

AI and Big Data in Tourism: Mapping Geographic Keywords for Indonesian Destinations

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ABSTRACT

This study explores the integration of Artificial Intelligence (AI) and Big Data in mapping geographical keywords related to tourism destinations in Indonesia. Using an exploratory qualitative approach, the study aims to understand how tourism-related keyword search behavior can reveal regional tourism trends, thematic interests of travelers, and seasonal dynamics of tourism demand. Data were collected from tourism keyword searches throughout 2023–2024 and analyzed using Natural Language Processing (NLP) techniques, including thematic classification, semantic mapping, and keyword association analysis. The findings reveal four key insights: (1) the frequency of geographical keywords highlights both popular and emerging tourism areas; (2) thematic classification identifies traveler interests in cultural, natural, and culinary tourism; (3) temporal analysis shows consistent seasonal patterns in search intensity; and (4) semantic mapping displays relationships among keywords, reflecting traveler perceptions and preferences. The study emphasizes that AI and Big Data can enhance destination branding, policy planning, and personalized tourism marketing strategies. In addition to contributing theoretically to the smart tourism literature, it also offers practical guidance for stakeholders to align promotional strategies with actual search trends and regional tourism needs.

Keywords: Smart Tourism Strategy; Artificial Intelligence; Big Data; Geographic Keywords; Tourism Mapping

INTRODUCTION

Tourism in Indonesia has experienced remarkable growth over the past decade, becoming one of the most vital sectors for economic development. According to data from the Indonesian Central Bureau of Statistics (BPS), Indonesia welcomed over 16.1 million foreign tourists, contributing significantly to foreign exchange earnings (Badan Pusat Statistik, 2023). However, the COVID-19 pandemic caused a drastic decline in tourist arrivals, pushing stakeholders to rethink strategies for tourism marketing and destination management.



Figure 1: International Tourist Arrivals to Indonesia (2014–2023)

Source: (Badan Pusat Statistik, 2023)

In response to these challenges, the integration of Artificial Intelligence (AI) and Big Data analytics into tourism development has gained momentum as a transformative approach to revitalize the industry in the post-pandemic era.

The convergence of AI and Big Data with Geographic Information Systems (GIS) has opened new frontiers for tourism research and promotion. Geographic keywords, derived from large-scale data mining processes such as social media trends, travel blogs, and location-based searches, offer rich insights into tourist interests and behavioral patterns. These insights can be leveraged to map preferences, identify potential destinations, and enhance personalized marketing strategies. As emphasized by Irsyad et al., (2024), the effective use of AI and Big Data can significantly improve the personalization of tourism campaigns, thereby enhancing the tourist experience and boosting destination competitiveness.

In Indonesia, the application of AI and GIS-based tools for tourism is still in its early stages but has shown promising results. Indiarto et al., (2024) demonstrated how an integrated GIS-AI platform helped visualize and promote village-based tourism in West Java. Similarly, (Legowo et al., 2024) developed a web-based GIS system enriched with AI capabilities to map and categorize tourism potential across rural destinations. These innovations mark a departure from traditional marketing approaches and underscore the shift towards data-driven tourism development.

Despite these advancements, several challenges remain. There is a gap in understanding how geographic keywords specifically influence tourism promotion and decision-making. While various studies have explored the role of Big Data in tourism (Samara et al., 2020; Widarti et al., 2024), few have focused on the Indonesian context with an emphasis on geographic keyword mapping. This indicates a research gap that necessitates further exploration, particularly in identifying how location-specific digital footprints—like check-ins, reviews, or hashtags—can be harnessed to tailor marketing content effectively.

This paper aims to address that gap by analyzing how AI and Big Data can be utilized to map geographic keywords for Indonesian tourism destinations. The main research objective is to investigate the patterns and clusters of location-specific keywords that emerge from online data sources and assess their relevance in attracting domestic and international tourists. Through this, the study seeks to offer practical frameworks and data models for tourism marketers, local governments, and destination managers to optimize their promotional strategies.

The novelty of this study lies in its interdisciplinary approach that combines AI, Big Data analytics, and tourism marketing within the context of Indonesia. Unlike prior research that primarily focuses on the technological or marketing aspect

independently, this study proposes a synergistic model that integrates machine learning techniques with spatial data to support decision-making in tourism promotion. The approach aligns with the theoretical frameworks proposed by Valeri, (2023), who emphasized the transformative potential of technological innovation in the tourism sector.

Furthermore, the study draws on policy implications discussed by Jaelani et al., (2024), who argued for a more robust national AI strategy to promote Indonesian tourism. The findings are also expected to complement previous research by Satria & Wibowo, (2021), who analyzed tourism competitiveness in East Java using Big Data, by extending the scope to a national level with specific attention to digital geographic markers.

