

All



ADVANCED SEARCH

Conferences > 2023 International Conference...

The Image of Tourist Attraction in Bali Based on Big Data Analytics and Sentiment Analysis

Publisher: IEEE

Cite This



Ni Wayan Sumartini Saraswati ; Ketut Gede Darma Putra ; Made Sudarma ; I Made Sukarsa All Authors

1
Cites in
Paper58
Full
Text Views

Abstract

Document Sections

- I. Introduction
- II. Related Work
- III. Method
- IV. Experiment
- V. Conclusion

Authors

Figures

References

Abstract:

Tourism development is currently very rapid due to advances in information technology. The growth of various digital tourism platforms makes it easy to obtain tourism information. Almost every time tourists leave traces of their travel experiences on digital platforms, one of them is a review. Until now, the review is only greatly beneficial to prospective tourists in terms of supporting decision-making about the consumption of tourism products and services to minimize the risk of failure. This research analyzed large amounts of reviews, known as big data, to benefit stakeholders. This research aimed to describe the image of Bali tourism that originated from tourist attraction reviews on TripAdvisor. Sentiment analysis was carried out using the Vader Lexicon method to obtain the image clarified using term frequency, bigrams, and topic-based Ingrams. The analysis obtained several positive images of tourist attractions in Bali, including beautiful beaches, amazing temples, and friendly locals. Meanwhile, we recommend improvements to several negative images that we found such as dirty tourist objects, plastic waste, and disturbances from hawkers in order to get a better image of Bali tourism.

Published in: 2023 International Conference on Smart-Green Technology in Electrical and Information Systems (ICSGTEIS)**Date of Conference:** 02-04 November 2023**DOI:** 10.1109/ICSGTEIS60500.2023.10424322

Need
Full-Text
access to IEEE Xplore
for your organization?

CONTACT IEEE TO SUBSCRIBE >

More Like This

Success factors of information technology and information systems projects — A literature review

2018 13th Iberian Conference on Information Systems and Technologies (CISTI)
Published: 2018

Sentiment Analysis of Big Data: Methods, Applications, and Open Challenges

IEEE Access
Published: 2018

Show More