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## **Islands attractions promotion for tourists**

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Master in Hospitality and Tourism Management

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ISCTE Business School

August, 2024

**Department of Marketing, Strategy and Operations**

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# Abstract

The aim of this article is to find the main attraction items in resort islands associated with satisfaction, using online reviews, which will help tourism and resort management teams to increase their attraction items and attract more customers. This article will use reviews from TripAdvisor to analyze the resort island attractions such as water sports activities, beaches, sands, and the facilities of the resorts. As the majority of articles in tourism focus on mainland destinations, despite the fact that some articles have analyzed islands as well, the current article will concentrate on island resorts to bring new information and attempt to use the results to provide a broader concept of the Maldives islands. Therefore, Cocoon, Sun Siyam Olhuveli, Atmosphere, and Baros Resort Islands have been chosen as Five Star hotels, and nearly 1000 reviews written by customers on this platform will be analyzed.

In general, there are not many articles using online reviews to evaluate customer satisfaction in research on island destinations. This article will attempt to fill this gap.

The present research focuses on addressing this gap by concentrating on small islands, specifically Cocoon and the other 3 Resort Islands located in the Maldives. This study used secondary data shared online by guests. TripAdvisor is utilized to study customer reviews and capture a broader concept of tourism experience and what attracts customers the most. For this purpose, Leximancer, as a data analysis tool, is used to analyze reviews and provide the main concepts.

The current investigation focuses on finding the most attractive items for tourism to increase the customer rate on small islands by using online reviews. The main dimensions identified by Leximancer are Island, Staff, Stay, Villa, Room, Food, Best, Experience, Looked, Drinks, Trip, Fantastic, Fish, and Maldives.

**Keywords:** Resort Islands, Maldives Islands, customer satisfaction, online review, island attractions, Leximancer

**Article type:** General review

# Resumo

O objetivo desta dissertação é identificar os principais itens de atração em ilhas resort associados à satisfação dos clientes, utilizando avaliações online, o que ajudará as equipes de gestão de turismo e resorts a melhorar seus itens de atração e atrair mais clientes. Este estudo utilizará avaliações do TripAdvisor para analisar as atrações das ilhas resort, como atividades de desporto aquático, praias, areia e instalações dos resorts. Como a maioria dos artigos sobre turismo se concentra em destinos no continente, apesar de alguns artigos também analisarem ilhas, esta dissertação foca-se em resorts insulares para trazer novas informações e tentar usar os resultados para obter uma visão mais ampla das ilhas Maldivas. Neste contexto, o Cocoon Resort Island foi escolhido como um hotel cinco estrelas e 1.340 avaliações escritas por clientes nesta plataforma serão analisadas.

Em geral, não existem muitos artigos que utilizem análises online para avaliar a satisfação do cliente no campo da pesquisa sobre destinos insulares. Este trabalho tentará preencher essa lacuna.

A presente pesquisa pretende preencher esta lacuna, concentrando-se na pequena ilha, Cocoon Resort Island, localizada nas Maldivas. Este estudo utilizou dados secundários partilhados online por visitantes. O TripAdvisor é usado para estudar as avaliações dos clientes para captar um conceito mais amplo de experiência turística e o que atrairá mais visitantes. Utilizou-se o Leximancer como ferramenta de análise de dados para analisar as narrativas partilhadas online e identificar os principais conceitos.

A investigação atual pretende identificar os itens mais atrativos para o turismo, de modo a aumentar o número de turistas em pequenas ilhas, usando avaliações online. As principais dimensões identificadas pelo Leximancer são Ilha, Pessoal, Estadia, Vila, Quarto, Comida, Melhor, Experiência, Procurado, Bebidas, Viagem, Fantástico, Peixe e Maldivas.

Palavras-chave: Ilhas Resort, Ilhas Maldivas, satisfação do cliente, avaliação online, atrações da ilha, Leximancer

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## 1. Introduction

Lately, people are seeking higher needs for a comfortable life compared to when they only cared about basic needs like food and clothing. To improve the quality of life, people now prefer leisure tourism. Island tourism has recently caught attention and is becoming increasingly popular. Small islands, as touristic destinations, are very important (Zhang et al., 2020). The Maldives, with its many island tourism resources, has a significant share in island tourism, and the economy of this country depends heavily on this industry. Cocoon Island, as the first design hotel, has become very famous among the islands.

In contrast to mainland destinations, island tourism offers customers new and different experiences. Resort islands provide individual experiences that can be particularly attractive (Chang et al., 1999). There are 180,000 islands distributed worldwide (Tiago et al., 2016), each with a unique natural background. Resort islands are typically defined by lodging, food, water activities, and entertainment, which makes them more expensive compared to other tourism destinations, often placing them in the luxury category. Commonly, climate, weather, and sightseeing are key attractions of islands (Brochado et al., 2006). For various reasons, small islands have been considered attractive destinations, and many countries strive to utilize their islands in the tourism industry, taking advantage of their unique attractions, natural resources, and special locations (Brochado et al., 2006).

The Maldives consists of 1,192 islands scattered in the Indian Ocean, while the dry land covers only about 300 square kilometers. As of 2014, around 407,000 people lived on 188 islands (Jaleel et al., 2020). With its tropical weather, most Maldivian islands have a distinct climate.

Recently, many websites like Google Maps, TripAdvisor, and Lonely Planet have become popular for studying customer experiences through online reviews (Cheng et al., 2019). Some benefits of using online reviews include easy and fast data collection, as well as the availability of data (Taecharungroj et al., 2019).

The aim of this study is to identify the main dimensions of the guest experience in island resorts based on narratives shared online.

### **1.1. Research questions**

- 1- What are the main dimensions of the guest experience in Island Resorts?
- 2- What are the main attractions – natural environment, cultural attractions and manmade attractions) shared online by island resort visitors?
- 3- Do the main dimensions of experience vary according to the traveller type and recommendation?

### **1.2 Objectives**

objective of this study is to examine the relationship between details of Islands facilities, activities and rate of customer satisfaction.

- 1-find main concept: island tourism. Island tourism attraction, resort islands
- 2-identify the main type of attraction in resort islands.
- 3-to identify resort island attraction from user generated context
- 4-identify the attraction associated with the satisfaction and dissatisfaction.

## 2. Literature review

### 2.1. Worldwide Travel and Tourism Sector

In the 20th century, global tourism changed from being a luxury activity reserved for the wealthy to becoming a popular pastime. By contrast, the number of foreign tourists registered in 1970 was predicted to be 165.8 million, up from 69.3 million in 1960. The UNWTO (2021) reports that the industry grew steadily in 2017 and 2018 as a result of a 7% and 6% increase in foreign arrivals. All regions saw a rise in visitor arrivals in 2019, with the Middle East seeing an 8% increase and Asia and the Pacific and Europe seeing 4% increases. (Imad & Chan, 2021).

But the tourist sector suffered the most as a result of the Covid-19 pandemic, with foreign arrivals falling by 74% in 2020. Furthermore, between 100 and 120 million direct tourism employment were at stake during this time, and an estimated USD 1.3 trillion in export profits were lost. Specifically, the Asia-Pacific area had a decline in foreign arrivals of 84%, the Middle East and Africa saw a fall of 75%, the Americas saw a decrease of 69%, and Europe saw a decrease of 70% (UNWTO, 2021). 2021 appears to be going along the same path, with the majority of sectors remaining closed as the majority of nations and areas are still dealing with the Covid-19 pandemic (Imad & Chan, 2021)

The choice to visit a particular tourist site is influenced by a number of variables, including sociological, environmental, and economic ones. Given their crucial importance to the success or failure of the tourism business in a given location, their identification and relative weight constitute one of the central concerns in tourism research. The tourist demand theory, in particular, aims to determine which determinants are most relevant by obtaining a numerical assessment of their influence on the destination attractiveness (Santana-Jiménez & Hernández, 2011).

### 2.2. Island Tourism

Around 180,000 islands exist all over the world (Kavoura et al., 2019), the importance of island tourism is growing, because it is seeing as special and delightful destination where they can provide different and unique experience among tourists in compare with continental or mainland destinations (Oliveira et al., 2019).

island tourism refers to fact of increasing tourism on an island that will affect on Family Guesthouse, Hotels and other business areas to grow, in addition improvement of scenic spots and urban of island where can effect on grow of local population, environmental development and achievement of facilities (Lagarense et al., 2020).

Island tourism is a significant industry that uses both manufactured and natural resources located in particular geographic areas to satisfy the needs of its customers. The phrase "Island Tourism" specifically describes the phenomenon of an island's tourism development that promotes the

construction of family-friendly lodgings, corporate hotels, and other relevant commercial areas, as well as the integration of the island's scenic spots and urban developments. These factors can then have an impact on the island's local population growth, environmental enhancement, facility completion, and functional upgrading (Benadict & Pires, 2023)

The major attraction of island tourism is natural environment of island. Normally islands have different type of attractions like natural resources, activities related to water, pretty scenery, where they can provide new experience for tourists. SIDS known as new economic improver for countries (Brochado et al.,2019).

There are not lots of research on online review in island tourism field but there are some, such as (Brochado et al.,2019) who explored main dimension of customer attractions through online reviews and provide the potential of wider concept on country, Cape Verde. They studied on 13 items in Santo Antao Island and found from online reviews that clearly cratered and view as most important items.

Because of their uniqueness, natural beauty, and abundance of recreational opportunities, islands are among the most idealized travel locations. In addition to physical attraction, other factors that draw tourists include relaxation, a change from home, adventure, and foreign foods and cultures. Because of this, tourism is starting to play a big role in many island destinations, and it will probably continue to do so in the future (Benadict & Pires, 2023).

Islands are land areas that are naturally formed above the water at high tide and are surrounded by water, according to Article 121 of the 1982 United Nations Convention on the Law of the Sea. Furthermore, the United Nations Educational, Scientific, and Cultural Organization's International Scientific Council for Island Development (INSULA) defines "small islands" as those that have a population of less than 500,000 and an area of less than 10,000 square kilometres. Islands are a good place to encourage environmentally friendly tourism (Wang et al., 2021).

Because there are few resources and inexperienced residents on the island, the tourism economy is extremely vulnerable. The idea of bringing new opportunities to the island just through tourism needed to be debated because there are still a number of issues in island tourism that have not been taken into account. The desires of the locals to cater to tourists led to the establishment of the tourism industry, which in turn destroyed the traditional culture of the area and altered the lives of the locals. The natural ecosystem of islands could be harmed if the tourism sector speeds up development because islands are simple to ruin but difficult to repair. Island tourism can have both positive and bad effects on the environment, but overall, the advantages outweigh the drawbacks. Planning and development for island tourism must therefore take into account its delicate and fragile aspects, giving top priority to sustainable development (Wang et al., 2021).

In contrast to econometric variables, seasonal impacts, political indices, and climatic variation are examples of other extrinsic forecasting determinants that have a direct impact on tourism needs. It is not ideal to take into account all of those features in the literature because some of the data might not be available, leading to a sparse dataset. Furthermore, some of those criteria might not be genuine or



have a high correlation coefficient value with other features depending on the situation, such as an island tropical resort. For example, tropical islands' temperatures may have a four-season effect similar to that of European nations. Oil prices, for example, are seen as econometric factors that have a significant impact on tourism, particularly in island resorts where the majority of visitors arrive by air. Conversely, though, Due to its strong association with other variables, such the cost of airline tickets, it may need to be excluded from the forecasting algorithm if those other variables are taken into account. If the forecast is broken down by market, GDP or CPI—metrics representing the nations of origin of tourists—may be taken into account (Dowlut & Gobin-Rahimbux, 2023).

## **2.3. Island Tourism main type of attractions**

### **2.3.1. Natural attractions**

Castal, Marine, Environmental, Landscape, Parks, Protected Areas (Allahar, 2015). Sand quality, Cleanness of see water, Sea animal variety, slope of beach, Temperature, Wave hight (Handaru et al., 2019), scenery, climate and weather (Kavoura et al., 2019).

Environmental attractions that are not purposefully produced by humans are considered to be natural attractions. These include parks and conservation areas, beaches and marine areas, flora and wildlife, woods, mountains, waterfalls, natural wonders, unique landscape features, beaches, seas, and rivers. Travelers are become pickier and anticipate increased attention to environmental management and quality from developers. Because of this, managing natural attractions necessitates using a planned approach to guarantee that visitor needs are satisfied without compromising the value of the unique natural resource (Haarhoff & Gany, 2017).

### **2.3.2. Cultural attractions**

Historical, Heritage, Traditional, Events (Allahar, 2015), Local Residence (Allahar, 2015), handicrafts (Kavoura et al., 2019) Another significant element that affects how visitors see a place is its culture. Genuine regional history, customs, and culture can offer a foundation for enhancing a visitor's experience. Historical attractions allow visitors to experience the destination's distinctiveness and provide insight into the destination's past (Haarhoff & Gany, 2017)

### 2.3.3. Manmade attractions

Business facilities, conferences, Entertainment, Sporting Facilities, Events (Allahar, 2015). Sports like: fishing, Scuba Diving, Surfing, Snorkelling, Jet Skiing, Banana Boating, Parasailing, Beach Soccer & Volley, Playing Kites, Running (Handaru et al., 2019).

We will go into greater detail about events because they are crucial in drawing tourists to a certain location, stimulating the economy, and fostering a sense of community. Events boost a destination's image and raise awareness of it by generating visitor traffic and having an impact on several aspects of the surrounding area.

When it comes to island tourism, what draws visitors in most is the distinctive landscape by the sea, the food that is unique to the marine environment, the accommodations, and so on. The cleanliness of the island's scenic environment (beach, seawater, etc.), the affordability of the trip, the beauty of the surroundings and surrounding scenery, the quality of the hotel accommodations nearby, the hygienic nature of the food and special seafood catering, and the reasonableness of the price all have a significant impact on how well visitors enjoy island tourism (Mo & Qi, 2023)

The majority of the time, the demand created by an event is not for the event itself, but rather for a number of associated services like lodging, dining, transportation, and entertainment.

Events are phenomena that originate from unusual situations and serve to inform, celebrate, entertain, or challenge the experiences of a group of people. They may also have recreational, cultural, personal, or organizational goals that are distinct from everyday life (Haarhoff & Gany, 2017).

For management team to have wider view on destination competitiveness, the most important factor is customer attraction. Every island has particularity items and one of these items is beach, where it can give different attraction itself as sun, sand, sea but therefor beach need some infrastructure to make it more attractive and it will cost lots of money. Some researchers believe natural environment is strongest attraction of a beach, where some of aspect of this factor are sand quality, good weather, sea water clearness, sea animal and waves. But tourists do not satisfy just with this factor and they also prefer water and sand base sports (Handaru et al., 2019).

Padron et al., (2019) pointed out factors which attract tourists to Canary Island. Customers who choose all-inclusive option and people with interest in nightlife show less attraction to natural environment of island. In the other hand younger tourist and people with cultural and landscaping interest attract to natural environment more. In general tourist who visit more attraction of island will receive better experience than others.

Nightlife and entertainment should provide opportunities for pleasure, self-expression, and fulfillment. They should also occur within times designated for other commitments, such as attending to family or business, and they shouldn't be forced: entertainment should be available to everyone. One well-liked tourist specialization is entertainment travel. The majority of visitors today approach travel with different expectations, much as the book "Eye witness travel" on northern Spain devoted pages to

amusement in that region. Travelers frequently look for more intensive and dynamic experiences, such as parties or concerts, and would prefer to travel on vacation to a more entertainment region in order to "have fun" and to enjoy unforgettable moments, rather than merely taking a sightseeing tour and spending the entire day on the beach (Haarhoff & Gany, 2017).

Commercial tourism businesses compete to secure and/or control access to and use of certain locations and their natural resources, which are essential to many subsectors of the tourism industry. Competition of this kind can come from political, administrative, economic, or social mechanisms (Buckley et al., 2017).

All economic factors that have an impact on the targeted variable's value, whether directly or indirectly, are included in the causal econometric variable input type. These variables include things like the GDP of the destination nation, the current currency rate, public spending, and even oil prices in the context of tourism demand forecasts. Some articles employ simply the causal econometric variable to forecast tourism demand, whereas in other situations they include other variable types, such as historical data, depending on the data available and the method used. Research indicates that including the price index, or the best available rate at a hotel, as a variable in the forecasting process improves the accuracy of the OR prediction model (Dowlut & Gobin-Rahimbux, 2023).

In other hand, non-economic external elements that are correlated with tourism demands; these factors are mostly utilized as extra variables to improve forecast precision. This sort of variable includes external factors including seasonal components, climate and weather information, local events near hotels, online reviews, and sentiment index analysis. In addition to the historical data, certain variables like the political index and health conditions like COVID are used to construct the forecasting model. The ten studies that include external variables demonstrate that, in an effort to increase forecast accuracy, they are simply included as features to other variable types. Numerous extrinsic variables are known to exist in the literature based on predicting conditions and geography; some of these are shared by the variables evaluated in this tourism demand study (Dowlut & Gobin-Rahimbux, 2023).

