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**The concept of the new tourism destinations: an exploration of satisfaction  
and dissatisfaction factors through visitors' reviews**

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**Abstract:** In the last decade, one of the fastest growing industries in the world has been the tourism industry which has been developed in the various types. This study aims to define a new concept called "new tourism destination" in the tourism industry, and investigate the factors of satisfaction and dissatisfaction in these destinations. The data of this study consisted of 15561 positive and negative Travelers' reviews collected from the new tourism destinations page on the TripAdvisor travel platform. Then, the Latent Sentiment Analysis (LSA) method was employed to analyse the data to explore and rank Satisfaction and dissatisfaction determinants in four most popular new destinations including suspended bridges, water parks, shopping malls and towers. Our findings revealed satisfaction and dissatisfaction factors among new tourism destinations are different. Interestingly, results indicate that in adventurous destinations, satisfaction and dissatisfaction factors are related to safety, view and cleanliness, while in non-adventurous destinations, factors are related to staff attributes, diversity and food quality. This study contributes to the existing literature and knowledge on the tourism destinations by providing a new definition in the tourism industry as 'new tourism destinations'. Also, by analysing tourists' opinions about the new tourism destinations, this study provides a deep insight for the managers of tourism destinations and offers practical suggestions.

**Keywords:** *New Tourism Destinations, Traveler Satisfaction, Traveler dissatisfaction, Online Reviews, Text Mining*

### **Introduction**

The recent expansion and promising prospects of the tourism industry have motivated many countries to enhance their competitive strengths and develop innovative types of tourism, of which modern tourism destinations have been the main contributor to this development (Baker &

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Ramaprasad, 2018; Shabankareh et al., 2023). The fast growth in modern tourism destinations is leading to a development and an increase in the number of new destinations in many countries. Exploring satisfaction and dissatisfaction factors of new tourism destinations significantly contributes to creating meaningful and tailored offerings for tourists, improving destinations image, and finally affecting their future demands (Marques et al., 2021). In addition, exploring tourists' online reviews in this area will lead to identifying unique features of new destinations which known as competitive elements and helps managers to be aware of their special attributes in tourist' perception and strategically promote specific features.

Tourism and hospitality industry has been strongly under the influence of social media platforms and travelers' reviews in recent years (Shabankareh et al., 2022). These reviews act as electronic word of mouth (eWOM), which can be defined as all informal and dynamic information that exchanged between former, actual and potential consumers via the Internet toward services, product and brand of companies such as tourism destinations (Abbasi et al., 2023; Xu, 2020). One of the most helpful platforms in the hospitality and tourism sector is TripAdvisor which enables travelers to extract useful information about tourism destinations from other travelers' reviews including their perceptions and experiences which lead to a better decision making and judgement about tourism destinations (Ali et al., 2021; Rita et al., 2022). Tourism platforms also enable travelers to compare prices, be informed of offers, share their opinions, or book accommodations (Rita et al., 2022; Xu, 2020). Modern tourism destinations such as water parks, towers, and suspension bridges are one of the most important users of tourism online platforms, where tourists share their opinions and experiences on the pages related to these destinations.

According to previous studies, positive reviews indicate travelers' satisfaction and loyalty and negative reviews indicate their dissatisfaction and disloyalty (Shabankareh et al., 2022; Xu, 2020). These reviews describe travelers' opinions, experiences and their perception toward the tourism destinations. In most tourism platforms, travelers can rate from 1 to 5 (or 10) to their destinations based on their experiences and feelings or they can express their feelings about their destination and share it to others much more honestly in comparison with questionnaire or interview. Therefore, these detailed reviews are more straightforward and assist destination managers and tourism scholars to have a deep insight into the travelers' judgment to explore influential factors of satisfaction and dissatisfaction (Hu et al., 2022). Identifying and ranking these factors that lead to travelers' satisfaction and dissatisfaction in their reviews is a priority for tourism destination marketers and managers to generate more demand and improve the revenue (Xu & Li, 2016). However, despite the importance of travelers' online reviews, there is a lack of study comparing and ranking the factors which create satisfaction and dissatisfaction toward new tourism destinations.

Previous studies have analyzed the online opinions of travelers in hotels and tourist destinations. For example, by analyzing the positive and negative online reviews of travelers, Shabankareh et al. (2022) and Xu and Li (2016) discovered the factors affecting the satisfaction and loyalty of tourists and their dissatisfaction in different types of hotels including traditional resorts, full-service hotels, limited-service hotels, and suite hotels. In another study, Jia (2020) analyzed the online opinions of tourists to discover and compare factors of satisfaction and motivation in restaurants. But none of the previous studies have investigated the factors influencing the satisfaction and dissatisfaction of tourists in the new tourism destinations.

