

## Insights from Content Analysis of Trip Advisor Reviews: An Online Marketing Approach and the Case of Jim Corbett National Park

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**Abstract:** Nature-based tourism destinations increasingly depend on online platforms to manage visitor perceptions, yet limited research has examined destination image for national parks using tourist-generated content. This study explores how visitors construct the image of Jim Corbett National Park (India) through TripAdvisor reviews, applying the cognitive-affective-conative framework of San Martín and Rodríguez del Bosque (2008). A phenomenological qualitative design was used, analysing 228 TripAdvisor reviews (January 2023–March 2024) via manual thematic content analysis, with comments coded into cognitive, affective, and conative components and classified as positive or negative. Results reveal 383 image-related references: 54.04 percent cognitive, 30.54 percent affective, and 15.40 percent conative, indicating narratives that are primarily attribute-based but also express emotions and behavioral intentions. Overall sentiment is largely positive, though service issues and unmet expectations regarding tiger sightings generate notable negative evaluations. Guide performance and wildlife encounters are critical themes shaping satisfaction and dissatisfaction, underscoring the need for better expectation management and standardized interpretive services. The findings demonstrate that TripAdvisor functions as a powerful organic image-formation agent for nature-based destinations and highlight the value of integrating online review analysis into destination marketing and conservation-oriented branding strategies for protected areas.

**Keywords:** Destination Image, Tourist-generated content, TripAdvisor reviews, Nature-based tourism

### 1. Introduction

Nature-based tourism has emerged as a popular form of travel, with tourists seeking immersive experiences in natural environments. It includes excursions to national parks, wilderness areas, and developing countries where much biodiversity is concentrated

(Bhatt P & Pickering C, 2022). Nature-based tourism involves a lot of physical activities that involve risks, so it can also be considered adventure tourism. Contributing towards human well-being, revenue generation, employment opportunity creation, development of associated community and cultural understanding, and nature-based education opportunities is imperative (Loss, 2019; UNWTO, 2020; Spenceley et al., 2021). Annually, billions of tourists worldwide visit national parks (Balmford et al., 2015; Das & Hussain, 2016), and in several developing nations, these nature-based visitors generate essential revenue and support for these parks (Job & Paesler, 2013; Snyman & Bricker, 2019). Consequently, significant competition may arise among marketers of national parks targeting nature-based tourism (Chi & Qu, 2008; Jenkins, 2003; Kladou & Mavragani, 2015; Kumar & Dhir, 2020). To understand the market or marketing of nature-based tourism destinations, the destination image is the most commonly used tool or element. The destination image comprises an individual's beliefs, ideas, and perceptions regarding a location (Crompton, 1979; Kotler et al., 1993). Tourism marketing is primarily about creating attractive photographs of the destination to attract potential tourists and influence their cognitive function (Balomenou & Garrod, 2019). The destination image is the most extensively studied area in tourism marketing literature. Initially, it was considered that the destination image has two significant components: cognitive and affective. However, as the literature advanced, several researchers proposed the existence of a third dimension, the conative component (Gartner, 1993). The conative aspect of destination image pertains to the behavioral sphere in which tourists establish intents to visit or promote a destination or even to spread positive word of mouth (Bigné et al., 2001; Gartner, 1993; Pike & Ryan, 2004), considering the factors that influence image creation and distinguishing between organic and induced images. The cognitive component is related to factual knowledge about destination attributes such as biodiversity, landscapes, and culture (Baloglu, 1999; Pike & Ryan, 2004), and the affective component is related to people's emotional response to such attributes during or after the post-visit (Chen & Uysal, 2002; Kim & Richardson, 2003). Information from induced, autonomous, and organic sources influences the creation of such images (Gunn, 1988; Marine-Roig & Ferrer-Rosell, 2018). Destination marketing organizations provide induced sources of information to draw tourists to a specific location (Martin 2004; Tasci & Gartner, 2007).