## **2.4. Online review**

Online reviews are highly used in tourism field. People trust and use online review of customer as most effective factor to choose their destination (Brochado et al., 2019).

Recently, as Online reviews shows customer satisfaction, researcher use them more for study in tourism field. They are showing feedbacks on review platforms for free. They are combining of feelings, facts, beliefs and thinking of customers. They release information about tourists experience and emotions, also their recommendations which help to understand attractive items to customers. Online reviews are electronic word of mouth that give information about brand, company, products. online review can also help management team to use its benefit of destination competitiveness so it makes them more important issue (Taecharungroj et al., 2019).

There are lots of platforms use for reviews and each of them give customer individual ability but the base of all platforms works like each other which allow customers write their own review and provide the chance to give the rate. Like Booking.com, AirBnB, Yelp, Google Map Local Guide and Expedia, choosing Between different platforms TripAdvisor become the most approved review platform in tourism field and this come from trust and reliability of people to this review platform (Taecharungroj et al., 2019).

## **2.5. Satisfaction**

For 30 years, scientist have paid more attention to tourist satisfaction. These investigates have helped tourism field in destination choosing and marketing strategy. they have given also, valuable information to travel, tourism, transport, lodging to improve their competitive environment. faithfulness, pay out, future goals, destination choosing process are factors which shows the importance of investigating satisfaction as it has effect in these factors. Tourists' satisfaction is impacted by the conception of customers from destination, the service quality offered with companies, travel inspiration and tourist faithfulness (Lam-Gonzalez et al., 2019).

## **2.6. Attractiveness**

“The capacity to cause interest and attract or gain the attention of another party” (Rocca et al., 2012). In tourism concept that means a hospitality company can attract customers then as result customer loyalty will improve. This can be related to customer service and service quality and how tourists experience the products or service and it will turn to customer satisfaction then customer loyalty will appear which will lead them to attract to destination (Kim et al., 2020).

## **2.7. RESORTS**

Because of the influence that tourism has on both local and global economies, resorts have come to dominate the lodging segment of the global tourism industry. As such, they are referred to as the fundamental components of tourism. As a part of the destination, resorts provide a special blend of amenities, resources, and attractions. They also have distinctive physical settings, ecological features, and sociocultural particulars. A visitor's choice of destination, expectations of satisfaction, plans to return, perceptions of benefits and motives, favourable opinion leaders' impression, amount of money spent, and length of stay are all influenced by how beautiful a resort is (Haarhoff & Gany, 2017).

## **2.8. Resort attractions**

The most significant factors influencing a destination or resort's attractiveness and a visitor's decision to visit or not include its scenery, climate, activities, accommodations, accessibility, cultural experience, security, serenity of the environment, food and entertainment, service, reputation, price, friendliness of staff, safety and security, nightlife, and entertainment. This mental image of the destination or resort is formed based on the presence and/or availability of certain attributes at the resort. These attractiveness factors serve as the resort's comparative advantage, which may be leveraged to create a competitive edge that puts it in a favourable market position and at the forefront of competition (Haarhoff & Gany, 2017).

Some articles find out about tourists mostly care about safety and security also resort image and tourist experience with price, food and beverage, housekeeping, reception and they are the factor which make customer to offer the resort to others. Tourists who search for resort environment usually looking for “outdoor activities” (Hayati et al., 2012).

The nation of origin of the tourists plays a significant role in influencing their choice of destination, particularly for resort hotels where air travel is the primary mode of transportation. Similarly, the location, region, or area of the destination, in addition to outside variables like air travel costs, significantly influences the outcome of the tourism demand. Using the unique temporal effect produced by multi-destination visits and the sharing of common area resources, suggested a novel deep learning forecasting approach based on this variable. Using the same methodology, five research out of the 50 papers in the SLR included spatial data as an extra variable for projecting tourism demand. The researches show each hotel's specific geographic location as a determinant to forecast its demand for tourism. visitors from cities regarded as the primary market source were also chosen, and arrivals from the three origin nations were taken into account (Dowlut & Gobin-Rahimbux, 2023)

## **2.9. The Maldives**

Maldives contains 1,192 very small islands with total 859,000 km<sup>2</sup> area located near Equinoctial line, in the Indian Ocean (Agnese, 2019). Male, the country capital has most population of 120,000 people living in 6 km<sup>2</sup> area (Kothari & Arnall, 2017).

The average of each island is not more than 5 km<sup>2</sup>. They located just 2 meters higher than sea level and with tropical weather, they are felt like remote island and dream island. The marketing difference of Maldives come from this factor that islands are too small and it is the most attractive characteristic for tourists (Agnese, 2019). straddling the equator, the Republic of Maldives is an autonomous archipelagic nation. It consists of 26 atolls that are governed as seven regions. In Maldives the ocean is vast; in contrast, the land area is little, making up only 298 km<sup>2</sup> or 0.03% of the EEZ. The Republic of Maldives, with an average land elevation of less than 3 meters above mean sea level, is

among the lowest lying nations in the world. As a result, it is extremely susceptible to erosion and flooding caused by severe weather, climate change, and rising sea levels (Buckley et al., 2017).

The Maldives has islands; 188 are categorized as "inhabited" and 1004 as "uninhabited." A little over 400,000 people call the Maldives home. Just 2.5 percent of the 188 inhabited islands have populations of more than 5,000, with the capital island of Male housing 38% of the nation's total population. The population range of 1000–5000 people is supported by about 60% of the inhabited islands. Less than a thousand people live in the remaining ones (Buckley et al., 2017).

Surface of the islands are smooth and they do not have any rocks or hills. All islands have slope toward the lagoon which located in one side of island and around all islands are surrounded by white beaches and most of the plants include palm trees. As they are many reefs exist around, they help to protect island from waves. The result of them is that most of islands are safe and secure (Domroes, 2001).

Internationally Maldives is well-known as “High-end luxury island” with population of one million tourists each year who are mostly come from Europe (around 80% of tourist) (Kothari & Arnall, 2017). major economic section in the Maldives is tourism industry. Tourism have started from 1970s when 22 Italian tourists were searching for untouched island with tropical weather when tourist packages were for Sri Lanka but now Maldives as tourist destination is reward-wining. The first resort opened in 1972, since then government decide to change islands to resort islands and the result was improvement of 7.4% GPD (Gross Domestic Products) between 1986-2014 (Giampiccoli et al., 2020). But today more than 78% of total GPD of country provide by tourism. Most attractive item is tropical weather for tourists but also research shows that beach with white crystalline character and beautiful sandbars are the most attractive items to motivate visitors. Other attraction from research shows the beauty of underwater, having lots of privacy in islands and also the image of Luxury resorts (Agnese,2019). This beautiful white color beaches are coming from the effect of calcium carbonates which is the main content of coral chemically (Domroes, 2001).

Remote, Untouched, isolated island and deserted island, are the images of Maldives (Kothari & Arnall, 2017). The Republic of the Maldives, like many other countries, has had governments that have placed a greater emphasis on top-down (or political "right") or bottom-up (or political "left") development policies. The prior approach prioritized the advancement of centralization, large-scale infrastructure projects, and external capital investment. The latter place more focus on equity, diversity, distributed benefits, local job and business prospects, and domestic investment. Right-wing parties ruled the Republic of the Maldives from 1965 to 2008 and from 2013 to 2016, while left-wing parties did so from 2009 to 2012. The Maldives obtained independence from the UK in 1965. By placing enclave resorts on formerly uninhabited islands with long-term leases, the former encouraged the growth of tourism. These were created and run to maximize the cultural divide between Muslim residents and Western tourists, and they made use of foreign cash and resort management. The latter gave Maldivians

limited opportunity to construct and own vacation homes on populated islands, and it also permitted some easing of the criteria for cultural separation (Buckley et al., 2017).

Maldives benefits from more duration of sunshine in compare to other tropical touristic locations which include day hour average of 8 hours. the weather is also constant in all the year and there is not rainy season and they are just some short time raining. Maldives do not experience natural disasters which makes this country safe and calm (Domroes, 2001).

Countries' tourism plans are frequently influenced by sociocultural as well as economic considerations. The growth of coastal tourism has been approached differently in Islamic countries. The Maldives have been creating plans to keep visitors on private islands and reduce interaction with natives, who would reside on separate islands, ever since they opened to tourism in the 1970s. Since a long time ago, tourism has been recognized as a "luxury" travel destination that attracts very few middle-class and low-budget travelers while hosting some of the priciest resorts and brands in the world (Zubair & Bouchon, 2014).

## **2.10. Resort Islands in Maldives**

The Maldives' economy has grown more reliant on tourism during the last 40 years. Currently, 25% of GDP and 40% of government revenue come from the tourism industry. In North Malé Atoll (NMA), the first island resorts debuted in 1972. These initially accommodated 280 beds together, and 1,079 visitors came in all that year. 43 years later, in 2015, there were 31569 beds available, and over 600,000 tourists visited the area annually. There are currently 111 resorts with a combined capacity of 23,917 beds, 9 hotels with 1704 beds, 220 guesthouses with a capacity of 3,209 beds, and 161 safari vessels with a capacity of 2739 beds. 13,067 more beds are possible with the building of 82 resorts and 7 hotels. Under the traditional access arrangements known as varuvaa, goi, and faalabba, residents of nearby inhabited islands use uninhabited islands that are not leased for resort development or other industries (Buckley et al., 2017).

The Maldives' tourism industry started to grow when George Corbin, an Italian-English adventurer who wished to establish tourism on the islands, brought the first group of tourists to the archipelago. In October of the same year, Corbin launched Kurumba, the first resort, as a joint venture with some friends in the Maldives. Kurumba was constructed on the deserted island of Vihamanaafushi, which was close to Male and home to a coconut plantation. That year, the second resort was opened by a different group of entrepreneurs in December. Once more, the resort was the only commercial enterprise on the otherwise deserted island. It was named Bandos. There were twenty-five resorts in operation by 1979, all structured according to the original idea of one tourism resort on a "virgin" island—also known as the "one island, one resort" model (dell'Agnese, 2018).

Resorts are a kind of tourism type where single commercial firm existence on an island with no inhabitant and as they are too small islands it is kind of social isolation (Agnese, 2019) and usually people who wants to be away from population and crowd choose this type of tourism. According to model of “one island, one tourist resort” since the 1970s in Maldives in each island only one resort can be constructed. From 1,192 islands in Maldives 126 of them are resort islands, which mostly they belong to private fares (around 40% belong to local fares and around 37.5% belong to foreign fares) (Agnese, 2019).

The Maldivian resorts by giving visitors special products and services make them feel they are in right place of pleasure. Resorts managers try to use differentiation destination characters by providing service quality and handle visitors expectations also with providing special landscapes such as internet-café, souvenir shops, foreign restaurants, photography locations. The resort landscape considers tangible needs of visitors (Agnese, 2019). As the beaches are one of attractions, resorts should always keep them clean and white without any rubbish or dead leaves therefore cleanness of the beach can be advertisement for the island and they need to hire some cleaner to take care of this issue all day time as its degree of importance (Domroes, 2001). Second attraction is blue and clear sea and to provide this, resorts should remove sea grass as they change the water color and they can also move to the beach when they are dead.

For keeping the attractiveness of the islands beaches it needs beach management to control some issues like sand filling, cleanliness and reformation, special when waves damage the beach environment (Domroes, 2001).

At the first, resorts were so simple and their purpose was to use the landscape as reminder of famous remote Robinson Island with tropical weather and no inhabitant so they construct some simple huts with use of material from local environment, but everything changes soon as resorts try to use higher standards of lodging with providing high service quality in a competitive way and changing Maldives island to one of most luxury and expensive destinations (Agnese, 2019).

In these attractive islands, butlers and frontline worker, who are in straight relation with visitors are playing important role where as a dream island the environment always should be happy and calm so they should always act as they are happy even if they are exhausted also as the environment should provide feeling of remoted island staff should try to hide modern structures like repairs, laundry and kitchen as much as possible from the guest sight (Minca, 2009).

One of attractions of resort islands are water sports, because of different variety of aquatic ecosystems. The reefs gather animals and different water plants around themselves and make that area perfect for tourists diving. Also, lagoons as they come with calm water are best place to swim and snorkeling. In the other hand they are also many indoor and outdoor games like tennis, yoga, volleyball, gym and swimming pool in more luxury resorts (Domroes, 2001).



## 2.11. Hypothesis and propositions

In review analysis using TripAdvisor the dimensions of top generating markets for islands tourism are in 2 group, first nationality, second tourist type which are like couples, friends, families, single, business (Brochado et al., 2019).

using dimensions of the experience vary according to (P1) traveler type and (P2) recommendation.

### *Hypothesis*

H1: tourist attraction toward resort islands related positively to natural environment and if yes how much each item has effect on tourist satisfaction a) landscape b) sand quality c) sea water clearness d) animal and plant diversity

H2: tourist attraction toward resort islands related positively to cultural attraction and if yes which characteristic has more effect on customer satisfaction a) Historical b) traditional c) events

H3: tourist attraction toward resort islands related positively to manmade attractions and if yes what element a) lodging b) restaurant c) entertainment d) facilities e) event

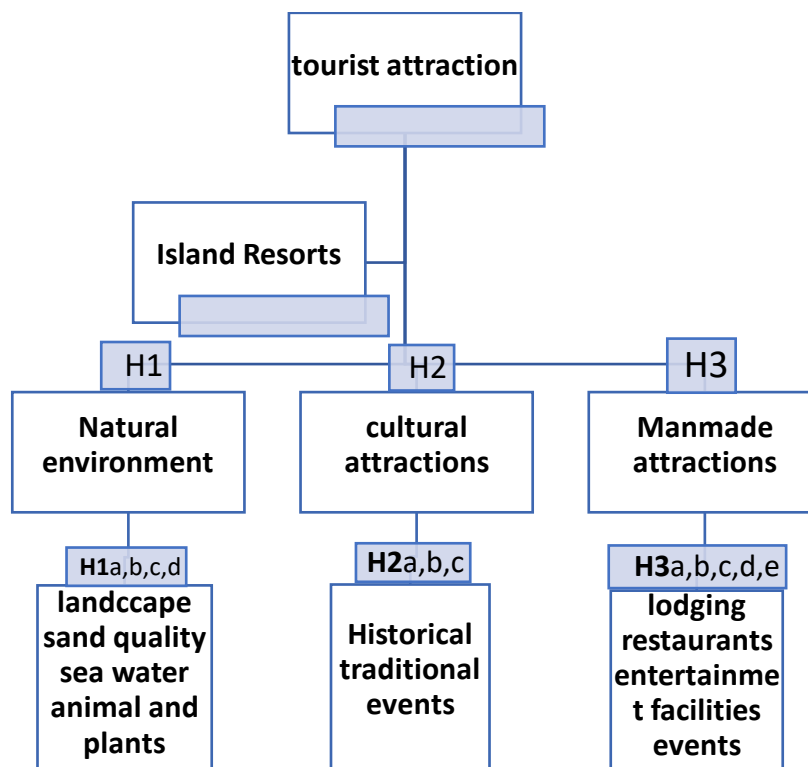


Figure 1: Hypothesis

### **2.13. Summary empirical studies table**

Previous research on island tourism, summarized in Table 1, shows that tourism attractions in different parts of the world are very diverse. These studies highlight natural landscapes, cultural heritage, and urban experiences. Research on Cape Verde and Koh Lan, Thailand, focuses on important natural features like volcanoes and how people see the environment. In Gili Air and Trinidad and Tobago, the focus is on ecotourism, looking at tourists' opinions about resorts and sightseeing.

Urban tourism in Phuket, Thailand, is known for its street food, while Madeira and Bangka Island in Indonesia focus more on the island's image and beach attractions. The Canary Islands in Spain attract visitors with volcanic landscapes and cultural places like museums and castles. Cape Verde's nautical tourism and the national park in Bunaken Island draw nature lovers, while Phuket also has entertainment options like shopping streets and malls.

Finally, research on islands in South Asia, such as Bali and Langkawi, shows the importance of combining natural beauty with cultural experiences to make these destinations more competitive in tourism. These studies use surveys, interviews, and online reviews to understand how tourists feel about different attractions and their satisfaction with the experience.