Therefore, considering the potential of new tourism destinations in the tourism industry development, it is important to identify and rank the determinants of satisfaction and

dissatisfaction of travelers toward these places. Moreover, according to the statistics, suspended bridges, water parks, shopping malls and towers have been facing high demand in recent years. Thus, this study explores, ranks, and compares the factors affecting satisfaction and dissatisfaction toward these places using travelers' online reviews. This study offers several contributions, firstly, this aims to investigate influential factors of satisfaction and dissatisfaction toward new tourism destinations based on the travelers' online reviews. Secondly, the concern of this research is to rank and compare factors of satisfaction and dissatisfaction toward the four most highly demanded new tourism destinations mentioned above. Finally, this research contributes to the existing literature by defining a new concept called "new tourism destinations" and its importance in the tourism industry. From a managerial perspective, this study assist new tourism destinations managers in keeping track of the factors influencing customers' satisfaction and dissatisfaction. In this research, we employed Latent Semantic Analysis (LSA), a text mining method, to analyze the textual data to explore determinants of travelers' satisfaction and dissatisfaction. According to previous studies, LSA, due to its mathematical characteristics, enables us to have a better insight into our data and the result might be more reliable (Shabankareh et al., 2022). Other parts of this study include literature review, methodology, discussion, and implications.

### **Literature Review**

Our study uses the two-factor theory (Herzberg, 1964), which states that satisfaction sources are rooted in the motivator factors that lead to a positive perception when they exist, but they don't result in dissatisfaction when they don't exist. According to Xu and Li (2016) customer satisfaction and dissatisfaction can coexist, but the determinants of them are different. Based on what mentioned above it can be hypothesized that customer satisfaction and dissatisfaction can coexist, but antecedents of these two constructs are different in new tourism destinations.

### **New Tourism destination**

The term of 'tourism destination' has changed last few years and there is no consensus and clear definition about tourism destination (Ballina, 2022). de Andreis and Carioni (2022) argue that a tourism destination provides a range of amenities and services to enhance the visitor experience. These can include accommodations, restaurants, transportation, entertainment venues, shopping centers, and tourist information centers. McIntosh et al. (1995) define tourism destinations as a particular geographic zone ranging from modern to historical sites, which attract visitors to provide different experiences. (Buhalis & Amaranggana, 2015) and Fenitra et al. (2022) consider tourism destination as an area with a variety of natural or man-made features (or both), which could persuade and attract local/non-local travelers.

In this study, we present a new definition of tourism destinations, according to the previous scholars as 'new tourism destination' which can be defined as 'destinations which differ from historical or nature destinations and are man-made, modern and aim to provide new experiences for travelers. These destinations include glass/suspended bridge, modern greenhouses, water parks, any kinds of malls, towers, artificial islands, roofed winter sports, aquariums, smart cities, artificial lakes. New tourism destination is 'the destinations which are not categorized as a historic site or nature destination'. On the other hand, new tourism destinations can be considered as the man-made destinations which are recently developed which some of them offer adventurous experiences such as glass/suspended bridges, water parks, towers, artificial islands, roofed winter sports, aquariums, smart cities, artificial lakes, and some others provide non-adventurous experiences including modern greenhouses, any kinds of malls. According to the statistics some

of the most demanding and popular amongst them are shopping malls, towers, glass/suspended bridges and water parks. Therefore, this study concentrates on these four new destinations.

### **Satisfaction toward tourism destinations**

Customer satisfaction refers to the degree to which customers are pleased with a company's products, services, and overall experience (Oliver, 1980). It is a critical factor for businesses as it directly affects customer loyalty, retention, and advocacy. Satisfied customers are more likely to make repeat purchases, recommend the brand to others, and leave positive reviews (Park, 2023).

According to Acharya et al. (2023) destination satisfaction is defined as the overall feelings that one person has toward a tourism destination because of visiting. Tourist satisfaction is a fundamental concept in the field of tourism studies and plays a crucial role in determining the success of tourism attractions. It has a significant impact on tourists' destination choices and their future behavior, including their intentions to revisit (Lee et al., 2020). Several scholars have identified various factors that influence tourists' satisfaction with destinations, such as accessibility through different modes of transportation, accommodation quality, street and road sign quality, restaurant quality and diversity, entertainment options, price and value, perceived security, disabled-friendly infrastructure, hospitable local people, on-stage information accessibility, convenience, corporate image, equipment, staff and procedures, and closeness to expectations (Shabankareh et al., 2022; Skare et al., 2023; Xu, 2020).

