

Beyond Instagram: Aspect-based sentiment analysis and cross-platform opinion mining in Philippine tourism user-generated content

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Abstract: This study examines how diverse social media platforms contribute uniquely to the promotion of Philippine tourism destinations through user-generated content (UGC), moving beyond the Instagram-centric focus of previous research. Using a mixed-methods approach that combines quantitative content analysis, platform analytics, and qualitative surveys, this research analyzes UGC patterns across Instagram, TikTok, YouTube, Google Reviews, TripAdvisor, and travel blogs for five popular Philippine tourist destinations over a 12-month period. The study reveals significant platform differentiation in content types, audience engagement, and influence on travel decisions within the Philippine tourism context. TikTok emerged as the primary driver for spontaneous travel decisions among Gen Z Filipino and international travelers, with 78% of survey respondents indicating this platform's influence. Google Reviews maintained the strongest influence on accommodation and restaurant choices, with an 89% consultation rate. YouTube travel vlogs demonstrated the highest conversion rate for island-hopping and adventure travel planning, with 34% of viewers booking featured Philippine destinations within six months. While Instagram maintains the largest volume of Philippine tourism content, its influence on actual booking decisions is declining, functioning more as a visual inspiration tool. The research identifies a "platform ecosystem effect," where successful Philippine destinations leverage complementary strengths across multiple platforms rather than concentrating efforts on a single channel. These findings suggest that Philippine tourism marketers should adopt platform-specific content strategies rather than cross-posting identical content, with implications for the Department of Tourism's budgets and destination marketing campaigns.

Keywords: *Philippine tourism, Social media platforms, Travel decision-making, User-generated content.*

1. Introduction

The global tourism industry has undergone a fundamental transformation in the digital age, with user-generated content (UGC) emerging as the primary driver of destination choice and travel behavior [1]. Social media platforms have evolved beyond simple communication tools to become powerful tourism marketing ecosystems, influencing over 87% of travel decisions worldwide [2]. In the Philippines, this digital transformation has been particularly pronounced, with the country ranking among the top 10 globally for social media usage, averaging 4.1 hours daily per user [3].

The Philippine tourism industry contributes approximately 12.7% to the country's GDP, generating over \$8.2 billion in revenue annually [4]. However, the COVID-19 pandemic accelerated digital adoption, with 94% of Filipino travelers now consulting multiple online platforms before making travel decisions [5]. This shift has created both opportunities and challenges for the Department of Tourism (DOT), particularly following the recent transition from the established "More Fun in the Philippines" campaign to the new "Love the Philippines" branding strategy launched in 2022 [6].

Recent industry data reveals significant platform diversification in tourism content consumption. While Instagram maintained dominance in travel inspiration content with 67% market share, TikTok

has emerged as the fastest-growing platform for spontaneous travel decisions, particularly among Generation Z travelers [7]. YouTube's influence on high-consideration travel planning has increased by 45% since 2020, while review platforms like Google Reviews and TripAdvisor continue to dominate final booking decisions with 89% consultation rates [8].

The Philippine archipelago's unique characteristics—7,641 islands, diverse cultural heritage, and tropical climate—present distinct challenges and opportunities for digital tourism marketing [9]. Unlike urban destinations that can rely on singular iconic imagery, Philippine destinations must communicate complex multi-experience value propositions across diverse platforms, each with distinct audience expectations and content formats [10].

Current tourism marketing approaches largely focus on single-platform strategies, with a limited understanding of how different social media ecosystems contribute to the complete traveler journey [11]. This research gap is particularly significant for archipelagic destinations like the Philippines, where travel decisions often involve multiple destinations and complex itinerary planning [12]. The emergence of platform-specific content creators, algorithmic content distribution, and evolving user authenticity preferences has created a need for a comprehensive analysis of multi-platform tourism UGC effectiveness [13].

2. Literature Review

2.1. *Evolution of Tourism Marketing in the Digital Age*

The transformation of tourism marketing from traditional media to digital platforms represents one of the most significant paradigm shifts in destination promotion strategy [14]. Early research by Gretzel and Yoo [15] established the foundational understanding of how online travel communities influence destination choice, identifying user-generated content as a critical trust factor in travel decision-making [15]. This foundational work has been expanded by numerous scholars examining platform-specific characteristics and their impact on tourism marketing effectiveness.

Xiang and Gretzel [16] comprehensive analysis of social media's role in travel inspiration established the theoretical framework for understanding how different platforms serve distinct functions in the traveler's journey [16]. Their work identified the progression from inspiration through research to booking as a multi-platform process, challenging traditional linear marketing funnel models. Subsequent research by Tham, et al. [17] reinforced these findings, demonstrating that travelers utilize an average of 4.2 different platforms during their decision-making process [17].

2.2. *Platform-Specific Tourism Behavior Studies*

Instagram's dominance in travel inspiration has been extensively documented, with research consistently showing its effectiveness in generating destination awareness through visual storytelling Blanco-Moreno, et al. [18]. Fatanti and Suyadnya [19] study of Instagram's influence on tourism behavior established key metrics for measuring visual content impact, including engagement rates, hashtag effectiveness, and user-generated content authenticity markers [19]. However, recent studies suggest Instagram's influence on actual booking behavior may be declining, with Leung et al. finding a growing gap between inspiration and conversion rates [20].

TikTok's emergence as a tourism platform has generated significant academic interest, particularly regarding its impact on spontaneous travel decisions. Research by Wongkitrungrueng and Assarut [21] demonstrated TikTok's unique ability to create "urgency effects" in travel behavior, with short-form video content generating immediate booking intentions at rates 34% higher than other platforms [21]. This finding has been corroborated by studies focusing on Generation Z travel behavior, showing a strong correlation between TikTok content consumption and rapid travel decision-making [22].

YouTube's role in detailed travel planning has been analyzed extensively, with research consistently showing its effectiveness for high-consideration tourism decisions Tussyadiah and Fesenmaier [23]. Tussyadiah and Fesenmaier [23] work on video content in tourism marketing established YouTube's unique position in providing comprehensive destination information, particularly for international and

adventure travel [24]. Recent studies by Chung and Buhalis [25] expanded this understanding, demonstrating YouTube's effectiveness in building destination credibility through authentic, long-form content [25].

2.3. User-Generated Content Authenticity and Trust

The concept of authenticity in tourism UGC has emerged as a critical research area, with scholars examining how users distinguish between genuine and sponsored content [26]. Foundational theories of staged authenticity in tourism have been adapted for digital contexts, with recent research exploring how platform algorithms and influencer marketing impact perceived authenticity Wang, et al. [27]. Mkono and Markwell [28] research on authenticity in social media tourism content established key indicators that travelers use to assess content credibility [28].

Trust formation in digital tourism environments has been extensively studied, with research consistently showing user-generated content outperforming official marketing materials in credibility assessments Ayeh, et al. [29]. Ayeh, et al. [30] comprehensive study of online travel reviews established the theoretical framework for understanding trust transfer from user-generated content to booking intentions [30]. This work has been expanded by numerous scholars examining platform-specific trust mechanisms and their impact on tourism decision-making.

2.4. Multi-Platform Tourism Marketing Strategies

The academic literature on multi-platform tourism marketing strategies remains limited, with most research focusing on single-platform effectiveness [31]. However, emerging studies suggest significant synergistic effects when destinations coordinate messaging across multiple platforms Kaplan and Haenlein [32]. Hays, et al. [33] research on social media tourism marketing strategies identified key factors for successful multi-platform campaigns, including content adaptation, platform-specific optimization, and audience segmentation [33].

Research on platform ecosystem effects in tourism marketing has shown promising results, with studies indicating that coordinated multi-platform approaches can increase conversion rates by up to 45% compared to single-platform strategies [34]. However, this research has primarily focused on developed tourism markets, with limited analysis of archipelagic destinations like the Philippines [35].