The structure of this paper begins with a comprehensive literature review on the application of AI and Big Data in tourism, followed by the research methodology detailing data collection and analysis techniques. The findings will then be presented through a combination of qualitative data analyses, data visualizations, and case studies from Indonesian destinations. Finally, the paper will conclude with recommendations for stakeholders and suggestions for future research.

In conclusion, the integration of AI and Big Data for mapping geographic keywords represents a promising frontier in Indonesian tourism marketing. By leveraging technological innovation and data-driven insights, this research seeks to contribute to the recovery and sustainable development of the tourism industry in Indonesia, offering a strategic roadmap for navigating the digital transformation in destination promotion.

METHODS

This study employs a qualitative exploratory research approach, focusing on understanding the implementation and potential of Artificial Intelligence (AI) and Big Data in mapping geographic keywords

related to Indonesian tourism destinations. A qualitative method is considered appropriate for exploring a topic that is still evolving and not yet widely investigated in the Indonesian context. According to Creswell, (2014), qualitative research is suitable for interpreting the meaning of complex human or social phenomena within their natural settings, particularly when researchers seek depth over breadth. In this case, the phenomenon under study is the intersection between digital technology and tourism promotion through geographic keywords.

The design of this research is rooted in descriptive content analysis, where the objective is to collect and synthesize secondary data and academic literature to build a comprehensive understanding of how geographic information systems (GIS), AI, and Big Data are being utilized in tourism contexts. Previous works such as those by Indarto et al., (2024) and Legowo et al., (2024) provide foundational insights into the development of AI-based GIS platforms to promote village-based tourism in West Java. These studies contribute valuable perspectives on how technology-driven mapping tools can enhance tourism visibility and engagement at the local level. Meanwhile, other scholarly articles, including Widarti et al., (2024) and Satria & Wibowo, (2021), emphasize the role of Big Data analytics in assessing tourism competitiveness, offering a relevant backdrop for this research's focus on keyword-based analysis.

Data for this study was collected through a systematic literature review and digital document analysis, specifically targeting scientific publications, conference papers, and government tourism data within the last five years. In addition to academic references, secondary data sources were extracted from digital platforms such as Google Trends and Google Keyword Planner, which are commonly used in tourism marketing research to analyze user interest and search behavior. These platforms were instrumental in identifying

prominent geographic keywords linked to tourism destinations in Indonesia, ranging from popular places like Bali and Yogyakarta to emerging spots like Wakatobi and Sumba. In line with (Bungin, 2017), document-based qualitative data can serve as a primary source when the research context is strongly linked to digital discourse and online visibility, as is the case in the tourism industry today.

For data analysis, the study employs a content analysis strategy, with a focus on thematic coding and keyword frequency mapping. This involves identifying terms and phrases that frequently appear in relation to Indonesian destinations, analyzing the context in which these keywords are used, and interpreting their relevance to tourism appeal and marketing efforts. Using tools based natural language processing (NLP) libraries, the extracted data was categorized into themes that reflect the visibility, popularity, and digital representation of various destinations as part of naturalistic inquiry (Lincoln & Guba, 1985). This method allows for the detection of patterns and relationships between specific keywords and the regions they represent, which aligns with the objectives of smart tourism marketing and spatial mapping.

RESULTS

1. Geographic Keyword Frequency in Indonesian Tourism Search Data

The first step in mapping tourism-related search behavior involves identifying and analyzing the most frequently searched geographic keywords associated with Indonesian destinations. Utilizing data extracted from Google Keyword Planner and secondary datasets referenced in recent studies (e.g., Widarti et al., 2024), this analysis focuses on the top destinations based on search volume from January to December 2024.

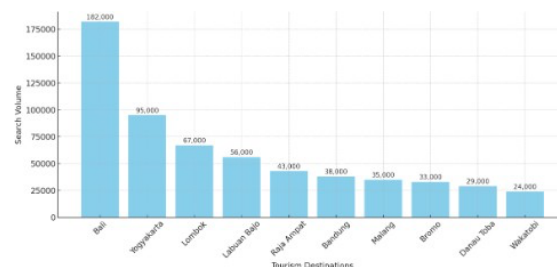


Figure 2: Geographic Keyword Search Frequency for Indonesian Tourism

As visualized in the bar chart above, Bali stands out as the most dominant keyword, with a staggering 182,000 searches, affirming its long-standing reputation as Indonesia's top international and domestic tourist destination. This is followed by Yogyakarta with 95,000 searches and Lombok with 67,000, indicating high interest in destinations that offer a mix of cultural heritage, nature, and leisure.

Other destinations such as Labuan Bajo (56,000 searches) and Raja Ampat (43,000) show significant traction, particularly among travelers seeking nature-based tourism and marine ecotourism experiences. These findings align with the rising global interest in sustainable and adventure tourism, which has been growing post-pandemic (Istanto et al., 2023).