### **Dissatisfaction toward tourism destinations**

While there is a significant amount of research on tourist satisfaction, fewer studies have focused on tourist dissatisfaction (Xu & Li, 2016). However, understanding the factors that lead to dissatisfaction is crucial because they may differ from those that lead to satisfaction (Shabankareh et al., 2022). Previous studies have identified unmet expectations, service quality, and insecurity as factors that can lead to tourist dissatisfaction (Li et al., 2023; Nazarian et al., 2023). Dissatisfied travelers may experience negative emotions towards service providers, such as anger and regret, which can influence their future behavior, such as switching suppliers or spreading negative word of mouth (Arasli et al., 2021; Sánchez-Franco & Aramendia-Muneta, 2023). Negative happenings, behavior, or service failures, such as dirtiness, unethical behavior, or service failure, can lead to negative emotions towards destinations and ignite feelings of dissatisfaction (Xu & Li, 2016). To address tourist dissatisfaction in destinations, it is essential to identify the sources of dissatisfaction and take steps to alleviate them.

### **eWOM toward tourism destinations**

The term electronic word of mouth or eWOM refers to online reviews by customers, whether positive or negative, about products, services, or a company, which can be accessed by multiple people on the internet (Fan et al., 2023). This phenomenon is also known as user-generated content (UGC) and is particularly popular in the tourism industry due to its unique nature (Mariani & Visani, 2019). Travelers use UGC for various purposes, including reading about others' experiences and opinions of tourism destinations, planning their trips, making bookings, and interacting with others (Park, 2023). Destination managers can leverage these online communications to gain valuable insights into their services.

Tourism platforms play a crucial role in the decision-making process of potential visitors to destinations and can also influence the satisfaction or dissatisfaction of tourism participants (Zervas et al., 2021). Positive reviews are indicative of customer satisfaction, while negative reviews express dissatisfaction (Shabankareh et al., 2022). Desirable online reviews enhance trust among travelers and contribute to the reputation and demand for destinations (Zhang et al., 2022).

However, negative reviews can have a significant impact on consumer decisions, leading to customer outflow. Therefore, it is essential for destination managers to explore tourist reviews on online platforms to improve the financial performance of destinations. Previous studies have confirmed the importance of leveraging online communications to gain valuable insights into services and attract more demand (Xu, 2020).

## **Research Methodology**

### **Data collection**

The study gathered data from TripAdvisor, a large online platform for tourism and hospitality. TripAdvisor was chosen because it is the most prominent site for user-generated content related to the tourism industry (Ali et al., 2021). Users can share their experiences, opinions, and ratings of hotels, restaurants, and destinations worldwide, as well as upload photos and videos. To collect data, the researchers used a web scraper created to extract reviews. The data included both positive and negative reviews of four new tourism destinations: suspended bridges, water parks, shopping malls and towers. In total, 15561 reviews were collected from these four new destination pages.

### **Method**

The data used for this study is textual data. Due to the overwhelming amount of unstructured data, traditional qualitative methods cannot provide an exact understanding and meaningful information of the data. Therefore, this study utilized the text mining method, which involves exploring and extracting large amounts of textual data to obtain useful, valuable, and actionable information. Text mining allows scholars to extract knowledge from a significant amount of text in a quantitative manner without being influenced by their biases (Shabankareh et al., 2022).

In this study, Latent Semantic Analysis (LSA), a text mining technique developed in the 1980s at Bell Laboratories by Landauer and Dumais (1997), was utilized. LSA uses mathematical and statistical analysis techniques to extract the contextual-usage meaning of words and estimate meaning similarities among words in textual data (Xu & Li, 2016). Compared to other text mining techniques, LSA is superior due to its ability to provide a more objective analysis of contexts and offer better insights into reviews. LSA is able to extract the contextual-usage meaning of words and estimate meaning similarities among words in textual data. LSA can also improve the interpretability of text mining results by identifying the underlying semantic structure of the text. Finally, this technique can reduce the dimensionality of a text corpus by identifying the underlying semantic structure of the text. The aim of this study was to identify hidden concepts in the data, and LSA was found to be more effective in achieving this goal.

We utilized the LSA process's three stages recommended by Li and Joshi (2012) and Xu and Li (2016) on our dataset. The dataset comprises of 15561 reviews which were divided into two spreadsheets, one for positive and the other for negative reviews of all destinations. These spreadsheets were then imported into RapidMiner Studio, a top text mining tool, where we executed the three steps of the LSA process.

The initial step in the analysis involved converting the spreadsheets into a document object in RapidMiner 8.0 and assigning a unique document ID. The document was then subjected to pre-processing, which included converting all letters to lowercase and using non-letter separators for tokenization. Additionally, common stop words that do not hold significant semantic value were removed from the document. We increased the number of words in the term frequency matrix by adding common words such as "and," "the," "an," and "a," among others. Stop words are standard lists of words that are present in English and other languages. We removed tokens that had less than two letters, such as "s" and "x," as they were deemed irrelevant. Tokens that were unique to

a single document were also eliminated since they did not pertain to a specific topic after removing stop words and tokens. To ensure that all tenses and forms of a word were represented, we created a single representation for each word.

