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Self Service Business Intelligence: An Analysis of Tourists Preferences in Kosovo

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Abstract. The purpose of this paper is to analyze the preferences of tourists in Kosovo through the data from TripAdvisor.com. Top things to do in Kosovo, will be analyzed through the comments of tourists in TripAdvisor.com. By analyzing the data with PowerBI, will be analyzed what are the most preferred things to do and what the tourists like the most in Kosovo. This paper will contribute on defining the preferences of tourists in Kosovo, it also can help tourism to invest and attract more tourists in specific areas or improve and invest in places less preferred by tourists.

Introduction

Tourism is a fastest growing global service industry; however, there are many challenges with service marketing that affect how the tourism is provided to the tourists. Knowing where the tourists preferences reside, businesses can develop the appropriate marketing plan to enhance tourists satisfaction. Results in marketing show potentially greater importance in tourism than in other industries but sadly this potential is not always fulfilled [1]. In many ways, it is venturing into unknown and untested territory unless the consumer has purchased the product before or the product has received a positive word of mouth[2] or positive reviews on the travelling sites or social media.

Therefore, this paper claims that these findings could also exploit the destination image enhancement opportunities that exist through developing an insight about the tourist preferences and delivering the preferred service package to tourists. The growth of socio-economical life has increased intentions toward traveling, the tourism industry has been growing continually over years. In many countries, the tourism industry is a main industry that deserves our policy attention, and obviously it has become a global socio-economical phenomenon [3]. A successful tourism industry can enhance regional economic development, as well as becoming a source of rich foreign exchange income [4].

Kosovo Tourism Industry

Tourism has become the largest growing industry, while Kosovo's total global tourism arrivals and earnings are quite insignificant based on its potential. Kosovo has a great potential of tourism, it is located in southeastern Europe's Balkan. The country has a rich history characterized with many castles and archeological sites. But yet Kosovo's most tourism arrivals are from neighboring countries who belong to Albanian ethnicity. Even though Kosovo it is

visited by foreigners yet again this number remains insignificant based on Kosovo's tourism potential.

The aim of this paper is to analyze tourist's preferences in Kosovo . The management of all tourism destinations should focus on enhancing their attractiveness and quality, as well as effectively using the limited resources in current [5]. Therefore, this paper analyses top thirty things to do in Kosovo from the perspective of tourists reviews on TripAdvisor.com. In addition, how these top tourism destinations attract tourists and the tourists' reviews are also included in this paper.

Data Gathering and Data Analysis

Data were web scrapped from TripAdvisor.com by using tools for web scrapping, and for this paper were chosen the top 30 things to do in Kosovo. From TripAdvisor.com were web scrapped reviews sorted by country, review title, review comment and date of the review. By using these four elements of the review, with the use of nVivo, were analyzed which are the top words which tourists described the places they visited, and their experience in the places which they visited.

Overall there were 1391 reviews which were web scrapped from top 30 things to do in Kosovo from TripAdvisor.com. The number of the reviews is enough to give valuable insight for Kosovo's tourism and its potential from the perspective of tourists.

Results of Tourists Preferences

Firstly, after gathering data from TripAdvisor.com, data was imported in PowerBI and analyzed which were the top reviewed things to do in Kosovo. A map was designed showing the top visited places based on the number of reviews by attraction and its city as shown in Figure 2. In Figure 2 is shown the list of top reviewed things to do in Kosovo and where these attractions are located.
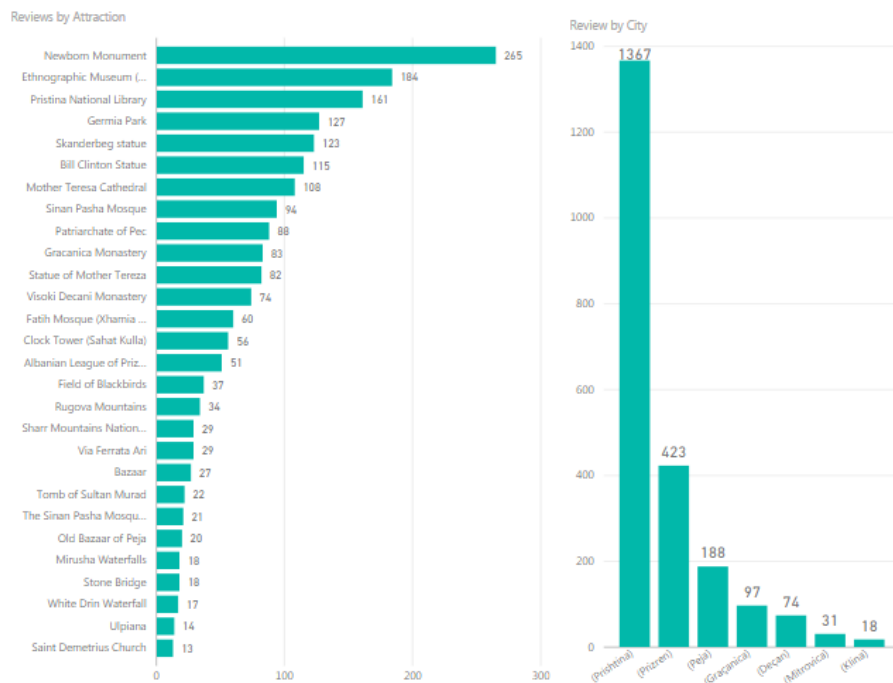
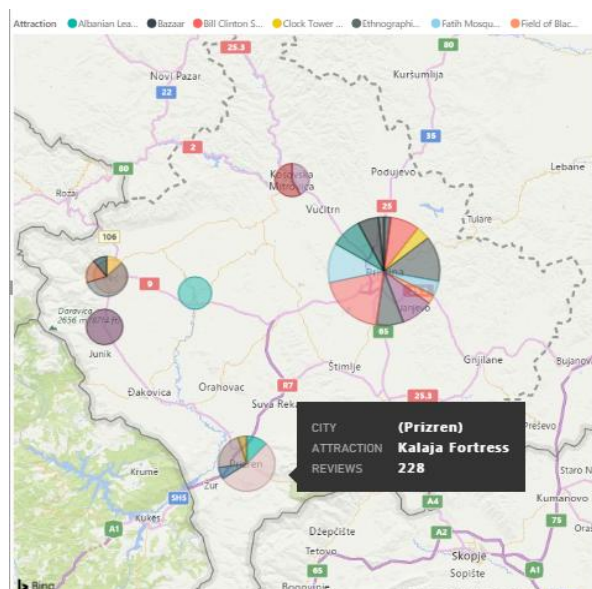**Figure 1**. Top things to do in Kosovo and top reviewed cities by attractions

