# CHAPTER I
# INTRODUCTION

## 1.1 Overview of Research Object

### 1.1.1 TripAdvisor

TripAdvisor is an American internet-based travel company headquartered in Needham, Massachusetts. TripAdvisor, the world's largest travel site, enables travelers to unleash the full potential of every trip. With approximately 661 million reviews and opinions covering the world's largest selection of travel listings worldwide covering approximately 7.7 million accommodations, airlines, experiences, and restaurants. TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor- branded sites are available in 49 markets, and home to the world's largest travel community of 456 million average monthly unique visitors, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better (TripAdvisor, 2017).

In 2017, the non-hotel side revenue of TripAdvisor's business which includes bookings of restaurants, vacation rentals, and tours and activities was up 26 percent to $126 million compared to a year earlier. TripAdvisor doesn't break out the financials of its tours and activities business, but company spokespeople said transactions sourced from TripAdvisor and Viator were double that of a year earlier (Skift, 2018).

Figure 1.1 TripAdvisor Logo

*Source: TripAdvisor.com*

### 1.1.2 Indonesia Tourism

Indonesia is the biggest island country in the world consists of 17,499 islands from Sabang to Merauke as mentioned in a speech of The Head of Badan Perencanaan Hukum Nasional/ BPHN (National Planning Legal Development Agency), Agus Subandriyo, (BPHN, 2015). It delivers a different culture with uniqueness and wonderful heritage. Indonesia comes into the 6th position of the most beautiful countries in the world according to the polling held by Rough Guides which is a British travel guide book and reference publisher (Skift, 2014). According to WTTC, Indonesia is including in the 'power' ranking whose Travel & Tourism has grown most in absolute terms over the past seven years.

According to Travelport data, Indonesia tourism growth in 2017 has reached 25.67% or become the biggest tourism growth in the world. The encouraging one is foreign exchange contribution from the tourism sector in 2017 has reached US$ 13.5 Million. Ranked in second position exceeding oil and gas exchange distribution (Selviany, 2018).

Tourism Ministry of Indonesia has targets within 5 years to increase the tourism development in Indonesia starting from tourist enhancement number, Indonesia world's tourism ranking, and others as explained in Table 1.1 below:

Table 1.1 Current Condition and Tourism Target in 2019

| | | 2014 | Target 2019 |
|---|---|---|---|
| Macro | - Contribution to GDP (WTTC) | 9% | 15% |
| | - Foreign Exchange | Rp140 trillion* | Rp280 trillion |
| | - Contribution to Employment Opportunities | 11 million | 13 million |
| Mi | - Tourism Competitiveness Index (WEF) | #70 | #30 |

| | | | |
|---|---|---|---|
| | - International Tourist Arrivals | 9 million | 20 million |
| | - Domestic Tourist Trips | 250 million | 275 million |

Explanation *): Foreign exchange calculation using middle rate BI

*Source: The Ministry of Tourism, 2018*

Indonesia government has concerned to improve new tourism destinations other than Bali. They are expected to be able to increase the number of foreign tourists to Indonesia. There are 10 priority destinations of Indonesia according to "Construction of priority destinations 2016-2019" by The Ministry of Tourism as mentioned in Table 1.2 below:

Table 1.2 10 Priority Destinations

| No. | Name | Location |
|---|---|---|
| 1 | Toba Lake | North Sumatra |
| 2 | Kelayang Cape Coast | Bangka Belitung |
| 3 | Lesung Cape Coast | Banten |
| 4 | Seribu Island | DKI Jakarta |
| 5 | Borobudur Temple | Central Java |
| 6 | Bromo Tengger Semeru | East Java |
| 7 | Mandalika | NTB |
| 8 | Labuan Bajo | NTT |
| 9 | Morotai Island | North Maluku |
| 10 | Wakatobi National Park | Southeast Sulawesi |

*Source: The Ministry of Tourism*

## 1.2 Research Background

The travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced). The total contribution to world GDP including accommodation, transportation, entertainment, and attractions, was approximately USD 8.272bn in 2017 (10.4% of GDP) (WTTC, 2018).

