

Tripadvisor: Value Creation through Online Travel Reviews using Human Computer Interaction

Khine Khine Aung
University of Computer Studies, Yangon

Abstract:- Nowadays, many people rely on online services to plan a trip. However, they are usually faced with the problem of being supplied with lots of information. In consequence, they have to invest a great deal of time to decide what to visit, when, etc. Tourism has to do with the activities that people carry out during their trips in places that are different from their regular environment. People these days are getting more used to turn to new technologies when planning a trip. This reality can be explained by the fact that Internet is part of our daily life. For this purpose, this paper starts from the assumption that the development of a recommender system can contribute to the field of trip advisor of Tourism. This system which help people find what they need on the net, have had a great success.

I. INTRODUCTION

Tourism is a sector that has enjoyed a boom during the past two decades, and for many regions and countries it has come to be one of the main income sources. The appearance and development of the Internet has had a significant impact on the way people access information, especially on how they get information about the destination they want, on how they contract their trips, or on how they book hotels or transport.

In the tourism sector, new technologies based on the Internet currently play a very important role, as they can supply more complex and complete products that meet users demand. But before presenting any suggestion to the user (hotels to stay, places to visit, cultural or leisure activities to perform, etc.), the system will have to explore several sources of information. In order to manage and organize the available information of the growing and decentralized database that the Internet has become, it is essential to face up to the challenge of locating, processing and integrating all the relevant and available information. The vast majority of information on the net has been uploaded under neither control nor organization. As a result, it is necessary to create a system that allows computers to process such content from a semantic point of view in order to classify it and use it as wanted.

This paper presents the TripAdvisor system that gives the idea to travellers who interested in Myanmar's well-known experience in related areas. As the Web application, the system allows users to parts of Myanmar. This system is the most convenient for users who will select, in general terms, the activities need to indicate their interest. The proposed system is more elegant to suggest study the

interaction between users and the system, so the traveller can be given initial information to modify. The system also gives the idea of trip and planning services allowed on travel concepts to user. For example, to date, the length of travel application for mobile phones, has been scheduled to visit, while the user can monitor the schedule was done.

II. RELATED WORK

ICT and the Internet have had a major impact not only on tourism business but also on tourists. Tourists can plan their trips by booking their trips through various online booking services more easily, and it is more conveniently than the internet, using the information available on the internet [2].

The above definition of tourism is given by the United Nations World Tourism Organization. Tourism is a very complicated concept, very multidimensional as a phenomenon, and it is impossible to define it clearly [1].

Tourism is not only the people who move out of their living environment, but also the interaction between the tourist area and the destination area [3]. The concept of tourism can be further defined according to various attributes such as travel purpose (leisure, business, visiting relatives), type of travel on destination (international, national), or duration of travel (day or night).

Word-of-mouth information is information coming from people, families, friends, and individuals who interact with each other and make up a consumer reference group. These people in the reference group tend to have a major impact on their behaviors. The most central influence related to the subject of this study is the informational influence received from the reference group, which is used by humans as useful information.

As mentioned above, word-of-mouth information is very important in the consumer decision-making process, and even more so in service products like tourism services. The Internet and Web 2.0 expand the possibilities not only from people working directly with friends, family of 24 people and / or others, but also from people with product experiences that they do not necessarily meet face-to-face.

From here, the concept of electronic word-of-mouth (eWOM) is raised [4]. Electronic word-of-mouth is defined as "all informal communications directed to consumers through Internet-based technologies related to a particular product or service, or the usage or characteristics of that seller. The information that users create about the product

for other users is both UGC and eWOM because they are generated and delivered via the Internet.

eWOM can be received from different types of internet media, and information can be sent directly from one person to another, eg via email, or the information can be sent by one or more people to a website Or it may be received by a large number of people who can be posted on the review site.