References	Research Context	Target	Attraction studied	Research design
<b>Brochado et al. (2019)</b>	2 Islands Cape Verde	web reviews N=472	Volcano, Mountain, Natural feature	reviews
<b>Zhang et al. (2020)</b>	Environment tourism Koh Lan Thailand	Visitors N=311	Perception environment	questionnaire survey
<b>Bachtiar (2019)</b>	Echo tourism Gili Air, NTB	Tourists N=115	Perception resorts	Observation, interview
<b>Allahar (2015)</b>	Beach tourism Echo tourism Trinidad and Tobago	Sites N=40 managers N=63	Sight Seeing activities	Observation interview, site visit, focus group
<b>Chavarria (2016)</b>	Phuket Thailand	Tourists N=400	Street food	questionnaire survey
<b>Almeida et al. (2018)</b>	Mature destination Madeira	Hotel owner N=260	Island image Nature	questionnaire survey
<b>Handaru et al. (2019)</b>	Beach tourism Indonesia Bangka island	2 beach Visitors, local business owner, local residents	Beach attraction Water Base, Sand base, accommodation	Interview, Questionnaire
<b>Avila et al. (2019)</b>	Tourist destination Spain, Lanzarote Island	Tourists in canary Island N=257687	Volcanic national park, volcanic cave, cultural heritage	survey
<b>Avila et al. (2019)</b>	Tourist displacement Canary Island Spain	Tourists in Lanzarote Island N=35000	Art museum, volcanic cave, history museum, Castel	survey
<b>Lam-Gonzalez et al. (2019)</b>	Maritime tourism, Cape Verde Island	Nautical tourism N=525	Nautical sports and activities	survey
<b>Taecharungroj et al. (2019)</b>	Tourism Phuket Thailand	Reviews N=25458	Pedestrian street, entertainment events, shopping malls, animal zoo	Analyzing TripAdvisor reviews
<b>Lagarense et al. (2020)</b>	Archipelagic tourism Bunaken Island, Indonesia	Tourists N=200, Stakeholders N=5	National Park	Survey, In-depth interview

<b>Mustafa et al. (2020)</b>	Tourism competitiveness, Six islands in south of Asia, Langkawi-Malaysia, Bali-Indonesia, Koh Samui-Thailand, Phuket- Thailand, Palawan and Boracay- Philippines	International tourists N=1644	Man-made attractions, culture and tradition, people and hospitality	Face to face survey interview
<b>Naziman et al. (2012)</b>	Total tourism experience, Perhentian Island, Malaysia	Tourists N=173	Resort cleanness and hygiene, Feel and participate in resort activities	structured questionnaire

Table 1: Summary empirical studies

### **3. Methodology**

In the methodological section of the study, a mixed content analysis approach will be employed. This involves incorporating secondary data by thoroughly examining various reviews on TripAdvisor for four hotels in the Maldives. By leveraging TripAdvisor, notable and insightful reviews of these hotels will be analysed and compared to determine if and to what extent the dimensions of visitor experiences in the Maldives, concerning satisfaction or dissatisfaction, differ.

The spontaneous reviews of various hotels in the Maldives on TripAdvisor will be gathered for this study. TripAdvisor was chosen because it serves as a platform that supports 463 million travellers each month and hosts 859 million reviews and opinions about visitor experiences (TripAdvisor, 2022). Additionally, TripAdvisor provides filtering options by group type and origin, which helps gain better insights into diverse demographic segments. Most importantly, TripAdvisor allows users to utilize its content for research purposes (TripAdvisor, 2023). For this study, approximately 200 reviews for each hotel will be collected and organized in an Excel document. Following data collection, the primary objective will be to employ the content analysis tool Leximancer due to the substantial volume of text (Wu, Wall, & Pearce, 2014).

Leximancer enables the creation of a conceptual map that highlights the key concepts present in the text data and their relationships (Crofts & Bisman, 2010). In summary, it is crucial to note that Leximancer has proven to be effective and widely used in tourism research for analyzing user-generated content (UGC) and examining tourist experiences (Brochado & Brochado, 2019). Ultimately, the visual conceptual map and the valuable insights derived from Leximancer offer a comprehensive overview and deeper understanding of the collected data, such as reviews and comments (Rodrigues et al., 2017).

#### **3.1. Research context**

The Maldives as most famous island country with tropical weather and Robinson feeling islands (remoted, deserted, tropical) have chosen as study, can bring up understanding of island attractions and use these characteristics to develop and improve other islands attraction around the world specially use these attractions in Portugal islands.

##### **3.1.1. COOCOON ISLAND**

From more than 1000 islands cocoon island is chosen, because there are many reviews exist in review platforms also the resort offers all kind of activities, entertainments, events, water sports and local shops which give visitors all kind of experiences and easy to find most attractive ones among all reviews. cocoon island also has beautiful white beach with coral sands, coral reef and different variety of plants

and animals, made ecosystem of this island unique. It is the first designer hotel in Maldives located in Indian Ocean and guests should traveling there using seaplane for 30-minute from Male the capital of Maldives which people can achieve some new experience.

Cocoon island is one of the most visited islands, most of the tourists were in order from England, Italy, France, Russia, Germany, Spain, China, Portugal and most of visitors travel as couples or with family.

A new premium brand called Cocoon Collection honours the forty years of life, work, and love of the Azzola family in the Indian Ocean. From the first resort that Enzo and Maria Rosaria built in Sri Lanka in 1980 to the six hotels that Attilio, Alessandro, and Andrea founded between Zanzibar, the Maldives, and Sri Lanka, to the tour operator Azemar that Maria Rosaria founded and developed, she stands out as the leading female entrepreneur in the Italian tourism sector.

The first "design hotel" in the Maldives, Cocoon Maldives, was formed and established by a number of renowned designers, including Vito Di Bari, Daniele Lago, Simona Fabini, Tomaso Schiaffino, and Gian Luca Innocenzi (Luxury Resorts | the CocoonCollection, n.d.)

Alessandro Azzola, the managing director of Cocoon, and Daniele Lago, the CEO and chief designer of eminent Italian design firm Lago, collaborated on the project in its entirety.

Daniele Lago was a creative, imaginative, and original leader who drove the Lago brand's success from its inception. Currently, the brand is well-known and well established around the world, particularly in the furniture industry. With 1.5 million followers on social media, the company is even well-represented there. Cocoon is fortunate to have partnered with a renowned and specialized design firm like Lago. Lago fits the Cocoon brand concept of being a brand that embodies lightness, hospitality, and care for the environment in addition to the company's area of specialization. Each item of furniture has been carefully chosen to complement the company's idea; examples include swings, original Sicilian hand-painted ceramic tables, suspended beds, and washbasins with modern drainage systems.

The Tree of Wellbeing is the world's first outdoor fitness system based on intuitive body motions, fusing technology, art, community, and outdoor exercise. The Tree of Wellbeing, which draws inspiration from nature, is designed to resemble a 18 sophisticated piece of art with exquisite features, elegance, and technical sophistication fit for Cocoon. Cocoon is the only hotel in the Maldives to have an outdoor gym that is completely functional, having been the first to adopt this innovation.

Nestled in the northern Lhaviyani atoll's Ookolhufinolhu Island, Cocoon Maldives combines the breathtaking natural beauty of the Maldives with the finest of Italian design. One of the best design firms in Italy, Lago, created all 150 of the villas at the five-star resort, which made its formal debut in March.

Three restaurants and two bars with international cuisine and romantic dining options can be found at the resort, which is reachable by a 40-minute scenic seaplane journey from the main Velana International Airport (Maldives Insider - Nobody Tells You About the Maldives Like We Do! n.d.).

This hotel is unique in every way. The sea extends for several hundred meters at a modest depth that makes snorkeling and other water sports possible, and the immaculate beaches are breathtaking and never appear crowded. There is a beautiful beach directly outside the door for all rooms for the majority of the year. There are longer and wider beaches in the globe, but the Cocoon Maldives beaches are the best because of their closeness to your accommodation, quality, color, and mix of lagoon and reef. You have never seen a bluer ocean than this one.

The resort, which operates under the motto "affordable luxury," invites honeymooners, scuba divers, and leisure visitors who want to take in the breath-taking Maldivian scenery while immersing themselves in the greatest Italian architecture. The resort features 151 villas (both on the beach and above the sea), 3 restaurants, and 2 bars. It also boasts turquoise waters, immaculate white sands, and lush flora. The Cocoon is near fifty amazing diving spots, including as the well-known "Shipyard" and "Kuredhoo Express," and provides a variety of activities, such as a kids club and Cube spa. To guarantee the happiness of even first-time customers, the water sports center at Cocoon Maldives provides an extensive array of water sports activities and equipment. Include the excellent all-inclusive package and 24-hour butler service in this as well.

What truly sets Cocoon apart from other beautiful places is its personnel. The resort's design is innovative, taking big chances with presentation. The staff isn't reserved, and their smiles don't seem forced. The ambiance is welcoming and laid back. The goal of Cocoon is to create a welcoming five-star resort. Many upscale resorts in the Maldives have extremely formal staff-guest interactions and presentations (Maldives Magazine: The Maldives Island Resorts & Holidays, n.d.).

### **3.1.2. Sun Siyam Olhuveli**

The privately held Sun Siyam Group was founded in 1990 with a focus on tourism and hospitality. Its portfolio includes a number of upscale resorts, such as five-star and four-star hotels in the Maldives and one boutique resort in Sri Lanka. The history of Sun Siyam Resorts began with Sun Siyam Vilu Reef and continued with Sun Siyam Olhuveli, Sun Siyam Iru Fushi, Sun Siyam Pasikudah, and Sun Siyam Iru Veli. The newest property in its portfolio, Siyam World, changed the game with its incredible array of activities when it launched in October 2021.

the firm was created by Hon. FDr. Ahmed Siyam Mohamed. He is the Managing Director and Chairman of the Sun Siyam Group, a varied group of businesses with a strong Maldivian foundation.

Despite coming from a modest upbringing, he is today recognized as one of the nation's most dynamic and forward-thinking corporate executives because to his commitment to and love for the tourist sector (Sun Siyam Resorts | Luxury Hotels in the Maldives & Sri Lanka, n.d.). four-star resort, Sun Siyam Olhuveli is located in the South Male Atoll in the Maldives.

The Main Island, Dream Island, and Romance Island are the three islands which together make up this resort. This resort is nothing less than a tropical paradise, complete with four swimming pools, a lively house reef, gorgeous white sand beaches, a lagoon ideal for water sports, and a choice of eating options. The Sun Siyam Group, a family-run company that has been doing business in the Maldives for more than 30 years, is the owner of Sun Siyam Olhuveli, which opened in 2002. Sun Siyam Olhuveli is another example of the group's well-known dedication to giving visitors to the Maldives an amazing experience. The resort offers a distinctive and opulent vacation experience by fusing contemporary conveniences with customary Maldivian warmth. The resort is dedicated to preserving the environment, emphasizing conservation and sustainability.

The Maldives' South Male Atoll is home to Sun Siyam Olhuveli. From Male International Airport, a 45-minute speedboat journey will get you there. Walking around Sun Siyam Olhuveli will take you through verdant landscapes with an abundance of palm palms, white sand beaches, and crystal-clear blue seas. The outside features of this resort include sundecks, sun loungers, covered areas, and opulent swimming pools. Its roof is thatched.

This resort has large, open lounge areas, restaurants and pathways that are accessible outside, an abundance of natural light, earthy materials, nautical accents, and breathtaking views of the surrounding ocean throughout its interior. There is something for everyone at Sun Siyam Olhuveli's amenities. There are four swimming pools, a kid's pool, a water sports center, a gymnasium, tennis, badminton, volleyball, table tennis, and a kids' club available to guests.

The three upscale on-site spas at this facility—the Dream Spa, the Romance Spa, and the mainland Spa—are among its greatest features. There are twenty-two treatment pavilions on the island, all over the ocean and on the beach. In addition to body treatments, saunas, hydrotherapy pools, and manicure and pedicure rooms, guests may enjoy the salon.

Scuba diving is a must-do activity while visiting this resort because of the convenient access the dive center provides to the breath-taking house reef. You may also enjoy sailing, windsurfing, or kayaking in the private lagoon. Staff at Sun Siyam Olhuveli provide excellent service, going above and beyond to make visitors' stay memorable. When you check in, a cheerful grin and a warm welcome await you. In addition to answering any questions you may have; the staff will take the time to go over all the facilities and services offered for your stay.

The employees at Sun Siyam Olhuveli are very knowledgeable and willing to assist. They pay close attention and are always eager to go above and beyond to make sure you have the greatest experience. The staff will be happy to help, whether you need assistance making a reservation, arranging for transportation, or scheduling a tour of the property (Book Luxury Holidays & Tours 2024/2025 With Affordable Luxury Travel, 2022).

When Deepak first started working for the multiple-award-winning hotel organization, he was the organization Director of Business Development. His creative ideas and original viewpoint led to a considerable increase in sales.



Throughout the past two years, particularly during the COVID-19 epidemic, he has been a leader who has guided his team to great success. Deepak's expansion ambition has resulted in significant development for Sun Siyam Resorts. Sun Siyam Resorts is pleased to announce that he has been appointed Vice President - Commercial due to his results-driven attitude and strong service standards. As the group's first Vice President, Deepak promised to elevate the Sun Siyam brand in his new position (The Islandchief, n.d.).

### **3.1.3. Atmosphere Core**

Currently running eight resorts in the Maldives, Atmosphere Core is a vibrant and rapidly expanding hospitality firm with plans to open other locations in India, Sri Lanka, Nepal, and Bhutan. Every one of our places has a distinct vibe and a tale to tell. The spirit of the people, the land, and the environment that live on the islands are all imbued with this energy. Each resort may express its own identity through its unique design, natural landscapes and seascapes, service philosophies, and the best and freshest cuisine by embracing this spirit (Atmosphere Core Official Site | Best Resorts in Maldives, n.d.). In keeping with the brand's central tenet, "The Joy of Giving," Atmosphere Hotels & Resorts provides guests with a range of all-encompassing experiences, including a variety of dining options as well as a number of complimentary amenities and activities that ensure a hassle-free, laid-back vacation experience at each resort.

The first establishment of Atmosphere Hotels & Resorts, Atmosphere Kanifushi, opened for business in December 2013. November 2015 saw the opening of the group's second property, OBLU by Atmosphere in Helengeli. OZEN Life Maadhoo, July 2016, OBLU Select at Sangeli, July 2018, and October 2019 saw the opening of VARU by Atmosphere (Maldives Insider - Nobody Tells You About the Maldives Like We Do! n.d.).

Atmosphere Hotels & Resorts' founder and managing director, Salil Panigrahi, has received the Pravasi Bharatiya Samman Award, the greatest accolade given to Indians living abroad.

Reputable, opulent Maldivian resort As Baros marks 50 years in business, it is on the verge of reaching a remarkable milestone. This year is more than just a remembrance; rather, it is evidence of the principles that have steered this venerable island resort in the Maldives throughout the years.

### **3.1.4. Barod hotel**

Tucked away in North Malé Atoll, Baros is a symbol of true Maldivian hospitality, just a quick 25-minute speedboat journey from Velana International Airport. December 1973 saw the opening of Baros, the third resort in the Maldives to welcome visitors. A simpler time was portrayed in the seven blocks of rooms with palm leaf walls, coconut thatch roofs, sandy flooring, and converted ship bunks. When

they arrived, visitors would jump out of a traditional Maldivian dhoni and wade across the calm waves to the unspoiled beaches. The only air conditioning available was the sea wind, and freshwater arrived in buckets. During those early days, tourists had to travel two hours by dhoni from the airport to reach Baros.

After ten years, Baros had changed. Small tiled baths were constructed, plywood ceilings took the place of thatch roofs cherished here. Baros's employees chose 21 loyalties over opportunity in a nation full of them, lured by the prospect of advancement and the potential to become future leaders in the tourist industry. The bulk of the employees at Baros are Maldivians, and the management team is made up of more than 50% locals, which is unusual for the Maldivian hospitality sector. Baros has a history of invention. It was one of the first resorts to include the chic over-water bungalows that have become iconic with the Maldives, as well as open-air toilets. It opened the nation's first desalination facility in 1984, creating a new standard for innovation in upscale travel. Baros's dedication to classic elegance is evident in the two-story overwater Lighthouse Restaurant and Lounge and the famous Piano Deck in the Baros Lagoon (Maldives Magazine: The Maldives Island Resorts & Holidays, n.d.).

walls made of coral and lime replaced palm leaf mats. The resort transformed the Maldivian tourist scene in 1984 when it erected the first desalination plant, providing fresh water and opulent baths in guest suites. The island's owners, Universal Enterprises, a family-run business based in the area, knew even back then that Baros's unspoiled beauty held the key to its genuine identity. For Baros, the voyage was not just about expansion but also about preserving the island's natural charms as a genuine haven. Baros opted to blend its buildings with the surrounding environment, incorporating the island's abundant greenery into the design itself, while others embraced modernism.

While many concentrate on sustainability in the environment, Baros extends this philosophy to its people. The Baros team is made up of committed individuals, some of whom have worked for the business for many years. Baros, a city of more than fifteen ethnicities, is a testament to togetherness. Every team member is welcomed as family and variety is cherished here. Baros's employees chose loyalty over opportunity in a nation full of them, lured by the prospect of advancement and the potential to become future leaders in the tourist industry. The bulk of the employees at Baros are Maldivians, and the management team is made up of more than 50% locals, which is unusual for the Maldivian hospitality sector.

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### **3.2. Research design**

Before delving into the research design of this study, it is important to briefly explain that the study employs a mixed research design. Johnson and Onwuegbuzie (2004) define mixed methods research as follow: "Mixed methods research is formally defined here as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study" (p. 14).

This article will use Secondary Data Collection, to gather information it will use review platform where this research has chosen the most famous one in tourism sector, [www.TraipAdvisor.com](http://www.TraipAdvisor.com). After qualitative information combined, content analysis of the text will consider by two machine technique and one software analysis will use to analysis data, then will compare will final conclusion.