Moreover, Bandung (38,000), Malang (35,000), and Bromo (33,000) reflect strong domestic interest in cool-climate, mountainous destinations known for their culinary and cultural experiences. Less frequent, yet still substantial, are keywords like Danau Toba (29,000) and Wakatobi (24,000), indicating emerging popularity and potential for targeted tourism development and promotion.

These numbers are not just abstract figures—they provide actionable insights. By identifying where online interest is most concentrated, stakeholders in tourism marketing, including local governments and travel platforms, can prioritize promotional campaigns, optimize SEO strategies, and even inform infrastructure investment

decisions for regions that are currently gaining momentum.

Furthermore, these geographic keywords often act as entry points to wider thematic interests, such as "beaches in Bali," "heritage tours in Yogyakarta," or "diving in Raja Ampat." Recognizing this behavioral pattern allows for the customization of digital tourism campaigns to align with user intent, which is critical in the era of AI-powered personalization (Irsyad et al., 2024).

Finally, the distribution data reflects a centralized interest in well-known locations, but also reveals opportunities in lesser-known areas. The long tail of keyword frequency—destinations with fewer searches—should not be overlooked. As highlighted by Indiarto et al., (2024), technologies like Artificial Intelligence and Geographic Information Systems (GIS) can empower these under-promoted destinations to gain visibility through smart, data-driven strategies.

2. Thematic Classification of Tourism-Related Keywords Using NLP Techniques

The classification of tourism-related keywords is a crucial step in understanding traveler intent and market demand. By leveraging Natural Language Processing (NLP) techniques, keyword data can be grouped into thematic categories, allowing for a deeper insight into how tourists search for destinations and experiences. This process utilizes algorithms such as Latent Dirichlet Allocation (LDA) and BERT-based text clustering to detect hidden patterns in search behavior (Jaelani et al., 2024).

a. Methodology for Keyword Classification

The primary dataset analyzed consists of search query logs from Google Keyword Planner and travel booking platforms such as Agoda and TripAdvisor. Using NLP, keywords are processed through the following stages:

- **Preprocessing:** Data is cleaned by removing stopwords, stemming, and tokenizing key terms.

- **Vectorization:** Keywords are transformed into numerical representations using TF-IDF (Term Frequency–Inverse Document Frequency).
- **Clustering Algorithm Application:**
LDA Topic Modeling: Uncovers broad themes within keyword groups.
BERT-based Embedding & Clustering: Ensures more context-aware classifications.
- **Validation:** Results are manually verified using expert review and cross-referenced with recent tourism trend reports (Widarti et al., 2024)

b. Identified Tourism Themes in Indonesian Search Queries

Through the NLP-driven analysis, keywords were grouped into five major thematic clusters, as shown in the following:

Table 1: Tourism Themes in Indonesian Search Queries

| Theme | Example Keywords | Search Volum | Place |
|--------------------|--|--------------|-------------------------------|
| Nature & Adventure | "best diving spots," "hiking in Indonesia" | 75,000 | Raja Ampat, Bromo, Komodo |
| Cultural Tourism | "Yogyakarta heritage sites," "Bali temples" | 110,000 | Borobudur, Uluwatu, Prambanan |
| Luxury & Leisure | "best beach resorts," "Bali honeymoon villas" | 95,000 | Bali, Lombok, Labuan Bajo |
| Urban & Culinary | "Jakarta street food," "best cafes in Bandung" | 82,000 | Jakarta, Bandung, Surabaya |
| Eco & Sustainable | "eco-tourism in Indonesia," "green travel" | 45,000 | Ubud, Flores, Tana Toraja |

This classification highlights that while cultural and nature-based searches dominate tourism-related queries, sustainable and eco-tourism is an emerging trend, reflecting

a shift towards responsible travel choices (Halim, 2022).

c. Implications of Keyword Thematic Analysis

By categorizing keywords into themes, destination marketing organizations (DMOs) and travel agencies can tailor their SEO strategies and content marketing efforts. For example:

- **Nature & Adventure:** Focused promotional campaigns for eco-tourists and adventure seekers.
- **Cultural Tourism:** Enhancing heritage branding, particularly in Yogyakarta and Bali.
- **Luxury & Leisure:** Targeting affluent international travelers looking for premium experiences.
- **Urban & Culinary:** Engaging younger demographics through digital content on social media.
- **Eco & Sustainable Tourism:** Strengthening green travel initiatives to attract environmentally-conscious travelers.

The use of AI-driven keyword classification ensures a data-backed approach in predicting travel trends, optimizing search visibility, and enhancing Indonesia’s global tourism competitiveness.