We live in the information age, where digital technologies and novel data sources generate vast amounts of information. With the emergence of technology, tourists have also become more aware, and destinations face multiple challenges to gain and maintain their reputation and take competitive advantage (Li et al., 2023). The researchers also advocated that experience effectively modifies the destination's image. Images used in marketing must be close to reality; otherwise, the destination will fail to satisfy the expectations of tourists, and ultimately, there will be a simulation of a negative image of

the destination through negative electronic word of mouth, and the destination will lose its credibility (Beerli & Martin, 2004, p.677). Thus, tourist-generated content (TGC) becomes essential in portraying the destination image. Tourists perceive social media content as more trustworthy than official tourism websites or mass media promotion (Teles et al., 2020). There has been a persistent attempt to understand and improve the tourist experience, and one of the main focuses of this literature is the satisfaction and motivation of tourists. Traditional research in this field has included survey methods, interviews, and observational studies to determine satisfaction levels and uncover elements that motivate people. However, novel methods for assessing visitor satisfaction and motivation have emerged with the advancement of digital technology and the growing popularity of online platforms such as TripAdvisor (Kladou & Mavragani, 2015). Research has yet to be conducted on nature park images from this perspective, analyzing images as reflected in social media. TripAdvisor is one of the most popular sites for travelers to share their travel experiences and provide reviews on lodgings, attractions, and locations, and it has become one of the most commonly used platforms (Kladou & Mavragani, 2015). The website offers a massive collection of user-generated content, which includes reviews, ratings, and images (Taecharungroj & Mathayomchan, 2019). These types of content provide significant insights into the perceptions and preferences of tourists (Scalabrini et al., 2024). By analyzing TripAdvisor reviews, researchers can access a vast amount of tourist-generated content in real time, enabling more thorough and rapid assessments of tourist satisfaction and motivation (Kladou & Mavragani, 2015a). Online reviews reveal tourist experiences like service, amenities, culture, and location attractions. They allow tourists to voice their ideas and contribute to the collective knowledge base, impacting future travel decisions and destination management plans (Xiang et al., 2017). Thus, TripAdvisor reviews are essential for evaluating tourists' pleasure and motivation in modern tourism. This study is conducted to fill this research gap. We evaluate the three components of destination image—cognitive, affective, and conative—while additionally analyzing the concept of destination image from the perspective of the actual visitor. To further facilitate the study, the researchers have used the [San Martin & Rodriguez del Bosque \(2008\)](#) framework to analyze tourist-generated content. The main objective of the study is to analyze the visitor's interpretation of destination images based on a previously tested and approved framework by [San Martin & Rodriguez del Bosque \(2008\)](#), as recognized by visitors' review comments on TripAdvisor. To fulfill the purpose of this study, Jim Corbett National Park has been selected as an area of study. Along with the destination image from the perspective of actual visitors, the challenges of segmenting international travelers in the digital era have been considered, as online users' profiles do not fully align with traditional segmentation criteria (Li et al., 2023).

### 1.1 Destination image and role of social media

Social media has become a fundamental component of contemporary life, and its impact on various aspects of society is undeniable. One area where social media has had a significant impact is the tourism industry, particularly in forming destination images. Destination image, which refers to potential tourists' perceptions, beliefs, and impressions about a particular travel destination, is a critical factor in travelers' decision-making process (Zeng & Gerritsen, 2014). Social media has significantly altered the role of intermediaries, with influencers now playing a crucial part in shaping the image of tourist destinations. Favorable online feedback, remarks, or evaluations from social media influencers can enhance the perception of travel products among prospective consumers, thereby improving brand image and increasing purchase intent. To remain competitive, marketing managers must create an online image that distinguishes their destination from competitors, effectively communicating the primary advantages of the destination and positioning it favorably in the target market. When it comes to marketing for the tourism industry, the utilization of social media can be a double-edged sword, as it has the potential to have both beneficial and detrimental effects on the decisions of potential tourists, who are significantly influenced by the posts and personal experiences of other social media users (Hartanto et al., 2022). The beauty and consistency of existing social media promotional content values should show the true element to gain consumers' trust. (Soegoto et al., 2018). Social media has also become a crucial tool for the tourism sector, built on information. Consumers need information to facilitate trip planning and evaluate the destinations they intend to visit, as well as other travel-related products. Social media has enabled businesses to access a broader audience by facilitating the targeting of distant customers without the necessity of direct interaction. (Cañet et al., 2023). In conclusion, the role of social media in destination image formation cannot be overstated. It is essential to promote a thorough investigation of the impacts and implications of social media on various facets of the tourism sector, including local communities, and to illustrate the economic contributions of social media to the industry (Zeng and Gerritsen, 2014; Kwok et al., 2017).