For this research study, secondary data was utilized, specifically through the collection of online reviews from TripAdvisor. Exploratory research was essential to gain fresh insights into the topic. The study employed qualitative data collection through an indirect method, focusing on visitor experience reviews shared online (Brochado et al., 2019).

To address the research questions, a mixed content analysis was used, combining both qualitative and quantitative methods (Brochado et al., 2019). A total of 2000 reviews from TripAdvisor across 9 countries were analyzed to identify the main dimensions of visitor experience. The study implemented a two-step content analysis process.

First, the quantitative aspect employed Leximancer software to create conceptual maps representing the main dimensions, while the qualitative aspect concentrated on narrative analysis. This dual approach justifies the use of mixed content analysis in this dissertation.

In summary, the initial phase utilized Leximancer software to conduct the quantitative analysis, which helped in understanding individual reviews and developing concept maps (Brochado et al., 2019). The second phase focused on qualitative analysis, where each TripAdvisor review was examined individually to extract and interpret crucial insights from Leximancer (Brochado et al., 2019).

### **3.3. Data collection**

Hox and Boeije (2005) identify two primary approaches to data collection: primary and secondary data collection. This research study primarily employs secondary data collection, which involves using information that has already been gathered and compiled from existing sources. According to Sreejesh et al. (2014), "Secondary data analysis and pilot studies are among the most commonly used tools in

exploratory research. Secondary data refers to information previously collected for other research purposes" (Sreejesh et al., 2014, p. 15).

For this study, secondary data collection was selected as it focuses solely on the integration and analysis of review data sourced from TripAdvisor to address the research questions.

Research methods as conventional method of studying experience of tourists shows high rate of limitation like not being cost effective fieldwork, low rate of responding and bias exist in self-report. In the other hand review platforms as the place for tourists to share all of their experience and satisfaction with ability of giving rate to each detail of their experience and also, as these platforms are not using as advertising and people just share their thoughts, these review platforms are the most reliable place for new visitors to choose their destination therefor information combining from there can help firms to find their weakness and strong points (Brochado et al., 2019).

This research is working on the most famous review platform in tourism field, TripAdvisor.com (Taecharunroj et al., 2019), website include 385 million reviews of visitors and this company with US\$5.5bn value is one of the most famous firms in market capitalizations until 2019. Regard to visitor attraction, reviewers and reviews data have collected (Brochado et al., 2019).

The range of this study is the attractions of cocoon island. In this article 800 reviews have collected from TripAdvisor website related to four Maldives islands, in different type of families, couples, solo, business and friends which most of travelers were couples followed by family group where the least visitors were business tourists. England tourist are the nationality who have the highest market follow by Italy, France, Russia, Germany tourists. Spanish tourists were the sixth group who visited cocoon island more.

<b>nationality</b>	<b>England</b>	<b>Italy</b>	<b>French</b>	<b>Russia</b>	<b>German</b>	<b>Spanish</b>	<b>others</b>
<b>frequency</b>	<b>602</b>	<b>290</b>	<b>254</b>	<b>73</b>	<b>52</b>	<b>51</b>	<b>16</b>
<b>Percentage (%)</b>	<b>44.99</b>	<b>21.67</b>	<b>18.98</b>	<b>5.45</b>	<b>3.8</b>	<b>3.8</b>	<b>1.31</b>

Table 2: Nationality market for Cocoon Island (resource: TripAdvisor)

### 3.4. Data Analysis

#### 3.4.1. Leximancer model

for data analysis, machine learning technique have used, first Leximancer software as it can make algorithms with using words and change them to concepts and finally use concept to provide theme. After recognizing the words concept will turn up by clustering them and they will change to them which help to explain in higher level and will appear as circle with colors, where Red is “hottest” and go on base on color wheel (Brochado et al., 2019).

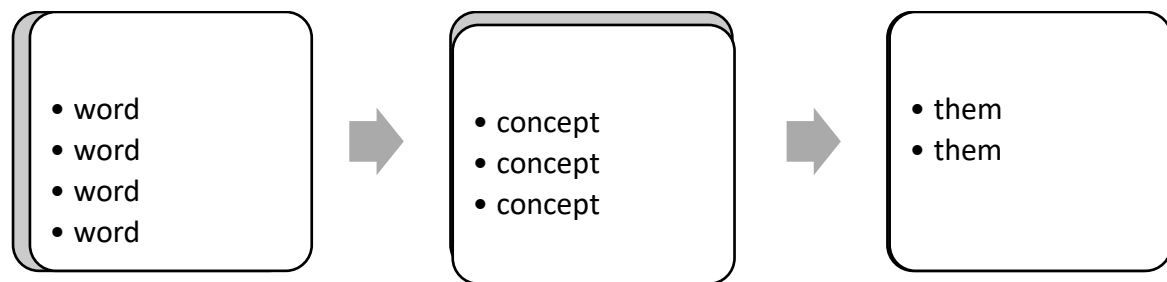


Figure 2: Leximancer model

Recently, some research used this model, such as (Brochado et al., 2017) showed visitors experience in a shared economy, (Brochado et al., 2018) showed experience of customer in camps of surfing, (Brochado et al., 2019) showed customer experience by using online reviews, (Cheng et al., 2018) showed review online analysis of Airbnb platform, (Rodrigues et al., 2017) showed medical tourism.

Leximancer, a tool for content analysis, was employed to investigate the first research question, which aimed to identify the primary dimensions of the visitor experience in the Maldives based on online narratives, given the extensive volume of text data (Wu, Wall, and Pearce, 2014). This tool facilitates the creation of a conceptual map that highlights key concepts within the text data and details their associations (Crofts & Bisman, 2010). Leximancer is known for its user-friendly interface, which provides valuable insights into the data collected (Engstrom et al., 2022).

In summary, Leximancer has proven effective in tourism research for analyzing user-generated content and evaluating tourist experiences (Brochado & Brochado, 2019; Chiu & Leng, 2019). The visual conceptual map and the insights gained from Leximancer offer a comprehensive overview of the data, including reviews and comments (Rodrigues et al., 2017).

Additionally, the colour coding of themes in Leximancer indicates their significance, with themes closer to red being more prominent and interconnected (Indulska et al., 2012). Leximancer has become

especially popular in the tourism and hospitality sectors, as evidenced by studies from Brochado et al. (2017), Rodrigues et al. (2017), and Lupu et al. (2017). The Leximancer website also emphasizes its value, stating, "Text is more than a collection of words... Identifying the concepts quickly and effectively is key to taking advantage of what the text is saying" (Leximancer, n.d.). Furthermore, Leximancer is noted for minimizing researcher bias and coder subjectivity in data analysis, as highlighted by Sotiriadou et al. (2014).

Next was to deliver responses to the second research question thus a new conceptual map was created with the aid of Leximancer software to comprehend the satisfaction levels better regarding the visitor experience dimensions or in other words to better understand the main concepts concerning the satisfaction rating values.

## 4. Results

### 4.1. Leximancer overall results

It is important to thoroughly examine the results from Leximancer. The conceptual map produced by Leximancer aids in understanding the collected reviews, including aspects such as visitors' experiences, complaints, and emotions, as well as other notable concepts identified from online narratives, specifically on TripAdvisor. Leximancer highlights the most common themes and key concepts extracted from the reviews. Consequently, the mixed content analysis, particularly the quantitative approach, has delineated the conceptual map of the main dimensions of the visitor experience in the Maldives.

The results from the initial analysis with Leximancer identified 14 significant themes, as shown in Figure 3. In this visualization, larger circles represent more prominent themes, while smaller violet circles denote less significant ones. The diagram also includes the frequency or "hits" of specific terms within the dataset. Higher hit counts indicate greater importance. The themes and their hit counts, listed in order of prominence, are as follows: "Island" (1860), "staff" (1725), "stay" (1624), "Vila" (1572), "Room" (1350), "Food" (1330), "Best" (877), "Experience" (769), "Looked" (751), "Drinks" (525), "Trip" (491), "Fantastic" (450), "Fish" (381), and "Maldives" (330), as depicted in Figure 3.

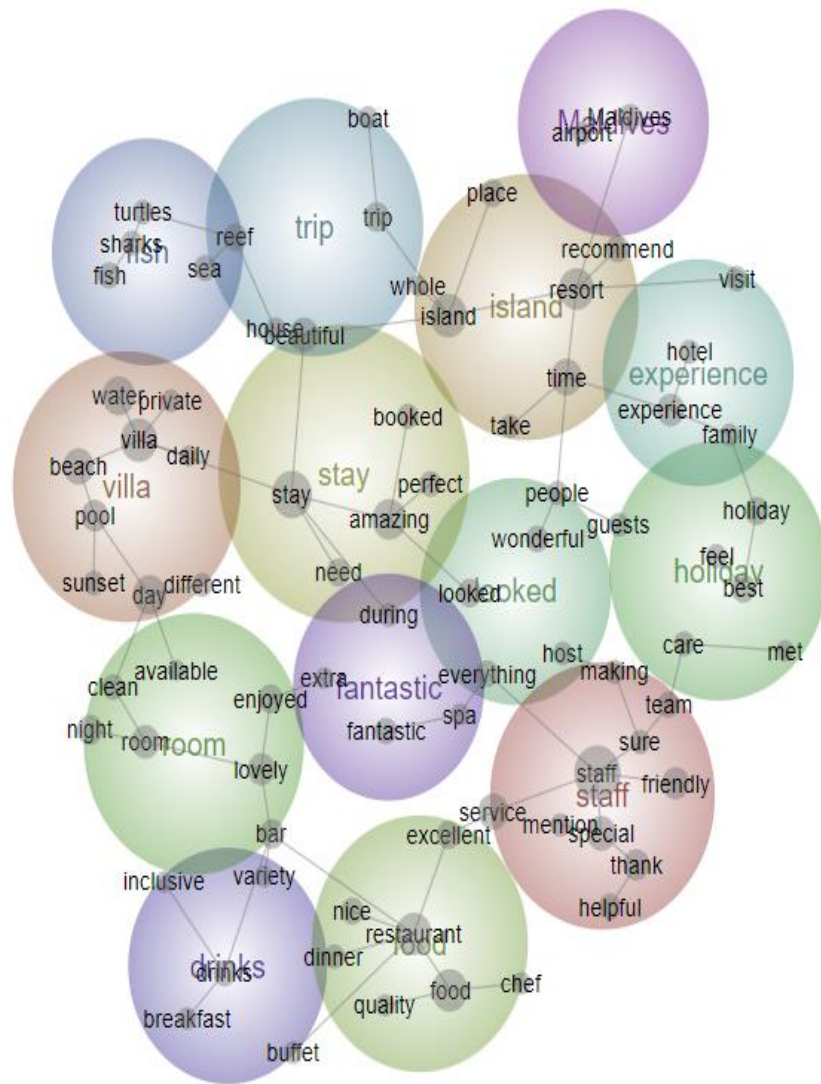


Figure 3: Conceptual map for the overall travellers to Maldives islands experience

## 4.2. Overall results for the main dimensions of the Maldives's visitors

### 4.2.1. Island

The Theme “Island” clearly is the most important theme and can be seen as the central point of Maldives visitors experience. Thus, the themes include the following main concepts: island (count: 1860, relevance 100%), resort (1395, 75%), time (1097, 59%), place (632, 34%), recommend (576, 31%), take (334, 18%), whole (186, 10%).

A tourist review for Island can be presented as following:



“Nothing was too much trouble. Our suite was on the edge of the island so almost felt like we had the whole place to ourselves.

The slat had one rusty nail securing it and others were likewise. The resort apologised but clearly no planned maintenance takes place on the Island they basically fight fires.

From seamless Airport pick up and drop off (transportation is charged) to their hospitality while we were at the resort was impeccable. Everyone takes the time to know your name and preferences.

Very good marine life from the resort itself... Definitely recommend this place.”

(sun\_siyam\_olhuveli\_maldives, 5, February 2023, Family)

Other review from Cocoon Island:

“Amazing staff and island! A big shout out to Yulia at the spa who made my experience even more relaxing!”

(Cocoon Island, 5, February 2023, Couple)

Or for another hotel:

“Big island with lots of different activities, great vistas, interesting restaurants, great spa - can highly recommend. We liked that there is an app for all activities, bookings, etc. The dive center organized snorkelling trips every day and providing info in the reefs ahead of time so you can be prepared what to expect and choose if you want to go or not. The one negative is that the sea plane lands at the island several times a day and is very noisy.”

(Atmosphere, 5, November 2023, Couple)

And also, other one for another hotel:

“Arriving on the island in March of this year, we found out that the Baros resort is 50 years old. This means that Baros was one of the pioneers in the development of the tourism business in the Maldives. I don’t remember exactly, but it seems to me that at that time I didn’t know about the existence of such a state as the Maldives, and even more so I didn’t intend to ever visit it. Baros was not the first resort we discovered in the Maldives. For our second trip, our travel agent recommended Baros to us. It seems we spent two weeks on the island. Subsequently, we combined a visit to some other island and Baros. It is very convenient to fly from Baros: 25 minutes by speedboat to the airport. In recent years, only Baros, already 11 times here. What attracts us? “Our” favorite privacy villas, magnificent vegetation including 70-year-old palm trees (which are rare in the Maldives), fine dining, reef, staff and a special atmosphere of friendliness and comfort. To paraphrase the slogan of one well-known company - “Baros is forever.””

(Baros Hotel, 5, March 2023, Couple)

#### **4.2.2. Staff**

The theme “Staff” represents the second biggest theme or in other words the second relevant theme regarding the dimensions of the Maldives visitors experience.

This theme includes the main concepts: staff (1725, 93%), service (375, 50%), special (331, 44%), friendly (291, 39%), thank (268, 36%), helpful (178, 24%), team (169, 23%), sure (143, 19%), making (117, 16%), mention (108, 14%).

One Guest described the Staff experience as the following:

“Thank you, team Kaanifushifor, making our stay so memorable. Special mention to the GM Mei, you are a super woman and Saba, always there to help us out.

The hotel is so quiet - blissfully peaceful and the staff are so kind and consideration - special mention to Adam, Rio and Kadeka. We celebrated both our wedding anniversary and my husband's birthday - and Adam was simply amazing in making sure that both of these were special events.

We are very happy with the hospitality shown by all staff members. Special mention to our GRO Sandy, Pankaj and Ambika who have been very helpful.

t remembers all of the names of the staff who made our holiday so special but a big thank you to Haydie, Raahim, Rio, Kadek, Sonny and the entire team, you are a credit to Cocoon, we thank you again. If you are considering this resort don't?”

(Cocoon Island, 5, December 2021, Couple)

And another Guest for another hotel explained:

“Best Hotel ever visited, Michelin star food, staff service at incredible level starting with arrival till departure, island so beautiful and ideal looks like a dream. Greetings to Mr. Wiffag who made our stay even more perfect with small brilliant surprises which makes You feel special.”

(Baros, 5, February 2023, Couple)

From another hotel a guest reviewed:

“We had the most wonderful stay at AKM. Our host Sandy is amazing, always smiling, very helpful and she has got a high sense of humour - just the way we like it. Just Veg is our favorite vegetarian restaurant in the world! Pier Six is fantastic, amazing food, very lovely staff and beautiful surroundings.

Thanks a lot, to the management for the beautiful cocktail event and very interesting conversations. Sunset Restaurant and Sunset Bar it's always a pleasure to visit and to have lunch and dinner. The Spice is wonderful, such a variety of tasteful food. Massage at Akiri Spa is so relaxing and good. The drivers of the shuttles so kind and always smiling. The cleaning staff superb! All in all, a perfect stay at The Maldives if you stay at Atmosphere Kanifushi. This is our second stay here and we hope to be back again ❤️❤️We love you all"

(Atmosphere, 5, October 2022, Couple)

And other review from another hotel

"The resort is wonderful, with white sand beaches and clear blue water. However, the excursions are prohibitively expensive. I would love to go see whale sharks, but at the price they charge I think it'd be cheaper to build my own backyard aquarium. Really nice and accommodating staff, but special shoutout to my homeboy Sunny, he's a real one."

(Sun Siyam Olhuveli Maldives, 5, August 2023, Family)

#### **4.2.3. Stay**

The next theme is called "Stay" with the following main concepts:

stay (1624, 83%), amazing (457, 61%), beautiful (345, 46%), need (231, 31%), perfect (179, 24%), booked (164, 22%).

A further tourist experience was based on the following statement:

"A really beautiful stay. The whole thing was perfect from start to finish, there was nothing that we wanted or needed that they could not provide.

it disappoints you if you book this amazing tranquil beautiful island ??? which we are glad to be back on!

On the last day we told Sita (our amazing guest officer) that we need to do a late checkout. She said we can't stay in our room because its already booked for the next guest, but she put us in another room.

"The Seaplane trip is 35 minutes, and upon arrival at Atmosphere Kanifushi we were greeted with the most welcoming staff, and here we met Zizi our very own contact who ensured our stay was perfect, and that any questions or queries were answered. Zizi booked the various restaurants and trips for us, and was there to shuttle us around the island if needed.