In this case I am focusing on the information posted and distributed through the review sites. This is an example of a TripAdvisor, a place where different people generate information and can be read by more than one person. Reviews at the review site also serve as a source of information as well as recommendations. Review sites have many benefits. The difference between the conventional review information and the recommendation received face-to-face in electronic review on the review site is that there are both negative reviews and positive reviews at the same location, although there are various review sites, resources, and different consumers.

Although the review site contains opinions that draw various opinions in one place, listeners receive only negative or positive opinions from that source. eWOM also has the advantage of being able to search for access, links and traditional WOMs in these online spaces without these possibilities.

III. BACKGROUND THEORY

➤ *The prerequisites for building a recommender system*

Data is the most important asset. If metadata is available, context based approaches can be started. The large number of user interactions allows the recommendation system to try more powerful collaborative filtering.

Some things to keep in mind regarding the user-item interactions:

- Humans should express interactions on systems / computers so that data can be extracted. For example, if the user is working at an e-commerce site, interactions may include item clicks, searches, visits, favorite items, purchases, explicit ratings, elements in the shopping cart, and even discarded items among other.
- Explicit is characterized by situations such as when the user shows a positive or negative interest in an item, such as ranking or end of review. Implicit is when the user's interest is derived from the user's behavior such as product search or purchase.
- The larger the number of interactions per user and item, the better the final results will be.

- Generally, there are popular items that the user interacts with many people, and others that are not. The recommender system works very well with items that are generally popular, but it's not very interesting as it is probably already less well known to the user.

➤ *Social Network*

Social networks create personalized homepages for individuals, log daily logs as blogs, post images, share music videos, exchange ideas and connect to other interesting web services It is understood as a space. According to the theory of social networks, "social networks are social structures consisting of nodes and ties".

➤ *Chatbot*

In the scientific literature, chatbots are more formally called conversational agents. In the context of this document, the terms chatbot / conversational agent are used interchangeably. The basic principle of all chatbots is to interact with human users (in most cases) via text messages and to act as if they understood the conversation and responded appropriately to the user.

The chatbot definition adopted in this document is a computer program that communicates by human text and provides services to human users to achieve clear goals.

➤ *Web 2.0*

Web 2.0 is a concept introduced by O'Reilly (2005), which refers to the second generation of services based on the Internet. The concept of Web 2.0 means that collaboration between different users on the Internet is enhanced, rather than acting independently of those who post information online and those who read it.

➤ *Q&A bot*

With the messenger platform, you can talk to the people of the messenger. Microsoft has created a Q & A bot to answer questions, for the same reason that its name implies. You need to share the URL of the FAQ page. Bots are created in minutes using information and structured data on the FAQ page. In addition, Microsoft's integration of cognitive services allows bots to look, hear, interpret and interact in more human ways.

➤ *Import.io*

Data is extracted automatically for the first time using very sophisticated machine learning algorithms. If the user does not understand it correctly, there is no need to worry. If you use the point-and-click web interface to show what the user wants, it can be seen by the user. The data for one page is good. Thousands of pages are better. Use the URL generator to find common patterns, generate and save thousands of URLs in a few seconds, and run instant data queries.

IV. TRIPADVISOR SYSTEM

Our goal here is not to generalize the results of the total population, but for tourism purposes, rights and social media as well as young-elder personal explorers have gain insight.