As tourism companies strive to offer personalized services that cater to travelers' preferences and interests, TripAdvisor has emerged as a crucial tool for understanding tourist behavior and destination image (Pratiwi, 2020). TripAdvisor, the world's largest travel review platform, has become an integral part of the tourism industry, providing valuable insights into tourists' experiences and perceptions of destinations (Chan et al., 2021) (Jaya & Prianthara, 2020) (Kim et al., 2012). Tourists often use TripAdvisor to research destinations, book accommodations, and share their experiences, creating a vast repository of user-generated content that can be leveraged for tourism research (Pratiwi, 2020). The information and reviews available on platforms like TripAdvisor can directly shape the

image and perception of a destination in the minds of prospective travelers, as tourists increasingly look to these online sources to form their initial impressions and make informed decisions (Petronijević & Janičić, 2021). The significance of TripAdvisor in tourism research extends beyond its role as a source of information for travelers. Destination managers can utilize TripAdvisor's insights to better understand the factors that influence tourists' revisit intentions, which is a crucial aspect of sustainable tourism development (Chen et al., 2018). By analyzing travelers' ratings, reviews, and feedback on TripAdvisor, tourism stakeholders can identify the strengths and weaknesses of a destination, allowing them to develop targeted marketing strategies and improve the overall tourist experience (Jaya & Prianthara, 2020). However, the reliability and validity of TripAdvisor reviews have been a subject of ongoing debate (Živadinović, 2022). Some researchers have expressed concerns about the potential for biased or manipulated reviews, which could lead to a distorted perception of a destination and inaccurate conclusions (Chen et al., 2018; Jaya & Prianthara, 2020). Nevertheless, TripAdvisor's sheer volume and diversity of data make it a valuable resource for tourism researchers, provided that appropriate methodological considerations and critical analysis are employed. In conclusion, the relevance of TripAdvisor in tourism research cannot be overstated. As a platform that captures the experiences and opinions of millions of travelers, TripAdvisor offers a wealth of information that can be leveraged to understand destination image, tourist behavior, and the factors that influence revisit intentions. By incorporating the insights from TripAdvisor into their research, tourism scholars and practitioners can gain a more comprehensive understanding of the tourism landscape and develop strategies to enhance the overall tourist experience (Xu et al., 2019).

## 2. Study Area

Jim Corbett National Park, located in northern Uttarakhand, India, has long been a captivating destination for nature enthusiasts and wildlife lovers. The park is celebrated for its varied plant and animal life, featuring the magnificent Bengal tiger along with other mammals, birds, and reptiles (Shalini & Pant, 2023). With its diverse flora and fauna, including the iconic Bengal tiger, the park has become a popular destination for both domestic and international tourists seeking to immerse themselves in the wonders of India's natural heritage. Covering a sprawling expanse of 1288 sq.km, CNP encompasses diverse ecosystems, ranging from dense forests to grasslands, and is flanked by the majestic western Himalayas. The park's buffer zone of 466.32 sq. km acts as a critical interface between human activities and wildlife habitats, ensuring sustainable co-existence. CNP's significance transcends its geographical boundaries, as it is a sanctuary for endangered species and a thriving tourist destination. The park is celebrated for its impressive population of Bengal tigers, with a record-high count of 231, making it a prime location for

