

ABSTRACT

The tourism industry is one of the world's largest industries with a global economic contribution. The total contribution of Travel & Tourism to GDP in Indonesia was IDR787,100.0 bn (USD58.9bn) in 2017. President of Indonesia, Joko Widodo has set the tourism sector as a leading sector in the development sector. The government has set 10 priority destination as the "10 New Bali". This aims to increase the total tourist and introduce a potential tourism destination other than Bali. Unfortunately, the number of tourists has not yet achieved the expected target. Most tourists still consider Bali to be their ultimate getaway paradise according to Airport tourist arrival data. Total tourists still visit Bali as the priority destination according to government and Airport tourist arrival data. The growth of internet user is also rapidly increasing. People tend to search for information and sharing their activity on the internet. The tourism development, moreover with the rapid internet development and smart tourism implementation makes the government and tourism management to always improve and evaluate their product and services delivery by benchmarking to a global tourism destination. This research focuses on global tourist experience on how other global destinations are perceived, perception towards the global destination and most frequent topic discussed in attraction.

This study used sentiment analysis to examine reviews of TripAdvisor user on the global destination. This research also adds to the discussion of popular topics using topic modeling. In this paper, global destinations become a study to find out a deeper knowledge of how visitor perceived through their experience. This paper provides information on popular topics are mostly discussed of attraction in destinations and take them in general as one specific characteristic of each attraction, and tourists sentiment as perception appraisal on global destinations as well. The result shows that there are some points becoming tourist concern in perceiving an attraction. This paper concludes that tourist perception provides a key implication to assist tourism sector development according to tourist perspectives.

Keyword: Tourist experience, tourist attraction, sentiment analysis, topic modeling