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Revealing the Potential of Hotel Improvements in Bali Based on Sentiment Analysis and Tourist Characteristics

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Abstract:

Bali is a tourist destination with the largest market share in Indonesia. So the progress of Bali tourism has a major contribution to the country's foreign exchange earnings. This of course cannot be separated from the support of the Bali hotel industry. This research intends to reveal the potential for hotel development in Bali based on sentiment analysis and analysis of tourist characteristics through data analytic processes. From the results of the sentiment analysis, several aspects were obtained that can be used as references to strengthen and maintain the positive image, such as the friendliness of the staff and improving aspects that cause tourist dissatisfaction, such as room replacement. So hotel services in Bali will get better. The potential for hotel improvement in Bali can also be supported by understanding the characteristics of the guests. This research uses a clustering method to group tourists who stay in star hotels and budget hotels. Understanding the characteristics of each tourist cluster can be a reference for marketing strategies and decision-making in this industry.

Authors

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