Text-Mining for Business Intelligence: An Analysis of Preferences of Chinese Travellers

Tjaša Redek
University of Ljubljana, Faculty of Economics, Ljubljana, Slovenia

Uroš Godnov
University of Primorska, Faculty of Management, Koper, Slovenia

Abstract

The number of Chinese tourists is increasing fast; yearly growth rates reach even twenty percent. Europe is one of their favourite destinations, primarily the popular urban destinations, such as Paris, London and other. Due to the increasing number and purchasing power of Chinese guests, the tourist destinations are highly interested in their motivations for visits and their preferences in order to provide a competitive service and satisfy the needs of the customers. The goal of this paper is to examine the specific preferences of Chinese guests travelling to Europe by different categories of guests (business, leisure, etc.) and provide managerial implications for different types of tourist destination. Methodologically, the analysis relies on mining consumer preferences from on-line user generated content, where users describe their experience and evaluate different aspects of tourist destinations and services, text mining methods being the predominant method. Generally, the results show that the Chinese guests share many similarities with other nationalities, since the focus of their "criticism" lies on the basic service (hotel, room, staff, food). But results also indicate that they have a specific expectation about a location (due to the established location image) and several other specifics. The results provide important managerial implications for destinations that might focus on this market as they provide BI input that could help tailor the services to the needs of this specific group. Theoretically, the paper extends cultural management to tourism relying on user-generated content.

Keywords: Chinese tourist, BI, managerial implications, text mining, tourism