We utilized term stemming techniques on the documents to simplify words into a basic form. This means that terms such as "collaborate," "collaborating," "collaboration," and "collaborative" were all recognized as one token, which is "collaborate." The reason why we chose to focus on stemming in this research is twofold. Firstly, this method has been widely used and recommended by other researchers in previous studies (Li & Joshi, 2012; Xu & Li, 2016). Secondly, stemming is a simpler technique that can be executed more quickly, which saves time for investigators (Shabankareh et al., 2022). Over time, we came to identify recurring expressions (such as perfect location, wonderful garden) in the records by means of the n-grams algorithm. These techniques for reducing terms eventually produced a vocabulary that encompassed items from favorable and unfavorable assessments (malls: positive: 1853- negative: 2023; bridges: positive: 1694- negative: 2587; water parks: positive: 1563- negative: 1984; towers: positive: 2011- negative: 1846).

The documents were converted into a term frequency matrix after going through the "pre-processing and term reduction" stage. This matrix represents the frequency of terms appearing in a collection of documents. To enhance the importance of rare expressions and reduce the significance of common terms, we utilized the term frequency-inverse document frequency (TF-IDF) technique to convert the values of the matrix. This approach highlights the uniqueness of each document rather than its similarities.

Singular Value Decomposition (SVD) was used in the second stage to convert the TF-IDF weighted word matrix into three separate matrices: a matrix showing the loadings of terms on each latent factor, a matrix displaying the loadings of documents on each latent factor, and a matrix consisting of the square roots of the eigenvalues, which indicated the relative importance of a specific element. This approach was described by Xu and Li (2016) and Li and Joshi (2012).

### **Factor interpretation**

LSA findings can be interpreted similarly to factor analysis, as both involve examining latent factors. In this research, we followed the recommendations of Shabankareh et al. (2022) and Xu and Li (2016) by connecting each factor with its high-loading phrases and documents to aid in interpretation. We created a table that included all phrases and documents with high loadings, sorted by their absolute loadings for each solution. The factors were then categorized by evaluating the associated terms and documents, understanding the underlying context, and assigning an appropriate label. To determine practical meanings, we analyzed all these terms and documents and considered their associated high loadings. We also adhered to previous research guidelines and suggestions on the five key parameters of examination (Berezina et al., 2016).

### **Findings**

#### **Factors leading to customer satisfaction and dissatisfaction toward new tourism destinations**

We utilized the LSA technique to examine positive and negative customer reviews in the field of modern tourism destinations. Our aim was to identify the key factors that influence either customer satisfaction or dissatisfaction. The relevant components found through LSA are summarized in Tables 1-4, with each element representing a positive or negative aspect of evaluations. The SVD was employed to demonstrate the significance of each component in the respective tables. Based on the data presented in Tables 1-4, each component consists of 500 to 2800 phrases. For illustrative purposes, we have selected the top eight terms as "high-loading terms." According to

the LSA analysis, these prominent characteristics account for over 95 percent of all distinct phrases and reviews, suggesting that they encompass all elements of consumer satisfaction or dissatisfaction with new tourism destinations.

**Summary of customer satisfaction and dissatisfaction factors toward towers**

The satisfaction factors of customers towards towers, based on positive reviews and SVD, are ranked as follows: view (5.07), architecture (4.325), staff (4.233), elevator (3.988), and lobby (3.766). On the other hand, the dissatisfaction factors of customers towards towers, based on negative reviews and SVD, are ranked as follows: price (4.429), staff (3.134), lobby (3.035), food court (2.682), and clarity (2.398). A summary of the customer satisfaction and dissatisfaction factors for towers can be found in Table 1.