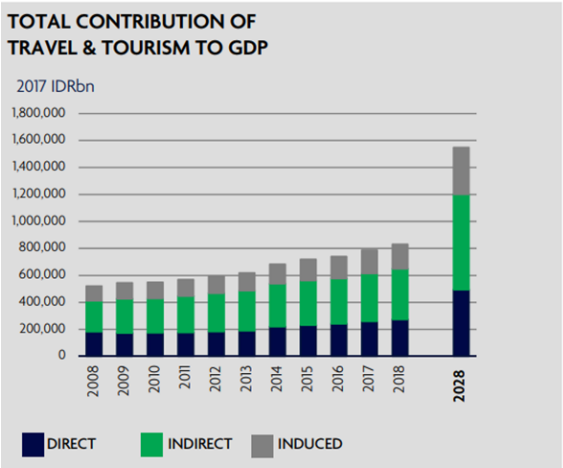


Figure 1.2 Total Contribution of Travel & Tourism to GDP Indonesia 2017

*Source: World Tour & Tourism Council (WTTC), 2018*

The picture above represents the total contribution of travel & tourism to GDP Indonesia in 2017. The graph shows that the total contribution is increasing year by year. The direct contribution of travel & tourism to GDP was IDR259,583.0 bn (USD19.4bn), and the total contribution of travel & tourism to GDP was IDR787,100.0bn (USD58.9bn).

Joko Widodo has set the tourism sector as a leading sector in development sectors. Therefore, all the ministry and related institution need to support the tourism infrastructure development, particularly in our 10 priority destinations or we usually called it the "10 New Bali", said Arief Yahya as quoted by industry website. For realizing the target, there should be performance projection as a specific target in 2019, the table below delivers the analysis performance- projection from the ministry of tourism for 10 priority destinations:

Table 1.3 Analysis Performance Projection of 10 Priority Destination

| No | Destination | Performance | | | | Projection in 2019 | | |
|---|---|---|---|---|---|---|---|---|
| | | Total of Foreign Tourist | | Visit Growth | Tourist Foreign Exchange (USD) | Investment (Million USD) | Foreign Tourist (Person) | Foreign Exchange (Million USD) |
| | | 2012 | 2013 | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | Borobudur | 193,982 | 227,337 | 17.9 | 27,337,000 | 1520 | 2,000,000 | 2000 |
| 2 | Mandalika | 121,482 | 125,307 | 3.15 | 125,307,000 | 3600 | 1,0 | |
| 3 | Labuan Bajo | 41,972 | 54,147 | 29.01 | 54,147,000 | 1200 | 500,000 | 500 |
| 4 | Bromo Tengger Semeru | 34,466 | 33,387 | -3.13 | 33,387,000 | 1200 | 1,000,000 | 1000 |
| 5 | Seribu Island | 4,627 | 16,384 | 254.1 | 16,384,000 | 1020 | 500,000 | 500 |
| 6 | Toba | 15,464 | 10,680 | -30.94 | 10,680,000 | 1000 | 1,000,000 | 1000 |
| 7 | Wakatobi | 2,179 | 3,315 | 52.13 | 3,315,000 | 1400 | 500,000 | 500 |
| 8 | Lesung Cape Coast | 8,336 | 1,739 | -79.14 | 1,739,000 | 5600 | 1,000,000 | 1000 |
| 9 | Morotai | 618 | 500 | -19.09 | 500,000 | 3600 | 500,000 | 500 |
| 10 | Kelayang Cape Coast | 975 | 451 | -53.74 | 451,000 | 1660 | 500,000 | 500 |

*(continued)*

*Source: The Ministry of Tourism*

Table 1.3 informs that the Indonesia government has a huge target in tourism in 2019. It also mentioned in The Ministry of Tourism target for targeting 20 million foreign tourist arrival in 2019. For that huge target, The Ministry of Tourism should maximize all the potential sources to give a big impact on destination development. Tourism destination in Indonesia targeted local tourist and foreign tourist. Therefore, the government improves every sector related to tourism including the tourism destination to attract and increase the amount of tourist. Total tourist arrival according to the airport might indicate how much tourist visits 10 new tourism destination. Table 1.4 below shows total tourist arrival according to the airport in Indonesia.