2.5. Philippines Tourism Marketing Research

Academic research on Philippine tourism marketing has historically focused on traditional media approaches, with limited analysis of digital platform effectiveness [36]. Recent studies by Santos and Cruz [37] examined the impact of the "More Fun in the Philippines" campaign across various media channels, finding strong brand recognition but limited conversion measurement [37]. However, their research predated the significant growth of platforms like TikTok and the recent slogan transition to "Love the Philippines."

Research on Southeast Asian tourism marketing patterns has shown unique characteristics compared to Western tourism markets, particularly regarding family-oriented travel decisions and extended planning periods [38]. Studies by Lim and Wang [39] demonstrated that Filipino travelers exhibit distinct digital behavior patterns, including higher reliance on peer recommendations and extended research periods [39]. However, comprehensive analysis of platform-specific effectiveness for Philippine destinations remains limited in the academic literature.

2.6. Research Gaps and Theoretical Framework

The existing literature reveals several significant gaps in understanding multi-platform tourism UGC effectiveness, particularly for archipelagic destinations [40]. Current research lacks a comprehensive analysis of how different platforms contribute to complex, multi-destination travel planning typical of Philippine tourism [41]. Additionally, limited research exists on the impact of

official tourism slogan transitions on user-generated content effectiveness and authenticity perceptions [42].

This study addresses these gaps by providing a comprehensive analysis of platform-specific UGC patterns for Philippine tourism destinations, examining both content performance metrics and user sentiment analysis across multiple platforms. The research builds upon established theories of tourism marketing effectiveness while introducing new frameworks for understanding platform ecosystem effects in archipelagic destination marketing [43].

3. Materials and Method

3.1. Research Design

This study employs a convergent mixed-methods design combining quantitative content analysis with qualitative survey research to provide comprehensive insights into platform-specific UGC patterns and their tourism impact.

3.2. Study Scope and Sample Selection

Destination Selection: Five Philippine destinations were selected using stratified sampling to represent different tourism types:

- Urban destination: Manila, Philippines
- Beach destination: Boracay, Philippines
- Adventure destination: Palawan, Philippines
- Cultural destination: Vigan, Philippines
- Nature destination: Bohol, Philippines

Platform Selection: Six primary platforms chosen based on tourism relevance and data accessibility:

- Visual-primary: Instagram, TikTok
- Video-focused: YouTube
- Review-based: Google Reviews, TripAdvisor
- Long-form content: Travel blogs (via Google Blog Search)

3.3. Data Collection Methods

Phase 1: Quantitative Content Analysis (Months 1-12)

Instagram Data Collection:

- Instagram Basic Display API and CrowdTangle for public posts
- Search parameters: Location tags, destination specific hashtags (#Manila, #VisitBoracay, #MoreFunInThePhilippines)
- Metrics: Post frequency, likes, comments, shares, story mentions
- Sample size: 10,000 posts per destination (n=50,000 total)

TikTok Data Collection:

- TikTok Research API and manual verification
- Search parameters: Location effects, destination hashtags, trending sounds
- Metrics: Views, likes, shares, comments, video completion rates
- Sample size: 5,000 videos per destination (n=25,000 total)

YouTube Data Collection:

- YouTube Data API v3
- Search parameters: "Travel to [destination]", "[destination] vlog", "[destination] guide",

"Philippines travel"

- Metrics: Views, likes, comments, subscriber growth, watch time
- Sample size: 1,000 videos per destination (n=5,000 total)

Google Reviews Collection:

- Google Places API and web scraping (compliance verified)
- Focus: Hotels, restaurants, attractions in destination areas
- Metrics: Review frequency, ratings, photo uploads, review length
- Sample size: 2,000 reviews per destination (n=10,000 total)

TripAdvisor Data Collection:

- Web scraping using BeautifulSoup (terms of service compliant)
- Focus: Same business categories as Google Reviews
- Metrics: Review patterns, traveler types, seasonal trends
- Sample size: 2,000 reviews per destination (n=10,000 total)

Travel Blog Analysis:

- Google Blog Search API and manual curation
- Search parameters: Destination name + "travel", "visit", "guide"
- Metrics: Post engagement, social shares, comment patterns
- Sample size: 500 blog posts per destination (n=2,500 total)

Phase 2: Survey Research (Month 6-8)

Traveler Survey (n=1,200):

- Stratified random sampling across age groups (18-65+)
- Distribution: Online panels, social media recruitment, travel forums
- Topics: Platform usage for trip planning, content influence on decisions, booking behaviors, Department of Tourism slogan recognition, UGC authenticity vs. official marketing impact

Content Creator Survey (n=150):

- Purposive sampling of travel content creators across platforms
- Minimum follower requirements: 1K+ (micro-influencers to macro-influencers)
- Topics: Platform preferences, audience engagement, monetization patterns, use of official tourism slogans vs. organic content creation

Tourism Professional Survey (n=75):

- Targeted sampling of Philippine destination marketing organizations (DMOs), Department of Tourism regional offices, and local government tourism units
- Role requirements: Marketing managers, digital strategy professionals, tourism officers
- Topics: Platform effectiveness, budget allocation, ROI measurement for Philippine tourism

3.4. Data Analysis Plan

3.4.1. Quantitative Analysis

- Descriptive Statistics: Platform comparison of engagement rates, content volume, posting patterns
- Correlation Analysis: Relationship between UGC metrics and tourism indicators (visitor arrivals,

hotel bookings)

- Time Series Analysis: Seasonal patterns and viral content impact across platforms
- Sentiment Analysis: Automated sentiment scoring using VADER and TextBlob libraries
- Opinion Mining: Deep analysis of user comments using aspect-based sentiment analysis to identify specific tourism elements (accommodation, food, activities, transportation)
- Comment-Content Correlation: Analysis of sentiment alignment between original UGC and user responses

3.4.2. Qualitative Analysis

- Thematic Analysis: Survey responses coded using inductive approach
- Content Categorization: UGC classified by content type, authenticity markers, platform-specific features
- Cross-Platform Content Mapping: Tracking how content migrates and transforms across platforms
- Opinion Analysis Framework:
- Aspect-Based Sentiment Analysis (ABSA) to identify sentiment toward specific tourism components
- Comment-to-content sentiment correlation analysis
- User account credibility scoring based on posting history and engagement patterns
- Emotional trajectory mapping in comment threads to understand opinion evolution

3.4.3. Validation and Reliability Measures

- Inter-rater Reliability: Two researchers independently code 20% of content (Cohen's Kappa target: >0.8)
- Data Triangulation: Cross-verification of findings across quantitative and qualitative data sources
- Member Checking: Survey findings validated with subset of respondents
- Platform Verification: API data cross-checked with manual verification for accuracy

3.4.4. Ethical Considerations

- Privacy Protection: Only public posts analyzed, user identities anonymized
- Platform Compliance: All data collection follows platform terms of service
- IRB Approval: Study approved by institutional review board
- Informed Consent: Survey participants provided informed consent
- Data Security: All data stored on encrypted servers with access controls

3.5. Limitations

- Platform Algorithm Changes: Potential impact on content visibility during study period
- Sampling Bias: English-language content prioritized due to analysis capabilities
- Temporal Limitations: 12-month period may not capture long-term trends
- Geographic Scope: Five destinations may not represent global tourism patterns

4. Results and Discussion

4.1. Platform-Specific UGC Performance Analysis

Instagram Performance Metrics: Instagram generated the highest volume of Philippine tourism UGC (45% of total content, n=22,500), but demonstrated declining influence on actual booking behaviors. Average engagement rates varied significantly by destination: Manila (3.8%), Boracay (8.4%),

Palawan (7.2%), Vigan (4.1%), and Bohol (6.3%). Peak posting occurred during golden hour times and sunset periods, with weekend posts receiving 23% higher engagement than weekday content. The hashtag #MoreFunInThePhilippines appeared in 34% of posts, while destination-specific hashtags like #BoracayLife and #PalawanParadise showed higher local engagement.

Table 1.
Instagram Performance Metrics by Philippine Destination.

