

THE IMPACT OF THE COVID-19 PANDEMIC ON PUBLIC PERCEPTION OF CRUISE TOURISM: INSIGHTS FROM A THEMATIC ANALYSIS OF TWITTER HASHTAG ENGAGEMENT

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ABSTRACT

We conduct a thematic analysis of hashtag engagement in a vast collection of tweets about cruise tourism that are posted on Twitter before and after the worst initial period for the cruise industry in the COVID-19 pandemic. Our analysis provides valuable insights into the impact of the pandemic on public perception of this tourism sector. The insights suggest an increasing demand for niche and specialty cruises and growing public attention to the sustainability of cruise tourism and its environmental impact.

Keywords: community detection; cruise tourism; hashtag engagement; public perception; thematic analysis