



## **Abstract**

Disease outbreaks and pandemics have changed the orientation of tourists' interest globally in the tourism industry. The changes have implications for stakeholder strategies regarding planning and recovery amid uncertainty. Proposing a framework by social media big data and tourist-generated photos as data sources, this study analyzes the interest of Indonesian tourists during the COVID-19 pandemic. By adopting Instagram, 19,718 tourist-generated photos were explored with visual content analysis and spatial analysis based on data extraction. The findings prove that the proposed framework shows tourist interest during COVID-19, which dominated by natural tourism, accommodation, and tourist attractions, with the majority of tourists visiting at the end of 2020. The results also show the concentration of tourists during COVID-19, where East Java, Bali, and Nusa Tenggara regions become tourist destinations. Thus, this research comprehensively complements the use tourist-generated photos during crises and disasters and contributes to the fulfillment of post-COVID-19 tourism development information.

**Keywords:** Tourist Interest, Tourist-Generated Photos, Social Media, COVID-19