Exponential Growth Pattern of Consumer Well-Being and Attractiveness of Tourism Digital Destination

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A B S T R A C T

The study aims to explore connective patterns of seven dimensions of tourism consumer well-being, namely environmen-tal altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entrepreneurship, social connect-edness, and cultural identity, to induce more tourism growth 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 eroded in digital technology development. This study enriches the postmodern perspective by elaborating on seven 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 MTMA Labuan Bajo. Then, researchers conducted thematic analysis and social network analysis. This research confirms polynomial growth pattern from the seven tourism consumer well-being dimensions. Generally, the pattern goes up from environmental well-being to inspirational mindfulness. Then, it descends to biophys-ical well-being. Due to having exponential growth; tourism needs to be absent temporarily. After that, the growth goes up on social and cultural well-being. The findings can benefit tourism practitioners in orchestrating seven dimensions of tourism consumer well-being as destination orchestrators.

A B S T R A K

Tujuan penelitian ini mengkaji pola koneksi tujuh 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 plat-form 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 bio-fisik. Temuan ini dapat bermanfaat bagi pariwisata praktis untuk mengatur 7 dimensi kesejahteraan tur konsumen mereka sebagai orkestrator dalam wisata dijital.

1. INTRODUCTION

Mass tourism has been either beneficial or the other way around in Indonesia. Besides it provides significant revenue, it also creates other problems for the particular tourism destination, as argued it has even worsen the environment due to more garbage dumped and more degraded environment from overcapacity of the tourism visitors (Lee & Syah, 2018). With such detrimental environmental effects, there has been a shifting from mass tourism into

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digital tourism. Digital tourism is deemed to improve digital economic business, as they can generate advertising revenue from their users (Heliany, 2019).

Nonetheless, the question to remain for consumer is to what extent this digital tourism can reveal wellbe-ing to their tourist consumers, the questions that had not been explored in previous digital tourism studies (Benyon et al, 2014; Bigné & Decrop, 2018; Cortes-Jimenez & Pulina, 2010; Heliany, 2019). Hence, in the pace of digital tourism, this paper aims to investigate the Exponential Growth Pattern of Consumer Well-Being and Tourism Destination Attractiveness in case of digital tourism of MTMA (My Trip My Adventure) – YouTube video series – of Labuan Bajo

Tourism destination does not only serve economic standpoints, but they also have essential function to nourish human well-being (Henkel et al 2006; Ruhanen, et al, 2015). Tourist destinations have incredible power in establishing a unique destination of choice, expectations of satisfaction, intentions to revisit, percep-tions of benefits and motivations, and positive perceptions of leader's opinions. In perceiving a tourism des-tination, Hu & Ritchie (1993) explained that a tourist reflects the feelings, beliefs, and opinions that an indi-vidual has on a destination and sees the ability to ensure satisfaction with one's holiday special needs. Hence, in tourist destination, the tourists are not only seeking sightseeing, but they also seeking leisure that has a deeper meaning to peace the human well-being (Ruhanen et al., 2015).

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 desti-nations, Indonesia has a wide array of tourism sites to visit for foreign and domestic tourists, called the 10 tourism destination zones. These destination zones comprise Mandalika in West Nusa Tenggara, Pulau Mo-rotai 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 busi-nesses (Nubaeti et al, 2016). Besides that, offline tourism destinations have a limited carrying capacity to fa-cilitate 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 et al., 2014). The study observes tourists' comments and feelings towards the YouTube video series of MTMA's Labuan Bajo, Indonesia. This is a piece of the broad digital tourism but the intention of this study is to analyze the possibility of this well-known digital platform as benchmark to improve recent government digital platform, to improve their crowds. Recently, the local government has made their tourism online plat-form, yet there has lack enthusiasm to that digital platforms (Heliany, 2019).

