A Survey on Destination Branding Image Perspective of User Sentiments

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Abstract -In a tourism context, the image potential customers have of a destination is a very important issue. Images play an essential role in destination choice matters and in this regard, as tourism services are intangible, images are said to become even more important than reality. The concepts of destination image and destination marketing and branding are closely interrelated. The ultimate goal of any destination is to influence possible tourists' travel related decision making and choice through marketing activities. It is acknowledged that brand image has an impact on the behavior of individuals. It influences the tourists' pre-purchase decision-making behavior where destinations with stronger images are more likely to be selected. In this concern,this paper builds upon an existing research that was carried out on tourists' perspectives of the brand image of the various destination places.

Keywords: Destination Image Branding, Sentiment Analysis, User views, Web content mining, text mining

I. INTRODUCTION

Data mining and their techniques are helps to analyze large amount of data using computational algorithms and provide the understanding about the key information hidden in huge data. In this context a number of applications in real world are getting advantages of the capabilities for making fruitful decisions, recognitions and predictions.

Destination marketers are striving to promote and position their respective destination by creating positive images in the minds of tourists to select their destination ahead of others. Ongoing developments in the tourism industry, competition among tourist destinations, changing customer expectations and habits are factors that have urged tourist destinations to be conceived as brands since they have to be managed in a strategic manner in order to be successful. The brand image of destinations is essential due to three main reasons. Firstly, brand image influences the tourists' choice of the holiday destination. It represents tourists' "mental picture formed by a set of attributes that define the destination in its various dimensions" and "exercises a strong influence on consumer behaviour in the tourism sector" [1]. Tourists usually lack information about destinations they have not previously visited and hence destinations with stronger images are more likely to be chosen. Secondly, brand image influences post-purchase decision-making behaviors including evaluation (satisfaction) and future behavioural intentions [2] [3].

II. BACKGROUND

The background of a study is an important part of our research paper. It provides the context and purpose of the study. Hence there is need for background study that contribute to prepare proposed system.

A. Text Mining

Text mining is a technique of traditional data mining and using these efforts is made to capture meaningful information from unstructured format of data named as text. That can be recognized as the process of analyzing text in order to extract information. This information need to be essential for particular application purposes. The phrase "text mining" is generally used to denote any system that analyzes large quantities of natural language text and detects lexical or linguistic usage patterns in an attempt to extract probably useful (although only probably correct) information [4].

Text mining is an art of "text analytics" which is one way to make qualitative or "unstructured" data usable by a computer. Qualitative data is descriptive data that cannot be measured in numbers and often includes qualities of appearance like color, texture, and textual description. Quantitative data is numerical, structured data that can be measured. However, there is often confusion between qualitative and quantitative categories. For example, a photograph might traditionally be

considered "qualitative data" but when you break it down to the level of pixels, which can be measured [5].

Text mining process starts with a document collection from various resources. Text mining tool would retrieve a particular document and pre-process it by checking format and character sets. Then document would go through a text analysis phase. Text analysis is semantic analysis to derive high quality information from text. Many text analysis techniques are available; depending on goal of organization combinations of techniques could be used. Sometimes text analysis techniques are repeated until information is extracted. The resulting information can be placed in a management information system, yielding an abundant amount of knowledge for the user of that system. Text mining process is as shown in following figure 1
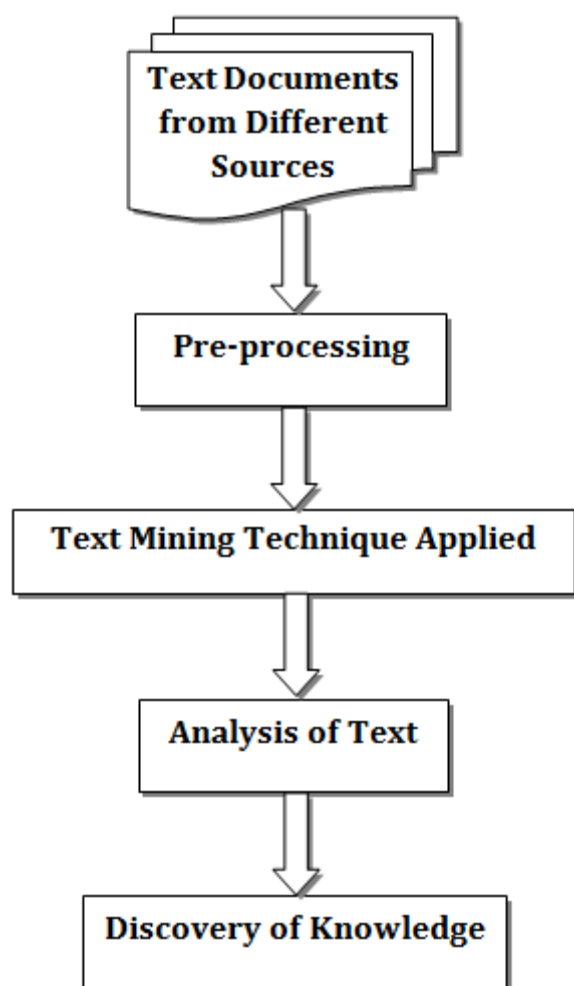

Figure 1: Text Mining Process

B. *Web Content Mining*

The Quest for knowledge has led to new discoveries and inventions. With the emergence of World Wide Web, it became a hub for all these discoveries and inventions. Today the evolution of the World Wide Web has brought us enormous and ever growing amounts of data and information. The web is full of structured or unstructured information which is directly or indirectly influencing society or people in everyday life [6].

