



TITLE

Sentiment analysis applied to tourism: exploring the Tourist Generated Content in the case of a tourism destination (or in hospitality or in gastronomy).

LAB & PEOPLE

- Name of the hosting lab: Research Centre for Tourism, Sustainability, and Well-Being (CinTurs)
General activities of the lab: Development and transfer of knowledge towards the sustainable development of tourism destinations and the well-being of tourists, visited communities and employees in the tourism industry.
Website: <https://www.cinturs.pt/site/index.php>
Number of staff / PhD: 48 (integrated researchers) + 52 (PhD students) + 2 (secretariat)
- Supervisor name and contact: Célia Ramos (cmramos@ualg.pt)

TOPIC OF THE INTERSHIP

- Scientific context of the internship (max 20 lines)
The opinions expressed in the digital environment generate vast and valuable content that must be analysed to provide recommendations to tourism managers. Analysing users' opinions and feelings makes it possible to evaluate and highlight specific aspects of the hotel, restaurant, transport, heritage and/or cultural events, with a view to improving the quality of service, increasing consumer satisfaction and, consequently, increasing customer loyalty. Sentiment analysis can be applied to reviews to gain more insights into the image dimensions of tourist destinations, gastronomy, guest preferences in hotels, tourist transport experience, heritage or museum activities, taking into account opinions of travellers generated on social media.

Keywords

Sentiment Analysis, Opinion Mining, Text Mining, Tourism, User Generated Content, Social Media Marketing, Social Media Analytics.

Bibliography

Gedikoglu, Z. A., Backman, S. J., Mazer, J. P., & Backman, K. F. (2020). A Conceptual Framework to Understand Online Destination Images: A Research Model Utilizing User-Generated Content Through Twitter. In Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector (pp. 114-135). IGI Global.

González-Rodríguez, M. R., Martínez-Torres, R., & Toral, S. (2016). Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. International Journal of Contemporary Hospitality Management.

Ren, G., & Hong, T. (2017). Investigating online destination images using a topic-based sentiment analysis approach. Sustainability, 9(10), 1765.



2023 Master internship at University of Algarve



Jiang, Q., Chan, C. S., Eichelberger, S., Ma, H., & Pikkemaat, B. (2021). Sentiment analysis of online destination image of Hong Kong held by mainland Chinese tourists. *Current Issues in Tourism*, 1-22.

Yu, C. E., & Zhang, X. (2020). The embedded feelings in local gastronomy: a sentiment analysis of online reviews. *Journal of Hospitality and Tourism Technology*, 11(3), 461-478

Rhee, H. T., S. B. Yang, and K. Kim. (2016). Exploring the Comparative Saliency of Restaurant Attributes: A Conjoint Analysis Approach. *International Journal of Information Management* 36 (6): 1360-70.

El-Masri, M., Altrabsheh, N., & Mansour, H. (2017). Successes and challenges of Arabic sentiment analysis research: a literature review. *Social Network Analysis and Mining*, 7(1), 1-22.

Vajirakachorn, T., & Chongwatpol, J. (2017). Application of business intelligence in the tourism industry: A case study of a local food festival in Thailand. *Tourism Management Perspectives*, 23, 75-86.

- Tasks and duties entrusted to the student:
Bibliographic research; literature review; Data collection and analysis;
Participation in the writing (and co-authoring) of the report.
- Skills to be acquired or developed:
Develop research skills and prepare a scientific article.

PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: Master's degree
- Field(s) of study: Management, Marketing or Tourism
- Scientific skills: Research skills and knowledge of scientific writing.
- Language skills required: Fluent in English.

THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): minimum: 2 months – maximum: 6 months

Desired Starting date of the mission: all across the academic year, except summer (July and August)

Indicative weekly schedule: 35h / week

Remuneration: *Not available.*

Erasmus grant: application should be made by the student at the sending institution

Internship agreement: *an internship agreement will be signed.*

To SEA-EU students:

If you're interested please send your CV and letter of motivation to the scientist in charge, cmramos@ualg.pt.