And the Spa is also the best, and so beautiful. We stayed in a Beach Pool Villa, which has all amenities you need."

(Barros, 5, November 2021, Couple)

A visitor underlined the following:

“Awesome place and nice people Island pizza We went there for lunch during our stay at Sun Siyam Olhuveli our host Sunny was very hospitable Mr. Pradip Manager come and help us with the best lunch option very friendly and helpful rest Team special thanks to Sam Sima Usha and Zain for the best service also thanks to Chef Vamsi Bashir and khadak for the good food. Tips Don't forget to visit Island Pizza during your stay.”

(Sun Siyam Olhuveli Maldives, 5, June 2023, Family)

A further tourist shared:

“Spent 12 days at this lovely resort in August. Wonderful friendly staff with amazing service, excellent food options and wide choice of activities. Accommodation was clean and spacious - we stayed in over water villa. Special call out Nazim, Mriyana, Jameel, Shaheen, Shaah and Luha for making our stay memorable.” (Cocoon Island, 5, August 2023, Couple)

Other guest explained their experience:

“I will keep it brief. We have been fortunate to do a lot of travelling but we had an amazing holiday, We had a beautiful spacious room, the staff were so friendly, the food delicious, catering for all tastes. Can totally recommend staying here. Thank you to all the staff.” (Atmosphere, 5, September 2023, Couple)

#### **4.2.4. Vila**

Coming to the next theme which is “Vila” it can be categorized as the fourth in the conceptual map. The main concepts are: villa (486, 65%), day (480, 64%), water (419, 56%), beach (376, 50%), pool (255, 34%), sunset (146, 19%), different (132, 18%), private (101, 13%), daily (79, 11%).

A typical review that describes “Vila” is the following:

“We really enjoyed the holiday. Cocoon is very beautiful island with beautiful beaches. There is also a lot of greenery and lots of beautiful palm trees. We spent seven nights in lagoon villa, three nights in beach suite with pool. Then an upgrade to the lagoon suite with pool followed. Here we spent the last unforgettable four days of our vacation. The resort is very nice, the staff takes care of cleanliness and good service throughout the resort. The rooms were clean, cleaned twice a day. The minibar was refilled once a day. The food was excellent, we highly praise the work of both chefs and waiters in restaurants. You can also visit Manta restaurant, which is ala carte and offers sea food. In the main restaurant, we

had a different theme every night (Sushi night, Maldivian night, Italian night etc.) The dishes were delicious, well flavored. Unfortunately, the resort does not have a house reef close to the beach. However, you can take a free boat trip to the reef twice a day. The resort also offers plenty of snorkelling trips. An unforgettable experience for us was snorkeling with a sea turtle right in front of our water vila. Thank you for everything, we greet Marina at the reception and we also greet the entire hotel management.” (Cocoon Island, 5, April 2022, Couple)

A further positive review was highlighted as:

“Just came back from a week in the Baros Maldives (Nov-Dec 2021). It was an amazing experience from the minute we landed at Male. The service was excellent, our Vila host Simon took care of all our needs, the food was great, we had the option to eat at any time that was good for us in the various restaurants options. We enjoyed the scuba diving center, the SUP, the Snorkeling in the great reef, the nice beach spots, and the water vila. Make sure you meet Boggita!!! (probably spelling mistake) - he is the best bartender in the "sails bar". Nice and kind, always smiling and active, knew what we needed before we even asked. If you are looking for a romantic, quite, nice place to relax with good food and the best customer service - Baros is a great choice for you!!! Enjoy :-))”  
(Baros, 5, December 2021, Couple)

A typical tourist commented on TripAdvisor:

“Beautiful island, excellent hotel. Our villa opened onto the beach with the sea only 50m away. Fantastic staff especially Rasel who looked after us perfectly and with patience and a lovely smile. A brilliant alternative to a wet cold and dark Christmas back in London.” (Atmosphere, 5, December 2022, Family)

Other Guest reviewed as following:

“Went to Olhuveli Beach & Spa Resort and got a room for the day. We got the Beach Villa and I must say that the room was absolutely cozy, with a great restroom and terrace to relax in with a view to the ocean. We enjoyed our lunch and dinner in Sunset Restaurant, in which we could obtain a wide variety of options to suit all kinds of tastes and preferences. The facilities of the whole resort are great overall, with a very friendly staff to complement these facilities., we had an enjoyable time at the resort by using the pool and some of the other services offered. This place is excellent, in terms of everything including the accommodations, food, amenities, and staff. we will be truly grateful Specialty Sunny Prodib, Babul, vijoy, Madhu, mohamed to them all for making our trip so special.”  
(Sun Siyam Olhuveli Maldives, 5, May 2023, Couple)

#### 4.2.5. Room

Moreover, the theme Room are linked to these main concepts: room (344, 46%), lovely (319, 42%), night (284, 38%), bar (233, 31%), enjoyed (250, 33%), clean (167, 22%), available (76, 10%).

One tourist stated:

“Amazing. And we still rave about it, everything was brilliant from the service (esp Hemant!) the food, our room. Holiday of a lifetime and we would definitely recommend and go back. We had a room on the beach which we shared with our 11 and 13 yr old.”

(Sun Siyam Olhuveli Maldives, 5, October 2022, Family)

A further visitor highlighted the following:

“To celebrate 30 years of marriage we wanted a really special holiday - in Cocoon we found it. Heavenly! Seaplane a new experience, looking down on tiny perfect islands and the bluest sea. Our suite was right on the beach, large and luxurious with an open-air bathroom, extremely comfortable king size bed and bi fold doors opening onto a furnished terrace with a swing. Cleaned to a very high standard twice a day with soft robes, slippers and beautiful toiletries.”

(Cocoon Island, 5, April 2023, Couple)

The main theme Rom is explained by the following review as well:

“From arriving on the seaplane and being welcomed with drumming everything has been absolutely perfect. The staff are warm and friendly and can’t do enough for you. Far too many to mention by name but I would like to mention our GRO Arif and out room attendant Akash who have been just superb. Nothing seems to be too much trouble and always delivered with a smile. This is a stunningly beautiful island, the villas are clean, comfortable and well equipped and the food on offer delicious and plentiful. We have no criticism to offer just our heartfelt thanks for an amazing holiday.”

(Atmosphere, 5, June 2023, Couple)

Other Guest explained their experience as following:

“We recently visited for a shorter 3-night stay to celebrate our 10-year anniversary. Everything about Baros met or exceeded our expectations. The rooms were clean and modern, right on the beach, snorkeling was great, and food was delicious.”

(Baros, 5, August 2023, Family)

#### 4.2.6. Food

The sixth significant theme as illustrated in the conceptual map from Leximancer represents the following main concepts: food (545, 73%), restaurant (508, 68%), excellent (204, 27%), nice (213, 28%), dinner (146, 19%), chef (91, 12%), quality (96, 13%).

The main concepts of “Food” includes positive reviews to a large extent and are mainly connected with the Island Resorts experience itself.

A relevant visitor review was stated as:

“We returned to Baros (our first visit was as a couple in 2017); this time as a family (villas 105 & 201, departing 17 July). The highlights for us include the quality/design of the villas & other buildings/facilities, the fabulous food and dining experiences, the easily accessible house reef, and the beautifully maintained & lush greenery with tall palms and picturesque walkways.”

(Baros, 5, July 2023, Family)

Another Guest review was based on:

“Truly bliss! Everything is beyond our expectations. The Island, the villa, the beach... Amazing! So different things to do. From riding a bike to fishing. Whole month is short to try everything. Excellent choice of food and drink, so friendly stuff. Just hope that we will visit this heaven again.”

(Atmosphre, 5, May 2023, Family)

Further crucial reviewer considered:

“This is one of most beatiful place i had visit. The staff is very friendly and always ready to help. Various tasty dishes are presented in menu: meat, chicken, sea food. I am sure I will be happy to return to this place again.”

(Sun Siyam, 5, August 2023, Family)

The other Guest added in reviews:

“The best vacation we ‘ve ever had. Our island host was hassaan, he was very friendly and kind. All employees in general were very friendly and we had a great time! The food was also very delicious and there was a great variety of specialities! It’s also possible to do activities like scuba diving or snorkling and many more, which is awesome! We will come again!”

(Cocoon Island, 5, December 2023, Couple)

#### **4.2.7. Holiday**

Coming to the next theme which focuses on the following main concepts: best (255, 34%), holiday (241, 32%), care (144, 19%), feel (150, 20%), guests (126, 17%), met (86, 11%).

A positive review of the theme Holiday is the following:

“We had an unforgettable 2-week holiday. Everyone was so friendly and the service, food and amenities were everything we hoped it would be. We cannot really single out anyone, but Jewel and Chef Udaya were exceptional. We celebrated a birthday and a wedding anniversary while there and were made to feel super special. Hope to be able to visit again and highly recommend the resort.”

(Cocoon Island, 5, November 2023, Couple)

A further visitor articulated:

“Food is excellent, staff are very friendly and helpful and overall, it was a great holiday experience. Our room attendant, Simeon did a fantastic job when servicing our room and went the extra mile to ensure we had everything we needed.”

(Sun Siyam, 5, January 2023, Friends)

Another review from a couple described the theme as:

“The most chilled out I've ever felt. Beautiful accommodation in a stunning setting. Staff go out of their way to make your holiday perfect, from the breakfast staff at Sunset, through the transport driver who take you back and forth to the bar staff at Liquid. Our host, Nihad, was excellent and answered every query immediately. Our second time here and we'll definitely be back.”

(Atmosphere, 5, November 2023, Couple)

Other guest shared a review as following:

“We had perfect 6 days on Baros, in the paradise. All the stuff did everything for a perfect Holiday. We were snorkelling and Diving, where we could see Sharks, turtles and Mandy different fishes. We hope we can come back soon.”

(Baros, 5, November 2023, Family)



#### **4.2.8. Experience**

The theme “Experience” deals with the following main concepts: experience (356, 47%), visit (199, 25%), hotel (159, 21%), family (120, 16%).

A typical review concerning Experience is the following:

“I visited there with family with small daughter and getting Indian food in Sun siyam olhuveli resort is really good. Good ambience of hotel and great hospitality by Mr. Sharaf, Mr. Akash, Maam Nunu and last not the least chef Jaswant.

We basically just gave our details and they handled everything for us. For my family, we first stayed at another hotel for one night before going to Atmosphere, and even that experience was impressive.”

(Atmosphere, 5, May 2022, Family)

A further supporting shared review is:

“Baros exceeded all expectations. We were greeted warmly by every single staff member, and honestly felt like royalty. Though we were only able to stay for 2 nights and 3 days, Anas made sure that we had a most unforgettable experience. It was a stop on our first-year anniversary trip, something that we only quietly mentioned to our greeting staff when we arrived. Anas took that ball and ran with it, arranging for a private table on the beach for dinner, surprising us with a bottle of champagne and flowers in our room, and making us feel genuinely at home and cared for. The resort is lovely. The rooms are beautiful and well appointed. The snorkeling off of the house reef is the best we have ever done - no need to take a boat trip! We will absolutely recommend this resort to anyone who asks. The service that Anas and his colleagues provided was first class and made the beautiful setting even that much more luxurious. We can’t wait to come back!”

(Baros, 5, November 2023, Couple)

Another reviewer explained as followed:

“Lots of building going on but were moved so another villa shame it wasted holiday time. Some of the villas are beginning to look a little tired but there is a massive building project on at the moment. Hopefully a maintenance program will follow. Excellent service from Gokul in the restaurant he provided a top-class experience. Chef Tikoram looked after my gluten free food even made me the most excellent sea food pasta just for me. We spent time in the Dhoni bar with our hostess Sunita she always met us with a welcoming smile great service and the bar staff really nice cocktails.”

(Sun Siyam, 5, November 2023, Couple)

Another review shared as following:

“Had the most amazing holiday at Cocoon. The food and service were outstanding and amongst the best we have experienced anywhere in the world. The design of the beach villa and the amenities are very well designed. Special mention to our Butler Riyaz who looked after our every need. We will be back!”

(Cocoon Island, 5, December 2022, Friends)

#### **4.2.9. Looked**

Continuing with the next theme “Looked” it is crucial to present the main concepts that are: looked (213, 28%), everything (177, 24%), wonderful (193, 26%), people (145, 19%), host (110, 15%).

An interesting review regarding the theme organization as shared as:

“From moment you get on island to you leave , you are looked after , they really want you to have a lovely holiday they are so attentive , food is excellent and always hot and cook fresh pasta chicken fish beef , at different stations In restaurant, staff really make this island from Marianna Rosa and Jane in dining room to , jay, Raj nazim charith, and the lovely mr wazeer on the bike who refills your mini bar , who has one of the nicest smiles and a lovely man , to Patrick and hambre , who look after you meet you at sea plane and general look after you the whole time , not the most scenic island and all-inclusive isn’t the best , but for staff and attentive this islands is a 10 , would we go back a definite yes , thank you for a fab holiday.”

(Cocoon Island, 5, June 2023, Couple)

Another reviewer explained:

“What can I say about this paradise island. Simply perfect. From the minute we arrived to the sad moment we left was made special by some brilliant staff members. Duminda the main man in the bar, Gede, Sumadi two great young guys who never seemed to stop working, kept the drinks flowing😊. In the restaurant, Madhu, Arif and Mohamed made each meal a dining pleasure. All these 6 extremely top guys looked after me and my better half for the full 10-day holiday. The room was immaculately cleaned by Khokan, another very cheerful pleasant young man. All around the Island the staff were so professional and so polite. Thank you, guys, all of you for your hard work. The views are to die for, the sea wow, just wow, warm and clear. All in all, it was wanted we expected and more, simply beautiful. We will be back. Thank you so much to all the staff on this fantastic island.”

(Sun Siyam 5, September 2023, Family)

Nevertheless, a contrary review was describing as well regarding the main concept organization:

“5\*\*\*\*\* all the way ... What a place to spend your summer break on. From all the great reviews people have posted we were excited and we were not disappointed. As a family with two kids 10&12yrs we were not sure if there were going to be alot to keep them busy but we not need to worry as the kids had a blast. We were there for 13nights and stayed in villa 191. Liz looked after us and she was on WhatsApp when we needed her ie. to change bookings or not sure of times for kid’s club etc. All the staff make you feel th.”

(Atmosphere, 5, June 2023, Family)

Other Guest explained their experience:

“The 7 days in Baros were just fantastic from A to Z. We were looked after not only by Aslah, our butler, but also by everyone else just brilliant. One feels 'at home' on Baros and that in a paradise. The bungalow was brilliant, the food was a highlight every day and the rest were fantastic! We will come again and say to all who have looked after us so great the last 7 days - thank you very much!”

(Baros, 5, September 2023, Couple)

#### **4.2.10. Drinks**

Another interesting theme to consider is “Drinks” with the main concepts:

Drinks (199, 26%), buffet (112, 15%), breakfast (114, 15%), variety (88, 12%), inclusive (96, 13%).

A typical tourist shared on TripAdvisor the following:

“We've rated our stay as average due to the all-inclusive situation which I will explain below covers buffet breakfast, lunch, dinner and 90% of drinks. If you want a snack for example an ice-cream or a milkshake you have to pay for it.

What I really appreciate is that they even had alternate options for people avoiding dairy, gluten or lactose and could fullfill requests in the kitchen and even had stuff in the breakfast buffet. Breakfast was equally great with a variety of fruits, juices, milks, cereals, bakery items and hot items, I could go on forever.

The Lime for breakfast. I would actually say brunch with the abundance of variety. all-inclusive style buffet? but each day every meal I was so impressed. The quality of the food was unreal and such a wide variety of foods.”

(Baros, 5, March 2023, Friends)

A further guest highlighted as follows:

“This place was amazing! It’s paradise. Would highly recommend. Shareef made our holiday so special. Staff amazing, food amazing, villa amazing. Everything amazing x. If anyone wants a week in paradise - it’s the place to go. Unlimited drinks and hospitality x”

(Atmosphere, 5, March 2023, Couple)

A relevant reviewer explained:

“Muy buena atencion de Babul, Mohamed,Chamil,Mady en Sun Set Restaurant...sunset restaurant is food and drinks excelance.restuarent service supper .we come back again. Our holy day enjoy this resort. nice view location is nice so many fish near beech...thank you team”

(Sun Siyam, 5, November 2023, Couple)

In another hotel another guest explained:

“Very beautiful beach, very kind and good staffs, delicious foods, perfect drinks, clean rooms, ... we were there for a week and enjoyed so much, i miss for cocoon and its kind persons.”

(Cocoon Island, 5, September 2023, Family)

#### **4.2.11. Trip**

Regarding the theme “Trip” the following concepts have been created by Leximancer: trip (258, 34%), reef (180, 24%), house (96, 13%), boat (116, 15%).