This study examines the interactions between 7 dimensions of tourism consumer well-being consisting of environmental altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entre-preneurship, social connectedness, and cultural identity (Ardianto, Widarsyah, & Hasudungan, 2019) and 4 Vs of digital technology innovativeness such as 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. The measurement of 7 dimensions used cross tabulation of the comments, replies and likes in MTMA digital platforms. In this stance, comments are cate-gorized based on the 7-consumer dimension preferences using thematic analysis (Siewert, 2013).

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 limitation of the previous studies is 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 (Benyon et al., 2014; Cortes-Jimenez & Pulina, 2010; Heliany, 2019; Ruhanen et al., 2015). Our study will contribute to the discussion of that issue in digital tourism destinations.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Postmodern has been utilized to understand human being symbols and comments in MTMA platforms (Sumarni, 2018). Postmodern has been existed even in beginning 1980's (Sumarni, 2018). Basically, Existing modernism reveals that human beings have rational choices to simplify the observed universe as a superior and inferior dichotomy (Ardianto, 2003; Nandy, Nandy & Nandy , 2018). In the context of tourism destinations, modernism segregates virtual and real tourism destinations as different experiences. Moreover, virtual media may not 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 focuses on.

Postmodernism expands the components of juxtaposition, prevalence, retrospection, interactions, and self-referentiality (Ardianto et al, 2019; Brown, 1993; Nandy et al., 2018). 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. 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-reflexivity and 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, in which, with the 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. 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.

Digital Tourist Destinations

In tourism literature, the concept of a tourist destination has evolved progressively. In its original concept, a tourist destination refers to the physical presence or the offline tourist destination. For instance, a tourist destination that 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 conveyed is 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 in searching for a tourist destination. For instance, Meng & 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 communicate to others (Ramkissoon & Uysal, 2011). Del Chiappa & 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.

In an Indonesian tourism study, Nubaeti et al., (2016) asserted the influence of technology on expanding 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. It is the foundation that this study underscores the importance of observing digital tourist destinations, as they also have received growing popularity aside from the physical tourist destinations.

In this study, the digital destination has been clarified from the tourism sites' quality and vividness as a role model. In observing the virtual universe, in postmodern thought, space is not equal to physical presence, 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 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 is accepted in the postmodern school of thought (Bigné & Decrop, 2018).

Seven-Dimension of Consumer Well-being
In this study, the researchers define consumer well-being from the aspects of the environmental altruism, spiritual attunement, inspirational mindfulness, bio-psychological aspect, entrepreneurship, social connectedness, and cultural identity. They have their meaning, but if unified, they can create consumer well-being (Ardianto et al., 2019). Firstly, environmental altruism refers to humans' positive connection with the environment (Popp, 2011). In ecotourism, environmental altruism has been a key to creating harmony between tourism and environment (Sunkar, Meliani & Muntasib, 2015). Secondly, spiritual attunement Second, spiritual attunement is a feeling of connection between their inner self processes and their existence in the context of their environment. (Ardianto et al., 2019; Ziapour et al., 2017). It is about the spiritual experience that leads

to spiritual healings from particular activity (Ardianto et al., 2019; Fisher, 2011). Thirdly, inspirational mindfulness in digital tourism defined as the historical events, symbols that can recall tourism empathy (Ardianto et al., 2019). Fourthly, the bio-psychological aspect refers to physical nature property (e.g., water) that transmits positive physical rejuvenation (Stekhin, et al., 2018). Fifthly, entrepreneurship refers to the connection of tourism object or substance in the destination that can imperatively nourish local entrepreneurship (Ardianto et al., 2019; Meng & Choi, 2016). Besides, social connectedness refers to interactions with others to induce personal happiness (Ares et al., 2015). Moreover, cultural identity is an individual's self-belief that they are property of certain societal clans, proven by unique symbols, ceremony, and other resemble identities (Ardianto et al., 2019). In the past research, these components are not only available through the mass tourism, but it can be available in the digital tourism (Ardianto et al., 2019; Benyon et al., 2014; Bigné & Decrop, 2018).