Web content mining is related but different from data mining and text mining. It is related to data mining because many data mining techniques can be applied in Web content mining. It is related to text mining because much of the web contents are texts. However, it is also quite different from data mining because Web data are mainly semi-structured and/or unstructured, while data mining deals primarily with structured data. Web content mining is also different from text mining because of the semi-structure nature of the Web, while text mining focuses on unstructured texts. Web content mining thus requires creative applications of data mining and/or text mining techniques and also its own unique approaches. In the past few years, there was a rapid expansion of activities in the Web content mining area. This is not surprising because of the phenomenal growth of the Web contents and significant economic benefit of such mining. However, due to the heterogeneity and the lack of structure of Web data, automated discovery of targeted or unexpected knowledge information still present many challenging research problems [7] [8].

C. *Issues on Web Content Mining*

Web content mining has number of research issues because it can extract the information from the web search engines [9].

✓ Data / Information Extraction concentrate on extraction of structured data from web pages such as products and search results.
✓ Web information integration and schema matching. The web contains large amount of data, each website accept similar information in a different way. Similar data discovery is an important problem with lots of realistic applications.
✓ Opinion extraction from online sources i.e. customer makes sure of products, forums, blogs and chat rooms. Mining opinions are of big consequence for marketing intelligence and product benchmarking.

Automatically segmenting web pages and detecting noise is an interesting problem in web application. It could not have advertisements, navigation links and copyrights notices.

Hence, extracting the main content of the web page is important problem in web application.

D. *Destination Image Branding*

Destination branding is a process used to develop a unique identity and personality that is different from all competitive destination. Destination ImageBranding is possibly the most powerful marketing weapon available to all kinds of marketers. Now a days, branding is used most commonly by the destination marketers. Today, most destinations have superb five-star to seven-star hotels, diverse kinds of attractions; every country (destination) claims a unique culture, heritage, and history of its own, each country (destination) has its own special uniqueness, e.g. friendly people, excellent services, natural beauty, infrastructure, etc. Destination Image Branding is possibly the most powerful marketing weapon available to all kinds of marketers. Now a days, branding is used most commonly by the destination marketers. Today, most destinations have superb five-star to seven-star hotels, diverse kinds of attractions; every country (destination) claims a unique culture, heritage, and history of its own, each country (destination) has its own special uniqueness, e.g. friendly people, excellent services, natural beauty, infrastructure, etc. [10] [11].

Figure 2: Destination Brand Component

E. *Sentiment Analysis*

The emergence of social media has given web users a venue for expressing and sharing their thoughts and opinions on all kinds of topics and events. Sentiment analysis has been first introduced by Liu, B [12]. It is also known as opinion mining and subjectivity analysis is the process to determine the attitude or polarity of opinions or reviews written by humans to rate products or services. Sentiment analysis can be applied on any textual form of opinions such as blogs, reviews and Microblogs.

Sentiment analysis can be defined as a process that automates mining of attitudes, opinions, views and emotions from text, speech, tweets and database sources through Natural Language Processing (NLP). Sentiment analysis involves classifying opinions in text into categories like "positive" or "negative" or "neutral". It's also referred as subjectivity analysis, opinion mining, and appraisal extraction. The words opinion, sentiment, view and belief are used interchangeably but there are differences between them [13].

Opinion: A conclusion open to dispute (because different experts have different opinions)

View: subjective opinion

Belief: deliberate acceptance and intellectual assent

Sentiment: opinion representing one's feelings

III. LITERATURE SURVEY

Previous work includes a diverse set of approaches to affect traditional social content of destination branding of content mining system, differing both in the evidence used as well as the clustering and classification concept. Here we studied many techniques that have been developed for finding the appropriate analysis from the user reviews:

Content generated by tourists, travelers, professional travel bloggers and travel journalists who post, comment and share information on social media channels is arguably the greatest digital challenge of destination branding today. The tourist-/traveller-generated content are likely to generate brand value if integrated into the destination branding strategy. There is, however, a lack of theoretical awareness and empirical research into the role of social media content in shaping destination brands. By taking Portugal as a case study, ***Eduardo Oliveira et al. [14]*** is aimed to show how content analysis can be used to identify and understand the way tourists and travelers perceive the country as a tourist destination. The application of this methodology on online material could contribute to a refined destination branding initiative for Portugal by integrating user-generated and travel experts content into the strategy. It applies textual content analysis by using qualitative data analysis software within an interpretative paradigm, on tourism-oriented online publications in which the tourism potential of Portugal has

been discussed. The findings highlight the tourist/traveler as an opinion maker with access to a plethora of information communication technologies to act as co-creators of brands. Therefore, it is wise to engage them and strategically integrate the content they generate into the whole destination branding effort.

