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# Tourist Perceptions of North Tapanuli Tourism Destinations in the Online Space: A Netnography Research

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## ABSTRACT
This study examines tourists' perceptions of tourism destinations in the Tapanuli region as articulated in online spaces. Employing a qualitative approach, the research analyzes user-generated content in the form of online reviews, comments, and narrative descriptions collected from publicly accessible digital platforms. The findings indicate that tourists' perceptions are shaped through a dynamic interaction between positive and negative narratives. Positive perceptions predominantly emphasize natural beauty, scenic landscapes, cultural richness, and emotional experiences of relaxation and tranquility. Conversely, negative perceptions frequently relate to inadequate sanitation, poor facility maintenance, accessibility constraints, and environmental management issues. These contrasting narratives coexist within online spaces, contributing to a multidimensional and continuously negotiated destination image. The study further demonstrates that online spaces function as influential arenas for the formation of collective perceptions, where tourists' experiences are shared, evaluated, and amplified through digital interaction. The results highlight that the effectiveness of digital tourism promotion depends not only on technological visibility but also on the consistency between online representations and on-site conditions. This research contributes to the literature on digital tourism and destination image by providing empirical insights into how tourists' perceptions are constructed in online environments and offers practical implications for more responsive and sustainable destination management strategies.
**Keywords:** tourist perception; online space; tourism destination

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## INTRODUCTION
Digital-based tourism has undergone significant development alongside the rapid advancement of information and communication technologies integrated into tourism promotion, destination management, visitor experiences, and community engagement. Tourism digitalization is no longer limited to providing basic information but has expanded to include operational efficiency, transparency, participatory governance, and the strengthening of community-based tourism ecosystems. Numerous studies indicate that digital platforms enhance information accessibility, improve destination management efficiency, and encourage local community involvement in tourism development (Rahman, 2021; Ridha et al., 2023). This transformation reflects a paradigm shift from conventional promotion toward a more integrated and responsive digital tourism ecosystem.

At the policy level, the development of digital tourism in Indonesia aligns with the national agenda of Tourism 4.0, which emphasizes the integration of ICT in destination promotion and management at both national and regional levels. Research highlights the adoption of digital tourism and sustainable smart tourism frameworks as strategic approaches that combine technological innovation with community participation to enhance destination competitiveness and sustainability (Rahman, 2021; Sufi & Sabri, 2020). Within this framework, digital technologies function not merely as promotional tools but as strategic instruments that support governance, data-driven decision-making, and long-term destination development.

The growing utilization of digital platforms in tourism is evident in the widespread adoption of mobile applications, interactive websites, e-tourism systems, and location-based services that facilitate information access, navigation, and service reservations. The implementation of electronic ticketing and digital promotion platforms has been shown to improve operational efficiency and enhance visitor experiences across various destinations (Husain et al., 2025; Ningsi et al., 2025). Moreover, the integration of advanced technologies such as AI-based chatbots, virtual panoramas, and virtual reality demonstrates a trend toward increased interactivity and personalization in digital destination promotion (Herawati & Pranatawijaya, 2025; Indarta et al., 2024).

Alongside these developments, online spaces—including social media, discussion forums, and travel review platforms—have become primary arenas for shaping tourists' perceptions of destinations. Tourist perceptions are increasingly formed through exposure to user-generated content (UGC), online reviews, and peer interactions rather than solely through official promotional materials. Empirical studies indicate that online reviews and electronic word-of-mouth (e-WOM) act as critical mediators between destination attractiveness, digital marketing efforts, and tourists' visit intentions (Iriyanti et al., 2024; Yandi et al., 2023). Consequently, online spaces operate as social environments where destination images and collective perceptions are continuously produced and negotiated.

Previous research further demonstrates that the quality of online reviews concerning destination attributes—such as attractions, amenities, accessibility, and ancillary services—significantly influences tourists' overall perceptions of destination quality (Saputra et al., 2024). Additionally, e-WOM disseminated through online travel review platforms has been shown to shape tourists' brand knowledge and destination image, as evidenced in studies on Bali's tourism branding (Purnawan et al., 2021). However, these influences are not uniform, as cultural context and destination characteristics may moderate how online information is interpreted and internalized by tourists.