Consumer Well-being for Destination Attractiveness
Destination attractiveness corresponds to a maximum feeling 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 (Reitsamer & Brunner-Sperdin, 2015; Vengesayi, Mavondo & Reisinger, 2009).

A tourist destination is tangibly known through its interrelationship amongst stakeholders (Kim, Prideaux & Chon, 2010). In a digital destination, stakeholders reveal their feelings and opinions through open online platforms (Lalicic, 2018). This study contributes to the destination attractiveness for extending a digital tourism research where online tourists in digital platforms share their feelings, opinions, and emotional satisfaction through comments, 'likes', 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. In the previous studies, well-being achievement comprised of different components. For instance, Reitsamer & Brunner-Sperdin (2015) concluded that psychological well-being (e.g. 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 social humanistic contributions on tourist destination enjoyment. Again based on the 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 investigates the connective patterns of 7 dimensions of tourism consumer well-being to induce greater digital tourist destination attractiveness. Ardianto et al. (2019) developed the 7 tourism consumer well-being components from a previous case study in Toba Lake, North Sumatra. These well-being dimensions include spiritual, environmental, inspirational, bio-psychosocial, entrepreneurship, social, and cultural well-being. The research acknowledges that a digital destination contains 4 Vs of digital technology innovativeness (volume, variety, velocity, and veracity) (Siewert, 2013), which are associated with driving growth as explained in the following section.

Exponential Growth for Destination Attractiveness
This research investigates exponential growth patterns from a digital tourist destination when driven both by the 7 dimensions of tourism consumer well-being and the 4 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 attained with high data volume, velocity, variety, and velocity properties. Volume refers to a large amount of data to be generated concerning the respective observation being observed.

In this research, the feeling expression data volume was traced through the number of comments from the social media online platform. In data analytics, veracity is counted from the classification of the trusted data extracted. Siewert (2013) provided examples of veracity data in Twitter and Face book, 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 proposed by classifying each comment's property in the respective well-being components. In this paper, the variety shows 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 treated in a similar way to correspond to how fast the comments appear after the publication of social media issues.

Research Questions
Since this study elaborates the thematic analysis and social network analysis, the researchers use explorative research questions as follows:
1) Does the digital tourism of MTMA Labuan Bajo have exponential growth?
2) 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 METHOD
Data Collection and Methods
This study aimed to investigate the exponential growth patterns from feelings and comments in YouTube videos. For the observed sample, a YouTube travel video of 2016's My Trip 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. The researchers collected the online data from the period of October 2016 to October 2019. A thematic analysis comprised 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 were first identified for the deductive analysis before analyzing the data (Braun & Clarke, 2006).

Within the thematic analysis, this study

observed 7 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 classified into 4 Vs of digital technology innovativeness components (volume, variety, velocity, and veracity). To classify qualitative coding into quantitative coding, researchers performed the content analysis to trace the quantitative frequency of the 4 Vs of digital technology innovativeness components (Fath, 2019). The researcher treated velocity as a distinguished component rather than the other 3 Vs because the digital destination is a technological platform where speed or velocity is one of the innovation indicators.

First, each well-being component's template and criteria were determined in the process of doing the thematic analysis to frame each type of information into classified themes (Braun & Clarke, 2006). In this study, the operational definitions of velocity, veracity, volume, and variety were established and then classified into each well-being component. After the operational definitions were

set, the words or text-based responses were calculated into numerical frequencies (Fereday & Muir-Cochrane, 2006). In this study, rather than qualitatively reframing them, quantitative frequencies were also required to map the possible exponential growth, as orchestrated in each well-being component. After mapping the quantitative frequency distribution, a further analysis was conducted to identify if the exponential growth of destination attractiveness was attained.

From the previous studies, when high data volume, velocity, variety, and velocity properties were fulfilled, the 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 Vs of digital technology innovativeness were fulfilled. After the exponential growth was identified, data visualization was built-in. In mapping the exponential growth, bar charts were established. After that, a web-graph was 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 were ordered as in Figure 1.