A guest explained the following:

“Cocoon is definitely the best choice on a trip to Maldives. Very attentive and courteous staff, varied food and high cleanliness all over the island. Every day was a joy! A special thank you goes to Riyaz, who wishes to meet everyone and gave us a surprise to the closest! Thank you for this beautiful Urlab!Best regards”

(Cocoon Island, 5, October 2023, Couple)

A further reviewer underlined:

“The atmosphere and the place was dreamy. We saw mantas, reef sharks and a lot of colourful fishes. On top of that we had fantastic service by Rubel through all of our trip! A fantastic guy and always with a smile on his face.”

(Sun Siyam, 5, November 2023, Couple)

Another guest shared as followed:

“The trip is always a memory by the way team takes care of the visiting guest. An experience par excellence. Like the islands at Maldives, the property being a beautiful one was even better enjoyed all thanks to the team there. Special thanks to Raman - Dir F&B, Chefs Deva/Ram/Surjit, Supervisors Abdullah/ Paras, serving staff like Raveena, Room care taker Tareeq & the entire team I could not mention. Thank you for the hospitality & taking care of dietary needs specially for my wife who is strict jain by preference.”

(Atmosphere, 5, November 2023, Couple)

Other Guest left a review as following:

“Incredible resort. We’re lucky enough to have visited the Maldives 8 times and this island is the best yet. The service is second to none and our Butler Anas was so helpful and friendly and made our trip.”

(Baros, 5, February 2023, Couple)

#### **4.2.12. Fantastic**

The next theme will be “Fantastic”, The main concepts are: fantastic (182, 24%), during (117, 16%), extra (92, 12%), spa (87, 12%).

A Guest described the review as:

“Morning breakfast buffet is magnificent. Dinner at the Lighthouse is also great. The live music at nights and saxophone is super lovely. All staff are super friendly with sunshine smile. Views are fantastic everywhere on the island!!”

(Baros, 5, March 2023, Friends)

Another tourist reported:

“We came here for our honeymoon and felt immediately welcome the second we stepped off the plane in Male. Everyone was so friendly, especially Arif, and we could not recommend this resort more. The views were glamorous, the activities were all fantastic. Amazing service at the spa and pools/bars. Food was absolutely fantastic.”

(Atmosphere, 5, March 2023, Couple)

Another Guest left a review on TripAdvisor as following:

“We had dinner to celebrate our anniversary and it was fantastic. The food was exquisite and the staff very professional, friendly and attentive. Highly recommended. thank you island pizza staff zain sunny pradip usha all very helpful”

(Sun Siyam, 5, October 2023, Couple)

Another positive review for other hotel:

“Fantastic location with a wonderful lagoon. Cocoon service simply outstanding with high attention to customers. Excellent food with different alternatives even for the most requiring clients. Staff supporting clients with high focus on client priorities. Our azemar assistant (Riaz) was simply perfect supporting us to our request and desire !!”

(Cocoon Island, 5, June 2023, Couple)

#### **4.2.13. Fish**

The next theme will be “Fish” with following concepts: fish (162, 22%), sea (169, 23%), sharks (133, 18%), turtles (119, 16%).

A general review on TripAdvisor about this theme is:

“It was the best vacation I have had. The hotel is great. the sea view room is spacious and comfortable. The staff is kind and lovely. always on hand if we need anything. The lagoon is beautiful. We have never seen anything like it. we swam in an open-air aquarium and this on the edge of the beach. Rays, sharks, turtles and of course dozens of varieties of fish of all sizes.”

(Cocoon Island, 5, October 2022, couple)

Another guest wrote:

“Food is very tasty and freshly made... i recommend the cucumber salmon creme entree for fish lovers. there was a variety of dishes. I appreciate the efforts of the staff especially Gokul; he was very helpful and took photos of me 😊. the restaurant view is beyond spectacular. I’d recommend sitting at any sea view corners.”

(Sun Siyam, 5, November 2023, Solo)

The next interesting review is:

“It was a great experience. THE POOLS CREATED A MEMORABLE EXPERIENCE. The staff especially Mary Ann really made our stay comfortable. Reny the clinic lady to mention. Aakash in water villa too was working for our stay to be an experience. The snorkelling Ihsan also taught us very nicely. We saw a Turtle, water zebra snake, sting rays and golden fishes. The island trip Naufrau also was good with Turtle conservation centre.”

(Atmosphere, 5, October 2023, Couple)

Another guest from other hotel wrote:

“We had perfect 6 days on Baros, in the paradise. All the stuff did everything for a perfect Holiday. We were snorkelling and Diving, where we could see Sharks, turtles and Mandy different fishes. We hope we can come back soon.”

(Baros, 5, November 2023, Family)

#### **4.2.14. Maldives**

The final theme only includes two concepts which are Maldives (230, 31%) and airport (113, 15%).

One guest underlined the following:

“Lovely resort with the friendliest staff! Easy and fast connection from Male airport by speedboat at an additional cost. Beautiful nature scenes and lots of oceanic wildlife all over the island. The price point is slightly on the higher side compared to current all-in packages offered by peers in the Maldives. The bungalows are certainly very comfortable and cozy, but could do with some modern touches including a quality entertainment system for streaming music and video via streaming services. We loved the Sails bar which is just such a gem in the Maldives. Will certainly be back!”

(Baros, 5, April 2022, Couple)

A further tourist reviews was explained as:

“Atmosphere Kanifushi is a very beautiful and long island in the Indian Ocean. Great place to enjoy hospitality, leisure, quality food with your loved one. Staffs are so well-mannered and helpful that it is beyond imagination. Mary Ann our host was very sweet and she arranged each and everything we wished. Her service was top notch. And next time if we come to Maldives, we stay at Kanifushi only. Thanks Mary and Kanifushi resort staffs for the memories you gave us to cherish forever.”

(Atmosphere, 5, October 2023, Couple)

Another guest in other hotel mentioned:

“Lovely food from Maldives, akash has served us really well along with sathya shiv. We loved the hospitality. Loved the Indian food here.it was nice ambiance set it for us near the beach and it made our stay very memorable”

(Sun Siyam, 5, June 2023, Family)

A relevant visitor review was stated as:

“Cocoon Maldives is a beautiful island with exceptional staff that go above and beyond to make your stay amazing. We stayed at the end of October until early November this year with our daughter in room 404 which was beautiful and the tropical sea was our front garden with a resident crab and pufferfish. A special shout out to Jameel for making our room so beautiful for our 5-year anniversary and to all the restaurant staff. Both Jameel and all the staff are a real credit to the Island. My daughter had both a nut allergy and dairy intolerance and they personalised the food for her. We feel so lucky to have gone there.”

(Cocoon Island, 5, November 2023, Family)

According to conceptional framework as has shown in figure 5, the Themes Maldives, Island, Trip, Fish, Villa and Stay are related to the Natural environment, in other hand themes Restaurant, Drinks, Holiday, Room referring to the Manmade attractions.



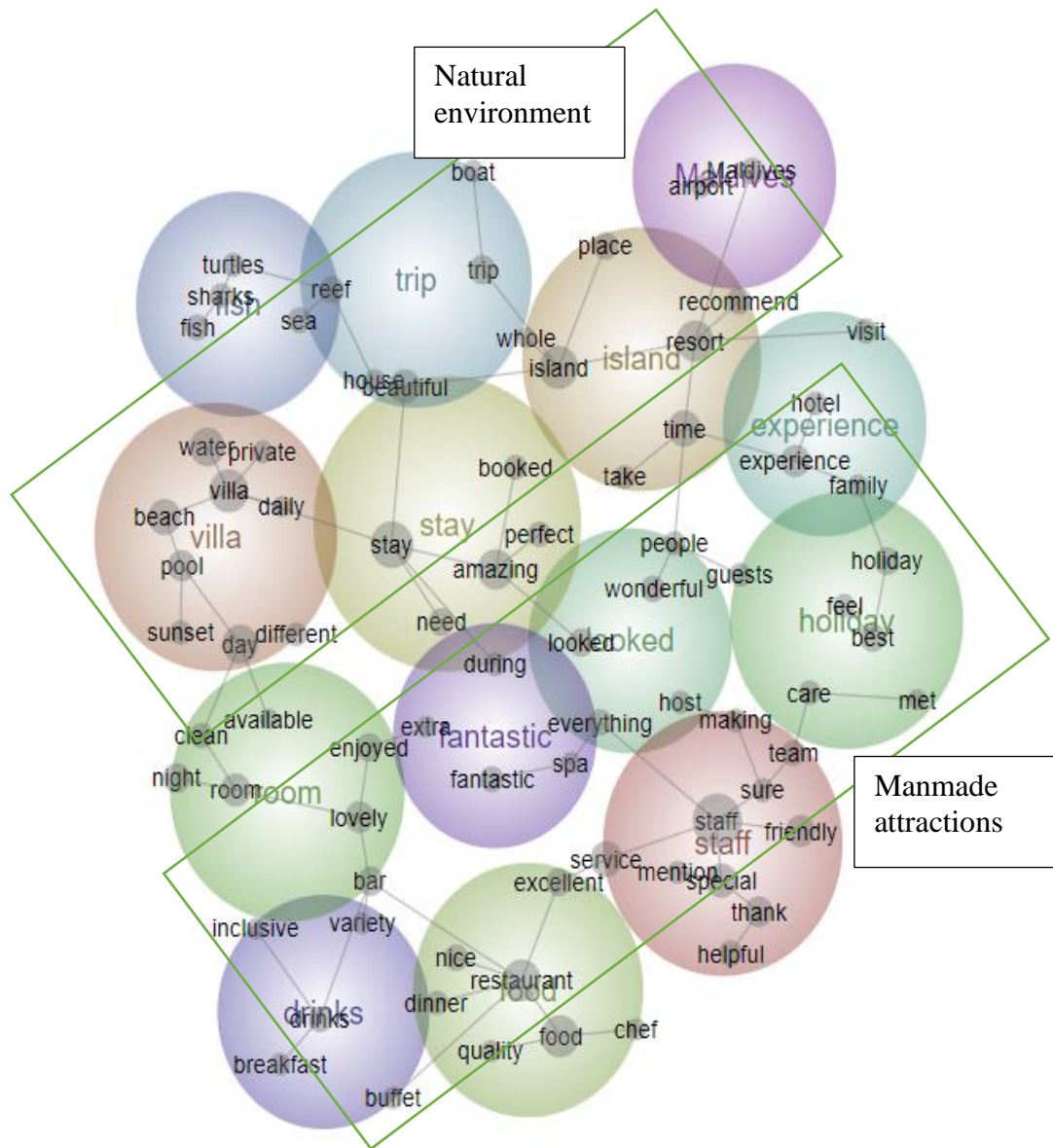


Figure 4. Conceptual map for natural and manmade attraction

### 4.3. Analysis by traveler type:

Result for the main dimensions linked with different type of travelers:

The main purpus of the third question was to determine the elements which caused satisfaction for visitors and here we will analyze the themes for different type of travelers, Family and Couple.

#### 4.3.1. Family

The second round of creating a conceptual map, Leximancer performed main dimensions for the Family travelers including:

Family (96, 80%), Guests (64, 51%), Daily (40, 51%), Time (222, 50%), People (72, 50%), Hotel (78, 49%), Mention (52, 48%)

The table at hand (Figure 6) provides an overall insight into the groups, themes, main concepts as well as likelihood of the satisfaction perceptions

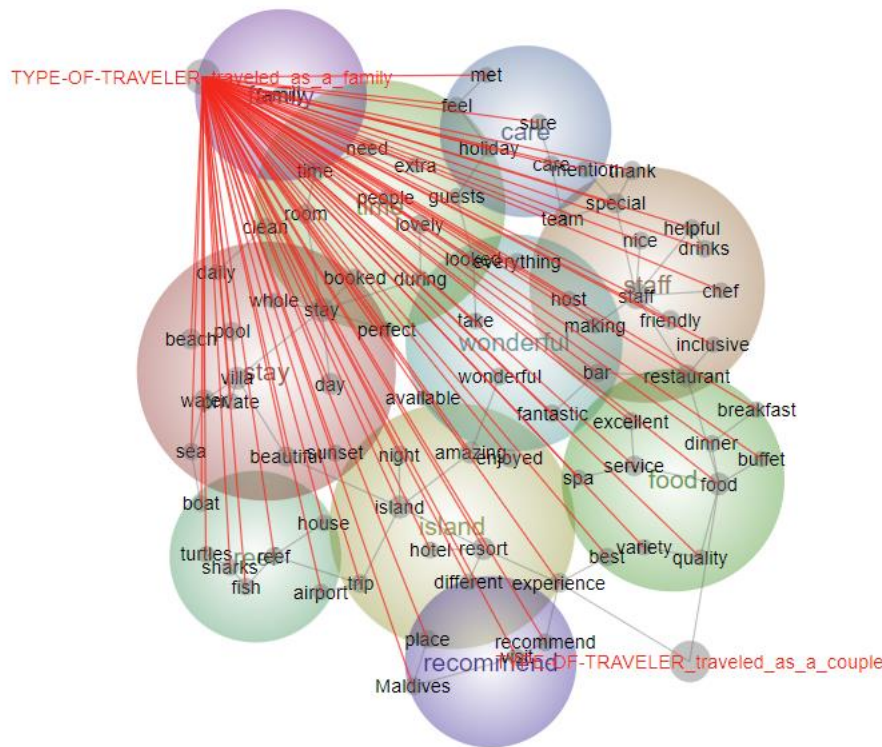


Figure 5: Conceptual map for the travellers as a family

A typical satisfied reviewer described:

“Cocoon Maldives is a very nice place to spend your holiday with a family. We have spent a wonderful 11 days there. We did a lot of snorkelling in surrounding waters and a few dives with the Oceanico Maldives team. The dives were fascinating including 1 night dive. We have seen turtles, dolphins, sleeping sharks and stingray fishes. The hotel staff have been always friendly and the food was really tasty. Our kids are kind of picky but they did not have a problem with choosing food that they liked anytime. I also highly appreciate how the kitchen staff treated my lactose intolerance. Their personal approach made my holiday totally carefree. It is really hard to pick one of the Cocoon staff but our personal guide Mr. Yasir is a very nice person and his friendly and helpful approach really made

the positive difference. We have had a lot of positive experience and looking forward to visit Cocoon again.”

(Cocoon Island, 5, August 2022, Family)

Another positive tourist experience was shared as:

“If you love boutique hotels/resorts feel, you will love Baros. We stayed at the water Villa and the room is spacious and well thought out. Love waking up to the sea breeze and sharks, fishes, rays that swim by. Staff is amazing and accommodating. They try their best to make your stay as memorable and comfortable as possible. Service is definitely top notch. The house reefs which is just 20m away from the shore is thriving and gorgeous, active with sea creatures. One should never miss the night snorkelling. You see the reefs in different light and the creatures that you see are also different from those in the day. The restaurants have pretty good food and there is enough variety for everyone. The space is big enough that we never felt like we are never surrounded by crowds. The staff is always around in case you need anything but never intrusive. And best of all it is only a 20-25mins speed boat away from Male! And a lot of the staff they have been working there a long time and I always believe that happy staff leads to happy guests! They have got something good going there for sure! Keep it up Baros! We will be back!”

(Baros, 5, October 2022, Family)

An enthusiastic reviewer shared:

“From the moment we arrived to the moment we left this resort we felt we were in paradise! The true assets are (of course) the white sand, blue water, and fish EVERYWHERE, but it would be remiss of me to not mention how lovely every single staff member we met here. The attention to detail is amazing. We want to make mention of the lovely Babul who assisted us with every meal, Abdulla, Locha, Shaun, Emran, and Ayub. Timi who attended to our room daily was also so very kind. We opted for the water villa and although I was hesitant about the extra cost, I was grateful we chose that option, because being able to flop into the lagoon below during the heat was the best! It was very thrilling being able to watch reef sharks cruise by, colourful fish and the stingrays. Each and every bar in the island is magic with attentive staff and chill-out music. We immediately upgraded from full board to the all-inclusive deal just to sit by the bar with mocktails for the kids and cocktails for myself. The snorkelling was amazing. I'll never forget the beautiful fish we saw.... just off the end of the pier! I would most definitely recommend this resort to all. We'll return, solely for the location and staff.”

(Sun Siyam, 5, September 2023, Family)

A pleasant experience was based on:

“Wonderful place! My family will come back here. And I will recommend this hotel to everyone! Thank you all! I will remember this time for all my live! Thank you again! And spa was great! Everybody was so polite and thankful! Week in spa thank u!”

(Atmosphere, 5, December 2023, Family)

### 4.3.2. Couple

While the main Dimensions for travelers as a couple including:

Dinner (95, 65%), Variety (55, 63%), Making (72, 62%), Host (66, 60%), Fantastic (109, 60%), Wonderful (113, 59%), Bar (136, 58%).