Table 1.4 Tourist Arrival According to Airport

| No. | Airport | Tourist Arrival |
|---|---|---|
| 1 | Soekarno Hatta Airport, Tangerang | 2.749.321 |
| 2 | Ngurah Rai Bali | 5.682.248 |
| 3 | Kualanamu International Airport | 246.551 |
| 4 | Batam, Kep. Riau | 1.564.717 |
| 5 | Juanda, East Java | 247.166 |

| | | |
|---|---|---|
| 6 | Sam Ratulangi, North Sulawesi | 79.675 |
| 7 | Entikong, West Kalimantan | 20.885 |
| 8 | Minangkabau, Sumatera Barat | *(continued)* |
| 9 | Adi Sumarno | 6.834 |
| 10 | Hasanuddin | 18.335 |
| 11 | Lombok International Airport, NTB | 123.388 |
| 12 | Sepingan, East Kalimantan | 5.250 |
| 13 | Sultan Syarif K II, Riau | 40.105 |
| 14 | Tanjung Priok, DKI Jakarta | 62.728 |
| 15 | Tanjung Pinang, Kep. Riau | 117.882 |
| 16 | Adi Sucipto | 145.673 |
| 17 | Husein Sastranegara, West Java | 166.857 |
| 18 | Tanjung Uban, Kep. Riau | 371.592 |
| 19 | Tanjung Balai Karimun, Kep. Riau | 85.771 |

*Source: Ministry of Tourism*

Table 1.4 informs that the tourist arrival in 2017 has the highest number in Ngurah-Rai Bali for 5.682.248 tourist followed by Soekarno-Hatta International Airport with 2.749.321 tourist arrival. While the lowest number of tourist arrival is Sepingan Airport, East Kalimantan with total of 5250 tourists. It indicates that tourist arrival in some airports located near 10 destination priority is still little compared to the target tourist of tourism ministry to achieve the projection target in 2019. Bali is still a favorite place for many tourists, while another priority destination is not yet as famous as Bali.

Tourist is most likely to search for any kind of information using the internet. In this digital era, the activity such as reviewing, reporting a complaint, and sharing experience are usually done in the internet. Social media especially has a big impact on tourism development. Consumers engage with social networking sites to search trip experience, make informed decisions about their travels and share their personal experiences of a particular hotel, destination, airline, and more. TripAdvisor, in particular, has had a wide- reading effect on the industry. It has 50 million monthly visitors who are actively seeking out travel information and advice from the sources

they trust the most such as other tourist and holiday-makers. The annual growth of internet user in the world in 2017 is presented in Figure 1.3 below.

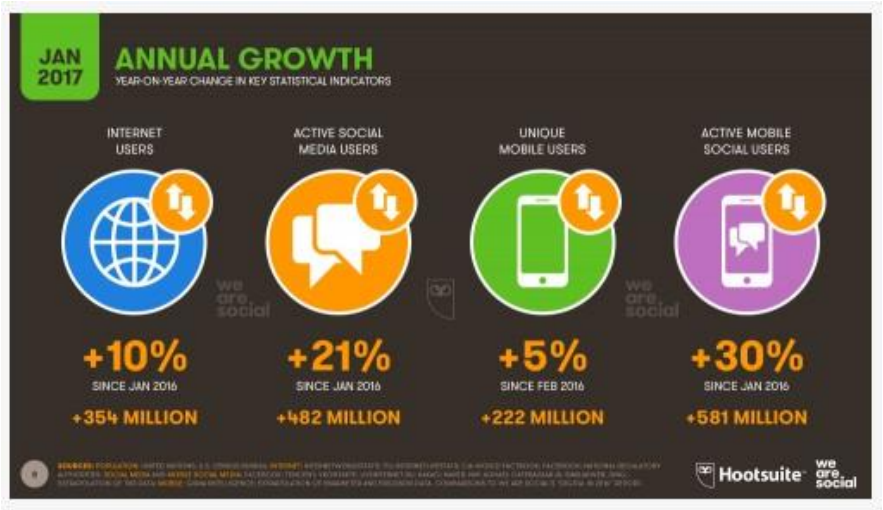


Figure 1.3 Annual Growth of Internet User in The World

*Source: wearesocial*

Figure 1.3 represents the annual growth of internet user in the world in January 2017. The internet user is increasing by about 10% since January 2016 for more than 354 million people. While it represents a significant enhancement with 21% on active social media users for 482 million people since January 2016. The data shows that social media users are increasing year by year moreover supporting by a smartphone that handed everywhere.