Figure 1. Thematic and Visualizing Phases

The data were collected and analyzed in several stages. Firstly, to extract the comments from YouTube, the researchers used web scrapping that are freely available in the internet. Then, the comments were imported into Microsoft excel format. After that, the thematic analysis, classification, and regression analysis was programmed using the simple macro feature in Microsoft excel.

Virtual Field Site
Postmodern hypothesis induces 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 be observed between virtualization and reality. A frontier real-life tourism experience, such as

sightseeing and communicating with other tourists, can be mediated through virtual technology. Hence, with that assimilated experience, the tourist domain between real and virtual can be integrated (Bigné & Decrop, 2018).

This study chose the MTMA YouTube video series of MTMA Labuan Bajo, Indonesia, as a virtual field site and as a digital destination due to its vivid digital destination and numerous online tourists' 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 island's center's hills.

With compelling attractions, the researchers documented vivid reality of the tourist destination of Labuan Bajo through MTMA. Interestingly, 6 documentary videos of MTMA Labuan Bajo attracted more online interactions and connected tourist interactions amongst YouTube commentators. With more group interactions, with the total of 1929 responses, from 2016 to 2019, the vivid experiences, replies, and visualized images were encapsulated to shift the actual 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 study investigated the exponential growth of tourism attractiveness driven by 7 dimensions of tourism consumer well-being. In summary, the results 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.

Exponential Growth in Digital Tourist Destinations

In recent economic literature, growth is commonly associated 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 & Startz (2010) asserted that exponential growth is retained when the initial linear progressive growth still exists.

In the previous study, the enthusiastic of digital tourism is associated with more comments and replies (Lalicic, 2018). This indicates the linear growth can take place as suggested by previous researchers such as Lalicic, (2018) and Siewert, (2013). This study, indeed, 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 fulfilled, progressive growth takes place. To understand the patterns of the tourism attractiveness in terms of volume, variety, velocity, and veracity, this study matched tourism attractiveness with 7 dimensions of tourism consumer well-being.

