

EVALUATION OF TOURIST DESTINATIONS WITH DATA SCIENCE TECHNOLOGY

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The article presents results of an exploratory study applying a methodology of Big Data in two Mexican tourist destinations, using the method of analysis of sentiments and opinions in reviews published online on four kinds of tourist services: tourist attractions, lodging, food and beverages and transport. The methodology produces positive, negative and neutral assessments on each of the establishments and services analyzed; data were taken from tourist blogs TripAdvisor and VirtualTourist. In the services analyzed, the results show that, overall, Los Cabos gets more positive feedback than Cancun, with the exception of transport services, showing negative remarks in both destinations. Rather than focusing on the general aspects presented in the traditional work on image and competitiveness of tourist destinations, the methodology provides precise results about types of services, attractions and facilities. Preliminary results were satisfactory; the methodology can be applied to other tourist destinations and services.

KEY WORDS: *tourist destinations, Big Data, competitiveness, image, visit experience.*