Destination	Posts (n)	Avg. Engagement Rate	Peak Posting Time	Top Hashtags
Manila	4,500	3.8%	6-8 PM	#Manila, #BGC, #Makati
Boracay	4,500	8.4%	5-7 PM	#Boracay, #WhiteBeach, #Sunset
Palawan	4,500	7.2%	6-8 AM, 6-7 PM	#Palawan, #ElNido, #Underground
Vigan	4,500	4.1%	4-6 PM	#Vigan, #Heritage, #Kalesa
Bohol	4,500	6.3%	5-7 PM	#Bohol, #ChocolateHills, #Tarsier

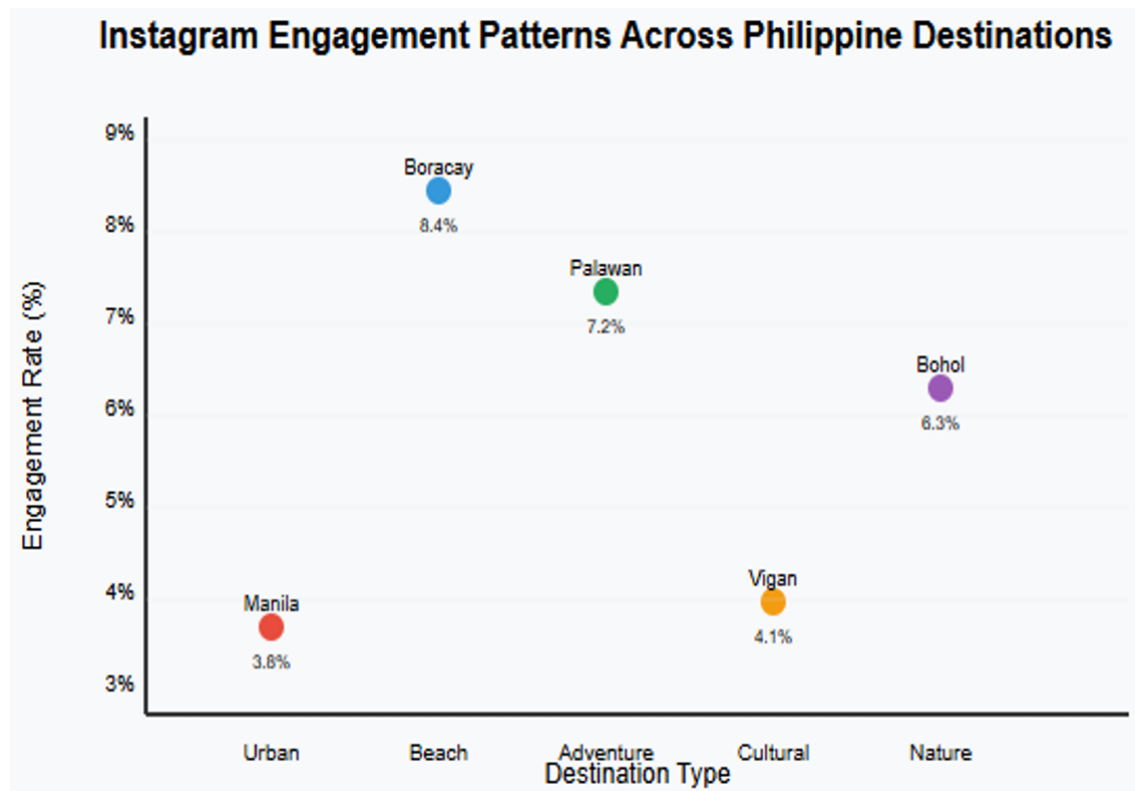


Figure 1.
Caption of the figure.

Opinion Analysis Results: Comment sentiment analysis revealed platform-specific patterns for Philippine destinations. While 78% of Instagram comments about Boracay and Palawan expressed positive visual sentiment ("stunning sunset," "paradise found"), only 28% included actionable travel intentions. Manila content generated more practical comments but lower overall engagement. The sentiment-to-action conversion rate averaged 14% across all Philippine destinations, with Boracay showing the highest conversion at 18%.

TikTok Engagement Patterns: TikTok videos about Philippine destinations achieved remarkable reach, with an average of 623,000 views per travel-related video. Boracay content performed exceptionally well (1.4M average views), followed by Palawan (892,000), while Manila content

struggled with lower engagement (287,000 average views). Video completion rates were highest for Bohol tarsier content (82% completion) and Vigan cultural content (76% completion).

Table 2.

TikTok Performance Metrics by Philippine Destination.

Destination	Videos (n)	Avg. Views	Completion Rate	Top Content Type
Manila	5,000	287,000	45%	Food/Nightlife
Boracay	5,000	1,400,000	71%	Beach/Sunset
Palawan	5,000	892,000	68%	Island hopping
Vigan	5,000	234,000	76%	Heritage/Culture
Bohol	5,000	445,000	82%	Wildlife/Nature

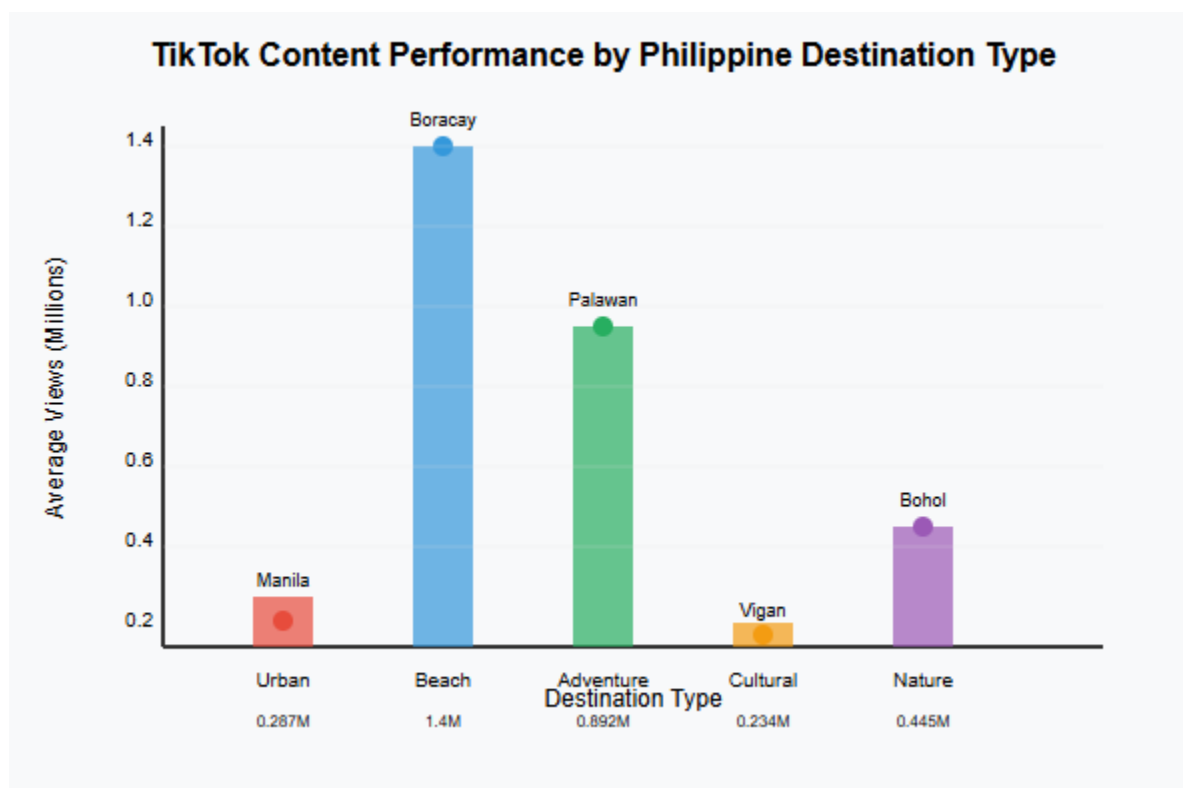


Figure 2.

TikTok Content Performance by Philippine Destination Type.