Despite the growing potential of digital tourism, several studies identify persistent challenges related to unequal internet infrastructure, limited digital literacy, and insufficient human resource capacity to manage digital promotion and services effectively. These constraints necessitate sustained investment in digital infrastructure, comprehensive digital literacy programs, and institutional capacity-building at the local level to ensure inclusive and sustainable digital tourism development (Firmansyah et al., 2021; Marlizar et al., 2025). Without such support, the capacity of online spaces to foster positive tourist perceptions may remain underutilized.

Based on this background, examining tourists' perceptions of destinations as expressed in online spaces is essential for understanding how digital narratives, reviews, and interactions collectively shape destination images. This study aims to address this gap by analyzing tourists' perceptions articulated within online environments, thereby contributing theoretically to digital tourism studies and practically to data-driven destination management and promotion strategies. Understanding the dynamics of tourist perceptions in online spaces is expected to assist destination managers in developing more adaptive, participatory, and sustainable tourism promotion approaches.

## METHOD

This study adopted a qualitative approach to explore tourists' perceptions of tourism destinations as expressed in online spaces. The data consisted of textual user-generated content in the form of online reviews, comments, and narrative descriptions collected from publicly accessible digital platforms, including travel review websites, news portals, and tourism-related online media. The dataset comprised both positive and negative tourist reviews related to destinations in the Tapanuli region, reflecting diverse visitor experiences, evaluations of facilities, accessibility, environmental conditions, and cultural attractions. These materials were obtained from compiled review documents and online sources that captured spontaneous tourist expressions and evaluative judgments toward destinations in Tapanuli .

Data analysis was conducted using qualitative thematic analysis to identify recurring patterns, dominant themes, and contrasting perceptions within the online reviews. The analytical process involved data familiarization, open coding, theme categorization, and interpretive synthesis to distinguish positive perceptions (e.g., natural beauty, cultural richness, relaxation) from negative perceptions (e.g., sanitation, accessibility, infrastructure, and environmental issues). To ensure

trustworthiness, the analysis applied cross-source comparison between positive and negative review sets, allowing triangulation of perspectives across platforms and content types. Ethical considerations were addressed by analyzing only publicly available data and omitting identifiable personal information, ensuring responsible and transparent use of digital content.

# RESULTS AND DISCUSSION

## Results

### Overview of Tourists' Perceptions in Online Spaces

Tourists' perceptions of destinations in the Tapanuli region, as expressed in online spaces, demonstrate a complex interplay between admiration for natural and cultural attractions and dissatisfaction with infrastructural and environmental conditions. Online reviews reveal that tourists actively articulate their experiences through evaluative language that highlights both emotional responses and functional assessments of destinations. These perceptions are not merely individual opinions but are shaped and reinforced through repeated narratives across platforms, indicating the emergence of shared evaluative patterns.

Positive perceptions are predominantly associated with natural beauty, scenic landscapes, cultural richness, and a sense of tranquility. Many tourists describe destinations in Tapanuli as places for relaxation, healing, and immersive cultural encounters. At the same time, negative perceptions emerge strongly in relation to basic facilities, cleanliness, accessibility, and environmental management. These contrasting narratives coexist within the same digital spaces, reflecting the dual character of tourists' experiences.

The coexistence of positive and negative perceptions suggests that online spaces function as arenas of negotiation, where destination images are continuously constructed and contested. Tourists do not only consume information but actively contribute to the collective understanding of what destinations in Tapanuli represent. Consequently, online perceptions become an important indicator of destination performance and visitor satisfaction.

Overall, the analysis indicates that tourists' perceptions in online spaces are multidimensional, combining affective appreciation with critical evaluation. This multidimensionality underscores the importance of examining online reviews holistically rather than focusing solely on promotional narratives or isolated complaints.

### Positive Perceptions of Natural Attractions and Scenic Beauty

A dominant theme emerging from positive online reviews is the appreciation of natural attractions and scenic beauty across destinations in the Tapanuli region. Tourists frequently emphasize the grandeur of landscapes, such as lakes, waterfalls, mountains, and forests, describing them as breathtaking and beyond expectations. These descriptions often employ emotive language, suggesting strong affective engagement with the natural environment.