*Table 1. Factors of satisfaction and dissatisfaction factors toward towers*

<b>Factors of customer satisfaction toward towers</b>			
<b>Factors</b>	<b>Interpretations (Labels)</b>	<b>SVD</b>	<b>High-Loading Terms</b>
Factor 1	<b>View</b>	5.07	over, view_over, tower_high, everywhere, view_great, view_love, view_amazing, floor_over
Factor 2	<b>Architecture</b>	4.325	architecture, architecture_amazing, design, bulding, design_tower, art_architecture, architecture_marvel, art
Factor 3	<b>Staff</b>	4.233	helpful, staff_friendly, polite, staff_smile, question_answer, welcome_staff, staff, friendly
Factor 4	<b>Elevator</b>	3.988	elevator, design_elevator, speed, elevator_view, beauty, fast, art, glass_elevator
Factor 5	<b>Lobby</b>	3.766	clean, seat_lobby, art, wood, lobby_light, lobby_decor, lobby, decor
<b>Factors of customer dissatisfaction toward towers</b>			
Factor 1	<b>Price</b>	4.429	price, expensive, over, charge, charge_over, expensive_too, expensive_very, very_ticket
Factor 2	<b>Staff</b>	3.134	desk_front, rude, information_false, ignore_staff, staff, insufficient, direction, staff_rude
Factor 3	<b>Lobby</b>	3.035	entrance, window_dirty, door, old, glass, glass_dirty, desk, air
Factor 4	<b>Food Court</b>	2.682	busy, crowd, dirty_court, price, food, court, cold, quality_food
Factor 5	<b>Clarity</b>	2.398	clarity, dirty, view, screen_lack, lack, photo, windows, windows_dirty

### Summary of customer satisfaction and dissatisfaction factors toward malls

Table 2 summarizes the factors that lead to customer satisfaction and dissatisfaction with malls. Based on positive reviews and SVD analysis, the factors that lead to customer satisfaction are vastness (score: 4.524), shops (score: 3.653), Kidzonia (score: 3.766), environment (score: 3.469), and food court (score: 2.852). Conversely, based on negative reviews and SVD analysis, the factors that result in customer dissatisfaction are toilet (score: 2.028), price (score: 1.564), crowdedness (score: 1.489), services (score: 1.414), and staff (score: 1.241).

Table 2. Factors of satisfaction and dissatisfaction factors toward malls

<b>Factors of customer satisfaction toward malls</b>			
<b>Factors</b>	<b>Interpretations (Labels)</b>	<b>SVD</b>	<b>High-Loading Terms</b>
Factor 1	<b>Large</b>	4.524	mall_big, big, mall_large,vastness, huge, levels_separate, floors_big, large, high
Factor 2	<b>Shops</b>	3.653	range, shop_brand, price_good, affordable,sales_person shops_family, variety, discount, brand
Factor 3	<b>Environment</b>	3.469	design, fountain_beauty, care_children, light, music, café_cozy, floor_ground, good, thing_fun
Factor 4	<b>Kidzonia</b>	3.766	kid, entertainment , park , funny place, children_play, happy_kids,
Factor 5	<b>Food Court</b>	2.852	delicious, food_fresh, salon_clean, brand, different, food_traditional, food, food_different
<b>Factors of customer dissatisfaction toward malls</b>			
Factor 1	<b>Toilet</b>	2.028	dirty, lack, toilet, smell_bad, toilet_smell, find_hard, seats_toilet, surface_slip
Factor 2	<b>Price</b>	1.564	price, price_over, high, over, expensive, than_higher, higher, rip_price
Factor 3	<b>Crowdedness</b>	1.489	busy, queue_long, time_waiting, queue_cash, crowded, people_full, crowded_too, people
Factor 4	<b>Services</b>	1.414	weak, service_terrible, service_customer, service_taxi, information, services, poor, facilities
Factor 5	<b>Staff</b>	1.241	wrong, staff_rude,-unhelpful,-guard_angry,-language,-behavior, bad, ignore



### Summary of customer satisfaction and dissatisfaction factors toward suspended bridges

The results from positive reviews and SVD indicate that the factors leading to customer satisfaction with glass/suspended bridges include lighting, architecture, walking path, around (views & nature), and food, with respective scores of 5.891, 5.233, 4.896, 4.647, and 3.054. On the other hand, negative reviews and SVD reveal that the factors leading to customer dissatisfaction with malls are price, safety, waste of time, crowdedness (toilet & pathway), and staff, with respective scores of 2.931, 1.7694, 1.722, 1.423, and 1.014. The factors influencing customer satisfaction and dissatisfaction with malls are summarized in Table 3.

