

A Sequential Pattern Mining Approach on Tourist Movement

Background

Tourist movement has direct impacts on region's economy. As such, governments have sought to capitalize on mega events to develop tourism to achieve economic development and social transformation. However, there is limited understanding of how tourist movement happened in a temporal space during a mega event.

Project aim

This research project proposes a more comprehensive sequential patterning mining approach to understand tourist movement during a mega event using social media data

Our Approach

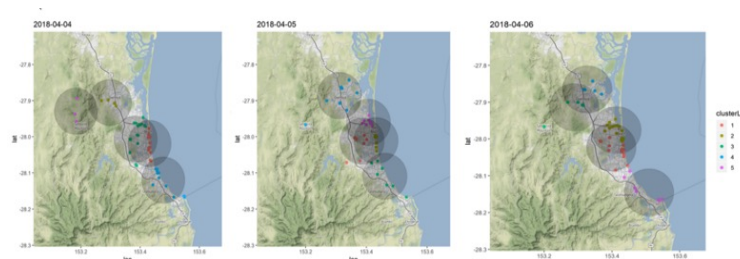
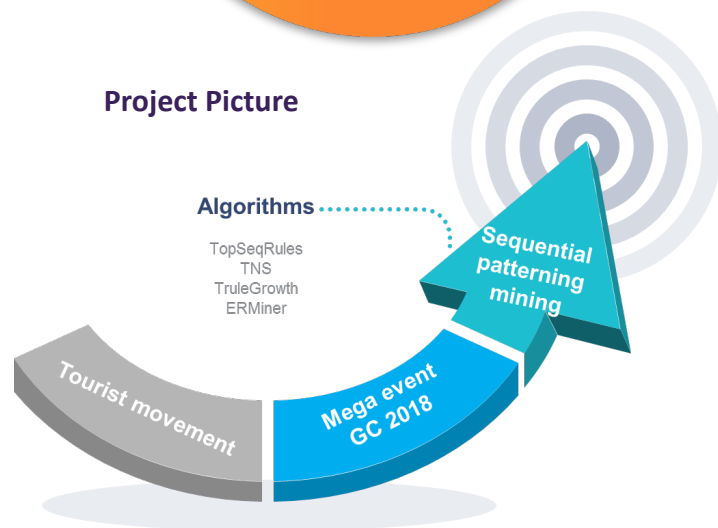
Using four different sequential pattern mining algorithms, this study investigates the movement of international visitors during the 2018 Gold Coast Commonwealth Games at a specific destination level through Twitter data

Key Findings

- Sequential pattern mining is powerful in revealing the complex travel patterns and providing insights into the potential associated destinations that visitors are likely to visit
- Our approach using social media data to identify tourist movement can assist destination management organizations and event organizers in identifying the event's contribution to tourists' local visitation

"Sequential pattern mining is powerful in revealing the complex travel patterns and providing insights into the potential associated destinations that visitors are likely to visit"

Project Picture



Project Team

Dr Mingming Cheng
Dr Xin Jin
Jinyan Chen

Dr Xiaowei Wang
Dr Ying Wang

Further information, please contact

Dr Mingming Cheng
Associate Professor
Research Lead, Social Media Research Lab
smrl@curtin.edu.au