The study utilized a ranking scale to order the 7 well-being dimensions based on the respective tourists' volume, variety, velocity, and veracity. The researchers used 1 as the lowest-ranking scale level and 7 as the highest-ranking scale. From that data transformation, exponential growth was attained 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 up 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 identified as the "pre-takeoff" stage. Then, the tourists matched the existing digital destination with their tourist preference profiles; progressive growth was attained as the consequence 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.
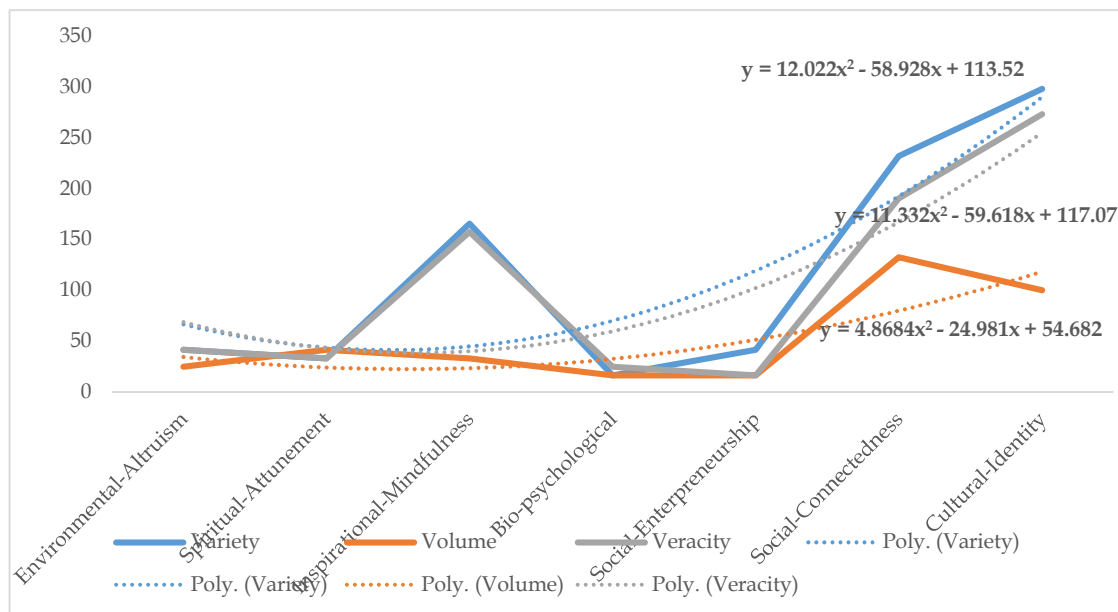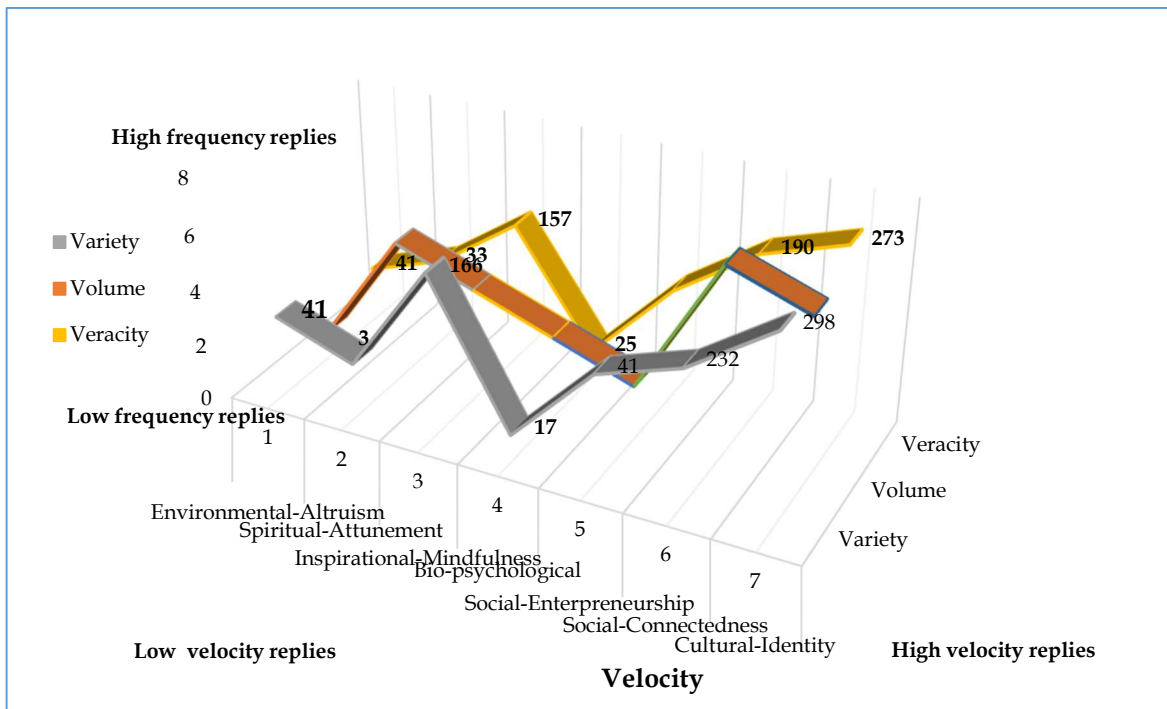
Figure 2. Polynomial Growth of Tourist Well-being
Source: Researchers' coding & tabulation from the well-being and 4 Vs matrix of an MTMA digital site