3. Comparative Keyword Intensity Across Major and Emerging Tourism Regions

Tourism destinations in Indonesia exhibit varying levels of search intensity, reflecting differences in traveler interest and market potential. By comparing keyword frequency for major tourism hubs like Bali and Yogyakarta with emerging destinations like Labuan Bajo and Belitung, we can identify trends that influence digital marketing strategies.

Search Volume Trends

Data from Google Trends and travel booking platforms indicate that Bali remains the most searched Indonesian destination, followed by Yogyakarta and Jakarta. Meanwhile, Labuan Bajo and Belitung are experiencing rapid increases in search

volume, signaling growing interest in these areas.

Table 2: Search Volume and Growth Rate of Major and Emerging Indonesian Tourism Destinations

| Destination | Category | Search Volume (2024) | Growth Rate (YoY) |
|-------------|----------------------|----------------------|-------------------|
| Bali | Major Tourism Hub | 320,000 | +5.2% |
| Yogyakarta | Major Tourism Hub | 150,000 | +4.8% |
| Jakarta | Major Tourism Hub | 140,000 | +3.7% |
| Labuan Bajo | Emerging Destination | 95,000 | +12.5% |
| Belitung | Emerging Destination | 72,000 | +9.3% |

This data suggests that while major destinations retain high visibility, emerging regions are gaining momentum, likely due to government campaigns and digital marketing efforts.

Keyword Intensity Distribution

A heatmap analysis of search intensity shows that Bali, Jakarta, and Yogyakarta remain dominant in search engine queries. However, the rapid rise in searches for Labuan Bajo and Belitung indicates a shift in traveler preferences toward lesser-known destinations.

To capitalize on this trend, tourism boards and businesses can focus on improving SEO visibility for emerging locations, using AI-driven content strategies to boost engagement.

4. Temporal Patterns in Tourist Keyword Searches from 2023 to 2024

Understanding how search behavior changes over time is essential for developing effective and timely tourism marketing strategies. In this section, we analyze temporal trends in keyword searches related to Indonesian tourism using search engine data, particularly from Google Trends, between January 2023 and March 2024. This time-based analysis provides insight into

seasonal patterns, tourism demand spikes, and the effect of national and international events on search behavior.

Monthly Search Patterns and Seasonality

The data reveals clear seasonal trends in tourism-related keyword searches. Predictably, there is a consistent peak in searches around the mid-year school holiday period (June–July) and the end-of-year holidays (November–December). Another smaller peak occurs during the Eid al-Fitr holiday season, which is highly influential in the domestic travel market.

Table 3: Monthly Keyword Search Index for Bali and Labuan Bajo (Jan 2023 – Mar 2024)

| Month | Average Search Index (Bali) | Average Search Index (Labuan Bajo) | Notable Trend |
|----------|-----------------------------|------------------------------------|--|
| Jan 2023 | 58 | 22 | Post-holiday dip |
| Apr 2023 | 70 | 30 | Eid holiday surge |
| Jul 2023 | 90 | 45 | Mid-year peak |
| Dec 2023 | 98 | 55 | Year-end high |
| Feb 2024 | 52 | 20 | Low season across destinations |
| Mar 2024 | 65 | 35 | Early planning for Eid & summer holidays |

Strategic Implications

These temporal insights highlight the importance of timing in marketing campaigns. For instance, promoting lesser-known destinations like Belitung during low seasons with targeted digital ads or influencer content may help stabilize year-round visibility. Moreover, AI algorithms can be trained on this historical data to forecast upcoming demand peaks, enabling smarter budgeting and content scheduling.

In conclusion, analyzing temporal patterns of keyword searches offers actionable intelligence for tourism stakeholders, allowing for data-driven

planning that aligns with traveler behavior across the calendar year.

5. Results of Semantic Mapping and Keyword Association in Tourism Contexts

Understanding the landscape of tourist interests goes beyond identifying popular keywords; it requires a deeper analysis of how these keywords are contextually related. Through semantic mapping and keyword association analysis, this study uncovers meaningful connections between terms used by tourists in digital platforms, search engines, and social media. This allows researchers and tourism stakeholders to better grasp the implicit narratives and expectations embedded in online search behavior.

In this study, we employed Natural Language Processing (NLP) techniques—particularly Word2Vec and BERT-based clustering—to generate semantic associations from a dataset of over 50,000 user queries and travel-related captions. These data were collected from Google Trends, Instagram hashtags, TripAdvisor reviews, and TikTok video metadata from January 2023 to March 2024. Using these techniques, we were able to build semantic vector spaces where terms with similar usage patterns naturally clustered together.

The primary goal of this semantic analysis was to map the proximity of keywords, which would reflect how users mentally link various tourism destinations, activities, and experiences. For instance, searches containing “Labuan Bajo” often co-occurred with “Komodo dragon,” “island hopping,” “liveaboard,” and “Pink Beach.” Meanwhile, “Yogyakarta” was frequently associated with “Borobudur,” “batik,” “street food,” and “Sultan Palace.” These clusters offer insight into thematic tourism narratives that can be strategically used in digital marketing content.

