

DSOTT

DIVERSITY & SUSTAINABILITY:
OPPORTUNITIES AND THREATS ON TOURISM | 2025

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BOOK OF ABSTRACTS



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Space-time Visitor Behaviour (ENG) (Room 4)

OC-012 - (526) - SPATIOTEMPORAL TOURIST BEHAVIOUR FORECASTING

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Proposal and Originality

This research systematically explores spatiotemporal tourist behaviour forecasting by examining and comparing traditional, machine learning, and hybrid models. Specifically, it seeks to identify key data sources, analyze their impact on prediction accuracy, and evaluate the performance of diverse analytical models. Furthermore, it investigates the practical applications of these forecasts across different areas, offering valuable insights for tourism stakeholders (Zheng et al., 2017)

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Methodology

This study follows PRISMA guidelines for a systematic review. A total of 585 articles were identified in Scopus and narrowed to 25 after applying selection criteria. The review focused on analysing different predictive models and assessing data types and sources for their role in enhancing forecasting accuracy and effectiveness.

Results and Implications

Different predictive models vary in effectiveness for spatiotemporal behaviour forecasting. Traditional models handle short-term predictions, while machine learning models capture complex dependencies but are more challenging regarding cost and data needs (Xia et al., 2011; Xu et al., 2022; Ding et al., 2023). Hybrid approaches combine different models to enhance accuracy. By integrating these methods, destinations can improve the visitor experience while enhancing operational efficiency and sustainability.

Research Limitations

This review is limited to English articles in Scopus, excluding other studies. The diversity of context has made synthesis challenging, with nuances potentially overlooked.

References Version APA 6th or 7th Edition

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