

IDEATION PHASE

LITERATURE SURVEY

Team ID	NM2023TMID02568
Project Name	Project - Competitive Analysis Of Leading Travel Aggregators
Maximum Marks	4 Marks

LITERATURE SURVEY

1. Analysis and Application of Tourists' Sentiment Based on Hotel Comment Data

Bin Wu presented a paper which intends to analyse the tourist's sentiment based on hotel comment data. Online travel agency (OTA) platforms are becoming more and more popular in today's world. When it comes to OTA platforms, hotels receive a higher number of comments from visitors, and authenticity is a crucial aspect. The data is gathered using the 'Bazhuayu' collector and prepared for analysis, with segmentation completed using jieba. The Term Frequency-Inverse Document Frequency technique is used to extract keywords, and the Bagof-Words model is used to create a word vector. The dataset is balanced using subsampling, and to classify and adjust the parameters, support vector machine, Naive Bayes, and Long Short-Term Memory neural network models are established to compare their classification performance. Based on the classification results, suggestions are provided to assist hotels in optimizing and upgrading themselves.

2. Determinants of OTAs Continuous Usage Intention

So Ra Min presented a paper which intends to the continuous Online Travel Agencies (OTA) usage intention. This study used the SOR model to apply information quality, OTA trust, and continuous usage intention offered by online travel agencies to examine their relationships. In order to do this, consumers who have made several OTA purchases within the previous year participated in an online survey. The SPSS v.22 and AMOS v.22 programmes were used to analyse the 234 replies and test the hypotheses. One might anticipate that this work will have academic ramifications. By identifying the elements that encourage customers' continued usage intentions, which are associated with the revenue of online travel agencies, it is anticipated that this study may be utilised as fundamental information to, in practise, develop a user-centered informative provision environment.

3. OTA Optimization: Evaluating Consumers' Purchase Intention from Online Negative Review Responses Analysis

Sheng ying Liu presented a paper on analysis of consumers purchase intention evaluation from online negative review responses. Consumers, however, increasingly rely on outside information when making purchases because of the drawbacks of internet buying and the immaterial nature of tourism service items. It has become crucial to figure out how to mine and analyse these data in order to understand consumers' purchase intentions for various response strategies and then design personalised response strategies data to deal with various service remedies, increasing service responsiveness and competitiveness. This study, which is based on the Attribution theory, assigns the online negative review responses gathered on the Online Travel Agency (OTA) platforms to three different types of response strategies before exploring the effects of various negative review response strategies on consumers' purchase intentions using a quantitative method. This work helps merchants manage their customer relationships and optimise their e-commerce applications.

4. Classification of Tourism Reviews from Bengali Texts using Multinomial Naive Bayes

Suborno Deb Bappon presented a paper on analysis on tourism reviews using multinomial naive bayes. People talk about their travels to help others make decisions in social media. As a result, many travellers from throughout the world find these reviews to be beneficial. The biggest problem is that readers of internet reviews are unable to choose their perfect trip spot. A travel agency may also benefit from tourist reviews to offer better services, but doing so requires a lot of time and work. A dataset of 6000 reviews from various social media sites is generated and annotated in order to eliminate the shortage. In addition, a machine learning model is created using several feature extraction approaches to divide the two main sentiment classes positive and negative of reviews from Bengali text data. After performance evaluation, Multinomial Naive Bayes, Tf-Idf vectorizer, and word Bigram features are used to achieve the highest accuracy of 89.50%. Without a doubt, this strategy may help present and prospective travellers choose the ideal holiday locale and travel agencies enhance their offerings.

5. Antecedents of Loyalty Formation on Mobile-based Travel Use

Aries Susanto presented a paper on analysis of mobile based travel use based on antecedents of loyalty formation. Online travel agencies must be able to satisfy their customers in order to win the race for their loyalty. User happiness is still a top priority in the world of e-commerce and is crucial to the success of the industry. However, it was observed that there was a decline in user satisfaction, which might have an impact on the application's users' loyalty. User loyalty is crucial to consider since user happiness also has a significant impact on it. Additionally, user satisfaction is significantly impacted by security concerns. A sample collecting strategy employing the Purposive Sampling technique was used to distribute the questionnaires. The bulk of the hypotheses are confirmed by the data, with continuation intention which is mediated by satisfaction being the dominant variable influencing consumer loyalty.

6. Classification of Tourism-Related Topics in Phuket: A Case Study

Ton jaitrong presented a paper of case study which intends to the classification of tourismrelated topics in Phuket. The Thai economy continues to be significantly influenced by the tourist sector. It is a sector of the economy that generates foreign exchange to spend abroad, creating jobs and propelling the national economy. But as the digital era has progressed, travellers' habits have changed as they turn to technology to learn about attractions, lodging options, and other traveller preferences. So, if those who run tourism-related businesses and governmental organisations that oversee policies related to tourism, can comprehend what social media is discussing.

7.Mapping Complex Tourist Destination Preferences: Network Perspectives

Dian Puteri Ramadhani presented a paper on mapping complex tourist destination preferences. Without any restriction, information sharing activities enable the majority of visitors to research and freely select their locations based on internet traveller review pages. A more complicated tourist visitation pattern is produced by this flexibility. He trawled through 214,228 evaluations about Bali, Indonesia, submitted by visitors from all around the world. This study uses association rule mining to identify pairings of tourist destinations and then maps them using a network analysis approach using data from online traveller reviews. In order to comprehend tourist visiting behaviour, we split our investigation by following the tourist visiting movement. This study offers insight into tourist destination networks, which supports effective mobility in tourism management.