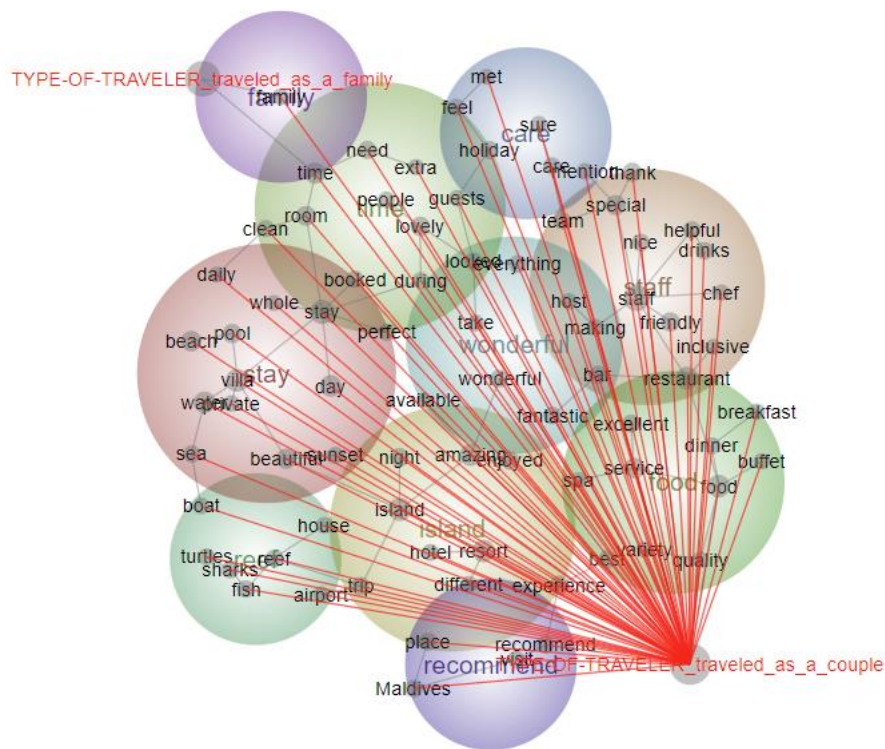


Figure 6: Conceptual map for the travellers as a couple

A typical shared comment regarding the theme “Dinner” is the following:

“The resort was fantastic, we stayed at a very nice villa. Everybody was very kind and friendly. There are many activities that you can do. Do not miss wonderful dinner at Pier 6. We enjoyed a lot our honeymoon a lot “

(Atmosphere, 5, June 2023, Couple)

A typical shared comment regarding the theme “variety” is the following:

“Can’t find a blemish in all aspects!! Stuff, rooms, service, clearness, quietness, privacy, sea life, clean crystal waters. You will think that you are swimming at your personal paradise!! Food quality -variety and breakfast are in the top level. I must mention that food is expensive and you should expect a minimum of at least 160-200 \$ for dinner for two per day. And you are in an isolated island. Excellent in all aspects: manager Mr Ibrahim Sharjah, our butler Sita and restaurant staff Rifath. Also, all the staff of the resort that we met each day! Our hope: Till the next time’ keep your paradise unspoiled!!”

(Baros, 5, August 2023, Couple)

Another shared comment regarding the theme “Making” is the following:

“The Resort is awesome, it offers lots of activities and opportunities, the food is super delicious, compliments to the cooks. Also, the service in the restaurants is amazing, special thank you to Babul, Mohamed, Chamil and Yogesh for making our experience here amazing and fulfilling every wish we had. The room service lady is also very amazing, coming twice a day and making everything perfect each time. For our honeymoon we received a nice beach dinner and more little attentions, that was also very nice. The island is big with lots of people and children, but there is an adult only infinity pool as well, so we could also enjoy some quiet time.”

(Sun Siyam, 5, December 2023, Couple)

Another traveler shared regarding the theme “Host” is the following:

“Great experience at Cocoon Maldives for our honeymoon with thanks to our host Hassan. The island was absolutely stunning. Good variety of activities and food / drinks under the AI package. Huge thanks also to the IM studio for stunning photos.”

(Cocoon Island, 5, October 2023, Couple)

#### **4.4. Analysis by recommendation**

In this chapter we will do analysis for dissatisfaction of travelers to Maldives hotels.

In most of negative reviews travelers mentioned something in common, like lack of vegetarian food in restaurant menu as travelers expected from a 5-star hotel, other issue common between all reviews was rudeness and lack of the staff, especially in reception in cases that reservations had error and they received room different from what they have booked reception keep them waiting more than 3 days to

solve their problem which it is not acceptable for a luxury hotel. Also, you could find in many negative comments some guests felt dissatisfaction because staff treat them different in compare with other guests in same hotel that it caused that they feel discrimination, which in most cases in negative reviews you could find it.

Food and high price of them in compare to their quality was other reason made travelers unsatisfied. In some cases, clients were unhappy about service of the premium rooms witch they are the most expensive villas so the guest expect higher quality of service for the money they have paid extra but many negative reviews they have mentioned that they have needed wait long time for someone to shows up and take care of their needs.

What you could find in some reviews about unhappy staff which is not acceptable for a 5-star luxury hotel, hotel need to make sure all staff working in their hotel are happy about what they are doing and they are in passion of providing service for guests. In some reviews gustes mentioned the shuttle bus drivers even tot listening to guest and they were busy in their phone which caused guests to yelling at them for stop.

In some negative reviews the reason of dissatisfaction was some construction in Island which is not acceptable for a 5-star luxury hotel where the guest chooses Maldives and these hotels as a relaxing destination to be far away for noisy cities, managers in these cases could close Island for a short time in low season or provide a promotion for guests who experiencing this issue to avoid any dissatisfaction for guests.

In general, most dissatisfaction caused by the way of treatment of staffs in any location in hotel but mostly it was reception which guests expect they can find their need when they have reach to reception where in most negative cases their issue did not solve unless after many times trying finally with talking to a manger, they could solve their issue.

Tourists that rated the Cocoon Island hotel's stay experience with the minimum classification of 2 underlined: "I will divide this review into good and bad, please read the bad as it is important if you want to choose the right hotel: The island is paradise, we have been to 3 different islands in the past trips to Maldives and this is the best one so far. Sand is amazing, water is amazingly blue. We loved the food; everything was fresh and delicious. The snorkelling trips were very nice. Special thanks to Fernando from Kurumba Bar, who made our mornings and sunsets very pleasant, he is very kind and attentive. Our fave spot was this bar because of him. Manta restaurant was very good, only thing I would say is the crispy coconut shrimps are way too expensive for what they are: 3 shrimps 30\$??? Not even tasty. The rest of the food (tartar, lobster and three floor cheesecake) was good. Now the bad points: We had already been to the Maldives and wanted to go back MAINLY because of the overwater villa. We arrived at the hotel and were taken to a Beach Villa, but we paid for a Lagoon Villa (not a promotion, we specifically paid for every one of the 6 nights in a Lagoon Villa) we went back to the reception and they did NOT believe us. We were told all Lagoon Villas were busy and that we would

have priority for an upgrade if there were any cancellations. It was actually an error of the hotel with the reservation. They did nothing to fix it. That's it. We spent the most horrible 3 first nights waiting for them to contact us, going to reception every morning and evening with no response. Our travel agency contacted them every day but reception did not solve anything until I talked to a manager or Director that I saw walking around the hotel. Then we got the upgrade. Staff in reception were not very helpful nor nice to us. They did not offer any compensation for the first 3 nights that we spent in the Beach Villa. Our agency had to request a late checkout, but still, this does not compensate the bad time and horrible feelings of the first 3 nights and days. No free dinner? No XXL all Inclusive at least the last 3 days? Nothing? No refund for the first 3 nights difference of expense??? We are VERY disappointed. Be careful with your bookings people, once you arrive there you are on your own. And no compensations or anything. If it had been my honeymoon I would have not stood up from reception until it had been solved, I would have slept there. But then again, I would have wasted my time in reception. We won't stop telling this story in all review sites and to all people that go to the Maldives.” (Cocoon Island, 2, January 2022, Couple)

Another negative review was explained as:

“We were really looking forward to our stay at Sun Siyam and to be honest, things looked great at the beginning. But 24 hours into the stay, we knew it was not worth it. Inspire of staying in the premium category room (we took the grand water villa with pool for the entire stay), we were treated as if we were there for a free stay. So here is a break-up of the experience: Rooms/ location - 9/10 Amazing views, clean and hygienic rooms, and good housekeeping services. Mini bar was a false call, with no snacks at all and only a terrible brand of beer for the namesake of giving alcoholic beverages on the menu. A total bummer was the pool water temperature. The least one would expect at such a premium property is that the pools are heated or at least have warm water. Waste of money here to have taken a pool villa. Restaurant & ground staff - 7/10 Polite and definitely tried to make people comfortable. Food- 2/10 Inedible is an understatement. If you are an Indian vegetarian then just avoid this hotel. The only saving grace during our 3-day stay was a lunch meal at Namaste India. But funnily enough the stand-alone restaurants were in operational during meal times, even if one wanted to pay and eat. The all-inclusive plan is a total waste at this property. The room service food was also not good, but when one is hungry, they have to eat whatever they get. And this pretty much sums up our food experience at this hotel. Mobility across the hotel: 1/10 While on paper buses should be running every 15 minutes, they often took longer. Bus drivers were often watching cricket on their phone or talking on phone. And they would blatantly ignore any request to drop you at your destination, and would simply follow the route even if you might end up being the only passenger on board. Fellow passengers often had to shout to make the bus stop because the drivers didn't bother listening. Rudeness level 10/10. Check and check out process - 4/10 Slow! Cumbersome! No buggy picks up during check out in a hotel which is so spread

out. Noticed that the non-Indians were being offered that check out pick up buggy service from room though. I wonder why?! All in all, my opinion is that every property in Maldives will offer amazing views. Sun Siyam needs to buckle up on their food, hospitality and staff etiquettes. Otherwise, I don't see how they will continue to survive. Should you go here? Nope! I am sure there are better options. Give yourself a good holiday. Not here. \*Re-Sharing my review here again, which got posted by error with another account."

(Sun Siyam, 2, October 2023, Family)

The dissatisfaction was highlighted by a visitor as follows:

"Snorkelling great. Overwater villa great. Service hit and miss. One minute the staff are all over you and next when you need something there's no one in sight. Resort needs some upgrades - pool old and looks tired. Price of food ridiculous for the quality. There are so many more real 5 Star resorts one could visit. I would look elsewhere."

(Baros, 3, July 2022, Family)

A further typical negative review was shared as:

This was our fourth visit to the island. On all previous reviews we've awarded the island 5/5. Sadly, this visit showed that a change of management and their ways of working can at times have a detrimental effect on guest experience. We stayed 17 nights and it was frustrating to try and battle to obtain restaurant reservations. On "previous visits, we had no such problems securing reservations but as the island has expanded, this appears to have had an impact on service. Staff were always so friendly and happy. Not this time. Even some familiar faces did not appear to be enjoying their work as they once did. The new extension of water villas and large residences have impacted the look and feel of the island. Moving it away from an authentic, traditional Maldivian feel to something reminiscent of a glitzy Dubai 'concrete' hotel. Food quality was good but availability and choice had been cut back compared to other stays. There was a lot of repetition which we've not experienced before. The new style seems to be preferential treatment towards certain guests over others. We've never experienced this before. That, along with a focus on getting their extra dollars from excursions, private dining etc. some of which was previously included in the AI package. Pier 6 - the supposed jewel in the island crown. You often get asked if you've dined there. Out of a party of 4 only two of us managed to eat there as you only get entitled to a second speciality meal AFTER your 14th night stay - Very mean!!! Service was poor, waiting for a table when the restaurant was empty (even though we were booked in for 7pm). Some staff borderline rude, especially the 'welcome' host who was the absolute opposite of 'welcoming'. Attention has been turned to these new aspects of the hotel whereas Just Veg (still the best restaurant on the island for both food and service) is in definite need of an upgrade. There is



noticeable staff shortages, which appear as the grounds are not as well kept (you would never see rubbish on the island on previous visits). Would be visit again? As previous ardent fans of the island it is now questionable whether we would return, which is a shame. We are hoping to travel back to the Maldives next year but have booked a different island - sadly, guess that says it all.”

(Atmosphere, 3, February 2022, Couple)

#### **4.5. Discussion**

The primary goal of this research study was to identify the key dimensions of travellers’ experiences at Maldives resorts, as revealed through narratives shared online.

The Leximancer software showed 14 significant themes: “Island”, “staff”, “stay”, “Vila”, “Room”, “Food”, “Holiday”, “Experience”, “Looked”, “Drinks”, “Trip”, “Fantastic”, “Fish”, and “Maldives”.

When comparing these results to those of earlier studies discussed in the literature review, it is evident that some findings align with previous research, while others diverge or even provide new insights not addressed in earlier studies.

For example, in this study the theme “Island” shows the most relevant theme of all the 14 ones, travelers mostly share their positive experiences about the islands. These satisfied experiences are related to Island itself, the beauty of island itself as well as resort inside the island. As reported in the prior studies by (Brochado et al.,2019) that talk about the theme Island also shows the positive reviews of travelers about them ‘Island’ but in this research the theme island is not the main significant theme.

The second important theme in this study is “Staff” and mainly refers to service, helpful and friendly. In previous study by (Haarhoff & Gany, 2017) mentioned "Friendliness and service from staff: Employees should exhibit high levels of competence, a caring attitude, assurance, reliability and responsiveness, when dealing with visitors at the resorts. Existing staff should be better trained to extend their knowledge base on tourism, customer service, and of the city and province. People employed in leadership positions must have an extensive knowledge of the tourism industry in order to have the skill set and knowledge to manage and plan more effectively for service quality in tourism. Provision should also be made for academic bursaries for management and staff to enable them to promote their studies and training in the tourism field.” And it covers same result of this research which is the importance of behavior and friendliness of staff in each resort.

The theme room which is mostly refer to lovely and clean also is other important parameter of satisfaction in each resort islands, a previous study covers this result from this research where (Naziman et al, 2012) found the importance of cleanness on satisfaction of travelers to resorts as one of main factors of their experience. “In this quadrant, elements that consist are Cleanliness of hotel room (5), Quietness or peacefulness in the room (9), Marine activities (12), Variety of food and beverage (13),

Quality of food and beverage (14), Value for money (21), Natural scenery (22), Quality of natural scenery, landscape, and environment (23). In this quadrant it explains that for the customers it is important elements that should be considered and yet the satisfaction of the customers also at the satisfactory level. For the service provider, it is good for them to maintain the strategies because it will give opportunities for gaining the competitive advantage.”. (Naziman et al, 2012).

Food as other theme in this research which refer mostly to food, restaurant, dinner, chef and quality, that shows how this theme can affect on travelers’ satisfaction, food also was found crucial in previous research. All element related to food found in this study can be found on previous mentioned research. The other previous research also found same result, the importance of food on traveler’s satisfaction. (Mo & Qi, 2023) mentioned importance of food: “Tourists’ attention to island tourism mainly focuses on the seaside characteristic scenery, marine characteristic food, accommodation conditions and so on.

Whether the scenic environment (including beach, seawater, etc.) of the island tourism is clean or not, whether the price is affordable, whether the scenic environment and scenery are beautiful, whether the surrounding hotel accommodation conditions are good, whether the special seafood catering and food is hygienic, and whether the price is reasonable will greatly affect the quality of tourists experience of island tourism. Therefore, the island tourism management department should strengthen the supervision and management of island tourism destination in terms of scenic spot and hotel environment, cost performance, marine food, etc.,”. The results of this study confirm the existing evidence by the research paper of (Mo & Qi, 2023).

Moreover, it is essential to thoroughly examine the resulting themes and individual concept analyses generated by Leximancer, as this investigation is key to understanding the new insights contributed by the study.

To begin analyzing the main concepts individually, it is pertinent to start with the theme "Island," which encompasses the primary concepts of “Island”, “resort”, “time”, “place”, “recommend”, “take” and “whole”.

In general, the travelers impressed by the island, in particular with the resort located in the island, reviewers mentioned about how island was a great place to spend their time as a beautiful experience. Many tourists enjoy and appreciate the beauty and cleanness of island and they have recommended island to others. They have added that whole experience was unique and wonderful in island.

The next relevant theme “staff” mainly focuses on “staff”, “service”, “special”, “friendly”, “thank”, “helpful”, “team”, “sure”, “making” and “mention”.

Next to the staff, service is the main concept mentioned in reviews, the staff as a team how they could provide great experience for guests with their politeness, being friendly and helpful as well as service they have provided. In most of positive or even negative reviews travelers significantly mentioned about the staff, even they have mentioned their names of them in many comments and it shows the importance of service providing by staff. According to reviews it is obvious that the way

travelers were treated by staff shaped their experience through the stay in resort and it should consider as one of important themes.

In the theme “stay” the most significant concepts are “stay”, “amazing”, “beautiful”, “need”, “perfect” and “booked”. Reviewers on TripAdvisor shared positive feedback about the key concept of "Stay." In particular, visitors praised the entertainment available for everyone, the enjoyable atmosphere, and the variety of facilities and activities offered during their stay. The reviewers mentioned that their stay how was amazing, beautiful, perfect and has covered all their needs. Through the result achieved from reviews it is obvious that how important is responding to needs of guests which it is directly related with their feelings after their whole experience which caused them to recommend others to book the resort after they have shared their feeling after stay.