tiger conservation efforts and wildlife enthusiasts alike. The Uttarakhand Forest Department carefully regulates Corbett's tourism system with advanced reservations and controlled access to the park (Sharma et al., 2019). Visitors are accompanied by licensed nature guides and jeep drivers, ensuring a regulated and sustainable experience (Sharma et al., 2019). The influx of tourists has had a tangible impact on the local economy, providing employment and livelihood opportunities for the surrounding communities (Kumar et al., 2019). However, the increased human presence also threatens the park's delicate ecosystem, necessitating careful management and conservation efforts (Sharma et al., 2019). The park has witnessed a notable surge in the influx of tourists in recent years. According to the available data from 2021, the park attracted a total of 294,137 visitors, comprising 287,324 domestic tourists and 6,813 foreign tourists. Ministry of Tourism, Government of Uttarakhand. As the popularity of parks continues to grow, it will be crucial for (Placeholder1) policymakers, destination branding companies, park authorities, and local stakeholders to find a balance between tourist perception and tourist experience. In recent years, the rise of online travel review platforms like Trip Advisor has provided a wealth of data on visitors' experiences and perceptions of Corbett National Park. Through a content analysis of these reviews, researchers can gain valuable insights into tourists' motivations, expectations, and overall satisfaction levels, which can inform the park's management and conservation strategies.

### 3. Methodology

This study employed a phenomenological approach to explore visitors' perceptions of a destination's image using a destination image framework. The research aimed to evaluate the significance of tourists' attributes to various components of the destination image, prompting them to share their experiences on social media. Considering that user-generated content influences consumer decision-making (Jalilvand et al., 2012), the study analyzed visitor reviews on TripAdvisor, the largest online network of travel consumers (O'Connor, 2010). The primary objective was to understand how visitors interpret different destination image components based on TripAdvisor reviews. The framework used in this study was previously validated by [San Martin and Rodriguez del Bosque \(2008\)](#) using quantitative methods. However, the present study adopted a qualitative approach, analyzing pre-existing comments to include social media as a data source (Zens & Gerritsen, 2014). The correlation between destination image-search keywords is essential for destination image research and online marketing (Pan & Li, 2014). For this reason, using particular keywords, a content analysis of TripAdvisor postings on the Jim Corbett National Park page was conducted. The San Martin framework is a comprehensive model that considers various aspects of the tourist experience, including cognitive, affective, and conative components (Kwok et al., 2017; Graziano & Albanese, 2020). By applying this



framework to the analysis of TripAdvisor reviews, the study seeks to uncover the key factors that influence visitors' perceptions and satisfaction with the park, ultimately contributing to a deeper understanding of the online place branding and reputation of this natural heritage site (Graziano & Albanese, 2020). The content analysis focused on TripAdvisor posts about Jim Corbett National Park using specific keywords. The specific page was selected in more detail, given that, in 2023, it was the most popular page hosting reviews about Jim Corbett National Park on TripAdvisor. This was identified given that the page hosted more than 3400 reviews during the research and was ranked first among all TripAdvisor pages referring to Jim Corbett attractions.

The analysis included all 228 reviews posted from January 2023 to the end of March 2024. These reviews were collected and examined using thematic content analysis, categorizing the content into cognitive, affective, and conative components. Visitors' review comments were evaluated based on specific words describing associations (Heller, 1953) and feelings (Gartner, 1993). Following the framework by San Martin and Rodriguez del Bosque (2008), review comments referring to infrastructure, atmosphere, or the socioeconomic/natural/cultural environment were classified as cognitive components. Review comments identifying Jim Corbett National Park as offering emotionally engaging experiences were classified as affective components. Conative components were recognized in review comments related to behavioral intentions, such as recommendations or intentions to revisit (San Martin & Rodriguez del Bosque, 2008). An in-depth evaluation of the destination image was deemed necessary to provide significant insights into the destination brand. The study assessed tourists' positive and negative evaluations of the destination image (Baloglu & McCleary, 1999; Jenkins, 1995). Distinguishing between positive and negative traits was crucial, as specific words and expressions indicated the nature of the evaluation. Negative codes included terms like "not able to see tiger, guide not speaking English," "overwhelming," "busy," "very confusing," and "dislike." Positive codes referred to traits such as "awesome nature, fantastic accommodation," and "worth seeing." In some cases, reviewers did not use explicitly positive or negative words. However, the content and context of their reviews indicated their evaluations. There were times when reviewers didn't use negative or positive words, but the content of the comment or sentence showed a positive or negative rating. It's important to note at this point that some words were put in the right picture parts based on what they meant in the sentence they were in. The authors conducted the coding process independently to ensure consistency. An inter-rater reliability check revealed no conflicts or discrepancies in classification. The analysis confirmed that the framework by San Martin and Rodriguez del Bosque (2008) was sufficient without requiring further classification of the destination image components (Li et al., 2023). In addition to the content analysis, a descriptive analysis

