ABSTRACT

Tourist experiences with destinations play a key role in influencing their satisfaction and decisions to revisit. This study aims to analyze tourist experiences with destinations in both countries using text classification and sentiment analysis methods.

This research uses secondary data obtained from tourist reviews on the TripAdvisor website. The data collection technique was conducted through web scraping using the Web Scraper extension on the Google Chrome browser. The web scraping process enables researchers to automatically extract information from websites, thereby accelerating and simplifying data collection. The collected data were then analyzed using the BERT model (Bidirectional Encoder Representations from Transformers) to classify tourist sentiments into positive and negative categories.

The sentiment analysis results show that the majority of tourists provided positive reviews of tourist destinations in Indonesia and Vietnam, with positive sentiment rates of 77.18% and 77.96%, respectively. However, there are some negative reviews that highlight areas needing improvement. In Indonesia, the proportion of negative sentiment is 22.82%, while in Vietnam it is 22.04%.

In addition to sentiment analysis, this study also classifies tourists' perceptions into six dimensions of tourist experience: Entertainment , Service Providers, Learning, Functional Benefits, Environment, and Trust. In Indonesia, the Entertainment dimension dominates with a proportion of 71.2%, indicating that entertainment is a major factor attracting tourists. In Vietnam, the Learning dimension has the highest proportion at 33.4%, reflecting tourists' interest in educational and Cultural aspects.

This study contributes by providing comprehensive data and analysis regarding tourist experiences in Indonesia and Vietnam, which can be used by destination managers to improve the quality of services and facilities offered. Suggestions for future research include conducting more in-depth studies involving data from broader sources and using more advanced analysis methods to obtain more accurate and relevant results.

Keywords : Tourist experience, Text classification, Sentiment Analysis