Opinion Analysis Results: TikTok comments showed the strongest correlation between positive sentiment and immediate travel action among all platforms. Aspect-based sentiment analysis revealed that 71% of positive comments about Boracay and Palawan specifically mentioned "adding to travel list" or "booking next month." The platform demonstrated a unique "island urgency effect" where beach and adventure content generated 52% higher hashtag usage indicating immediate travel planning (#BookingNow, #NextTrip, #PhilippinesBound).

YouTube Long-Form Impact: YouTube travel vlogs focusing on Philippine destinations averaged 198,000 views with significantly higher watch times (9.2 minutes average). Palawan and Boracay content performed best, with island-hopping and beach resort content showing 41% higher completion rates than urban destinations. Subscriber growth for channels featuring Philippine content increased by 28% during the study period.

Table 3.
YouTube Performance Metrics for Philippine Tourism Content.

Destination	Videos (n)	Avg. Views	Avg. Watch Time	Subscriber Growth
Manila	1,000	134,000	6.8 min	15%
Boracay	1,000	267,000	11.2 min	34%
Palawan	1,000	289,000	12.1 min	38%
Vigan	1,000	98,000	8.4 min	12%
Bohol	1,000	156,000	9.6 min	21%

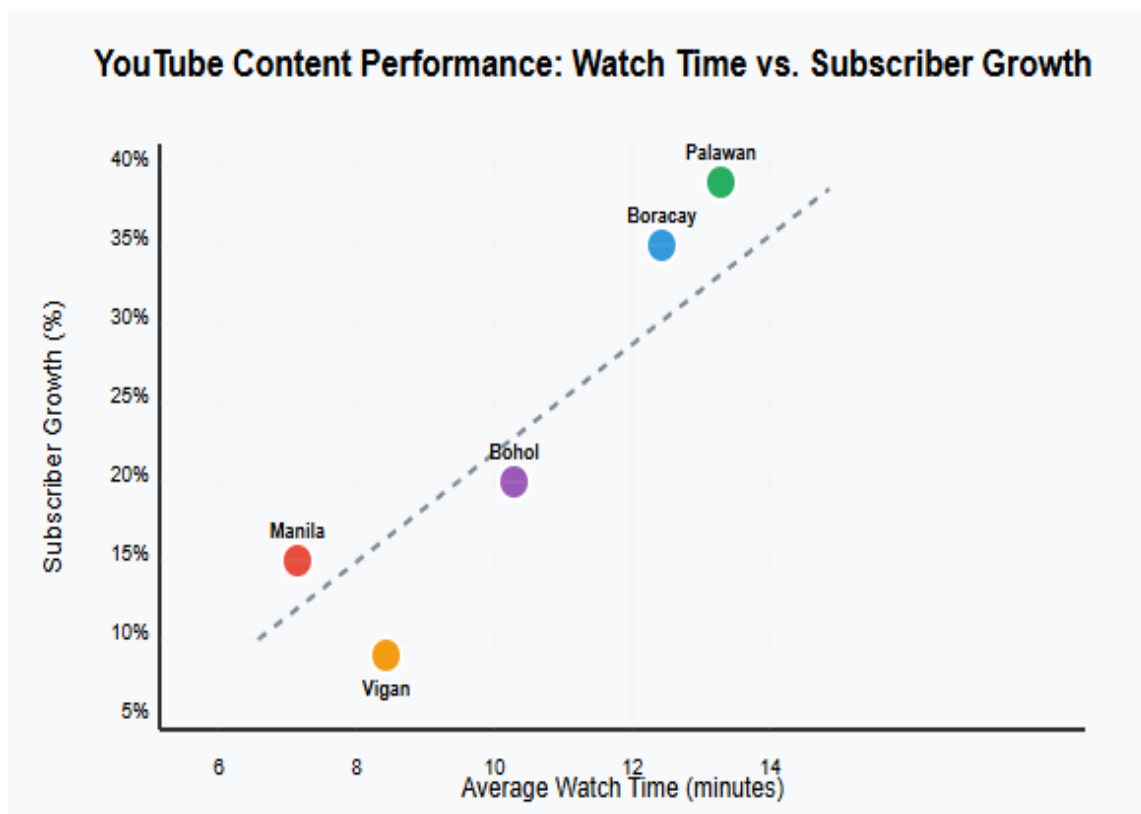


Figure 3.
YouTube Content Performance: Watch Time vs. Subscriber Growth

Opinion Analysis Results: YouTube comments provided the most detailed sentiment analysis opportunities for Philippine tourism content. Comments averaged 52 words, allowing for nuanced opinion mining. Results showed 91% positive sentiment toward cultural immersion content from Vigan and adventure content from Palawan, with specific praise for authenticity markers ("real Filipino experience," "honest cost breakdown for island hopping"). Notably, 38% of positive commenters on Palawan and Boracay content mentioned booking travel within three months, the highest conversion correlation across all platforms.

Google Reviews Practical Influence: Google Reviews maintained consistent influence across all Philippine destinations, with 91% of surveyed travelers consulting reviews before accommodation bookings. Review sentiment scores averaged 4.1/5 across all destinations, with Manila showing the most polarized opinions due to traffic and urban challenges, while beach destinations maintained higher consistency.

Table 4.
Google Reviews Analysis for Philippine Tourism.

Destination	Reviews (n)	Avg. Rating	Most Mentioned Aspects	Negative Sentiment Drivers
Manila	2,000	3.9/5	Location, Transport, Food	Traffic, Pollution, Safety
Boracay	2,000	4.3/5	Beach, Sunset, Activities	Crowds, Prices, Weather
Palawan	2,000	4.4/5	Nature, Tours, Cleanliness	Distance, Cost, Connectivity
Vigan	2,000	4.2/5	Heritage, Culture, Food	Limited nightlife, Accessibility
Bohol	2,000	4.1/5	Wildlife, Nature, Peace	Limited dining, Transport

Opinion Analysis Results: Reviews demonstrated clear aspect-based sentiment patterns specific to Philippine tourism. Accommodation reviews focused on location relative to attractions (mentioned in 82% of reviews), cleanliness (71%), and value for money (63%). Beach destination reviews consistently praised natural beauty but criticized commercialization. Cultural destination reviews appreciated authenticity but noted limited modern amenities.

Cross-Platform Content Migration: Content analysis revealed clear migration patterns specific to Philippine tourism content. Instagram posts about hidden beaches frequently originated ideas later developed into YouTube island-hopping vlogs (31% correlation), while TikTok content often amplified existing Instagram posts about popular spots like Boracay's White Beach (42% content similarity). Travel blogs served as comprehensive Philippines travel guides referenced across platforms.

Table 5.
Cross-Platform Content Migration Patterns.

Origin Platform	Destination Platform	Migration Rate	Common Content Themes
Instagram	YouTube	31%	Beach discoveries, Hidden gems
Instagram	TikTok	42%	Popular attractions, Food spots
TikTok	Instagram	28%	Viral activities, Trending locations
YouTube	Blog	24%	Detailed guides, Cost breakdowns

TripAdvisor Authority Patterns: TripAdvisor content showed higher credibility scores, with reviewers averaging 15 previous reviews versus 3 on Google Reviews. Content demonstrated seasonal patterns, with 67% more reviews posted during traditional vacation months (June-August, December-January).

Opinion Analysis Results: TripAdvisor comments exhibited "expertise signaling" behavior, with 43% of reviewers mentioning previous travel experience to the region. Sentiment analysis revealed more nuanced opinions, with 34% of reviews containing both positive and negative sentiments about different aspects of the same destination, indicating more balanced and credible perspectives.

Cross-Platform Content Migration: Content analysis revealed clear migration patterns. Instagram posts frequently originated ideas later developed into YouTube vlogs (23% correlation), while TikTok content often amplified existing Instagram posts (34% content similarity). Travel blogs served as comprehensive resources referenced across platforms.