was also performed to examine the links between destination image components and demographic factors, providing a comprehensive understanding of the data. No study has been conducted from this perspective on nature parks. The manual content analysis allows for a detailed examination of the textual content, revealing the specific themes, attributes, and narratives that shape the online narrative around the park. On the other hand, the sentiment analysis provides a broader quantitative perspective on the overall sentiment expressed in the reviews, shedding light on the emotional and evaluative dimensions of the tourist experience (Yadav & Roy Choudhary).

#### 4. Findings

Visitors providing feedback on TripAdvisor may give or withhold personal information. The personal details pertain to the demographic characteristics of visitors. Demographic characteristics often encompass gender, age, nationality, occupation, and income. Among the 228 evaluations analyzed for the study, 9 reviewers did not disclose their gender. Among the 219 reviewers who disclosed their gender, 161 were male, and 58 were female. Out of the 96.05% of reviewers who disclosed their gender, 73% were male, and 27% were female. Most of the reviewers, in the meantime, revealed their country of origin. 171 (75%) reviewers provided their country of origin. Among these 171 reviewers, 20 (12%) were foreign nationalities, while 151 (88%) were Indian (table 1).

**Table 1: Number of tourists based on Gender**

Gender	Number of reviews (N= 228)
Male	161
Female	58
Not Disclosed	9

**Table 2: Number of tourists based on Country of origin**

Country of origin	Number of reviews(N=228)
India	151
Other than India	20
Not disclosed	57

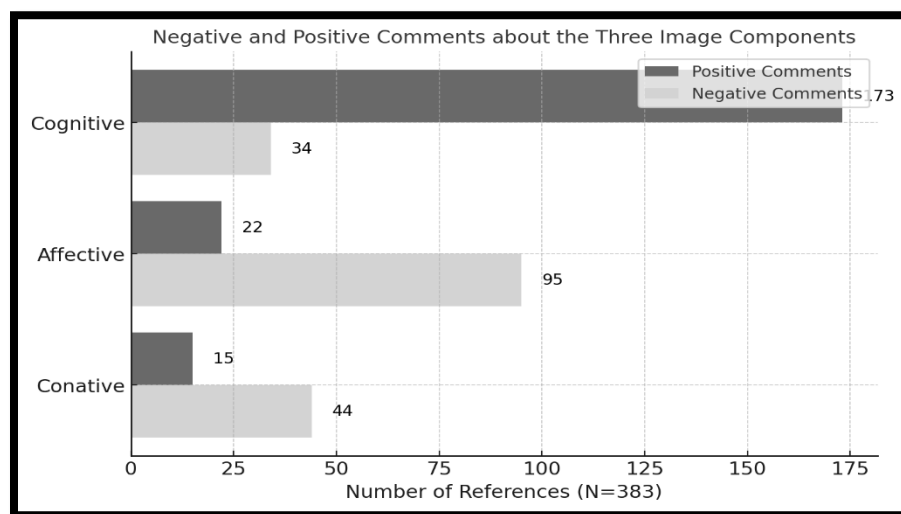
Data analysis offers a qualitative evaluation of the reviewer's comments, consistent with the existing literature. Comments have been classified according to specific destination image components and identified as positive or negative (San Martin & Rodriguez del Bosque, 2008). Initial analysis indicates that 383 references to components of destination image have been identified within 228 reviews (table 2). On average, each review references more than one destination image attribute (1.68). Nonetheless, this does not imply that the