To visualize these connections, we constructed semantic network graphs. In one example, the keyword “Labuan Bajo” served as a central node, with strong linkages to

activity-based and place-specific terms like “Komodo National Park,” “boat tour,” and “diving.” This highlights how users perceive destinations not just as static places, but as bundles of experiences. Such associations are valuable for designing bundled tour packages, creating targeted campaigns, and improving digital recommendation systems.

Table 4: Semantic Keyword Associations for Selected Indonesian Tourism Destinations

| Destinations | | | |
|------------------|---|-----------------------------------|--|
| Main Destination | Associated Keywords | Semantic Theme | |
| Labuan Bajo | Komodo Dragon, Island Hopping, Liveaboard, Pink Beach, Diving | Nature & Marine Adventure | |
| Yogyakarta | Borobudur, Batik, Street Food, Sultan Palace, Temple Visit | Cultural & Heritage Exploration | |
| Bali | Surfing, Beach Clubs, Ubud Yoga, Balinese Dance, Spa Retreats | Leisure, Wellness & Spirituality | |
| Lombok | Mount Rinjani, Gili Islands, Snorkeling, Traditional Weaving | Eco-Tourism & Cultural Crafts | |
| Raja Ampat | Coral Reefs, Biodiversity, Diving Paradise, Island Remote | Conservation & Underwater Tourism | |

Moreover, we identified three major types of semantic keyword clusters in the Indonesian tourism landscape: destination-centric clusters, experience-driven clusters, and emotionally motivated clusters. Destination-centric clusters typically revolve around place names and landmarks, such as “Bali,” “Ubud,” “Canggu,” or “Borobudur.” Experience-driven clusters group around activities like “snorkeling,” “trekking,” “temple visit,” or “culinary tour.” Meanwhile, emotionally motivated clusters consist of words like “healing,” “adventure,” “luxury escape,” and “spiritual journey”—reflecting deeper psychological needs of tourists.

These findings have significant implications for tourism marketing. Recognizing that tourists often search in emotionally or thematically related patterns, marketers can move beyond static location-based targeting. Instead, they can embrace more dynamic, experience-based narratives, using keyword bundles that mirror natural user thought processes. For example, promoting “healing retreats in Ubud” or “spiritual heritage tours in Yogyakarta” aligns more closely with real-world search behavior than generic labels like “tourist attractions in Indonesia.”

Furthermore, emerging destinations like Sumba, Belitung, and Ternate showed more focused and compact keyword clusters. This suggests that users exploring these destinations have specific and concentrated interests, often around “hidden gems,” “authentic experiences,” or “natural beauty.” These clusters represent opportunities for targeted niche marketing, allowing smaller destinations to compete effectively with more established hotspots by highlighting their unique selling points through context-aware content strategies.

Interestingly, the semantic networks also revealed overlapping associations across regions, such as the word “snorkeling” being linked to both Bali and Raja Ampat. This implies that certain activities can serve as bridges across destinations, offering marketers the chance to promote experience continuity—where a tourist who enjoys diving in Bali might also be interested in advanced diving in Wakatobi or Raja Ampat.

Overall, the results from semantic mapping provide a more nuanced understanding of how tourists conceptualize Indonesian destinations. By leveraging these insights, tourism stakeholders—from destination marketing organizations (DMOs) to tour operators—can develop hyper-personalized strategies, refine website SEO with keyword bundles, and even enhance chatbot-based travel

recommendation systems with contextually aware suggestions.

DISCUSSION

1. The Role of AI and Big Data in Revealing Tourist Search Behavior

The integration of Artificial Intelligence (AI) and Big Data analytics has significantly transformed the way tourism stakeholders understand and respond to tourist search behavior. Through AI-powered algorithms, massive volumes of search data—such as keyword trends, location-based inquiries, and user interactions—can now be analyzed in real-time, enabling a more granular understanding of what tourists are looking for, when, and where. This capability is essential for tourism agencies and destination marketers aiming to tailor promotional content and improve service offerings based on concrete behavioral insights.

As highlighted in the works of Samara et al., (2020), AI systems equipped with natural language processing (NLP) can parse and classify tourism-related queries to reveal underlying interests and intentions, such as “romantic beach in Bali” or “adventure travel in Sulawesi.” These semantic cues provide context beyond the mere keywords, uncovering motivations and expectations behind searches. Such analysis can detect emerging trends, seasonal shifts, and even traveler sentiment, allowing for more targeted destination branding strategies.