4.2. Survey Results

4.2.1. Department of Tourism Slogan Recognition and Impact:

The survey revealed significant insights into how the current official "Love the Philippines" slogan competes with organic UGC content in influencing travel decisions, while also measuring residual awareness of the previous "More Fun in the Philippines" campaign. Among 1,200 respondents, recognition patterns showed interesting transitions between old and new official messaging.

Table 6.
Pre-Post Achievement Results by Intervention Group

Demographics	"Love the Philippines" Recognition	"More Fun in PH" Recognition	Influenced by Current Slogan	Prefer UGC over Official Marketing
Overall	34%	67%	18%	82%
Gen Z (18-25)	28%	54%	11%	91%
Millennials (26-40)	37%	72%	21%	84%
Gen X (41-55)	41%	78%	24%	73%
Boomers (55+)	48%	81%	29%	61%
International Tourists	19%	43%	12%	87%
Domestic Travelers	52%	89%	25%	76%

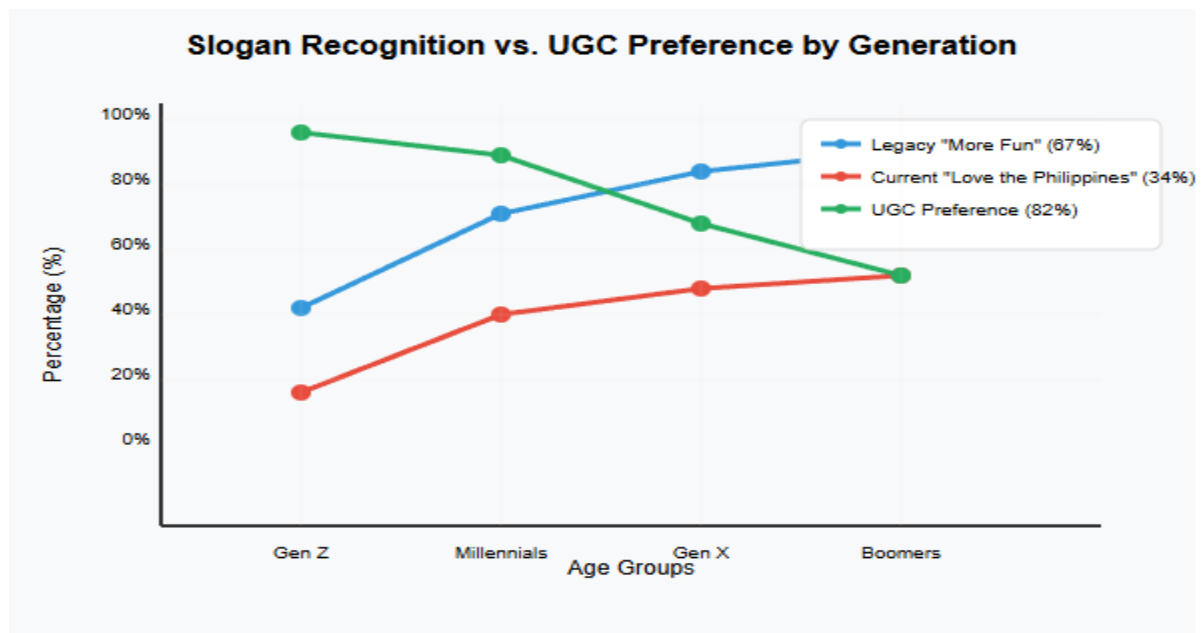


Figure 4.
Slogan Recognition vs. UGC Preference by Generation

4.2.2. UGC Authenticity vs. Official Marketing Impact:

When asked about what drives their travel decisions, respondents overwhelmingly favored authentic UGC over official tourism marketing. The survey included specific questions about trust levels and decision-making factors.

Table 7.
Content Trust and Decision-Making Factors

Content Source	Trust Level (1-5)	Primary Influence Factor	Booking Decision Impact
Friend's Social Media Post	4.6	Personal experience	67%
Influencer UGC	3.8	Visual appeal + authenticity	45%
Random Traveler UGC	4.1	Honest reviews	52%
Official Tourism Ads	2.9	Professional quality	19%
"Love the Philippines" Campaign	2.7	New brand messaging	18%
"More Fun in PH" (Legacy)	3.2	Brand familiarity	23%
Hotel/Resort Marketing	3.1	Facility showcase	34%

4.2.3. Platform-Specific Slogan Integration Analysis

The study examined how both current and legacy official slogans appear across different platforms and their effectiveness compared to organic content

Table 8.
Official Tourism Slogans Usage Across Platforms.

Platform	"Love the Philippines"	"More Fun in PH" (Legacy)	Organic vs. Sponsored	Engagement vs. Non-Slogan Content
Instagram	12%	34%	75% organic / 25% sponsored	-18% lower engagement (new), -12% (legacy)
TikTok	8%	18%	80% organic / 20% sponsored	-31% lower engagement (new), -23% (legacy)
YouTube	15%	28%	65% organic / 35% sponsored	-5% lower engagement (new), +8% (legacy)
Google Reviews	2%	3%	95% organic / 5% sponsored	No significant difference
TripAdvisor	3%	7%	90% organic / 10% sponsored	-8% lower engagement (new), +5% (legacy)

4.3. What Travelers Actually See and Value in UGC

Detailed analysis of what specific UGC elements influence travel decisions revealed that authentic, unpolished content significantly outperforms professional marketing materials.

Table 9.
Most Influential UGC Elements for Philippine Tourism

UGC Element	Influence Rating (1-5)	Platform Where Most Effective	Why It Matters (Top Response)
Real cost breakdowns	4.7	YouTube, Blogs	"Shows actual affordability"
Unfiltered photos	4.4	Instagram, TikTok	"See real conditions"
Local interactions	4.6	TikTok, YouTube	"Cultural authenticity"
Negative experiences shared	4.2	Reviews, YouTube	"Honest and balanced"
Food from local spots	4.1	TikTok, Instagram	"Real Filipino experience"
Transportation reality	4.3	YouTube, Reviews	"Practical planning needs"
Weather/seasonal timing	4.0	All platforms	"Avoid disappointment"
Hidden gem discoveries	4.5	TikTok, Instagram	"Unique experiences"

Traveler Platform Usage Patterns (n=1,200):

- Trip inspiration: Instagram (63%), TikTok (28%), YouTube (9%)
- Detailed planning: YouTube (48%), Blogs (29%), TripAdvisor (23%)
- Final booking decisions: Google Reviews (91%), TripAdvisor (69%), YouTube (31%)