Figure 2. Map of top reviewed attractions, city and the number of reviews

By using nVivo, the data were analyzed, and the word frequency used on the reviews by tourists gave significant facts that Kosovo has great potential for development of tourism based on tourists reviews. In Table 1, are shown the most used words and their weighted percentage used by tourists to describe places they visited.

	Word	Count	Weighted Percentage (%)
1	city	462	0.87
2	see	453	0.86
3	visit	433	0.82
4	place	425	0.80
5	kosovo	414	0.78
6	one	371	0.70
7	nice	351	0.66
8	worth	346	0.65
9	great	332	0.63
10	beautiful	321	0.61
11	pristina	318	0.60
12	statue	305	0.58
13	well	281	0.53
14	interesting	275	0.52
15	view	245	0.46
16	just	244	0.46
17	good	240	0.45
18	prizren	235	0.44
19	walk	226	0.43
20	monument	216	0.41

Table 1. Most used words, number of word used, and weighted percentage from all reviews.

In Figure 3, is shown the world map showing the tourists countries all around the world. This feature is provided by PowerBI, which is very useful way to analyze where tourists are from and where the marketing should be focused. As shown, tourists are mostly from Europe and North America.

Figure 3. World map the tourists countries who visited Kosovo

By using nVivo and PowerBI, it was analyzed during which months the reviews were written by tourists, and the results show that Kosovo has great number of tourists during the summer season, and the most preferred months of tourists are July and August as shown in Figure 2. By analyzing those results, it can be concluded that Kosovo lacks in winter season tourism or perhaps management of tourism should invest more on winter season tourism like ski resorts etc.
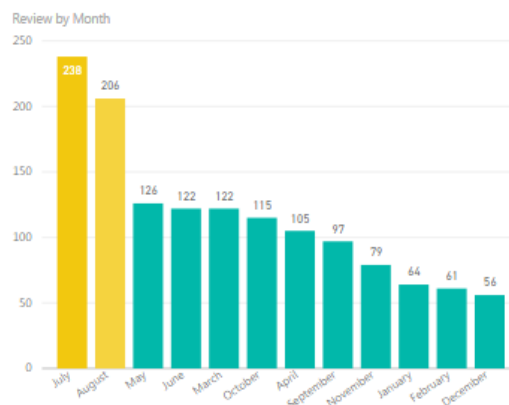

Figure 3. Reviews by month

As shown in Figure 3, the number of tourists who reviewed on TripAdvisor.com has not increased significantly over the years. It is clear that Kosovo Government or Ministry of Tourism and hospitality and tourism industry, should invest more on tourism.
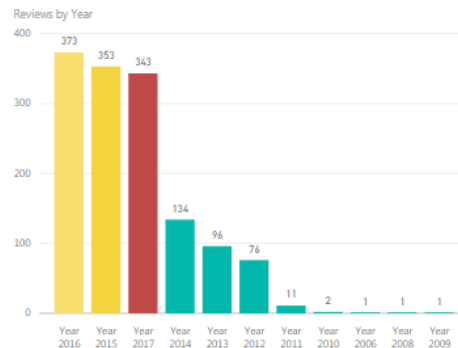
Figure 4. Reviews by Year

Conclusions

This paper provides Kosovo's tourism with valuable information about specific attributes to take into consideration in the tourism services provided to tourists preferences by using tools for data analytics.

This paper can empower the Kosovo's tourism departments, with information about tourists preferences, so the government and hospitality industry can add value to their relationship with the tourists, by incorporating preferred combination of features. As a conclusion Kosovo has great tourism potential, but it needs more investments on its touristic places, archeological sites and winter tourism.

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