

ABSTRACT

Indonesia, as an archipelagic country with a diverse range of tourism attractions, faces significant disparities in destination competitiveness. This imbalance reflects a structural dependence on Bali as the primary hub for international tourist visits. Such dependence poses a sustainability risk for the national tourism sector. This study aims to identify the key factors shaping international tourist perceptions of five super-priority destinations and to formulate evidence-based strategies for enhancing competitiveness while promoting national destination diversification.

This research adopts the destination competitiveness framework developed by Dwyer and Kim, encompassing five key dimensions: *core resources*, *supporting factors*, *destination management*, *demand conditions*, and *situational conditions*. Prior literature highlights the dominant role of attraction quality and visitor experience in shaping tourist perceptions, while integrated governance and service quality are critical for strengthening emerging destinations.

An exploratory quantitative approach based on user-generated content is employed, using data extracted from TripAdvisor through web scraping techniques. The dataset is analysed using sentiment analysis, topic modelling, and decision tree classification. Dimension categorization is conducted systematically using keyword mapping and sentiment scores, with validity tested through coherence score, cross-validation, and classification accuracy metrics.

The findings reveal differentiated contributions across the five dimensions. *Core resources* such as natural landscapes, cultural heritage, and iconic local features are the primary sources of positive sentiment. *Demand conditions*, including accessibility, affordability, and local hospitality, reinforce emotional engagement. *Destination management* aspects like visitor policy, crowd control, and facility maintenance vary across sites and often trigger negative perceptions when misaligned with tourist expectations. *Supporting factors* such as transport infrastructure, digital connectivity exert weaker yet notable influence, while *situational conditions* includes, cleanliness, safety emerge as key drivers of

negative sentiment. These patterns are consistently detected through decision tree structures and topic distribution.

This study recommends data-driven strategies that account for local contextual attributes, with emphasis on strengthening management, services, and infrastructure. A coordinated and sustainable development approach is essential to improve destination competitiveness and ensure a more equitable distribution of tourism-related economic benefits across Indonesia.

Keywords: Destination Competitiveness, User-Generated Content (UGC), Sentiment Analysis, Topic Modelling, Decision Tree Classification, Indonesian Tourism