Pattern Analysis of Well-being

This thematic content analysis, the strong attractor is proven through the visualized parallel graph or no overlapping lines (Onwuegbuzie & Teddlie, 2003). Digital tourism has been viral and it has also attracted the new digital tourist consumers (Ardianto et al., 2019; Benyon et al., 2014). This research shows that attraction from one consumer to others shape up the chain influences where the cultural identity triggers the most attracted volumes and variety of classified comments. In this research, a pattern analysis was detected through a web spider graph, and it found the most common patterns of well-being given their respective velocity, volume, variety, and veracity. Our observation indicates that inspirational well-being has the strongest common patterns of velocity, volume, variety, and veracity. In that pattern analysis, it can be seen that this inspirational well-being can orchestrate other well-being variables to influence other well-being variables in a particular direction.
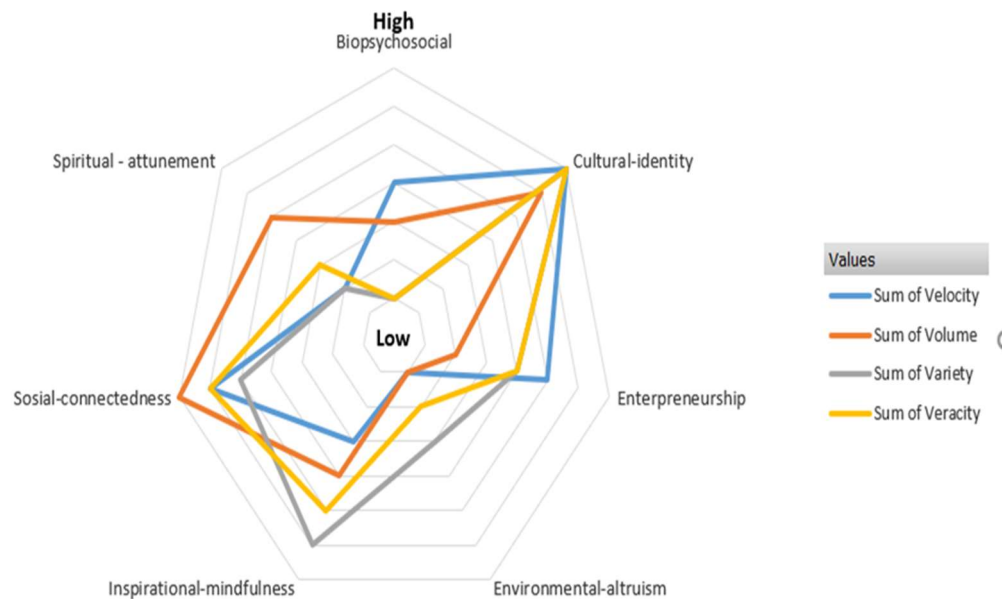
Figure 3. Visualized Pattern of Velocity, Volume, Variety, and Veracity in Well-being
Source: Coding from an MTMA digital site

As shown in Figure 3, inspirational mindfulness well-being can be orchestrated 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 3.

In that YouTube response, inspirational mindfulness is the bridge connecting other well-being components. Firstly, the attractiveness of the Labuan Bajo digital destination was established 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 this, another tourism consumer, MK (2018), praised the Lord for the natural view by stating, "*Subhahanallah* (Praise God)". 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 transmitted 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 convinced 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, I thought they were similar, but I 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).