review comments addressed all three components. Specifically, 54.04% of the references concentrated on the cognitive component, 30.54% on the affective component, and 15.40% on the conative component. The subsequent step involved investigating whether reviewers commonly expressed their positive or negative assessments and perceptions regarding the destination. Analysis revealed that 210 references provided a positive evaluation of the destination, whereas 173 references offered a negative evaluation. 173 of the positive comments pertain to cognitive components, while 22 positive comments relate to affective components, and 15 positive comments relate to conative components. Similarly, 34, 95, and 44 of the negative comments correspond to the cognitive, affective, and conative components, respectively (fig 1).

**Table 3: Summary of the number of references per destination image components**

Destination image component	Frequencies (N=383)	Percentage (%)
Cognitive	207	54.04
Affective	117	30.54
Conative	59	15.40



**Fig. 1. Negative and positive comments about the three-image components**

The inquiry now concerns the relationship between reviews and the reviewer's demographics. Understanding the demographic characteristics of reviewers provides critical insights into the visitor experience and perception of Jim Corbett National Park. The gender-based distribution of feedback reveals notable differences in sentiment, which may indicate varying levels of satisfaction, expectations, and overall engagement with the destination. A total of 185 reviewers exclusively posted positive feedback across different

destination image components. Among them, 132 (71.35%) were male, 47 (25.41%) were female, and 6 (3.24%) did not disclose their gender. The predominance of male reviewers in the positive category suggests that male visitors were more likely to express satisfaction with their experience at the destination. The lower representation of female reviewers in positive feedback may indicate differing perceptions of service quality, safety, or overall destination appeal. Conversely, 36 reviewers exclusively posted negative feedback. Of these, 24 (66.67%) were male, 9 (25%) were female, and 3 (8.33%) did not disclose their gender. While male reviewers contributed the majority of negative feedback, the proportion of female reviewers expressing dissatisfaction appears relatively high compared to their participation in positive reviews. This suggests that female visitors may have encountered specific challenges or their expectations were not adequately met. In addition to the reviewers who exclusively posted either positive or negative feedback, a subset of 7 reviewers shared mixed sentiments, indicating both positive and negative aspects of their experience. Among them, five were male (71.43%), and two were female (28.57%) (table 3). Mixed reviews suggest a more nuanced visitor experience, where certain aspects of the destination met expectations while others fell short. The relatively small number of mixed reviews compared to the exclusively positive or negative reviews indicates that most visitors formed a strong opinion—either favorable or unfavorable—about their visit.

**Table 4: Distribution of positive and negative comments**

Type	Male	Female	Total
Only positive	132	47	185
Only Negative	24	9	36
Positive and Negative	5	2	7
<b>Total</b>	161	58	228

In addition to the overall sentiment analysis, specific thematic aspects such as guide services and tiger spotting emerged as crucial determinants of visitor experiences at Jim Corbett National Park. These factors significantly influence the destination's perceived quality and ability to meet tourist expectations. Among the 383 reviewers, 38 explicitly mentioned guide services in their comments. Of these, 28 reviewers (73.68%) shared positive feedback, praising the guides for their knowledge, professionalism, and assistance during the safari experience. Visitors who provided favorable reviews often highlighted the guides' expertise in identifying wildlife, narrating engaging stories about the park, and ensuring a well-organized safari experience. However, 10 reviewers (26.32%) expressed dissatisfaction with guide services, citing issues such as language barriers, limited engagement, and insufficient knowledge. The presence of negative feedback suggests

inconsistencies in service quality, which could impact the overall visitor experience. Ensuring standardized training programs focused on interpretive storytelling, multilingual capabilities, and enhanced ecological awareness could further elevate the quality of guide services and contribute to positive destination image formation. Tiger spotting remains one of the most sought-after experiences for visitors at Jim Corbett National Park, and the ability (or inability) to witness a tiger significantly shapes visitor sentiment. Among the 383 reviewers, 99 (25.85%) explicitly discussed tiger sightings. Of these, 37 reviewers (37.37%) reported successfully spotting a tiger and expressed excitement and satisfaction with their experience. Conversely, 62 reviewers (62.63%) stated that they were unable to see a tiger during their visit, often conveying disappointment and frustration. The remaining 129 reviewers (74.15%) did not mention tiger spotting in their reviews, suggesting that other factors, such as landscape, biodiversity, and service quality, influenced their evaluation of the safari experience.