Table 3. Factors of satisfaction and dissatisfaction factors toward bridges

<b>Factors of customer satisfaction toward glass/suspended bridges</b>			
Factors	Interpretations (Labels)	SVD	High-Loading Terms
Factor 1	<b>Lighting</b>	5.891	light_love, night_light, good,colourful, night, love, amazing, lights, night_colour
Factor 2	<b>architecture</b>	5.233	love, pretty, architecture_wonder, engineering_love, architecture, modern, interesting, great
Factor 3	<b>Walking Path</b>	4.896	skywalk, walking_beauty, pathway, paths_great, walk_enjoy, walk, satir_walking, curve
Factor 4	<b>Around (views &amp; nature)</b>	4.647	river_bridge, nature, trees_surround, view,atmosphere, area_around, around, view_spectacular, trees
Factor 5	<b>Food</b>	3.054	worth, discount, delicious_food, food, snack, food_great, service, service_good
<b>Factors of customer dissatisfaction toward bridges</b>			
Factor 1	<b>Price</b>	2.931	over, expensive, dollar, price_over, charge, price_high, worth_not, steep
Factor 2	<b>Safety</b>	1.769	lack, safe_not, guard, safety, slip, walk_danger, bridge, edge
Factor 3	<b>Waste of time</b>	1.722	hour, queue_long, time_waste, waiting, queue, time, visit_short, visit
Factor 4	<b>Crowdedness (toilet &amp; pathway)</b>	1.423	toilet_dirty, lack, crowded_walk, people, toilet_queue, rubbish, condition, clean_not
Factor 5	<b>Staff</b>	1.014	unhelpful, staff_rude, mistake, not_information, attention, staff, bad, rude

**Summary of customer satisfaction and dissatisfaction factors toward waterparks**

Table 4 summarizes the factors that lead to customer satisfaction and dissatisfaction in waterparks. The positive reviews and SVD analysis indicate that the main factors for customer satisfaction in waterparks are the wave pool, slides, staff, pool, and environment, with respective scores of 3.365, 3.284, 2.179, 2.078, and 2.068. On the other hand, negative reviews and SVD analysis reveal that the main factors leading to customer dissatisfaction in malls are the queue, health concerns, price, crowdedness, and staff, with respective scores of 3.01, 1.911, 1.729, 1.551, and 1.313.

*Table 4. Factors of satisfaction and dissatisfaction factors toward waterparks*

<b>Factors of customer satisfaction toward waterparks</b>			
<b>Factors</b>	<b>Interpretations (Labels)</b>	<b>SVD</b>	<b>High-Loading Terms</b>
Factor 1	<b>Wave Pool</b>	3.365	wave, pool_wave, wave_love, wave_fun, good, part_best, love, fun
Factor 2	<b>Slides</b>	3.284	love, slide_enjoy, slide_great, high, tall, slide_lot, amazing, tube
Factor 3	<b>Staff</b>	2.179	helpful, kind, staff_good, nice, friendly, staff_help, staff, staff_excellent
Factor 4	<b>Pool</b>	2.078	water, clean, pool_clean, spacious, safe, big, beautiful, beach_pool,
Factor 5	<b>Environment</b>	2.068	clean, place, safe_place, visit_worth, good, place_pretty, big, huge
<b>Factors of customer dissatisfaction toward waterparks</b>			
Factor 1	<b>Queue</b>	3.01	queue, many_peopl, waiting, queued, long_hour, time, queue_large, line
Factor 2	<b>Health</b>	1.911	dirty, water_messy, sand, room_dirty, garbage, locker, dirty_quiet, room_locker
Factor 3	<b>Price</b>	1.729	expense, price, over, expensiv_too, money_over, charg_over, cost, food
Factor 4	<b>Crowdedness</b>	1.551	peopl, busy, kid, crowd_over, crowd_very, huge, park, room
Factor 5	<b>Staff</b>	1.313	employe, unhelp, rude, behav, guard_lack, badly, ask, bad

## **Study Implication**

### **Discussion and conclusion**

Destination managers now rely heavily on online reviews to gain insight into customers' experiences and identify the key factors that contribute to their satisfaction or dissatisfaction. This research aims to address a gap in existing literature by introducing the concept of new tourism destinations and utilizing text mining to identify the key factors that impact customer satisfaction and dissatisfaction. Through our research, we have identified several determinants of customer satisfaction and dissatisfaction, which support our hypotheses based on Herzberg (1964) two-factor theory and suggest that these factors differ in new tourism destinations.

#### **Main determinants of customer satisfaction toward new tourism destination**

The satisfaction of travelers is influenced by various factors, as revealed by research conducted on towers. These factors include the view, architecture, staff, elevator, and lobby, which are all related to the services and facilities offered by towers. For instance, having a magnificent view of mountains or parks can elicit positive emotions in travelers and enhance their satisfaction with a destination (Basak et al., 2021; Torres, 2014). Additionally, customers are pleased with the impressive architecture and artistic design of buildings, which can be a competitive advantage for tourism destinations (Bhatt & Pickering, 2023; Shabankareh et al., 2022). The speed and aesthetics of elevators and lobby design also play a crucial role in enhancing customer satisfaction. Lastly, employing courteous and responsive staff can significantly improve the satisfaction levels of travelers (Nazarian et al., 2023; Xu & Li, 2016).