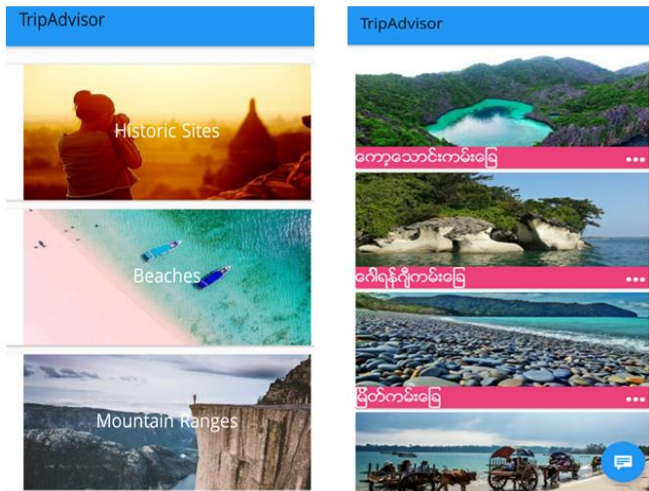


Fig 1:- Main Page and Choosing Beaches

The mechanisms was settled by questions on the Internet "informants", reviews trip, mobile products and travel purposes in the use of social media, reviews and questions developed a tourist.

The system interface gives informants both actively discuss and share on social media travel experience. This new carefully prior during the visit, especially written by other travelers' reviews. Since social media information from different sources that have significantly changed the way on feels. However, there are a lot of garbage and what participating in discussion forums online for quite pointed out that it is selected. The system also will travel with the review does upload a lot of photos. The photo is primarily published to the web site, but users are using an android phone.

After visited in main menu of tripadvisor, the users can choice their destination with friends' reviews, likes, check-ins and other information. Right side of Figure 1 views the choice of beaches in myanmar.

➤ Q&A Chatbot

TripAdvisor provides Chatbot to its users. Chatbot permit users to share their opinions and ask for experiences and advice about their travels in an interactive discussion with the community.

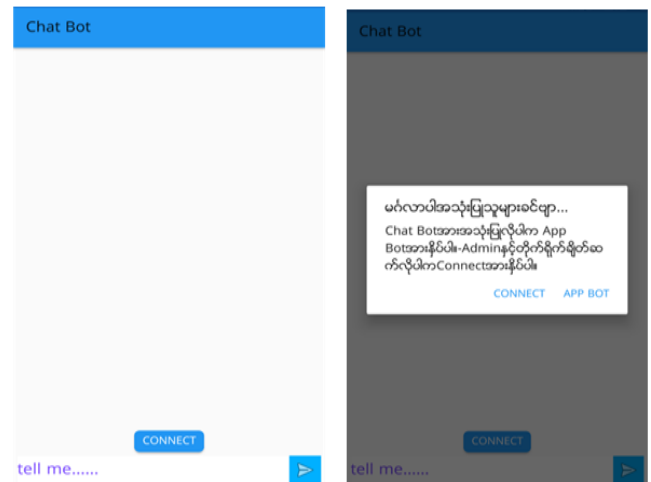


Fig 2:- Q&A bot

In the system user can get firsthand advice and information through the use of chatbot in Figure 2. This system takes advantage of opportunities to share the experience of their trip together with friends to engage furthering business in use to communicate with a large audience.

V. CONCLUSION

The role of TripAdvisor in Sights & Landmarks and Lookouts Myanmar is undeniably significant and influences the destination decision-making process. That system gives advices to travellers to find a lot of useful information about preparing the trip in their holidays. The trip will ensure that it provides the expected quality and correct outlook of the landmark, and if it gets a good enough review people will decide to visit. Therefore, TripAdvisor can be viewed as a source of reliable information as it reflects the industry standard used by travellers. In other words, it is the platform most used by all parties and appears to be the most important despite its shortcomings.

REFERENCES

- [1]. Buhalis, D., "eTourism: information technology for strategic tourism management". TOURISM RECREATION RESEARCH VOL. 30(3), 2005: 7-16
- [2]. Chatterjee P. (2001) ,"Online Reviews: Do Consumers Use Them?", in NA - Advances in Consumer Research Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research, Pages: 129-133.
- [3]. Litvin, S. W., R. E. Goldsmith & B. Pan, "Electronic word-of-mouth in hospitality and tourism management". Tourism Management, 29, 458-468, 2008.
- [4]. Alžbeta Kiráľová*, Antonín Pavlíček, "Development of Social Media Strategies in Tourism Destination", IC-SIM 2014, September 1-4, 2014, Madrid, Spain.