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Determinants of Traveler Dissatisfaction: An Application of Mining Travel Blogs

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Customer satisfaction has been an enduring and extensively researched area in the customer behaviour and tourism fields since the concept was introduced (Pizam, Neumann, & Reichel, 1978). However, travelers' dissatisfying experience, when compared with customer satisfaction, is often ignored by researchers (Alegre & Garau, 2010). Therefore, this research focused on Chinese tourists aims to fill this gap by identifying the determinants that make Chinese travelers dissatisfied. To conduct the research, the researcher searched the largest Mandarin travel blog website (i.e. [www. Qyer.com](http://www.Qyer.com)) to collect sentences containing key words "dissatisfaction", and "disappointment". Then, a topic model was trained to summarize the key themes recurring in these analyzed texts. After the generation of key themes, the two or three sentences surrounding the dissatisfaction themes were recorded and analyzed by the researchers to confirm dissatisfaction and circumstances of dissatisfaction, ultimately leading to a comprehensive list of categories. This is an ongoing research project, and the preliminary analysis suggests that themes including "past experiences", "environment", "customer service", and "value" are the causes of dissatisfaction that are frequently mentioned in the sample. It is also interesting to note that when the tourist is outbound versus inbound, the causes of dissatisfaction can be different.

References

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