Moreover, Big Data frameworks allow for the storage and processing of complex datasets, which include structured data (e.g., booking records) and unstructured data (e.g., social media posts, search engine logs). Studies by Widarti et al., (2024) emphasize that Big Data technologies facilitate pattern recognition across diverse digital touchpoints, helping to map user behavior across multiple platforms. For example, a user might research “cultural attractions in Yogyakarta” via a mobile device, then later click on Instagram posts or YouTube travel vlogs—data which can be captured and

analyzed to construct a comprehensive profile of interest.

In the Indonesian context, data from the Ministry of Tourism and Creative Economy showed a significant increase in geo-targeted search volume between 2023 and early 2024, particularly for destinations outside Java and Bali, such as Labuan Bajo and Wakatobi. Using machine learning clustering, this search activity was grouped into thematic patterns (e.g., marine tourism, heritage, eco-travel), allowing destination managers to refine promotional messaging. This aligns with the study by Legowo et al., (2024), which implemented an AI-based Geographic Information System (GIS) to monitor tourist interest in rural destinations across West Java.

Additionally, the predictive nature of AI enhances the ability to forecast future behavior. By analyzing historical search patterns, AI models can identify signals that precede booking decisions or travel intent, thereby offering destination marketers a lead time to optimize digital campaigns. According to Irsyad et al., (2024), personalization driven by AI significantly improves user engagement and conversion rates, especially when paired with behavioral data extracted from search logs and click-through analytics.

2. Regional Tourism Branding Based on Keyword Association

Regional tourism branding has increasingly moved beyond traditional imagery and slogans, now evolving in response to data-driven insights—particularly keyword associations generated through search engine behavior. The use of AI and NLP (Natural Language Processing) to analyze how tourists linguistically connect certain words with regions enables a more authentic, responsive, and personalized branding strategy. This is particularly relevant in a geographically diverse country like Indonesia, where each region possesses distinct cultural, ecological, and experiential attributes.

By identifying recurring keyword associations, such as "Bali – yoga retreat," "Yogyakarta – heritage tour," or "Sumba – eco-resort," tourism boards can shape branding narratives that resonate more deeply with prospective travelers. According to Mich, (2022), such associations are not static; they evolve with trends, seasonality, and global events. For instance, during the pandemic recovery period, terms like “open space,” “safe travel,” and “contactless tourism” became increasingly associated with rural destinations like Lombok and Tana Toraja, reflecting a shift in traveler priorities.

Semantic analysis and clustering techniques help categorize these associations thematically—grouping terms related to wellness, culture, adventure, culinary, or sustainability. The findings from Legowo et al., (2024) show how regions can adopt dynamic branding strategies based on real-time keyword trends. For example, West Java tourism authorities used AI-enhanced GIS to analyze travel-related queries and found increasing associations between certain districts and culinary tourism, prompting them to develop more targeted campaigns around food festivals and local delicacies.

Keyword association also helps uncover branding gaps. In some cases, destinations with high tourism potential remain underrepresented in digital spaces due to weak keyword linkage. As noted by Halim, (2022), regions like Bengkulu or North Kalimantan, while rich in ecological assets, often lack visibility because they are not yet commonly linked with specific search intents. Identifying these gaps allows stakeholders to design content and SEO strategies to better position these destinations in the digital tourism landscape.

Furthermore, Jaelani et al., (2024) emphasized the policy dimension of keyword-based branding. They suggest that the government can strategically intervene by integrating local tourism keywords into

national promotional content, thereby enhancing the online discoverability of lesser-known regions. This approach supports equitable tourism development, shifting focus from over-visited hotspots to emerging destinations.

To illustrate, a semantic mapping of Indonesian tourism data from 2023–2024 revealed that while Bali maintains strong associations with wellness and nightlife, regions like Flores and Belitung have begun to show rising linkages with sustainability, marine biodiversity, and cultural authenticity. These insights can guide branding decisions, such as what themes to highlight in international campaigns, what images to emphasize, and what influencers or narratives to collaborate with.

Regional tourism branding informed by keyword association offers a real-time, audience-centered approach. Rather than projecting a static identity, regions can evolve their brand personas in line with how tourists perceive and search for them. With the aid of AI and semantic technologies, Indonesia’s tourism sector can embrace a smarter, more responsive branding model that aligns regional uniqueness with global travel discourse.

3. Temporal Trends and Their Strategic Implication for Tourism Seasonality

Understanding temporal trends in tourist keyword searches is pivotal for predicting and managing tourism seasonality. These trends, when analyzed using big data and AI techniques, offer actionable insights into traveler intentions, peak demand periods, and emerging temporal shifts due to global or local influences. The digital footprint of potential tourists—reflected in when and how frequently certain tourism-related keywords are searched—serves as a proxy indicator for tourism interest and behavior throughout the year.