Many reviews highlight the visual appeal of destinations, particularly panoramic views, cool climates, and unspoiled natural surroundings. Tourists report feelings of calmness and rejuvenation, positioning Tapanuli as an ideal destination for relaxation and escape from urban routines. Such perceptions reinforce the image of the region as a nature-based tourism destination with high experiential value.

In addition to visual beauty, tourists also associate natural attractions with opportunities for outdoor activities such as trekking, hiking, swimming, and cycling. These activities are perceived as enhancing the overall tourism experience by enabling direct interaction with nature. The availability of diverse natural attractions within relatively close proximity further strengthens positive perceptions.

The consistency of these positive narratives across different destinations suggests that natural beauty constitutes a core component of Tapanuli's destination image in online spaces. This finding aligns with the prominence of nature-based tourism in tourists' evaluative frameworks. Table 1 presents the main positive perception themes derived from the analyzed data.

Table 1. Dominant Positive Perception Themes in Online Reviews

| Theme | Description of Perception | Frequency (Indicative) |
|---|---|---|
| Natural scenery | Lakes, waterfalls, mountains, panoramic views | High |
| Climate and atmosphere | Cool weather, calm environment, serenity | High |
| Outdoor activities | Hiking, trekking, swimming, cycling | Medium |
| Visual appeal for photography | Scenic spots, sunrise/sunset views | Medium |
| Sense of relaxation | Healing, stress relief, peacefulness | High |

The data in Table 1 illustrate that natural scenery and atmospheric qualities are the most frequently mentioned positive aspects in online reviews. Tourists consistently frame their experiences around visual and emotional engagement with nature, reinforcing the centrality of environmental aesthetics in shaping destination perceptions. These findings suggest that natural assets are a key strength of tourism in the Tapanuli region and serve as primary drivers of positive online narratives.

**Cultural Experiences and Local Identity in Tourists' Narratives**

Beyond natural attractions, cultural experiences emerge as an important dimension of positive tourist perceptions in online spaces. Tourists frequently mention encounters with local traditions, cuisine, architecture, and community life as memorable aspects of their visits. Such narratives indicate that cultural elements contribute significantly to tourists' understanding and appreciation of destinations in Tapanuli.

Online reviews often describe local culture as authentic, welcoming, and distinct, emphasizing traditional dances, music, food, and daily practices. These cultural encounters are perceived as enriching experiences that differentiate Tapanuli from more commercialized destinations. Tourists tend to value opportunities to observe or participate in cultural activities, framing them as meaningful interactions rather than passive consumption.

Local identity is also expressed through references to traditional villages, markets, and community-based tourism activities. These references suggest that tourists associate cultural authenticity with direct engagement with local residents. Positive perceptions are reinforced when tourists perceive locals as friendly and open, contributing to a sense of comfort and belonging.

The prominence of cultural narratives in online reviews indicates that cultural heritage plays a complementary role alongside natural attractions in shaping destination images. However, cultural experiences are often described in relation to specific locations or activities, suggesting potential for further development and structured cultural tourism offerings.

**Negative Perceptions Related to Facilities and Sanitation**

Despite the strong presence of positive narratives, negative perceptions related to facilities and sanitation appear prominently in online reviews. Tourists frequently express dissatisfaction with the condition of basic amenities, particularly toilets, waste management systems, and cleanliness in public areas. Such issues are often described in explicit and emotionally charged language, indicating strong negative impressions.

Several reviews mention dirty or poorly maintained toilets as a major source of disappointment, especially in popular or heavily visited destinations. Tourists perceive the lack of clean facilities as incongruent with the destination's natural beauty, creating a sense of dissonance between expectations and reality. This mismatch negatively affects overall satisfaction and willingness to recommend the destination.

Waste management emerges as another recurring concern, with tourists reporting littered areas and visible pollution in natural settings. These conditions are perceived not only as aesthetic problems but also as indicators of inadequate destination management. Tourists often link environmental cleanliness to the professionalism and credibility of tourism governance.

The persistence of these negative perceptions across multiple reviews suggests systemic issues rather than isolated incidents. As a result, sanitation and facility management constitute critical weaknesses in the destination image of Tapanuli as reflected in online spaces. To better illustrate the nature of negative perceptions expressed by tourists, Table 2 summarizes the main facility-related issues identified in online reviews.