The high percentage of visitors unable to spot a tiger (62.63%) underscores the challenges associated with wildlife tourism. Wildlife tourism is inherently unpredictable, unlike traditional tourist attractions, where experiences can be curated and controlled. The disappointment expressed by visitors who did not see a tiger indicates a potential gap between tourist expectations and the ecological realities of wildlife viewing. This aligns with existing literature on wildlife tourism dissatisfaction, where unmet expectations can negatively impact destination perception (Ballantyne et al., 2011). Visitor education initiatives could be implemented to mitigate such dissatisfaction, including pre-safari briefings, interpretive storytelling by guides, and increased emphasis on the park's diverse flora and fauna rather than a singular focus on tiger sightings.

The findings suggest that while guides play a crucial role in shaping visitor experiences, addressing inconsistencies in service delivery could further enhance tourist satisfaction. Additionally, the prevalence of disappointment related to tiger spotting highlights the need for expectation management strategies. A broader interpretive approach, emphasizing holistic wildlife experiences, ecological significance, and conservation narratives, could help shift the focus from a single species to the park's overall biodiversity. Integrating qualitative visitor feedback and sentiment analysis into tourism management strategies could enable more data-driven decision-making, ultimately improving destination marketing efforts and enhancing visitor experiences. Future research could explore visitor motivation, behavioral patterns, and wildlife tourism expectations in greater depth to inform sustainable tourism development in protected areas.

## 5. Conclusion

The analysis of 228 TripAdvisor reviews for Jim Corbett National Park confirms that tourist-generated content meaningfully reflects the three core components of destination

image—cognitive, affective, and conative—as proposed in the San Martín and Rodríguez del Bosque framework. Cognitive references, which account for more than half of all image-related mentions, highlight visitors' perceptions of infrastructure, services, biodiversity, and the broader socio-natural environment, demonstrating that online reviews encapsulate detailed, attribute-based assessments of the park. Affective components, comprising nearly one-third of the references, reveal strong emotional responses—such as awe, excitement, or disappointment—showing that TripAdvisor comments do not merely enumerate facilities but capture the emotional intensity of the wildlife and nature experience. Conative components, although less frequent, indicate concrete behavioral intentions such as willingness to revisit or recommend the park, underscoring the direct marketing relevance of user-generated reviews.

Overall sentiment is predominantly positive, with 210 of the 383 coded references expressing favorable evaluations, indicating that Jim Corbett National Park is generally perceived as an attractive and satisfying destination by both domestic and international tourists. Yet, a substantial share of negative evaluations—particularly tied to service inconsistencies and unmet expectations around tiger sightings—demonstrates that the destination image is nuanced and that specific experience gaps can quickly translate into critical online narratives. The demographic patterns reveal that male visitors dominate review activity and positive-only comments, whereas the relatively higher proportion of negative and mixed reviews among female visitors points to gendered sensitivities regarding safety, service quality, or comfort that require closer managerial attention.

Guide services and wildlife encounters, especially tiger sightings, emerge as pivotal themes shaping both cognitive and affective dimensions of the destination image. Positive comments about knowledgeable and professional guides reinforce a favorable image by enriching visitors' understanding of nature, enhancing safety perceptions, and turning the safari into an interpretive experience rather than a mere ride. Conversely, reports of language barriers, limited engagement, or weak interpretive ability create cognitive doubts about service quality and generate affective dissatisfaction. Similarly, the high proportion of reviews mentioning failure to spot tigers illustrates the tension between wildlife's inherent unpredictability and tourists' often unrealistic expectations, which, if not managed, risk eroding the park's online reputation.

