Title: Multi-Lingual Analysis of Tourists' Reviews: Towards Mining Cultural Diversity in Tourism Preferences
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In order to sustainably enhance and advance tourism industries, it is important to maintain and improve existing resources and services, as well as to continuously increase tourism resources, which should be either invented or re-discovered. As more and more tourists travel internationally, it is necessary to take into account cultural diversities of tourists with which each tourist may have different impressions and evaluations on the same tourism resources. Nowadays, many tourists post their reviews on recommendation sites and social networking sites on the Internet, and it has been strongly expected that these reviews are employed to mine useful knowledge, but very few studies have been conducted to make comparisons among reviews in different languages. This study proposes a mining method for multilingual texts to make better analyses of tourists’ reviews. First, we collected textual data from some travel recommendation sites in Chinese, Japanese and Korean. Then, together with a multi-lingual ontology of tourism resources developed by the author, groups of textual data in different languages are compared to detect conspicuous different preferences found in each group. The result indicates that people in different cultures indeed tend to have different impressions on the same tourism resources and such differences outweigh personal differences in many facets.