Social Network Analysis

It the previous section, it was found that inspirational well-being is an orchestrator to influence other well-beings to reach exponential growth. The social network analysis was applied in this study to identify the actor behind inspirational well-being, 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 *kota 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 said "*kota asalku... (my hometown)*". He made himself as the unified-lead orchestrator. Here, people with different cultural backgrounds acknowledged Labuan Bajo as a part of their 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.
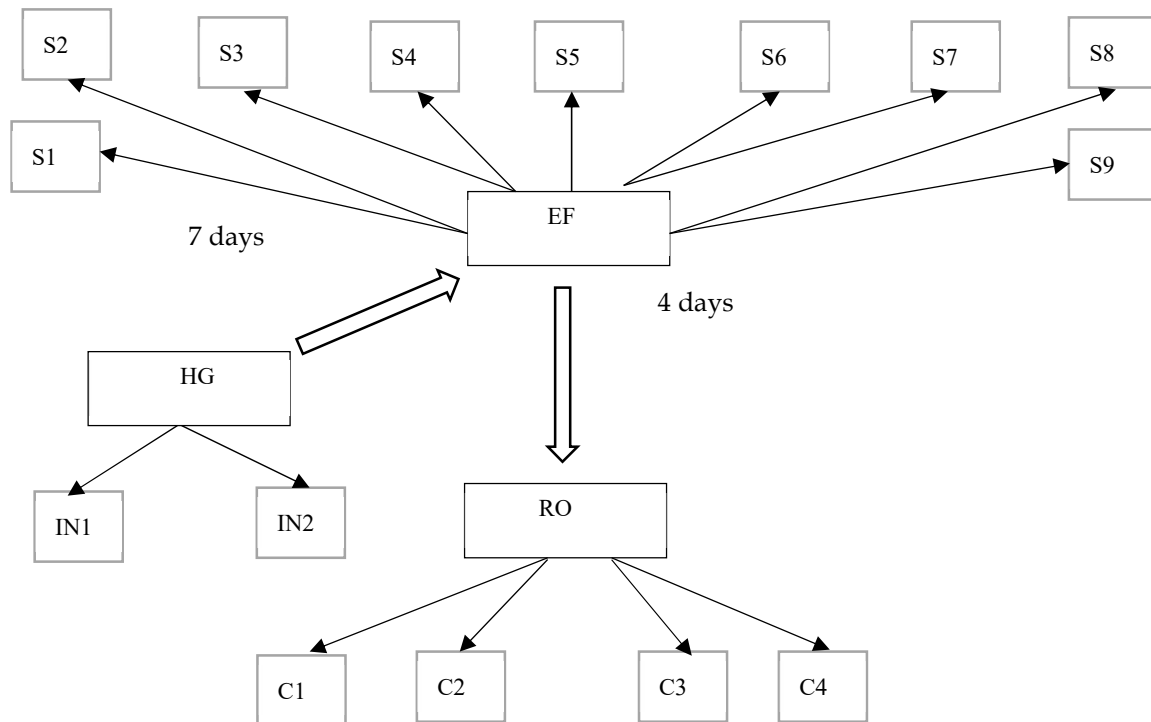

Figure 4. Social Network Diagram

Notes: C = culture topics, S = social topics, and IN = inspirational topics. The influencers are HG, EF, and RO (online commentators' nickname).

Source: Coding & tabulation from an MTMA digital site

Discussion

Braun and Clarke (2006) found that well-being significantly affects tourism attractiveness. The drawback of their study is on its focus that is on the physical destination. Yet, this study observed more on the digital destination of MTMA Labuan Bajo. Our study confirmed that cultural and social well-being is the most viral variables in digital tourism attractiveness from the deductive thematic analysis. Indeed, to reach the highest virtualization, if evaluated with typical pattern analysis, inspirational 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 identified 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 synthesized in Figure 5.

Furthermore, Reitsamer and Brunner-Sperdin (2015) revealed that the popularity of well-being to drive more tourist attractions is linearly given. In our study, the virtualization of well-being in the digital tourist attraction was triggered 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, 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.
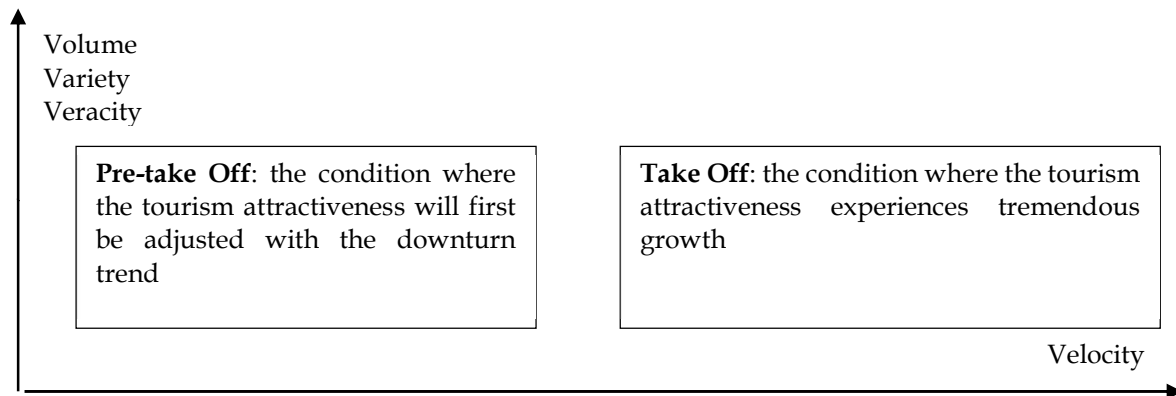

