CUSTOMER SATISFACTION AND MOTIVATION IN FILM TOURISM: ANALYSIS OF TEXTUAL TRIPADVISOR DATA

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ABSTRACT:
Nowadays, online reviews (User Generated Content – UGC) written by people on review web platforms, e-commerce website etc. offer the opportunity to deeply analyse Customer Satisfaction (CS) with products or services. The availability of such free textual data allows practitioners to study customer behaviour exploiting huge amounts of data. To help processing and analysing such data, sentiment analysis and emotion analysis have been proposed and extensively adopted in literature. Sentiment analysis represents the process of automatic identification and categorization of opinions expressed in a piece of text, especially focusing in determining whether user's attitude towards a particular item (i.e. topic, product or service) is positive, neutral or negative. On the other hand, emotional analysis aims to find the hidden emotions behind texts. Together with this, topic modelling and in particular LDA model enable the extraction from textual data of information concerning the most discussed topics and allow to understand motivation and perceptions of people.

Particularly focusing on the film-induced tourism sector (i.e. visiting a destination after watching a film), in the present application we try to extract value from textual reviews of film related attractions and activities to identify motivations that lead tourists and perceptions they have: such insight can be of great values for management of agencies proposing tours and activities to better understand their customers and their services. Through webscraping we extract reviews on Tripadvisor activities concerning movie-set tourism. Being some scenes of "The Lord of the Rings" (LOTR) and "the Hobbit" movies shot in Hinuera, New Zealand, we scraped all comments reviews of LOTR-related activities available there. Such data are analysed through the described procedure.

With the aim to provide businesses with new insights into trends concerning their product or services, advanced methods, we introduce the possibility to transform the unstructured social media data into structured data time series. In the recent literature, researchers have devoted efforts to obtain structured time series from texts and images.

KEYWORDS: sentiment analysis, customer satisfaction, textual reviews, LDA topic modelling, film-induced tourism