i>be classified</i> | Passive voice misuse | Clarity |
| 58. | <i>were set</i> | Passive voice misuse | Clarity |
| 59. | <i>were calculated</i> | Passive voice misuse | Clarity |
| 60. | <i>was then conducted</i> | Passive voice misuse | Clarity |
| 61. | <i>was attained</i> | Passive voice misuse | Clarity |
| 62. | <i>were fulfilled</i> | Passive voice misuse | Clarity |
| 63. | hence | Wordy sentences | Clarity |
| 64. | <i>Vs.</i> | Comma misuse within clauses | Correctness |
| 65. | <i>were fulfilled</i> | Passive voice misuse | Clarity |

| | | | |
|-----|--|---|-------------|
| 66. | <i>was identified</i> | Passive voice misuse | Clarity |
| 67. | <i>were established</i> | Passive voice misuse | Clarity |
| 68. | <i>was found</i> | Passive voice misuse | Clarity |
| 69. | <i>were ordered</i> | Passive voice misuse | Clarity |
| 70. | <i>be observed</i> | Passive voice misuse | Clarity |
| 71. | tourists, | Punctuation in compound/complex sentences | Correctness |
| 72. | <i>be mediated</i> | Passive voice misuse | Clarity |
| 73. | as | Wordy sentences | Clarity |
| 74. | <i>On top of that, tourists can vividly see the inherited fauna, Komodo dragons, marching around the hills in the island's center.</i> | Unclear sentences | Clarity |
| 75. | <i>was documented</i> | Passive voice misuse | Clarity |
| 76. | 6 → six | Improper formatting | Correctness |
| 77. | <i>were encapsulated</i> | Passive voice misuse | Clarity |
| 78. | 7 → seven | Improper formatting | Correctness |
| 79. | <i>is commonly associated</i> | Passive voice misuse | Clarity |
| 80. | <i>is retained</i> | Passive voice misuse | Clarity |
| 81. | <i>are fulfilled</i> | Passive voice misuse | Clarity |
| 82. | <i>To map tourism attractiveness in terms of volume, variety, velocity, and veracity</i> | Misplaced words or phrases | Correctness |
| 83. | <i>was matched</i> | Passive voice misuse | Clarity |

| | | | |
|------|--|---|-------------|
| 84. | 7 → seven | Improper formatting | Correctness |
| 85. | 7 → seven | Improper formatting | Correctness |
| 86. | 1 → one | Improper formatting | Correctness |
| 87. | 7 → seven | Improper formatting | Correctness |
| 88. | <i>was attained</i> | Passive voice misuse | Clarity |
| 89. | up | Wordy sentences | Clarity |
| 90. | <i>was identified</i> | Passive voice misuse | Clarity |
| 91. | as a consequence | Determiner use (a/an/the/this, etc.) | Correctness |
| 92. | as the consequence | Wordy sentences | Clarity |
| 93. | Vs. | Comma misuse within clauses | Correctness |
| 94. | <i>is proven</i> | Passive voice misuse | Clarity |
| 95. | <i>was detected</i> | Passive voice misuse | Clarity |
| 96. | , and it → . It | Hard-to-read text | Clarity |
| 97. | inspirational → emotional | Word choice | Engagement |
| 98. | strongest → most robust, most vital, most muscular | Word choice | Engagement |
| 99. | inspirational → emotional | Word choice | Engagement |
| 100. | inspirational → emotional | Word choice | Engagement |
| 101. | <i>be orchestrated</i> | Passive voice misuse | Clarity |
| 102. | <i>was established</i> | Passive voice misuse | Clarity |
| 103. | natural → realistic | Word choice | Engagement |