Table 2. Dominant Negative Perception Themes Related to Facilities

| Issue Category | Description of Complaint | Frequency (Indicative) |
|---|---|---|
| Toilet cleanliness | Dirty toilets, lack of water, poor maintenance | High |
| Waste management | Littering, garbage accumulation, pollution | High |
| Public facilities | Insufficient seating, shelters, signage | Medium |
| Environmental care | Perceived neglect of natural areas | Medium |

The data in Table 2 reveal that sanitation-related issues dominate negative online narratives. These findings highlight the importance of basic facility management in shaping tourists' perceptions and satisfaction. Addressing these issues is essential to prevent negative reviews from overshadowing the region's natural and cultural strengths.

**Accessibility and Infrastructure as Sources of Dissatisfaction**

Accessibility and infrastructure represent another major source of negative perceptions among tourists. Online reviews frequently mention difficulties related to transportation, road conditions, and access to destinations, particularly in areas affected by natural disasters or limited infrastructure development. Such challenges significantly influence tourists' evaluations of their overall experience.

Tourists report long travel times, damaged roads, limited public transportation options, and high transportation costs as barriers to convenient access. These issues are often framed as sources of physical discomfort and logistical stress, detracting from the enjoyment of the destination. In some cases, accessibility problems lead tourists to shorten their visits or avoid certain destinations altogether.

Infrastructure-related complaints also include inadequate signage and limited information availability, which hinder navigation and orientation. Tourists express frustration when destinations are difficult to locate or when directions are unclear, particularly for first-time visitors. These experiences contribute to perceptions of poor destination readiness.

The prevalence of accessibility-related complaints suggests that infrastructure development is a critical determinant of tourists' perceptions in online spaces. Even destinations with high natural and cultural value may receive negative evaluations if access is perceived as difficult or unsafe.

**Emotional Expressions and Affective Responses in Online Reviews**

Tourists' online reviews reveal not only cognitive evaluations but also strong emotional expressions that shape overall perceptions. Positive reviews frequently convey feelings of awe, joy, relaxation, and gratitude, while negative reviews express disappointment, frustration, and concern. These affective responses play a central role in how destinations are remembered and communicated online.

Emotional language amplifies the impact of reviews, making them persuasive to other potential visitors. Positive emotions are often associated with unexpected beauty or memorable experiences, reinforcing the destination's appeal. Conversely, negative emotions tend to arise when basic expectations are unmet, such as cleanliness or accessibility.

The emotional intensity of reviews suggests that tourists' perceptions are deeply experiential rather than purely rational. Online spaces thus become platforms where emotional narratives circulate and influence collective perceptions. These narratives can strengthen or weaken destination images depending on their dominant tone.

Understanding the emotional dimension of online reviews is crucial for destination managers seeking to respond effectively to tourists' concerns and enhance positive experiences.

**Synthesis of Positive and Negative Perceptions in Destination Image Formation**

The synthesis of positive and negative perceptions illustrates how destination images are dynamically constructed in online spaces. Rather than presenting a uniformly positive or negative image, online reviews portray destinations in Tapanuli as places of contrast. Natural beauty and cultural richness coexist with infrastructural and management challenges.

This coexistence suggests that tourists evaluate destinations holistically, integrating multiple dimensions of experience. Positive attributes may initially attract visitors, but negative experiences can significantly influence post-visit evaluations and recommendations. As a result, destination images remain fluid and subject to continuous reinterpretation.

Online spaces amplify this dynamic by enabling rapid dissemination of both praise and criticism. Potential tourists are exposed to a balanced range of perspectives, which may enhance credibility but also raise concerns. Consequently, managing online perceptions requires addressing weaknesses while reinforcing strengths. Overall, the findings demonstrate that tourists' perceptions in online spaces provide valuable insights into destination performance. These perceptions reflect lived experiences and collective evaluations that should inform more responsive and sustainable tourism development strategies.

