

luo_2020_topic_modelling_for_theme_park_online_reviews_analysis_of_disneyland

Year

2020

Author(s)

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Title

Topic modelling for theme park online reviews: analysis of Disneyland

Venue

Journal of Travel & Tourism Marketing

Topic labeling

Manual

Focus

Secondary

Type of contribution

Established approach

Underlying technique

Manual labeling

Topic labeling parameters

Label generation

We examined the word and corresponding probabilities to determine a suitable label for each topic. Figure 5 provides a list of 41 identified topics with labels and probability values.

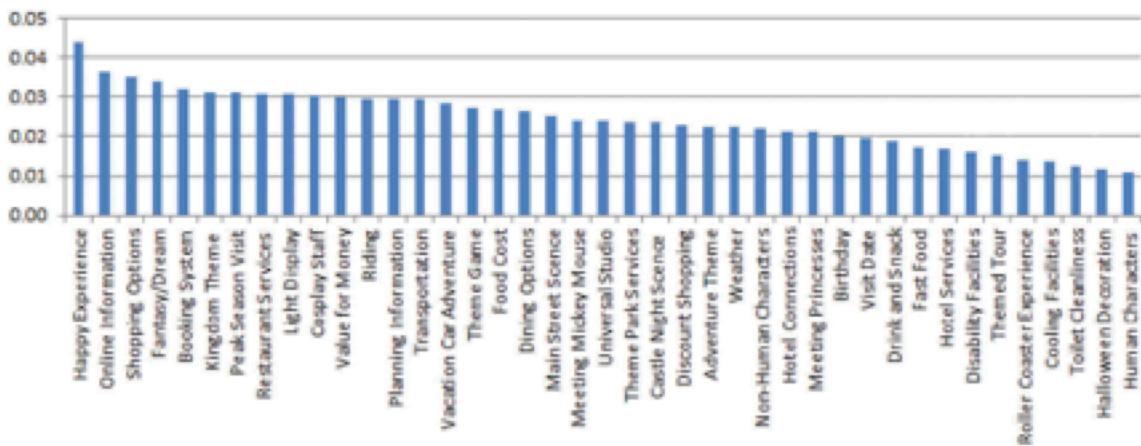


Figure 5. Probability distribution of topics.

Motivation

Topic modeling

LDA

Topic modeling parameters

10-fold cross-validation

Nr of topics: 41

Nr. of topics

41

Label

Manually assigned single or multi word labels

Label selection

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Label quality evaluation

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Assessors

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Domain

Paper: Tourism and Hospitality

Dataset: Theme parks (Reviews)

Problem statement

This study introduces topic modelling into the analysis of theme park online reviews to determine visitor behaviour and experiences. An exploratory analysis involving major Disneyland theme parks is presented using a large-scale review data set. A comprehensive list of the topics discussed by visitors when visiting Disneyland theme parks is constructed. Insights into the interests and concerns of various visitor groups across theme parks are revealed. The proposed approach and findings are beneficial to support theme park managers in understanding visitors' perception, through which effective marketing and improvement plans can be developed to attract and retain future customers

Corpus

Origin: TripAdvisor

Nr. of documents: 43,869

Details:

- three popular Disneyland parks, namely, Hong Kong Disneyland, Disneyland Paris, and Disneyland California.
- The data collection was carried out in April 2019.

Table 2. Theme park review data sets.

Theme Park	No. of Reviews	No. of Users
Hong Kong Disneyland	9,797	9,784
Disneyland Paris	14,088	14,087
Disneyland California	19,984	19,978
Total:	43,869	43,849

Document

Text of a single review + associated rating

Pre-processing

- Tokenisation
- removal of numbers and symbols
- lowercasing
- stemming

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#Thesis/Papers/FS