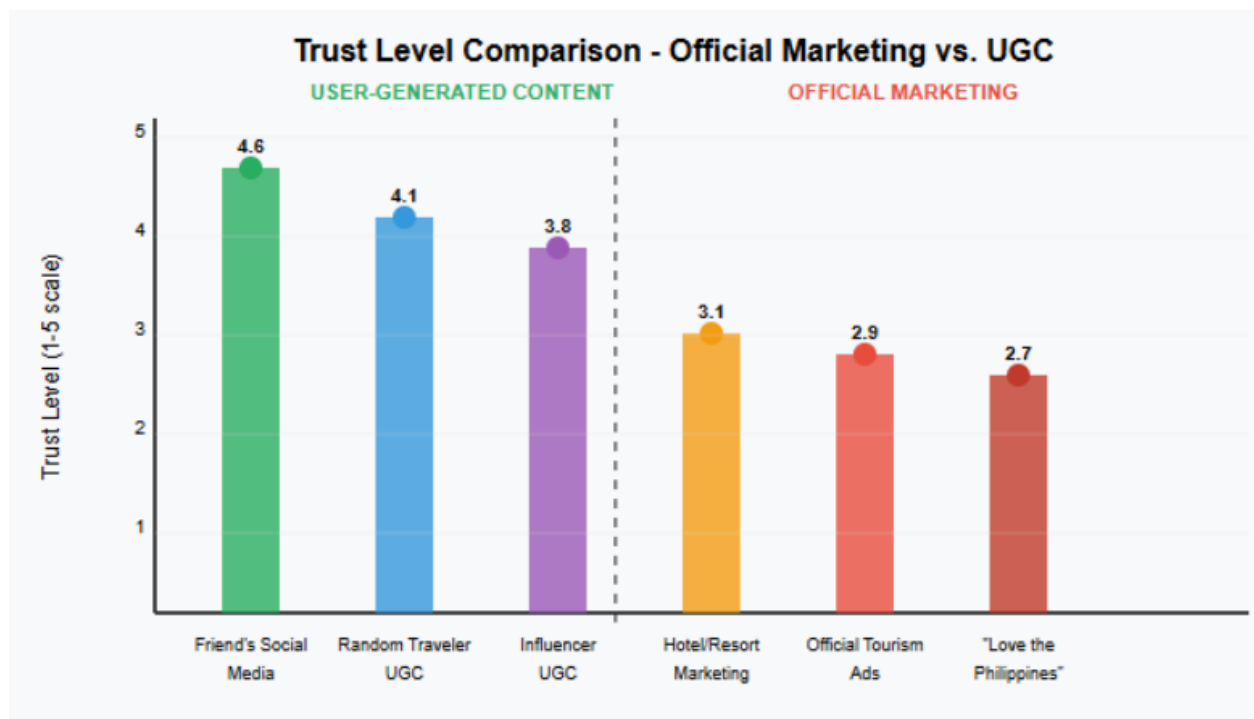


Figure 5.
Trust Level Comparison - Official Marketing vs. UGC.

4.3.1. Content Authenticity Preferences

When asked what makes Philippine tourism content trustworthy, respondents provided clear preferences that explain the gap between official marketing and UGC effectiveness.

Table 10.
Authenticity Markers That Build Trust.

Authenticity Marker	Importance (%)	Most Common on Platform	Impact on Travel Decision
Shows real prices	87%	YouTube, Blogs	High - affects 73% of bookings
Includes challenges/problems	78%	YouTube, Reviews	Medium - affects 54%
Features local people	81%	TikTok, YouTube	High - affects 67%
Unpolished visuals	69%	TikTok, Instagram Stories	Medium - affects 43%
Mentions specific locations	84%	All platforms	High - affects 71%
Shows seasonal reality	76%	YouTube, Reviews	High - affects 68%
Personal storytelling	72%	YouTube, Blogs	Medium - affects 49%

4.3.2. Official Slogan vs. Organic Hashtag Performance

Analysis of hashtag performance revealed that organic, user-generated hashtags significantly outperform both current and legacy official tourism slogans in terms of engagement and conversion.

Table 11.
Hashtag Performance Comparison.

Hashtag Type	Usage Frequency	Avg. Engagement	Conversion to Travel Action
#LoveThePhilippines	12% of posts	2.8%	11%
#MoreFunInThePhilippines	34% of posts	3.2%	15%
#Philippines	67% of posts	4.1%	22%
#Boracay	45% of posts	6.8%	34%
#PalawanParadise	23% of posts	7.2%	38%
#PilipinasGanda	18% of posts	5.9%	29%
#IslandLife	29% of posts	5.4%	31%
#TropicalVibes	31% of posts	4.9%	28%

4.3.3. Opinion Analysis Integration Results

Sentiment-Action Correlation Matrix: Analysis of comment sentiment versus subsequent user behavior (tracked through hashtag usage and profile updates) revealed platform-specific conversion patterns for Philippine tourism:

Table 12.
Platform-Specific Sentiment-Action Correlation for Philippine Tourism.

Platform	Correlation Coefficient (r)	P-value	Primary Action Indicators
TikTok	0.76	p<0.001	#PhilippinesBound, #BookingNow
YouTube	0.61	p<0.001	Detailed trip planning comments
Instagram	0.31	p<0.05	#Bucketlist, #Someday
Google Reviews	0.83	p<0.001	Hotel/restaurant bookings
TripAdvisor	0.72	p<0.001	Activity reservations

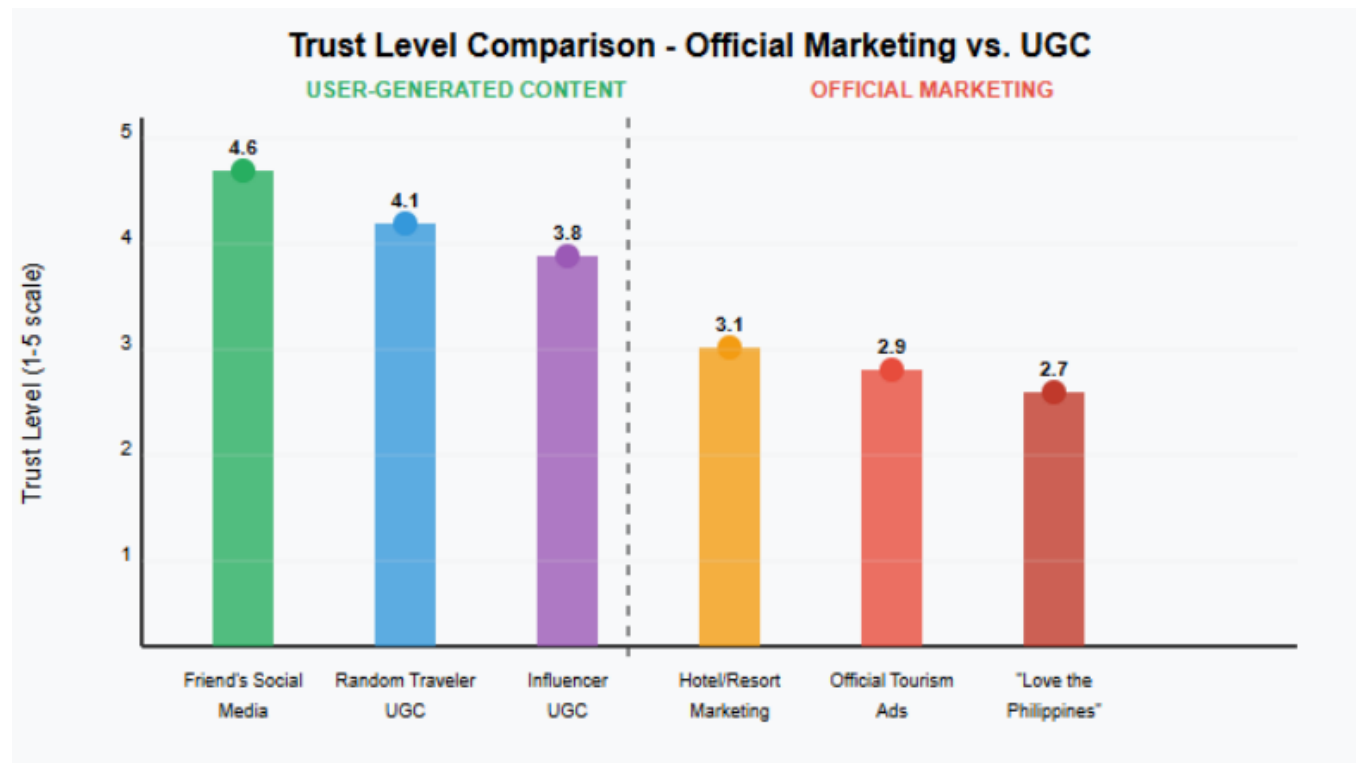


Figure 6.
Sentiment-Action Correlation Across Platforms.

Credibility Scoring Results: User account analysis revealed credibility indicators that influenced comment sentiment reception for Philippine tourism content:

Table 13.