The findings from our research on shopping malls reveal that traveler satisfaction is influenced by several factors such as the size of the mall, the variety of shops, the overall environment, the availability of kid-friendly activities, and the food court. Positive customer reviews frequently mention the number of floors, the range of shops available, pricing, accessibility, discounts, salespeople, design, lighting, child care services, and the quality of food. Previous studies have shown that communication between shoppers and sales staff is a crucial determinant of satisfaction in shopping malls (Alhouti et al., 2015; Nazarian et al., 2023). A helpful and courteous attitude towards tourists, as well as background music, can contribute to their overall satisfaction. The location of the mall is also a significant factor in attracting visitors (Xu & Li, 2016). Additionally, the internal and external environment of the mall, including features such as fountains and sculptures, can enhance tourists' perception of the mall.

The findings regarding bridges indicate that elements such as lighting, architecture, walkways, surroundings, and food are significant factors in determining satisfaction. Tourists' feedback suggests that vibrant lighting, particularly at night, the impressive structure of bridges, and the remarkable architecture along the walking paths, as well as the breathtaking views of the surroundings and food services, all contribute to visitors' contentment with the bridges. The majority of these factors pertain to the physical environment, including architecture, interior and exterior design, and visibility, which have an impact on customer satisfaction and loyalty (Shabankareh et al., 2022; Wangchan & Worapishet, 2019). Other physical environment aspects

such as food options, lighting/color, and ambiance encourage customers to share positive electronic word-of-mouth.

The study found that the factors that contribute to satisfaction in water parks are the wave pool, pool slides, staff, pool, and environment. Based on reviews from travelers, the most commonly mentioned aspects that lead to satisfaction are enjoyable wave pools, tall pool slides, friendly and helpful staff, a large and safe pool, and a clean environment. The study shows that both tangible and intangible factors, including facilities, equipment, cleanliness, and employees, play a role in determining satisfaction in water parks. These findings are consistent with previous studies that have shown how factors such as staff, equipment, entertainment, facilities, and cleanliness of the environment can significantly impact travelers' satisfaction in tourism destinations (Nazarian et al., 2023; Shabankareh et al., 2022; Suanmali, 2014).

In general, our findings regarding new tourism destinations suggest that there are a variety of factors that impact the satisfaction of tourists. These factors include both tangible and intangible elements. Positive reviews indicate that tourists are satisfied with entertaining amenities and equipment, impressive architecture and design, ambiance and the behavior of staff, high-quality food, cleanliness of the environment, breathtaking views, and safety.

#### **Main determinants of customer dissatisfaction toward new tourism destination**

The negative reviews left by tourists who visited the towers revealed that the primary reasons for their dissatisfaction were related to price, staff, lobby, food court, and clarity. Specifically, the reviews mentioned that high prices, inaccurate information and unhelpful staff, dirty windows and air conditioning, crowded and unsanitary spaces, poor quality meals, and unclear displays were the most commonly cited issues. It is important to provide reliable information to improve customer satisfaction, and friendly and knowledgeable staff are also crucial factors. Previous studies have found that factors such as overcrowding, limited observation opportunities, unreasonable fees, poor implementation of guidelines, and issues with the view, food, and lobby can also lead to visitor dissatisfaction in tourism destinations (Padma & Ahn, 2020; Prakash et al., 2019).

The factors that cause dissatisfaction among mall travelers include toilet availability, prices, overcrowding, services, and staff behavior. Negative reviews frequently mention the absence of toilets, unpleasant smells and slippery surfaces in restrooms, high prices, long wait times in lines, overcrowding, poor customer service, unhelpful and irritable staff, and language barriers. These findings are in line with previous studies conducted by Mohd Ishar and Mohd Roslin (2016), Prakash et al. (2019), and (Xu & Li, 2016).

According to reviews of bridges, the main causes of dissatisfaction are price, safety, long wait times, overcrowding, and staff behavior. Customers frequently use negative words to describe expensive prices and fees, lack of safety measures, uneven and slippery surfaces, long lines, dirty and crowded restrooms, congested walkways, and impolite and unhelpful staff. Safety concerns are particularly noteworthy, as previous studies have shown that visitor safety is a crucial factor in tourism destinations (Prakash et al., 2019). These findings align with other research that highlights

the importance of staff performance, cleanliness, and pricing in visitors' assessments of their experiences (Padma & Ahn, 2020; Thuy & Thao, 2019).

The main factors that contribute to dissatisfaction among visitors at water parks include waiting in lines, health concerns, high prices, overcrowding, and unhelpful staff. Negative reviews often mention long wait times, dirty facilities, unreasonable prices, and a lack of lifeguards as major sources of dissatisfaction. Crowded conditions can also detract from the overall experience for visitors. When prices are perceived as fair in relation to the quality of services provided, customers tend to be more satisfied. Maintaining cleanliness is crucial for enhancing visitors' perceptions and increasing their satisfaction with the destination. This has been noted by multiple studies (Shabankareh et al., 2022; Thuy & Thao, 2019; Xu & Li, 2016).

