



Tourists' Perception using Sentiment Analysis at Cenang Beach

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Source ENVIRONMENT-BEHAVIOUR PROCEEDINGS JOURNAL
Volume: 10 Issue: 32 Page: 377-383
DOI: 10.21834/e-bpj.v10i32.6682

Published APR 2025

Indexed 2025-05-31

Document Type Proceedings Paper

Conference Meeting: 13th ASIAN Conference on Environment-Behaviour Studies (AcE-Bs)
Location: Bangkok, THAILAND
Date: APR 04-06, 2025
Sponsor: Assoc Malaysian Environment-Behaviour Res

Abstract The increasing use of online platforms has made user-generated content vital for understanding tourist behavior. This study analyzes 460 English reviews from TripAdvisor about Cenang Beach, Langkawi, Malaysia, using

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