Figure 5. Synthesis of the Exponential Growth Pattern in the MTMA Video

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 5 was reconstructed based on the findings in Figure 2. In this study, reflexivity was applied for all well-being components.

First, a previous research states environmental altruism refers to positive connection of human with the tourism environment (Ardianto et al., 2019; Popp, 2011; Sunkar et al., 2015). In this study, the digital tourism observation includes 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". With that sense of respect for the environment, the tourism consumer revealed God's existence through His creation.

Second, in regards to spiritual attunement, the tourists experience their inner self processes and reflections being in the destination (Ardianto, 2003; Fisher, 2011; Ziapour et al., 2017) . With such an internal spiritual attunement, this study also finds that experiences in the digital tourism destination. In particular, the tourism consumer spread peaceful external energy in interacting with others, as in MK's "*Subhahanallah* (Praise God)". This underscores self-inner processes in the digital tourism experiences.

Third, inspirational mindfulness is a kind of symbol or historical events that raises tourist's empathy (Ardianto et al., 2019; Fisher, 2011; Popp, 2011). In this study, it is was found that in a YouTube

comment, such 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. While conveying its uniqueness inseparable from Flores Island, as W said that "My Labuan Bajo Island is beautiful [inspiring]. I am willing to return there".

Fourth, bio-psychological aspect exhibits the physical nature property that spread the satisfied physical rejuvenation (Ardianto et al., 2019; Ares et al., 2015; Stekhin et al., 2018). In this digital tourism observation, 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..." It reflects the presence of biophysical aspect.

Fifth, tourism destination attracted senses of local entrepreneurship (Meng & Choi, 2016; Reitsamer & Brunner-Sperdin, 2015). In this study, it is found that 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, the tourism connects tourists that lead to personal happiness (Ares et al., 2015; Fisher, 2011; Meng & Choi, 2016). In this digital tourism observation, digital tourists 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? Let's also visit the place."

Finally, tourism destination is characterized by the cultural identity (Ardianto et al., 2019; Benyon et al., 2014; Bigné & Decrop, 2018). In this study, the researchers found the existing of cultural identity. For instance, 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 my regular destination visits."

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study investigated how the pattern of 7 tourism consumer well-being aspects boosts the growth in digital tourism attractiveness. To justify the exponential growth of digital tourism attractiveness, this study confirmed how the high volume, variety, veracity, and velocity of digital tourism attractiveness have evolved in the MTMA Labuan Bajo platform. Rather than a linear trend, a polynomial trend was spotted 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 the tremendous 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 particular tourism attractiveness. Even so, the exponential growth was not assumingly given, but it was shaped by 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 explored 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 are suggested to compare multi-dimensional well-being and digital tourism attractiveness in various tourist destinations in different digital platform sites in Indonesia.

The findings have managerial implication especially in managing the digital platform of tourism. From that MTMA digital platform, it was found that digital destination attracted crowds. This MTMA digital platform can be a role model for the local government to improve their digital tourism management to promote a vivid tourism destination and digital pool tourism to enjoy leisure through digital tourism. With that vivid platform, the local government on tourism destination can also vividly convey their tourism uniqueness and local characteristics to broader audiences.

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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

Appendix 2. Ordered Ranking of the Number of Replies (Responses) for MTMA Labuan Bajo

Variables	Veloc-ity	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