

All



ADVANCED SEARCH

Conferences > 2024 11th International Confe...

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

Publisher: IEEE

Cite This

PDF

Ni Wayan Sumartini Saraswati ; I Ketut Gede Darma Putra ; Made Sudarma ; I Made Sukarsa ; Christina Purnama Yanti ; Ni Komang Tri Juniartini

All Authors

15

Full

Text Views



Abstract

Document Sections

I. Introduction

II. Method

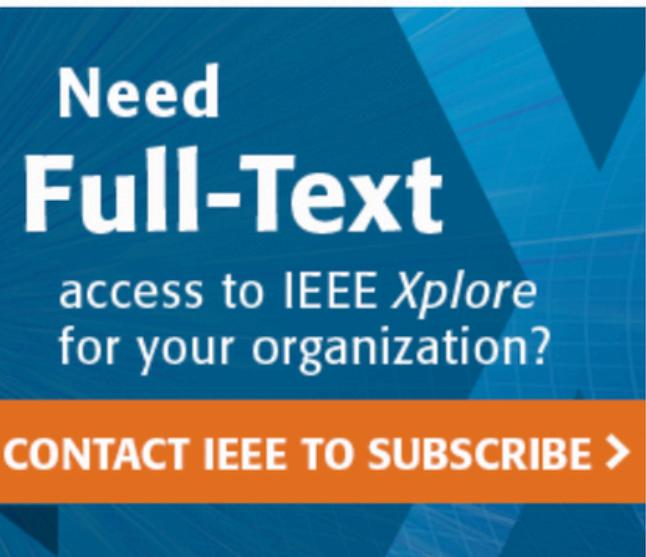
III. Result and Discussion

IV. Conclusion

Authors

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.



More Like This

[Twitter Mining for Sentiment Analysis in Tourism Industry](#)

2019 Third World Conference on Smart Trends in Systems Security and Sustainability (WorldS4)
Published: 2019

[An Empirical Study on Developing Stacking Ensemble Model for Bangla Sports Sentiment Analysis](#)

2024 15th International Conference on Computing Communication and Networking Technologies (ICCCN)
Published: 2024

Feedback