| | | | |
|------|--|---|-------------|
| 104. | ; → ." | Misuse of semicolons, quotation marks, etc. | Correctness |
| 105. | <i>was transmitted</i> | Passive voice misuse | Clarity |
| 106. | <i>were convinced</i> | Passive voice misuse | Clarity |
| 107. | / | Inappropriate colloquialisms | Delivery |
| 108. | / | Inappropriate colloquialisms | Delivery |
| 109. | inspirational → emotional | Word choice | Engagement |
| 110. | well-beings → well-being | Incorrect noun number | Correctness |
| 111. | in this study | Wordy sentences | Clarity |
| 112. | inspirational → emotional | Word choice | Engagement |
| 113. | well-being, | Punctuation in compound/complex sentences | Correctness |
| 114. | kota → Kota | Misspelled words | Correctness |
| 115. | <i>kelahiranku</i> | Unknown words | Correctness |
| 116. | said, | Punctuation in compound/complex sentences | Correctness |
| 117. | kota → Kota | Misspelled words | Correctness |
| 118. | askku → ask | Misspelled words | Correctness |
| 119. | as | Wrong or missing prepositions | Correctness |
| 120. | culture, | Punctuation in compound/complex sentences | Correctness |
| 121. | <i>From the deductive thematic analysis, our study confirmed that cultural and</i> | Unclear sentences | Clarity |

social well-being are the most viral variables in digital tourism attractiveness.

| | | | |
|------|---|---|-------------|
| 122. | inspirational → emotional | Word choice | Engagement |
| 123. | <i>was identified</i> | Passive voice misuse | Clarity |
| 124. | <i>are synthesized</i> | Passive voice misuse | Clarity |
| 125. | <i>is linearly given</i> | Passive voice misuse | Clarity |
| 126. | <i>was triggered</i> | Passive voice misuse | Clarity |
| 127. | Bajo, | Punctuation in compound/complex sentences | Correctness |
| 128. | <i>was applied</i> | Passive voice misuse | Clarity |
| 129. | Let's → Let us | Inappropriate colloquialisms | Delivery |
| 130. | <i>First, regarding the Labuan Bajo environment, tourism consumers do not only witness tourist environmental altruism individually but also express their willingness to conserve the environment collectively, as FJ said that "Labuan Bajo is my birthplace. Let's maintain the clean environment there".</i> | Hard-to-read text | Clarity |
| 131. | ; → ." | Misuse of semicolons, quotation marks, etc. | Correctness |
| 132. | <i>With stating its uniqueness inseparable from Flores Island, as W said that "My Labuan Bajo Island is beautiful [inspiring]. I am willing to return there".</i> | Unclear sentences | Clarity |
| 133. | <i>Sixth, they began the journey by getting to know each other on the online platform, acknowledging Labuan Bajo's position on a map and encouraging others to have a real off-site visit of Labuan Bajo, which is related to social</i> | Hard-to-read text | Clarity |

| | | | |
|------|---|---|-------------|
| | <i>connectedness, as EF said that "Do you know where Labuan Bajo is on the m...</i> | | |
| 134. | Let's → Let us | Inappropriate colloquialisms | Delivery |
| 135. | <i>my</i> | Inappropriate colloquialisms | Delivery |
| 136. | tourism digital → digital tourism | Misplaced words or phrases | Correctness |
| 137. | <i>To justify the exponential growth of tourism digital attractiveness</i> | Misplaced words or phrases | Correctness |
| 138. | <i>was found</i> | Passive voice misuse | Clarity |
| 139. | the tremendous | Determiner use (a/an/the/this, etc.) | Correctness |
| 140. | <i>was not assumingly given</i> | Passive voice misuse | Clarity |
| 141. | , but it → . However, it | Hard-to-read text | Clarity |
| 142. | <i>was shaped</i> | Passive voice misuse | Clarity |
| 143. | <i>were further explored</i> | Passive voice misuse | Clarity |
| 144. | a tourist | Determiner use (a/an/the/this, etc.) | Correctness |
| 145. | <i>your</i> | Inappropriate colloquialisms | Delivery |
| 146. | big → significant | Word choice | Engagement |
| 147. | , and | Comma misuse within clauses | Correctness |
| 148. | Destination → Destinations | Incorrect noun number | Correctness |
| 149. | Jakarta , | Improper formatting | Correctness |
| 150. | <i>A framework for analyzing data in mixed methods research.</i> | Incomplete sentences | Correctness |
| 151. | , and | Comma misuse within clauses | Correctness |