As explained in Table 1.3, the Ministry of Tourism Indonesia has a big target to increase the visitors especially foreign tourist to visit the ten priority destinations. In developing the tourism destination, it is important to have the insight from global destination review from tourism sites as a reference to improve the quality of product and service since appraisal and personal experience is usually done in the website. From a marketing perspective, experiential tourism can be perceived as a marketing segment or strategy. In other words, it is a specialized version of the supply-demand relationship that is able to serve more specific and elaborate commercial interests.

In this digital era, the tourism sector is also in charge of developing a smart working pattern through information and communication technology/ ICT. These days, tourism in Indonesia is also in charge to develop smart tourism. Smart tourism refers to the convergence of information technologies, business ecosystems, and tourism experiences (Xiang and Fesenmeier, 2016). Moreover, in smart tourism, it is a combination within the customer overview and ICT side which means today tourism actor might use ICT to see the customer insight and further for improving tourism sector.

Benchmarking is currently used in several business areas, Benchmarking is commonly thought of like the comparison of data usually of competitors, for such purposes as measurement and competitive insight. Benchmarking has been studied as a tool for comparatively evaluating the performance of tourist destinations (Xiang et al, 2007). The research looks at the relative significance of the 10 priority destinations in comparison to eight other global destinations. Using big data technology to process a big amount of data is very useful and practice to obtain accurate insight effectively and efficiently.

In accordance with the explanation above, the author is interested to do research entitled "Analyzing Tourist Attraction Reviews on Eight Global Tourism Destinations Using Text Analytics and Topic Modeling".

## 1.3 Problem Statement

In this smart tourism development which is increasing reliance on information communication technology, tourists, and any other supported tourism sector makes massive amounts of data can be transformed into a value proposition. It makes competition among tourism industry become stiff moreover in ICT utilization to developing the business. Tourism destination around the world is developed aggressively as well as Indonesia. Thus, The Indonesia government has set 10 priority destinations in Indonesia to also show some potential tourism places and increasing tourist visitors. Therefore, it is needed to have insights about tourist experience in the global destination as a benchmark according to tourist preferences

in other country based on online review within the same characteristic with Indonesia tourism destination.

With a large number of reviews, it would be hard to obtain any insight to measure the destination experience of other global tourism destination as a benchmarking in a short time. The importance of getting fresh tourist insight in a short time for the tourism industry sector will drive to a better output particularly service and marketing strategy to gain more revenue. In this research, the reviews are collected from TripAdvisor and analyzed using text mining. Text mining which is used to known as sentiment analysis is a part of data mining study which aims to analyze, understand, process, and extract textual data in the form of opinion, sentiment or evaluation.

## 1.4 Research Question

1. What are the results of sentiment analysis based on the attraction in eight global tourism destinations?
2. What are the topics discussed related to the attraction in eight global tourism destinations?
3. What are tourism attraction characteristics represent from eight global tourism destinations?

## 1.5 Objectives

1. To identify the result of sentiment analysis attraction in eight global tourism destinations
2. To identify the topic discussed towards eight global tourism destinations attraction
3. To identify the tourism attraction characteristics represent eight global tourism destinations

## 1.6 The significance of The Study

### 1.6.1 Theoretical Aspect

The result of this research is expected to enrich knowledge in the field of social computing and tourism management which is evolving rapidly with

technology development. Some findings might be helpful for society, and for the reference for students who want to have further research.

### 1.6.2 Practical Aspect

This research is expected to be useful as information for the tourism industry especially the tourism industry in Indonesia for further could create more attractive tourism destinations. As well as being additional references for mining opinion for their business evaluation based on their customer review.

The tourism industry actors could then measure what needs to improve for their current business according to the characteristics and service provide by tourism destination in the world in order to increase the amount of tourist and also support government goals to increase total tourist.