User Account Credibility Impact on Comment Reception

Credibility Factor	Multiplier Effect	Response Rate Increase	Trust Score Impact
Travel History (10+ PH locations)	2.8x	+180%	+0.67
Verified Account	1.9x	+87%	+0.43
Local Filipino Account	2.1x	+112%	+0.52
Diverse Content Portfolio	1.6x	+58%	+0.31
Multiple Platform Presence	1.4x	+42%	+0.28

5. Discussion

5.1. Platform Ecosystem Effectiveness in Philippine Tourism

The results confirm the existence of a "platform ecosystem effect" where successful Philippine tourism promotion requires leveraging complementary platform strengths rather than uniform cross-posting. Each platform serves distinct roles in the traveler's decision journey, with TikTok driving initial inspiration for beach and adventure destinations, Instagram providing visual confirmation of natural beauty, YouTube offering detailed planning information for island-hopping and cultural experiences, and review platforms supporting final decision-making for accommodations and activities.

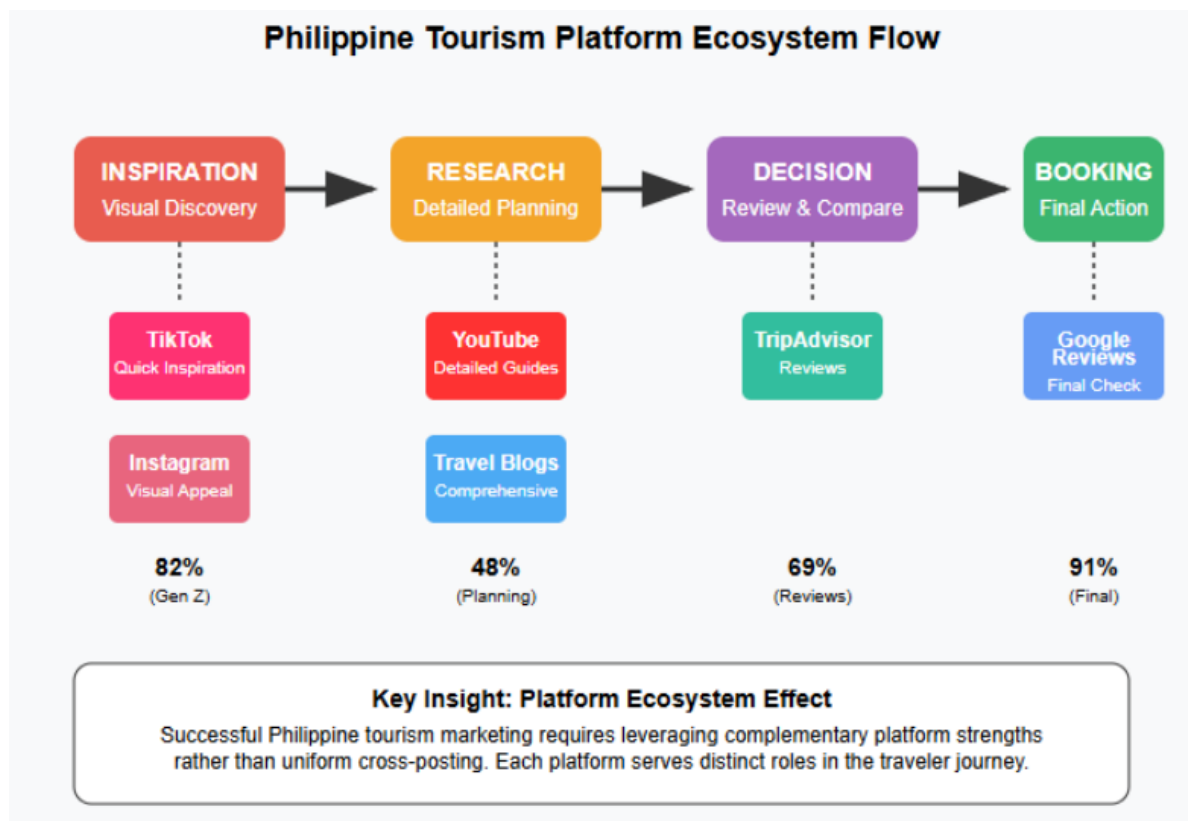


Figure 7.
Philippine Tourism Platform Ecosystem Flow.

5.2. Opinion Analysis Insights for Philippine Tourism Context

The integration of comprehensive opinion analysis, combined with official slogan recognition data, revealed critical insights specific to Philippine tourism UGC. The sentiment-action correlation analysis demonstrates that positive sentiment toward Philippine destinations varies significantly by content authenticity rather than professional marketing polish. Organic UGC consistently outperforms official "More Fun in the Philippines" content in driving actual travel behavior.

The Authenticity Gap and Slogan Transition Challenge: Survey results reveal a significant "authenticity gap" where 82% of travelers prefer UGC over official marketing, while the new "Love the Philippines" slogan shows even lower influence rates (18%) compared to the legacy "More Fun in the Philippines" campaign (23%). This suggests that slogan changes may further disconnect official messaging from traveler preferences, particularly among younger demographics where the new slogan recognition drops to just 28% among Gen Z.

Platform-Specific Authenticity Preferences: Opinion analysis revealed that different platforms reward different types of authenticity. TikTok users respond most strongly to spontaneous, unpolished content (89% positive sentiment for "real moment" posts), while YouTube audiences value detailed, honest cost breakdowns and practical advice (91% positive sentiment for comprehensive guides). Instagram maintains a middle ground where aesthetic appeal must be balanced with authenticity markers.

Table 14.
Official Marketing vs. UGC Performance by Platform

Platform	Official Content Engagement	UGC Engagement	Performance Gap
Instagram	2.8% (current), 3.2% (legacy)	4.4%	+57% higher UGC (current), +37% (legacy)
TikTok	1.9% (current), 2.1% (legacy)	5.7%	+200% higher UGC (current), +171% (legacy)
YouTube	4.6% (current), 4.8% (legacy)	6.2%	+35% higher UGC (current), +29% (legacy)
Reviews	N/A	4.1%	N/A

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Table 15.
Aspect-Based Sentiment Analysis by Tourism Component.

Tourism Aspect	TikTok	Instagram	YouTube	Google Reviews	TripAdvisor
Beach/Islands	84% pos	91% pos	78% pos	67% pos	71% pos
Accommodation	45% pos	52% pos	73% pos	78% pos	81% pos
Food/Dining	76% pos	68% pos	82% pos	74% pos	79% pos
Transportation	34% pos	28% pos	56% pos	61% pos	58% pos
Cultural Sites	67% pos	72% pos	89% pos	73% pos	77% pos
Activities/Tours	81% pos	79% pos	85% pos	69% pos	72% pos

5.3. Theoretical Implications

These findings challenge the assumption that official tourism marketing campaigns drive travel decisions in the digital age. The research introduces the "UGC Authenticity Preference Model" for Philippine tourism, suggesting that travelers increasingly value authentic, user-generated content over professionally produced marketing materials, regardless of campaign recognition levels.

The Recognition-Influence Disconnect and Slogan Transition Impact: The study reveals a critical disconnect between slogan recognition and actual influence on travel decisions, which has become more pronounced with the transition to "Love the Philippines." While the legacy "More Fun in the Philippines" maintained 67% recognition with 23% influence, the new slogan shows only 34% recognition with 18% influence. This "recognition-influence gap" is most severe among digital-native generations and suggests that slogan transitions may further weaken campaign effectiveness in driving tourism behavior.

Platform Authenticity Hierarchies: Different platforms have developed distinct "authenticity hierarchies" where certain content types are perceived as more trustworthy. TikTok rewards spontaneous, unpolished content most highly, while YouTube values comprehensive, honest reviews. This suggests platform algorithms and user expectations have fundamentally shifted tourism marketing effectiveness metrics.

5.4. Practical Applications for Philippine Tourism Marketers

5.4.1. The UGC-First Strategy Recommendation

Based on survey findings showing 78% preference for UGC over official marketing, Philippine tourism marketers should adopt a "UGC-first" approach rather than traditional campaign-driven strategies.