Generally speaking, the factors that lead to dissatisfaction in new tourism destinations are distinct from those that lead to satisfaction. The majority of dissatisfaction can be attributed to negative staff qualities such as poor behavior, lack of language skills, and providing incorrect information, as well as unfavorable destination features like unclean surroundings, overcrowding, and lack of safety. One common factor that has a significant impact on travelers' experiences in all destinations is exorbitant prices.

### **Theoretical implications**

This study makes two significant contributions from a theoretical perspective. Firstly, it introduces a new concept called "new tourism destinations" which has been having a growing influence on the tourism industry in recent times. Despite this, there has been limited understanding of this concept in the hospitality literature, and this study fills that gap by defining and developing this new concept in the tourism industry literature. Secondly, the authors of this research have examined the effect of both positive and negative online reviews by travelers on four new tourism destinations. This analysis helps to identify and rank factors that contribute to satisfaction and dissatisfaction in these locations.

It is interesting to note that our findings are consistent with Herzberg's two-factor theory (Herzberg, 1964), which suggests that certain attributes contribute to customer satisfaction while the absence of these factors can lead to negative feelings and ultimately customer dissatisfaction. This indicates that the factors that determine satisfaction and dissatisfaction in a new tourism destination are distinct, and therefore destination managers should adopt different strategies to address dissatisfaction factors and enhance satisfaction factors. Our findings also align with the SERVQUAL model proposed by Parasuraman et al. (1988), which identifies five dimensions (Tangibles, Responsiveness, Empathy, Assurance, and Reliability) that affect customer satisfaction. In our study, we analyzed customer reviews and found that the most commonly mentioned words related to staff (assurance, responsiveness) were associated with their behavior and communication skills, while those related to the environment (physical facilities and equipment) were associated with design, facilities, and equipment.

The study discovered that tourists' reviews of adventurous new tourism destinations such as suspended bridges, towers, and water parks are primarily focused on safety, view, and cleanliness. On the other hand, in non-adventure destinations such as malls, staff attributes, diversity, and food

quality are the most critical factors that affect the tourist experience. The study utilized travelers' reviews, which have been shown to provide more detailed and genuine information about customers' perceptions of the services provided. By analyzing these reviews, managers can gain a better understanding of the sources of satisfaction and dissatisfaction and discover new aspects of them.

### **Managerial implications**

The outcomes of this research have important implications for those in charge of tourist destinations. The analysis of favorable and unfavorable reviews demonstrates that staff attributes, such as behavior, information, and language skills, have a significant impact on the satisfaction of travelers. Therefore, managers should give special attention to these aspects when designing and providing training programs for their employees. Creating clearer and more straightforward signs to guide visitors can also have a significant effect on their experience. Price is another crucial factor that affects customers' perception and is frequently mentioned in reviews of new tourism destinations. Destination managers should reconsider their pricing strategies and establish more reasonable prices for their services and products to make travelers feel that they are getting good value for their money. Overcrowding in both recreational and hygiene environments can also negatively affect travelers' satisfaction. Service providers should sell tickets based on the capacity of the destination. Using electronic facilities such as ticket machines and online reservations can also help prevent long lines and save time for visitors.

To improve the experience of visitors waiting in line for tickets, providers can offer enjoyable activities and distractions to help them lose track of time. It is crucial to maintain a high level of cleanliness in hygiene areas like restrooms and pools, ensuring they are free from debris and thoroughly disinfected during the pandemic. Safety should always be a top priority for destination managers, particularly in adventurous locations where they should provide appropriate equipment. Visitors' satisfaction can be increased by offering fresh ingredients, clean saloons, attractive food presentation, and proper lighting. In permanent tourism destinations such as shopping malls, helpful behavior, providing information, and offering discounts can also enhance customer satisfaction. Finally, reviews indicate that playing music (live or recorded) is highly appreciated by tourists and can create a positive atmosphere that encourages them to stay or return.

### **Limitations and future research**

Although the study provided valuable insights into new tourism destinations, it has certain limitations. The study's textual data primarily consists of travelers who visited four specific types of new tourism destinations, namely suspended bridges, water parks, shopping malls, and towers in various regions of the world. Therefore, future studies should gather data from a wider range of new tourism destinations, such as artificial lakes and smart cities, to obtain a more comprehensive understanding of satisfaction and dissatisfaction determinants. Additionally, exploring the distinctions between satisfaction and dissatisfaction attributes among different types of new tourism destinations could be a promising avenue for future research. Furthermore, comparing the findings from new tourism destinations with those from other types of destinations, such as historical sites, could yield intriguing results by highlighting similarities and differences.

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