

ABSTRACT

Indonesia has a great potential to develop tourism sector. Tourism as a local economic power is one of the main contributors to national foreign exchange reserves with the growth of 10.1 percent per year. The development of Indonesia's tourism industry can be seen from Indonesia's foreign exchange income from the tourism sector which has continued to develop since 2009.

The Provincial Government of West Java seeks to boost tourism visits by applying communication and information technology to the tourism industry, also known as the concept of smart tourism. A media where users can spread photos and videos have the potential to be a measure of visitor attraction, identify popular points of interest in a city, suggest travel destinations, and make good travel routes.

Instagram users can search for information based on specific locations from a post that have geotagged information. Information from photo and video on Instagram is created by Instagram users themselves (user generated content) and can be viewed or responded to by other Instagram users. Instagram posts can be used as tourism research's source for describing the pattern of visiting tourist destinations and find out the preferences of popular tourist destination visits.

This study aims to find patterns of tourist visits and preferences of favorite tourist destinations in 43 selected tourist destinations in Bandung Raya based on Instagram social media posts data. This study identifies patterns of tourist visit movements using the association rules method. The results of the processed data show that tourist destinations with tourist attractions of shopping centers have a higher value of support and confidence than other tourist attractions. Tourist destinations with nature tourist attractions and city recreation have lots of rules associated with other tourist attractions, although the possibility of movement is small.

This study identifies favorite tourist destinations based on the number of uploads from tourists (unique visitors). Tourist destinations with tourist attractions shopping centers are in the top three tourist destinations but the top 10 favorite tourist destinations are dominated by tourist destinations with nature tourist attractions. The majority of tourist destinations with city recreation, education, and cultural attractions are ranked 15th lowest. Future studies are expected to be able to use data from other social media, search for tourists' topics discussion and use longer data spans.

Keyword: Tourist visits patterns, Favorite travel destinations, Instagram, Geotag.