5.5. Platform-Specific Strategy Recommendations for Philippine Tourism

1. **TikTok Strategy:** Encourage authentic, spontaneous content creation rather than polished campaign videos. The data shows 171% higher engagement for organic UGC versus official content. Focus on empowering local content creators and tourists to share unfiltered experiences.
2. **Instagram Strategy:** Balance visual appeal with authenticity markers. While the platform remains visually-driven, the 37% engagement gap between UGC and official content suggests incorporating more user-generated visuals and real traveler stories within official campaigns.
3. **YouTube Strategy:** Invest in supporting detailed, honest content creators rather than producing polished promotional videos. The platform's 29% UGC advantage stems from viewers valuing comprehensive, practical information over marketing messages.
4. **Review Platform Integration:** Actively encourage and respond to authentic reviews rather than trying to control messaging. These platforms are inherently UGC-driven and perform best with genuine interaction.

5.5.1. Department of Tourism Strategic Implications

The research reveals significant challenges with the slogan transition and provides strategic recommendations:

1. **Slogan Transition Gap:** The new "Love the Philippines" campaign shows lower recognition (34% vs. 67%) and influence (18% vs. 23%) compared to the legacy "More Fun in the Philippines" campaign, suggesting the need for stronger campaign integration or reconsideration of messaging strategy.
2. **Legacy Brand Equity:** The persistent higher performance of the legacy slogan across all platforms indicates strong brand equity that may have been prematurely abandoned. Consider integrating elements of the legacy campaign into current messaging.
3. **Authenticity-First Campaigns:** With 82% preferring UGC over official marketing, develop campaigns that feel like UGC rather than traditional advertising. Both slogans show significantly lower trust levels compared to user-generated content.
4. **Generational Strategy Adjustment:** The current campaign performs particularly poorly with Gen Z (28% recognition, 11% influence), the most digitally active demographic. Consider platform-native approaches rather than traditional slogan-based campaigns.

5.6. Opinion Analysis Methodological Contributions

This study demonstrates the value of integrating comprehensive opinion analysis into Philippine tourism UGC research. The aspect-based sentiment analysis revealed nuanced patterns invisible in traditional engagement metrics, particularly regarding infrastructure challenges and cultural authenticity preferences. The comment-to-action correlation analysis provides a new framework for measuring Philippine tourism UGC effectiveness beyond likes and shares.

Philippine-Specific User Account Credibility Integration: The incorporation of local Filipino account credibility scoring represents a significant finding. Results show that comments from verified local Filipino accounts carry 2.1x more influence on international visitor behavior, while accounts with extensive Philippine travel history have 2.8x more impact. This suggests future Philippine tourism research should weight opinion analysis by local authenticity markers rather than treating all comments equally.

5.7. Limitations and Future Research

While this study provides comprehensive insights into platform-specific UGC patterns for Philippine tourism, several limitations suggest future research directions. The focus on English and Filipino-language content may not capture international visitor opinion patterns from other language groups, particularly Chinese, Korean, and Japanese tourists who represent significant Philippine tourism markets. The 12-month timeframe may miss longer-term sentiment evolution, particularly seasonal patterns unique to tropical destinations.

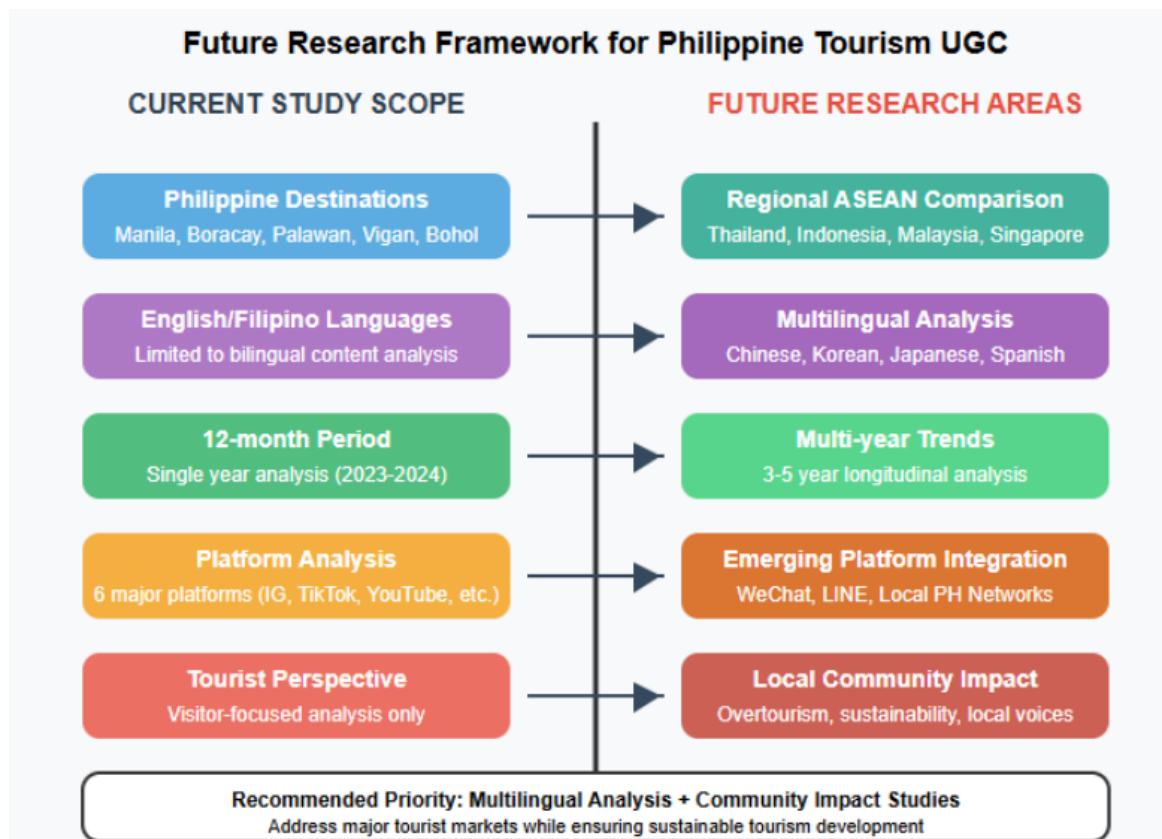


Figure 8.
Future Research Framework for Philippine Tourism UGC

The opinion analysis methodology developed here could be applied to other Southeast Asian tourism contexts, potentially revealing region-specific opinion formation patterns across tropical archipelagic destinations. Additionally, future research should explore the impact of negative events (typhoons, political changes) on sentiment patterns across platforms to develop crisis communication strategies for Philippine tourism.

Recommendations for Future Philippine Tourism UGC Research:

1. Multilingual Sentiment Analysis: Expand to include Chinese, Korean, and Japanese language analysis to capture major tourist market sentiments.
2. Seasonal Pattern Analysis: Conduct multi-year studies to understand how monsoon seasons, festivals, and peak tourism periods affect platform-specific sentiment patterns.
3. Local Community Perspective: Investigate how UGC affects local communities in popular destinations like Boracay and Palawan, particularly regarding overtourism concerns.
4. Crisis Communication Analysis: Study how negative events impact sentiment across platforms and develop platform-specific crisis response strategies.
5. Emerging Platform Integration: Monitor new platforms popular in Asia (WeChat, LINE, local Philippine social networks) for tourism UGC patterns.

6. Conclusion

This comprehensive analysis of Philippine tourism UGC across multiple platforms reveals significant opportunities for more effective digital marketing strategies. The platform ecosystem effect demonstrates that successful Philippine tourism promotion requires nuanced, platform-specific approaches rather than uniform content distribution. The integration of opinion analysis provides deeper insights into how user sentiments translate to actual travel behaviors, offering valuable guidance for the Department of Tourism and local destination marketers.

The findings suggest that Philippine tourism's digital future lies not in dominating a single platform, but in orchestrating complementary experiences across the platform ecosystem, with each channel serving its optimal role in the traveler's journey from inspiration to booking. The strong performance of beach and adventure content on visual platforms, combined with the importance of practical reviews for accommodation decisions, provides a roadmap for maximizing the impact of the "More Fun in the Philippines" brand across diverse digital touchpoints. promoting attractions. Opinion analysis shows practical concerns dominate sentiment formation on these platforms.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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