

What Do Social Networks Tell Us About Tourism?

Artificial intelligence for analysing social networks and tourism reviews

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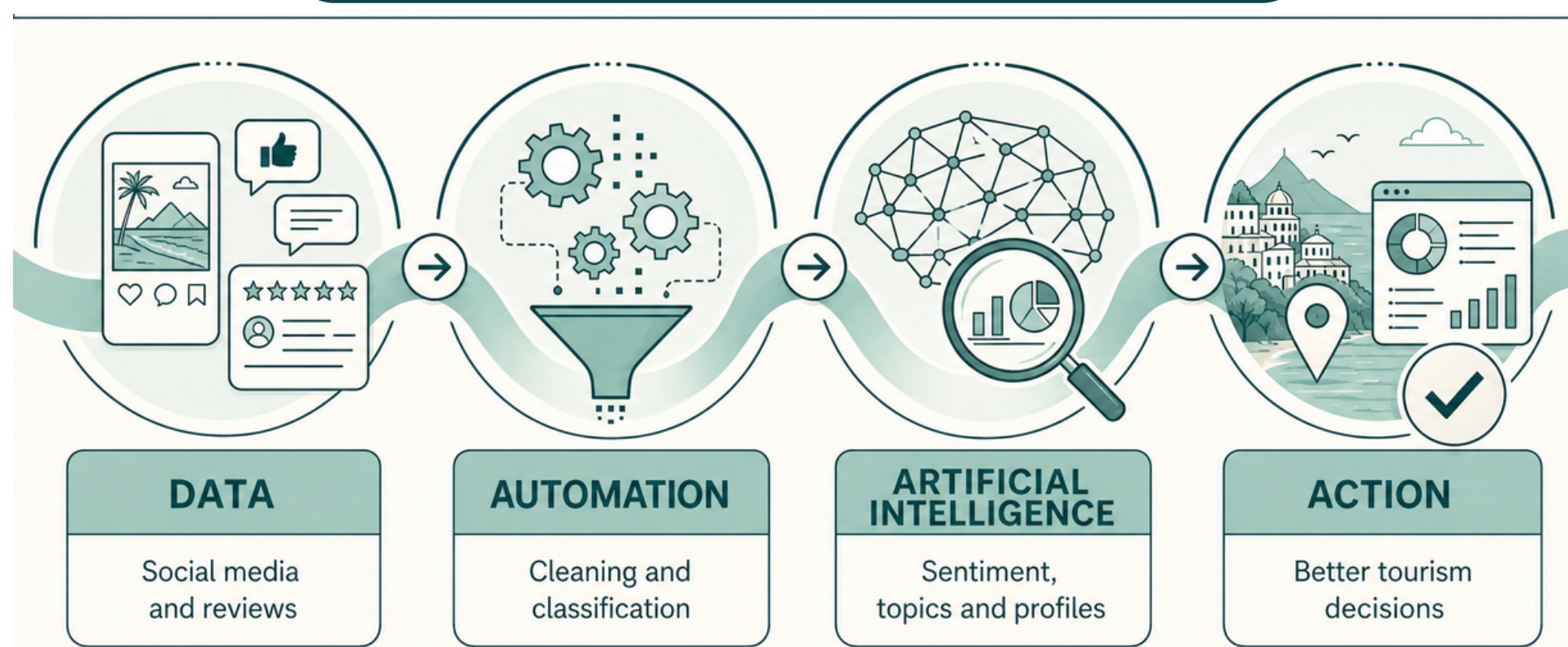
WHAT IS ANALYSED?

Social-media content from users, brands and virtual agents, together with online reviews from Booking, TripAdvisor, Google Maps and Trustpilot.
Focus: #TravelTrends, #EcoTourism, #Greenwashing and #GlutenFreeTravel.

HOW IS IT DONE?

Data are collected through web scraping and official APIs, organised into structured datasets and analysed with automated workflows and tourism-specialised artificial-intelligence agents. Emotions, topics, profiles and communication patterns are identified and visualised.

FROM DATA TO DECISIONS



WHAT ARE THE OBJECTIVES?

Emerging trends, visitor needs, satisfaction, trust and signals of greenwashing are identified across different tourism profiles.
The findings are intended to inform communication and tourism-product design.

HOW CAN IT BE APPLIED?

The resulting knowledge can support companies, destinations and public institutions in improving online reputation, personalising tourism offers and promoting responsible communication. A replicable and transferable methodological model is expected.

Instituto de Desarrollo Social y Territorial (INDEST), a través del proyecto Inteligencia Artificial para el Análisis de Redes Sociales y Reseñas en el Sector Turístico (Convocatoria 2025CRINDESTABC).

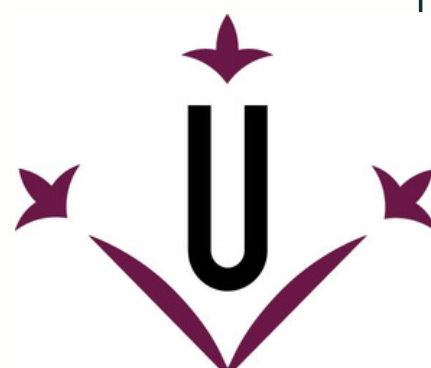
Expected impact scientific results, knowledge transfer and public engagement

Science: at least 3 indexed research articles.

Research community: 4 leading conferences: ENTER27, ICOT27, AEMARK26/27 and TURITEC27.

Tourism sector: workshops and practical tools.

Society: open dissemination and European Researchers' Night activities



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