Tourism is a vital economic activity in many countries. Cities, regions, countries and destinations of all categories vie for securing tourists and to do so they employ communication and promotion channels such as official websites. Despite the importance of these websites, no comprehensive method of assessment exists to enable communications managers and directors to find out whether their destination's website is effective and where it ranks in comparison to its competitors. *José Fernández-Cavia et al. [15]* presents a hitherto unseen assessment system aimed at meeting this need. Using a host of indicators, grouped into twelve parameters, a Web Quality Index (WQI) has been specifically established for tourist destination websites which, as well as determining an overall index, makes it possible to draw comparison between parameters or spheres of analysis. The assessment system is illustrated using the result of a pilot sample of official websites from ten destinations to confirm the validity and potential of the model put forward.

In recent years, mobile phones and access points to free Wi-Fi services have been enhanced, which has made it easier for travelers to share their stories, pictures, and video clips online during a trip. At the same time, online travel review (OTR) websites have grown significantly, allowing users to post their travel experiences, opinions, comments, and ratings in a structured way. Moreover, Internet search engines play a crucial role in locating and presenting OTRs before and throughout a trip. This evolution of social media and information and communication technologies has upset the classic sources of information of the projected tourist destination image (TDI), allowing electronic word-of-mouth to occupy a prominent position. Hence, *Estela Marine-Roig et al. [16]* is to propose a method based on big data technologies for analyzing and measuring the perceived (and transmitted) TDI from OTRs as presented in search engines, emphasizing the cognitive, spatial, temporal, evaluative, and affective TDI dimensions. To test this approach, a massive analysis of metadata processed by search engines was performed on 387,414 TripAdvisor OTRs on 'Things to Do' in Île de France, an outstanding smart tourist destination. The results obtained are consistent and allow for the extraction of insights and business intelligence.

B2B relationships are characterized by strategic partnerships between firms and the suppliers of goods and services integral to their offerings. Failure to choose the right partner could jeopardize the survival of both partners. While a number of studies suggest that partnering firms need to be aligned operationally, few studies look at whether there should be alignment between the brands of firms and their suppliers. Therefore, authors build on existing studies on sexual selection to develop a theory of whether similarity in brand attributes affects the success of B2B relationships. *Colin Campbell et al. [17]* propose that firms wishing to portray particular brand images to their customers choose suppliers whose images mirror their own. To develop our proposition, we investigate the brand personality alignment between well-known firms and their suppliers in four industries. The findings of our analysis have significant implications for scholars and managers interested in the nature and success of B2B partnerships.

Tourist destinations are increasingly affected by the travel-related information shared through the Web. More and more people first check the previous experiences of other customers before doing their own decision-making. *M.R. Gonzalez-Rodriguez et al. [18]* explores the image of travel destinations by analyzing the content of opinions shared using sentiment analysis techniques. A sentiment score is obtained and analyzed considering several tourist features of the travel destination as well as the usefulness of shared opinions. A well-known e-word of mouth community and the city of Barcelona have been used as a case study. The results obtained reveal the sentiment orientation towards the city of Barcelona and its tourist offer. Finally, a sensitivity analysis related to the calculation of the sentiment score is included.

IV. PROBLEM FORMULATION

"As tourism services are intangible, images become more important than reality". This quote perhaps constitutes the most predicative statement building the underlying problem of this thesis. It describes today's situation in the tourism industry to the point, where events and trends are becoming ever more complex and fast-paced. As tourism destination products and services cannot be tested prior to the purchase, consumers have to build images of them and make their purchase decision based on these images. Whether the image is an accurate portrayal of what the respective destination is really like is thereby not so important, what really matters is the mere existence of the image in the minds of potential consumers. Images play an essential role in destination choice matters, and the ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities. Although not all elements contributing to the development of an image can be controlled, tourism marketers want to strategically establish, reinforce and, if necessary, change the image of their destination. Through advertising, image can become an artificially created differentiation, because it strongly influences and forms beliefs about the offered tourism

products). Moreover, destination image contributes to forming a destination brand and also to its success [19] [20] [21].

V. CONCLUSION

A clear branding strategy is critical for the success of tourism Industry. Marketing theory and practice has confirmed huge importance of brands for the organizations trying to provide superior quality of services and products as well. Brands also have very important role in tourism and the role of the brand can identify two levels- branding of individual provider that offer different types of tourist service and branding of tourist destination. This paper basically, introduced vast variety of destination branding of people sentiment of review about image branding. Additionally various literature show that prior work done in tourism field. Hence, finally this study is delivered existing work of the different destination brand image.

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