

## Message from the Winner



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We are deeply honored to receive the JDR Award for the Most Cited Paper of 2024 for our work titled “Twitter Sentiment Analysis of Bangkok Tourism During COVID-19 Pandemic Using Support Vector Machine Algorithm.” This recognition underscores the dedication and effort of our entire research team.

Our study was conducted during one of the most challenging periods for global tourism, brought on by the COVID-19 pandemic. As one of the top tourist destinations in the world, Thailand faced significant impacts on its tourism industry. Our research aimed to analyze the sentiments of travelers about visiting Bangkok during the nationwide lockdown in April 2020. The insights from this analysis highlight the strengths and weaknesses of various tourism-related issues, offering valuable recommendations for tourism organizations. Social media feedback played a crucial role in understanding public sentiment, which facilitated better planning and response strategies during the crisis.

I express my heartfelt gratitude to my research team for its dedication and expertise. Their innovative thinking was instrumental in achieving this recognition. I also sincerely thank the JDR Editorial-in-Chief and the academic community for their continued support and encouragement. Moving forward, we remain committed to contributing meaningfully to disaster management through AI applications.

Thank you for this esteemed honor.

*T. Sontayasara, S. Jariyapongpaiboon,  
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