A further clearly relevant theme to talk about is “villa” which integrates the concepts “villa”, “day”, “water”, “beach”, “pool”, “sunset”, “different”, “private” and “daily”. The theme villa mentioned in reviews mostly explained with different type of villas which the guests have stayed, like if the villa was with pool, beach front, their view and the way how the villas were private. In reviews it was obvious the quality and facility and cleanness of villas is associate with traveler’s experience, however, the main concept of “villa” in some review associated with negative traveler’s experience, in villas with pools guests expected warm water in pool and they have explained about their experience in cold water of pool. Also, the type of villa guest has received in compare to what they have booked and mistakes which happened in this process caused negative reviews.

“Room” presents the fifth important theme and it is following by concepts of “room”, “lovely”, “night”, “bar”, “enjoyed”, “clean” and available. Travelers deeply articulate their experience about cleanness and availability of rooms mostly with positive reviews explained how their experience was lovely and they have enjoyed their stay in their room. In some cases, the variety of items in their mini bar in rooms were mentioned which in some cases lake of variety caused negative reviews and also the quietness inside the room at nights was other concept mentioned by guests.

The sixth significant theme “food” represents the following main concepts: “food”, “restaurant”, “excellent”, “nice”, “dinner”, “chef” and “quality”. The key concept of "Food" received largely positive reviews, primarily in connection with the overall resort experience but also in some cases negative reviews mention according to lack variety of foods especially for vegans as well as in some cases the high price for foods in compare to their quality. It is noteworthy that many tourist reviews on TripAdvisor related to the theme of "Food" highlight two key concepts: "excellent" and "nice," which elevate the visitor experience. Additionally, the diversity of the food offerings, ranging from seafood to vegan options, was frequently emphasized. Therefore, it can be concluded that the overall visitor

experience was positively affirmed. In some reviews, travelers mentioned the chef names and showed their appreciation to them according to high quality food and great experience they have provided them.

Regarding to theme “Holiday”, Leximancer provided these concepts “best”, “holiday”, “care”, “feel”, “guests” and “met”. These concepts reveal predominantly positive shared reviews, with the positive visitor experience being shaped by the overall resort stay, the entire holiday experience, and the final recommendation to others. In many reviews the travelers’ statements started with “it was our best holiday ever” which complete by how the resort cares about their needs and service provided met their expectation from a five star resort and made them feel great and memorable holiday.

The theme “experience” deals with the following main concepts in this study: “experience”, “visit”, “hotel” and “family”. It is interesting that the theme “experience” is followed by hotel and visit which indicate that whole experience of travelers depends on hotel and their visit to resort. In resort islands as all experience of guests is inside the resort and they will spend most of their time with their families or friends there, resort and hotel itself have the main effect on guest’s experience.

The next theme deals with the “look” and the concepts of “looked”, “everything”, “wonderful”, “people”, “host”. In this context, it is interesting to point out that the theme look is following with positive concept of wonderful. In TripAdvisor reviews, guests express their feeling about host and people which mainly point at resort management and staff team. In many reviews, guests were mentioned that resort looked just wonderful, it represents the happiness of guests through their whole experience with their stay in resort.

The next theme “drinks” has the concept of “drinks”, “buffet”, “breakfast”, “variety”, “inclusive”. Drinks mainly draws attention to the restaurant and bar variety of drinks offered and if they have been included in the price of all-inclusive reservations. It demonstrates the importance of variety of drinks in breakfast time as well as bar but according to this study, drinks have lower priority in compare to food.

“trip” takes these concepts “trip”, “reef”, “house”, “boat” into consideration. Reviewers strongly emphasize the value of boat and reef trips, highlighting the high satisfaction levels of the tourist experience. Since there may be limited activities within the resort itself, these kinds of excursions can significantly enhance guest satisfaction during their stay.

The theme “fantastic” includes the main concepts: “fantastic”, “during”, “extra”, “spa”. The theme fantastic followed mostly with spa and extra as normally in resorts spa has extra charge so the guest mentioned that spa was fantastic however you need to pay extra fee. It is necessary to mention that a

further connection can be found with the theme stay that how the whole experience looked fantastic during their stay.

The next theme “fish” is following with concepts of: “fish”, “sea”, “sharks”, “turtles”. The theme fish has connection with themes food and trip, the reviewers express their feeling about their boat trip which took them in to an area to see the turtles and sharks. This kind of activity shows positive experience for travelers. Theme fish also has connection to theme food and concept of restaurant, in many reviews, travelers released their great experience in restaurant with fresh sea food like fish.

The Final theme “Maldives” only depicts “Maldives” and “airport” as the main concepts. It is interesting to observe that the word airport refers to the traveler’s experience in Maldives’s airports with seaplane airport experience. In rare cases long flights caused negative experience for travelers.

In conclusion, the second objective of this study was to identify the main type of attraction in resort islands, which the result of this study shows that the primary dimensions of the traveler’s experience at Maldives island resorts, ranked in order of importance, are “Island,” “staff,” “stay,” “Vila,” “Room,” “Food,” “Holiday,” “Experience,” “Looked,” “Drinks,” “Trip,” “Fantastic,” “Fish,” and “Maldives.” These dimensions are shaped by the visitors' real experiences and highlight what matters most to them, as well as the extent of their attraction to these aspects. Notably, the dimensions "Island," "staff," and "stay" show the highest and most significant frequencies in the software.

The first question of this study is what are the main dimensions of the guests experience in island resorts, the result from this study shows the main dimensions in order of priority are Island, staff, stay, Vila, Room, Food, Best, Experience, Looked, Drinks, Trip, Fantastic, Fish and Maldives. The second question of the study is to find main natural, cultural and manmade attraction of island, the result shows the Themes Maldives, Island, Trip, Fish, Villa and Stay are the main Natural environment attractions and Restaurant, Drinks, Holiday, Room are the major Manmade attractions. Third question of the study is if the main dimensions of experience vary according to the traveler’s type, the result of this study indicate that Family type attractions are themes Family, Guests, Daily, Time, People, Hotel, Mention While the main Dimensions for travelers as a couple including: Dinner, Variety, Making, Host, Fantastic, Wonderful, Bar. The result for the hypothesis in this study shows that in resort islands the cultural attractions have less priorities for travelers like historical sites, the main attraction will be natural environment like island itself and later follow by manmade attraction like restaurants and lodging. The results according to proposition of this study indicate that families’ priorities are other guests type in the hotel and for couples dining and restaurants are the main attractions.

It shows the result in this study ties with previous studies which in previous studies the most significant factors influencing a resort's attractiveness and visitor's decision to visit or not include its scenery, climate, activities, accommodation, food, service, price, staff, entertainment. (Haarhoff & Gary, 2017) or in other study find out tourist mostly care about safety, food and beverage, housekeeping, reception are the factors which make customers to offer the resort to others (Hayati et al, 2012). In other research the results found the location and accessibility as main factors (Dowlut & Gobin-rahimbux, 2023). Themes food, staff, activities, beverage and accessibility of island which refer to their airport are common between this study and previous ones, in other hand in Maldives resorts some factors like safety and climate are not important like the other destinations but instead the importance of type of villa offered is new in this study.

In this study the third objective is to identify resort island attraction from user generated context. In this study we evaluated interest of two group of travelers, travelers as couple and travelers with family. In couple travelers the main concepts were dinner, variety, host, fantastic, wonderful, bar and amazing, in other hand, for family groups the main concepts included family, guests, daily, time, people, hotel, mention, met and boat. In compare of these groups, it shows the couples care less about other people in hotel and the activities and more they care about their dinner and variety of food, bar and they explained how everything was fantastic and wonderful for their experience. In other hands family's priority are more around other people in resort and activities they can participate with their family.

This study other objective was to identify the attraction associated with the satisfaction and dissatisfaction. Rating 1, 2 and 3 can be categorized as dissatisfied reviews whereas 4 and 5 can be seen as satisfied visitor experiences. Satisfaction level 5 mainly address the themes "island", "fantastic", "staff" and "stay". Satisfaction level 4 draws attention to theme room and villa however, satisfaction levels 1, 2, and 3 mainly integrate to concepts service and theme food. The most negative reviews were about rudeness and carelessness of staff and lack of variety of foods and their expensive price in compare to its quality.

In summary, the findings and discussion of this study revealed that visitors generally had pleasant experiences during their stays at Maldives resort hotels. Travelers often highlighted the allure of the stunning island scenery, with its blue seas and white sands, frequently describing their resort experiences as amazing. Many enjoyed a relaxing holiday and were particularly impressed by the service provided by the staff. However, it is equally important to address the negative reviews. Dissatisfaction was often linked to rude staff and a lack of food variety. Additionally, the perception of overpriced food and drinks, relative to their quality, further detracted from the travelers' experiences. In conclusion, the dissatisfaction stemmed from overpriced food and impolite staff.

Overall, the statement “The dimensions linked with satisfaction and dissatisfaction vary” is confirmed. These findings deepen our understanding of the dimensions "island," "staff," and "stay." Visitors' overall positive impressions of the "island" strongly indicate their satisfaction and highlight what matters most during their stay at Maldives resorts. Additionally, the "staff" dimension primarily focused on politeness, service speed, and staff accessibility. also, the "stay" dimension encapsulated the common positive experiences of travellers.

The study concludes that this research offers new insights into the subjective perspectives of travellers' experiences in the Maldives by analyzing reviews from four resort islands. In essence, the findings of this study are innovative, as they introduce new dimensions to previous research. The primary goal was to identify the main narratives and concepts associated with both satisfied and dissatisfied online reviews. Furthermore, ratings play a critical role in understanding the key reasons why visitors choose to leave positive or negative feedback on TripAdvisor.

## 5: Conclusion and recommendation

### 5.1. Theoretical contribution

This research study provides a more comprehensive perspective on the experiences of travellers to Maldives resort islands compared to previous studies discussed in earlier chapters. The study not only explored but also advanced the understanding of key dimensions related to the Maldives resort experience. It identified both the critical dimensions specific to these resorts and the varying aspects of satisfying and dissatisfying tourist experiences.

Consequently, the dissertation offers deep insights and a new understanding of the experiences of travellers to island resorts. It also adds significant relevance to the existing literature by highlighting how guests' experiences at these resorts can influence and further enhance island resort tourism in different countries. Furthermore, the study underscores the importance of using online reviews from TripAdvisor to gain a better understanding of tourist experiences, as these reviews provide more valuable insights into the tourism industry than other methods. Additionally, TripAdvisor helps reduce response bias compared to surveys or interviews. Research on online reviews offers several benefits, such as easy access to data, fast and straightforward data collection, and the ability to gather information without directly interacting with human subjects (Taecharungroj et al., 2019).

What makes this study particularly innovative and credible is its use of mixed content analysis, incorporating online reviews from four resort islands—an approach not previously utilized in studies involving online reviews. The findings reveal the multidimensional nature of the satisfaction experience.

In conclusion, the findings of this research contribute to the existing literature by identifying the distinct dimensions of the Maldives resort experience, particularly those associated with both positive and negative tourist perceptions. Using the Leximancer software, the study uncovered key overarching themes related to the visitor experience, with some themes proving to be more significant than others. The study highlights two contrasting perspectives—satisfaction and dissatisfaction—evident in online reviews about the different type of visitor experience at the Maldives resorts experience. It is evident that these satisfaction dimensions offer intriguing and contrasting insights into tourists' viewpoints. Negative reviews often focus on issues like food and service, whereas positive reviews praise the island, the fantastic atmosphere, staff, and the overall stay. Also In this study, we evaluated the interest of two groups of travellers: couples and families. For couples, the main concepts were dinner, variety, host, fantastic, wonderful, bar, and amazing. On the other hand, for families, the main concepts included family, guests, daily, time, people, hotel, mention, met, and boat.



While earlier studies touched on satisfaction levels by analysing ratings from "excellent" to "terrible" on TripAdvisor, "this study explored island tourism experiences by analyzing key dimensions derived from visitors' online reviews. The findings hold significance for the literature, offering valuable insights into tourist experiences in the context of Cape Verde, an under-researched destination in island tourism. (Brochado et al., 2019).", they did not explore the specific dimensions or create a conceptual map within the context of the Maldives resort experience. Therefore, this research fills a gap in the literature by more thoroughly identifying and defining new dimensions of the resort experience.

## **5.2. Managerial implications**

To begin with, the study provides new and varied insights into the experiences of tourists visiting Maldives resorts. By examining the growing appeal of these resorts and the integration of different aspects of the tourist experience during their stay, the research highlights the crucial importance of each dimension in enhancing the overall visitor experience. These findings emphasize how each element contributes to elevating the quality and memorability of a stay at Maldives resorts. It can be argued that for a destination to encourage repeat visits, it must consistently deliver a high-quality experience that not only meets but ideally exceeds visitor expectations. Ensuring that guests have a memorable and exceptional experience is key to fostering loyalty and encouraging them to return (Almeida & Garod, 2018).

Addressing the themes of dissatisfaction in the tourist experience involves implementing targeted improvements. To ensure a comprehensive and fulfilling experience for each visitor, it is crucial to focus on each dimension individually. By carefully evaluating and enhancing these specific areas, destinations can effectively address shortcomings and elevate the overall visitor experience. For instance, for them Island most negatives reviews were related to some construction on Island which caused make guests unhappy, managers need to make sure the island is closed in low seasons when they start construction or they can provide promotion to keep guests happy. In previous study important of the theme island determined as important theme with same mythology (Brochado et al., 2019).

When it comes to "food", resort managers need to know food and drinks price are high and the quality should reach the expectation of guests, also they need to make sure there are variety of food for people with different diet, it is crucial to make sure all guests are happy with food option restaurants offer, in many dissatisfied reviews they were people with special diet like vegetarians who could not find variety of vegan foods, maybe it seems they are not priority as they are just few guests with these special needs but they are majority of people in negative comments in reviews. In case it is not possible that all variety of food to offer, the best way is to ask guests about if they have a special diet after booking, then resort can ask kitchen to make foods with their interest special for their table. According to (Hayati et al, 2012) food plays a major role when it comes to satisfaction of guests.

Staff has main effect on guests' satisfaction on their entire experience of stay on resort, managers need to make sure all staff have trained completely, the existence of staff around guest is essential for a 5-star resort hotel, guests should not wait long time to find a staff to ask for their request. Managers should hire people who love to provide service, a driver for shuttles who do not seem happy and do not listen to guests is not acceptable for a luxury hotel, happy staff is a key, in both positive and negative reviews politeness and smile of staff were the highlight. Reception needs to solve guest issue when the guest spend their time to reach them, in case they cannot solve the issue immediately they need reach manager in charge of that matter to solve their issue as soon as possible as a staff of a 5-star luxury hotel. Other important issue is staff should be trained the way never shows any discrimination behavior, all guest should treat in same way, sometimes the tips culture can cause this issue as staff care about people who they think will pay more tip, managers can have a rule like all tips need to be collected and split between all staff, as some cultures do not pay any tip and staff who is host for them start to feel unhappy and cause different behavior toward them but by splitting tips all staff can do their job the best way. According to (Haarhoff & Gary, 2017) staff and service are significant factors related to tourists' satisfaction.

Finally, for different type of travelers, family and couple, it is better island have 2 divided parts for their stay, couples need more privacy, care more about food and drink, so they need better access to bar and restaurant when families care more about the activities for their family and existence of other people in hotel, so they can be more involve with other people and have better access to activities.

### **5.3. Limitations and future research recommendations**

The research study at hand has several limitations that should be acknowledged. First, the study relied exclusively on English reviews for analysis using the Leximancer software, which meant that only comments written in English on TripAdvisor were considered. Although the study utilized Google Translate for non-English reviews available on TripAdvisor, translation inaccuracies could introduce biases.

A notable limitation of Leximancer is its handling of similar words with different meanings. For instance, "Nice" as a city and "nice" as an adjective are treated the same by the software, potentially leading to misinterpretations. Therefore, careful attention is required when reading and analyzing the results.

While this dissertation employs a mixed content analysis approach, future studies could adopt a more quantitative approach to gain a deeper numeric understanding of island resort experiences. This could be achieved through surveys or in-depth interviews to validate the identified dimensions.

Moreover, future studies could extend this research by focusing on island resorts in different countries, providing new insights and potentially uncovering additional dimensions not identified in this study. Exploring other online review platforms beyond TripAdvisor could also enrich the findings, offering a broader perspective on tourists' experiences at Maldives Island resorts.

Another avenue for future research is to include demographic information such as age and gender from TripAdvisor reviews. Incorporating this data could help future researchers identify how satisfaction levels and associated dimensions vary across different demographic groups. Since this study primarily focused on general satisfaction aspects and did not perform a conceptual map based on gender, traveler age, or comparisons with resorts in other countries, creating such maps could yield more detailed and diverse perspectives.

In conclusion, while this study provides a valuable contribution to understanding tourist experiences in Maldives Island resorts, there remains significant potential for further research to enhance and refine these insights. Conducting additional studies could help identify new dimensions of satisfaction and dissatisfaction, ultimately leading to improvements in the island resort tourism experience and addressing existing research gaps.

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## 7. Annex

### Annex A. Number of theme repeated in comments