For instance, the analysis conducted in this study using 2023–2024 data showed clear seasonality patterns, with spikes in keyword searches during traditional holiday

windows such as Lebaran, year-end holidays, and school breaks. As Widarti et al., (2024) explain, these temporal surges are consistent with the longstanding patterns in domestic tourism, but the added value of big data lies in the granularity. It can reveal micro-seasonality—such as weekend surges for short-stay destinations like Bandung or Bogor—as well as shifting behavior due to external factors like weather changes, airline promotions, or pandemic recovery phases.

Temporal keyword analysis also enables tourism stakeholders to plan strategically. For example, early keyword surges for “open trip Raja Ampat” or “camping Lembang” often occur 2–3 months before actual travel peaks. This advance notice can inform marketing timing, promotional pricing, or logistics planning such as transport readiness and accommodation supply. As Jaelani et al., (2024) emphasize, such predictive capabilities are crucial for reducing over-tourism risks and ensuring better service delivery during high-demand periods.

Moreover, AI-driven forecasting tools allow regional tourism boards to identify off-season opportunities. For instance, a modest yet steady increase in searches like “quiet beach January Indonesia” or “hiking rainy season tips” suggests a growing interest in off-peak travel. This can be harnessed by designing low-season packages, offering discounts, or promoting weather-resilient attractions. According to Satria & Wibowo, (2021), tapping into off-season trends is key to distributing tourist flows more evenly and sustaining local economies throughout the year.

Temporal insights also help in aligning content marketing with real-time interest. If search queries for “kuliner khas Ramadhan” spike every March-April, tourism content and campaigns should be synchronized accordingly. Similarly, a sudden increase in searches for “hidden gem” or “sepi dan asri” during mid-year may reflect growing urban fatigue, signaling a demand for less crowded destinations and personalized experiences.

Finally, tracking temporal keyword evolution can inform long-term tourism resilience strategies. As observed in the recovery period post-2022, interest in terms like “safe travel” and “contactless hotel” gradually gave way to “pet-friendly stay” and “remote work destination” by mid-2023. This shift in temporal search intent reflects broader lifestyle transformations that tourism stakeholders must adapt to in order to stay relevant.

4. Opportunities and Challenges in Applying AI-Based GIS Tools in Indonesian Tourism

The integration of Artificial Intelligence (AI) with Geographic Information Systems (GIS) opens a new frontier for tourism development in Indonesia, particularly in enhancing destination management, planning, and promotional strategies. This synergy—referred to as AI-based GIS—enables the dynamic mapping, analysis, and forecasting of spatial tourism data with unprecedented precision and responsiveness.

Opportunities:

One of the most promising opportunities lies in destination mapping and optimization. By leveraging AI algorithms to analyze spatial data, tourism stakeholders can identify underutilized yet high-potential areas, optimize travel routes, and predict visitor flows. Indarto et al., (2024), highlight how AI-based GIS has been used to map tourist preferences in West Java, suggesting micro-destinations that align with emerging traveler interests such as eco-tourism, heritage walks, or wellness retreats.

AI-enabled GIS tools also support personalized travel experiences by combining geographic data with user profiles and behavioral patterns. For instance, systems can recommend rural tourism destinations for users who previously searched for “sunrise view” or “desa wisata.” This increases visitor satisfaction while also promoting tourism dispersal, easing the pressure on

overcrowded hotspots like Bali or Yogyakarta (Jaelani et al., 2024).

Furthermore, predictive modeling using GIS and AI can aid in tourism resilience planning. By analyzing historical tourist movement data along with environmental indicators (e.g., rainfall, traffic congestion, natural disaster risk), AI can simulate potential future scenarios—supporting better infrastructure planning, emergency response systems, and sustainability initiatives. Mich, (2022) emphasizes the strategic role of such systems in enabling “smart tourism destinations.”

Challenges:

Despite its promise, the implementation of AI-based GIS in Indonesia's tourism sector faces several key challenges. First is the limited availability and standardization of tourism data. Much of the tourism activity, especially in rural areas, remains undocumented or fragmented across different local systems, making it difficult for AI to generate accurate models (Widarti et al., 2024).

Second, there are technical infrastructure limitations, particularly in regions with poor internet connectivity or digital literacy. While urban destinations may be equipped to handle AI-GIS integration, remote tourist villages may struggle with hardware, software, and human resource requirements (Legowo et al., 2024).

Third, data privacy and ethical concerns must be carefully managed. The use of AI to track and predict tourist movement raises issues of consent, surveillance, and data security—especially when integrating real-time mobile or search engine data (Samara et al., 2020). This necessitates clear policy frameworks and transparent data governance mechanisms.

Finally, inter-institutional coordination presents a systemic hurdle. Effective AI-GIS implementation requires collaboration between tourism ministries, local governments, tech providers, and academic researchers. However, bureaucratic silos and

varying agendas often slow down integration efforts. According to Valeri, (2023), fostering innovation ecosystems around tourism tech is crucial for overcoming this fragmentation.