At a broader level, the findings validate that TripAdvisor functions as a powerful “organic” and “autonomous” image-formation agent, complementing and sometimes correcting the induced images crafted by destination marketing organizations. Tourists rely on these peer reviews as credible signals of actual experience quality, and the aggregated content effectively co-produces the park's brand in the digital sphere. For Jim Corbett National Park, the predominance of positive yet highly expectation-sensitive content suggests that

the destination's competitive advantage lies not only in its iconic wildlife resources but also in the consistency with which these experiences are framed, communicated, and delivered. In sum, this study contributes to tourism and online marketing literature by demonstrating that manual content analysis of TripAdvisor reviews, structured through an established destination image framework, can generate fine-grained insights into visitor perceptions, emotions, and behavioral intentions in a nature-based tourism context. It also highlights that in the era of social media, destination image is a dynamic construct continuously negotiated between official marketing messages and tourists' digitally mediated experiences, with significant implications for the sustainable management and branding of protected areas.

### **Recommendations for Destination Managers and Marketers**

- Develop an integrated digital marketing strategy that systematically monitors and analyzes TripAdvisor reviews to identify emerging themes, recurring complaints, and high-value attributes, feeding these insights back into product design, visitor communication, and branding.
- Recalibrate promotional content to align more closely with the actual experiences described in reviews, emphasizing holistic biodiversity, landscapes, and serenity rather than over-promising tiger sightings or “guaranteed” wildlife encounters.
- Institutionalize structured guide training programs focused on interpretive skills, multilingual communication, safety, gender sensitivity, and expectation management so that guides consistently transform wildlife uncertainty into educational and emotionally positive experiences.
- Introduce pre-safari briefings—onsite and online—that clearly communicate the ecological realities of wildlife viewing, the probabilistic nature of tiger sightings, and the broader value of experiencing diverse flora, fauna, and ecosystems to reduce dissatisfaction driven by unrealistic expectations.
- Create official responses and engagement protocols on TripAdvisor, where park authorities or authorized partners acknowledge negative reviews, clarify constraints, and highlight corrective actions, thereby signaling responsiveness and strengthening trust.
- Design targeted interventions to address concerns that may disproportionately affect female visitors, such as perceived safety, sanitation, transparent pricing, and respectful conduct, and explicitly reflect these improvements in online communication.
- Encourage satisfied visitors to share detailed, experience-rich reviews and photographs on TripAdvisor by using gentle nudges such as QR codes, post-visit thank-you messages, or minimal incentives, thereby expanding the volume and diversity of positive tourist-generated content.

- Collaborate with responsible influencers and content creators whose narratives are grounded in authenticity and conservation values, ensuring that induced images disseminated through social media do not contradict the organic images emerging from actual visitor reviews.

### **Recommendations for Policy and Park Management**

- Integrate online review analytics into formal monitoring and evaluation systems for protected area management, using them as a low-cost, real-time feedback mechanism to complement traditional surveys.
- Use insights from TripAdvisor sentiment and thematic analysis to refine carrying-capacity policies, zoning, and visitor flow management, particularly in zones most affected by crowding or wildlife disturbance.
- Strengthen community engagement by sharing synthesized review findings with local stakeholders, guides, and tourism entrepreneurs, linking visitor feedback to capacity-building, benefit-sharing, and conservation education initiatives.
- Develop standardized communication materials that explain conservation rules, acceptable visitor behavior, and the rationale behind restrictions, thereby framing regulations as part of a meaningful conservation narrative rather than as inconveniences.

### **Recommendations for Future Research**

- Extend the analysis to multiple nature parks and compare destination image structures across different ecological and governance contexts to test the generalizability of the applied framework.
- Combine qualitative content analysis with automated sentiment analysis and topic modeling to handle larger review corpora over longer time horizons, capturing temporal shifts in destination image.
- Explore in greater detail the role of demographic variables—especially gender, nationality, and travel party composition—in shaping online evaluations and behavioral intentions.
- Investigate how TripAdvisor reviews interact with other social media platforms (e.g., Instagram, YouTube) in co-constructing destination image and influencing pre-visit expectations in nature-based tourism.



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