## 1.7 The scope of The Study

### 1.7.1 Research Location and Research Object

This research is conducted according to reviews available in TripAdvisor. The research object of this research is attractions in eight global tourism destinations in which have the same characteristics with 10 priority destinations in Indonesia. The review is conducted based on TripAdvisor top things to do in each tourism destination in English review only. The characteristic is perceived through its attractions. Table 1.6 below shows the destinations' benchmark of ten priority destinations:

Table 1.5 10 Priority Benchmark Destinations

| No | 10 Priority Destinations | Attractions/ Characteristics | Benchmark Destination |
|---|---|---|---|
| 1 | Toba Lake | Lake surrounded by mountains | Catbells Lakeland Walk, England |
| 2 | Kelayang Cape Coast | Beach view, watersport | Ko Samui, Thailand |
| 3 | Lesung Cape Coast | Beach view, watersport | Ko Samui, Thailand |
| 4 | Seribu Island | Beach attraction, snorkeling, diving, white sand beach | Maldives |

*(continued)*

| | | | |
|---|---|---|---|
| 5 | Morotai island | Beach attraction, snorkeling, diving, white sand beach | Maldives |
| 6 | Mandalika | Beach and cultural attraction | Ishigaki, Japan |
| 7 | Borobudur Temple | Heritage view | Angkor Wat, Cambodia |
| 8 | Bromo Mountain | Sandy mountain | Valley of the moon, Chile |
| 9 | Labuan Bajo | Cultural spot, beach attraction | Galapagos, Ecuador |
| 10 | Wakatobi National Park | Snorkeling, diving | Sipadan Island, Malaysia |

*Source: Author*

The benchmark destinations are determined within the same characteristic as 10 priority destination in Indonesia, as well as supported by some sources stated that those tourism destinations have a good performance and characteristic with 10 tourism destinations. The table below shows the supporting sources of each global destination:

Table 1.6 Benchmark Destinations Supporting Sources

| No. | Benchmark Destination | Supporting Sources |
|---|---|---|
| 1 | Catbells Lakeland Walk, England | https://adventurebagging.co.uk/2016/09/lake-district-walks-for-beginners/ |
| 2 | Ko Samui, Thailand | https://banten.antaranews.com/berita/18261/pengembangan-tanjung-lesung-akan-contoh-thailand |
| 3 | Maldives | https://edition.cnn.com/travel/article/100-best-beaches/index.html |
| 4 | Valley of The Moon | https://travel.detik.com/dtravelers_stories/u-1916917/7-tempat-di-indonesia-yang-terasa-seperti-luar-negeri |
| 5 | Angkor Wat | Priority destination development of Ministry of Tourism |
| 6 | Ishigaki, Japan | https://www.news.com.au/travel/travel-ideas/best-of-travel/tripadvisor-names-the-island-of-ishigaki-the-worlds-hottest-spot/news-story/dc5527ade4a6f189e7a1933488c2314f |
| 7 | Galapagos | https://phinemo.com/taman-nasional-komodo-mirip-kepulauan-galapagos/ |
| 8 | Sipadan | Priority destination development of Ministry of Tourism |

### 1.7.2 Time and Research Period

The author has crawled the review on TripAdvisor started from 6th December until 13th December 2018. Then, start to analyze it using sentiment analysis and topic modeling.

## 1.8 Writing Systematics

This research is presented into 5 (five) chapters, the systematics are as follows:

CHAPTER 1: INTRODUCTION

This chapter briefly presents about general research containing research object, research background, problem statement, research question, objectives, the significance of the study, the scope of the study, and writing systematics.

CHAPTER II: LITERATURE REVIEW

This chapter presents about literature review and previous research related to the topic of this research and research framework as well.

CHAPTER III: RESEARCH METHODOLOGY

In this chapter, the researcher describes the characteristic of the research, research steps, population and sample, data collection and data sources and data analysis techniques.

CHAPTER IV: ANALYSIS AND DISCUSSION

This chapter provides the results of the research systematically in order to be analyzed by using the methodology and also discussion.

CHAPTER V: CONCLUSION AND SUGGESTION

The last chapter of the research presents the conclusion which is derived from all the data processing and analysis and recommendation for further development field of the research.