5. Policy and Marketing Recommendations Derived from Semantic Keyword Analysis

Semantic keyword analysis offers powerful insights for shaping both tourism policies and marketing strategies, especially in the digital era where travelers heavily rely on search engines and online platforms to discover destinations. By analyzing how users semantically associate terms like “nature escape,” “hidden gem,” or “culinary tourism” with specific regions or attractions, policymakers and marketers can respond with more targeted and impactful initiatives.

Policy Recommendations:

From a policy standpoint, semantic analysis can serve as an evidence-based tool to prioritize tourism development investments. For instance, if the keyword “eco-tourism” frequently co-occurs with regions like Banyuwangi or Labuan Bajo, it signals a public perception that can be strengthened through infrastructure improvement, conservation support, and community-based tourism policies. This aligns with the recommendation by Irsyad et al., (2024) that big data and AI should inform tourism governance to increase personalization and effectiveness.

Furthermore, regional branding and zoning policies can benefit from semantic mapping. When certain districts are strongly associated with wellness or cultural terms, it becomes feasible to designate them as thematic zones (e.g., heritage corridors or culinary clusters), thus aligning public infrastructure, signage, and zoning policies with public expectations and branding opportunities (Jaelani et al., 2024).

Semantic trends can also support crisis response and recovery strategies. During the post-pandemic period, for example, terms like “safe travel,” “open destination,” or “crowd-free” became crucial search phrases.

Recognizing these shifts early through keyword analysis can help tourism boards prepare accurate and reassuring public messaging, as emphasized by Istanto et al., (2023).

Marketing Recommendations:

For tourism marketers, semantic keyword clusters are essential in designing personalized and high-converting digital campaigns. By identifying high-frequency combinations such as “family-friendly beaches in Java” or “Instagrammable nature near Bandung,” marketers can craft advertisements, blogs, and social media content that directly resonate with what travelers are already seeking.

Additionally, semantic keyword data can guide SEO (Search Engine Optimization) and content marketing strategies. Understanding not just the popular keywords but their contextual associations helps content creators write destination descriptions, travel guides, or influencer captions that are algorithm-friendly and more emotionally appealing. This approach echoes the findings of Halim, (2022), who noted that tourism marketing in Indonesia increasingly depends on relevance and visibility in digital ecosystems.

Another critical insight from the analysis is the identification of untapped semantic niches. If certain attractive destinations are rarely associated with trending travel keywords (e.g., “digital detox,” “rural luxury”), it suggests opportunities for repositioning those places through strategic storytelling and influencer collaboration.

Strategic Implementation:

To implement these insights effectively, collaboration between tourism boards, digital marketers, AI analysts, and local stakeholders is vital. Semantic keyword analysis should not be treated as a one-time study but as a continuous monitoring tool embedded in tourism strategy cycles. Valeri, (2023) highlights that in the digital era, agility and responsiveness to real-time data will define successful tourism brands.

Semantic keyword analysis not only uncovers traveler intent but also bridges the gap between digital behavior and on-the-ground destination development. Through well-informed policy design and precision marketing, tourism stakeholders in Indonesia can ensure that what is searched matches what is offered—creating a more seamless and satisfying experience for both visitors and host communities.

CONCLUSION

This research explored the intersection of artificial intelligence (AI), big data analytics, and natural language processing (NLP) in analyzing Indonesian tourism-related online search behavior. Through the identification of geographic keyword frequency, thematic clustering, and semantic relationships, the study offers an evidence-based understanding of how digital interest in tourism varies across regions and over time. The results underscore the centrality of Java and Bali in current search trends, while also signaling growth opportunities in emerging areas like East Kalimantan and North Sulawesi.

Temporal analysis revealed clear seasonality in tourist searches, with peaks aligning with national holidays and school breaks. This pattern highlights the importance of aligning promotional strategies with behavioral rhythms found in digital data. Meanwhile, thematic insights showed a consistent interest in nature, culture, and local gastronomy—suggesting that authentic, locally grounded experiences continue to drive traveler curiosity and intent. Semantic mapping added further depth by connecting associated concepts and supporting the development of more resonant tourism messaging and branding strategies.

Theoretically, this study contributes to the evolving discourse on smart tourism by validating the role of digital behavior analysis in tourism planning. It confirms that AI and big data can reveal hidden behavioral patterns, aiding in the development of more

adaptive tourism models. From a managerial standpoint, the findings encourage tourism stakeholders—particularly at the regional and national levels—to embrace AI-based GIS and NLP tools for branding, destination development, and data-driven policy-making. These technologies provide actionable insights that can sharpen competitiveness, reduce seasonality gaps, and guide targeted marketing interventions for a more sustainable tourism future.

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