**Discussion**

The findings of this study confirm that online spaces play a central role in shaping tourists' perceptions of destinations, particularly through user-generated content such as online reviews and comments. Positive perceptions of destinations in the Tapanuli region are dominantly constructed through narratives emphasizing natural beauty, scenic landscapes, and emotional experiences of relaxation and tranquility. This finding aligns with previous studies which demonstrate that destination attractiveness and visual appeal significantly influence tourists' perceptions and visit intentions when mediated through online reviews and e-WOM (Iriyanti et al., 2024; Yandi et al., 2023). The consistency of positive narratives across multiple platforms reinforces the argument that online spaces function as powerful amplifiers of destination image, especially for nature-based tourism.

In addition to natural attractions, this study highlights the importance of cultural experiences in shaping positive tourist perceptions. Tourists frequently associate destinations with authentic local culture, traditional practices, and interactions with local communities. These findings support earlier research indicating that cultural elements contribute to destination image formation and brand knowledge, particularly when communicated through online travel review platforms (Purnawan et al., 2021). However, this study also suggests that cultural narratives tend to appear less structured and less frequent than nature-based narratives, indicating that cultural potential in the Tapanuli region may not yet be optimally translated into coherent digital storytelling. This nuance extends prior literature by emphasizing the uneven visibility of cultural assets in online tourism discourse.

Conversely, the dominance of negative perceptions related to sanitation, facilities, and environmental management reflects a critical dimension of tourists' online evaluations. Complaints about toilet cleanliness, waste management, and polluted environments echo findings from studies that identify service quality and basic infrastructure as key determinants of tourist satisfaction and dissatisfaction (Saputra et al., 2024). Similar to the conclusions of Hutapea et al (2024), this study demonstrates that online reviews serve not only as expressions of personal dissatisfaction but also as diagnostic tools that reveal systemic weaknesses in destination management, particularly regarding sustainability and environmental care.

Accessibility and infrastructure-related issues identified in this study further reinforce existing literature that highlights logistical convenience as a crucial factor in shaping tourists' overall perceptions. Difficult access, damaged roads, and limited transportation options were found to significantly undermine otherwise positive destination images. These findings are consistent with prior research suggesting that perceived risk, inconvenience, and lack of supporting infrastructure negatively influence tourists' evaluations and behavioral intentions (Livina & Tunjungsari, 2025). However, unlike studies that focus primarily on digital platform usability or online service performance, this research extends the discussion by demonstrating how offline infrastructural problems are refracted and amplified within online narratives, thereby affecting destination image in digital spaces.

Finally, this study contributes to the broader discourse on digital tourism by demonstrating that tourists' perceptions in online spaces are inherently multidimensional and emotionally driven. The coexistence of admiration and criticism within online reviews supports arguments from prior studies that tourist perceptions are shaped by both affective responses and cognitive evaluations (Zhang et al., 2022). While advanced digital technologies such as AI-driven promotion and virtual experiences are often emphasized in recent literature (Guo et al., 2024), the findings of this study suggest that technological innovation alone is insufficient to generate positive destination images. Instead, the effectiveness of digital promotion depends on the alignment between online representations and on-site realities, underscoring the need for integrated destination management that combines digital strategies with improvements in basic infrastructure and service quality.

## CONCLUSION

This study demonstrates that tourists' perceptions of destinations in the Tapanuli region are actively constructed and negotiated within online spaces through user-generated content, particularly online reviews and narrative comments. The findings reveal that positive perceptions are predominantly shaped by the region's natural beauty, scenic landscapes, and culturally rich environments, which generate strong emotional responses such as relaxation, admiration, and satisfaction. At the same time, negative perceptions emerge consistently in relation to inadequate sanitation, poor facility maintenance, accessibility challenges, and infrastructural limitations. The coexistence of these contrasting narratives indicates that online spaces function as dynamic arenas where destination images are continuously formed through both appreciation and critique.

Overall, the study highlights that the effectiveness of digital tourism promotion is closely linked to the alignment between online representations and on-site experiences. While online platforms amplify positive narratives and increase destination visibility, unresolved basic issues related to infrastructure, environmental management, and service quality can significantly undermine tourists' overall perceptions and recommendations. Therefore, sustainable tourism development in the Tapanuli region requires an integrated approach that combines digital engagement strategies with tangible improvements in destination management and community capacity. By addressing structural weaknesses while strengthening natural and cultural assets, destination stakeholders can foster more positive, credible, and resilient destination images in online spaces.

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