

Table of Contents

International Journal of Tourism and Hospitality Management in the Digital Age

Volume 4 • Issue 2 • July-December-2020 • ISSN: 2473-5361 • eISSN: 2473-5353

Editorial Preface

v Angelo A. Camillo, Sonoma State University, USA

Research Articles

1 **Airbnb or Hotel? A Comparative Study on the Sentiment of Airbnb Guests in Sydney – Text Analysis Based on Big Data**

Zhiyong Li, School of Tourism, Sichuan University, China
Honglin Chen, School of Tourism, Sichuan University, China
Xia Huang, School of Tourism, Sichuan University, China

11 **The Influence of Perceived Value Towards Customer Satisfaction in Hostel Business: A Case of Young Adult Tourist in Indonesia**

Anggraeni Permatasari, Faculty of Business, President University, Indonesia

23 **Value Chain Mapping of Tourism in Birbhum**

Debdip Khan, Burdwan Raj College, India
Sudatta Banerjee, University Institute of Technology, India

34 **Recommendation System for Sightseeing Tours**

Ricardo Claudino Valadas, Instituto Superior Técnico de Lisboa, Lisboa, Portugal
Elizabeth Simão Carvalho, CIAC/UAb, University Aberta, Portugal

Book Review

55 **Luxury Wine Marketing: The Art and Science of Luxury Wine Branding**

Isabell C. Camillo, Brock University, St. Catharines, Canada

COPYRIGHT

The *International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)* (ISSN 2473-5361; eISSN 2473-5353), Copyright © 2021 IGI Global. From the journal's inception, January 1, 2017, to December 31, 2020, all rights, including translation into other languages is reserved by the publisher, unless otherwise stated in the article manuscript. As of January 1, 2021, this journal operates under the gold Open Access model, whereby all content published after this date is distributed under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) License (<http://creativecommons.org/licenses/by/4.0/>) where copyright for the work remains solely with the author(s) of the article manuscript. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Tourism and Hospitality Management in the Digital Age* is indexed or listed in the following: ACM Digital Library; Cabell's Directories; Google Scholar; Ulrich's Periodicals Directory