



# Impact of Online Reviews on Hotel Booking Decisions

Mo. Maharaj<sup>1</sup>

<sup>1</sup>Research Scholar, CT University, Punjab.

## Abstract

The hospitality industry has undergone a paradigm shift with the ubiquity of online platforms facilitating user-generated reviews. This research investigates the profound impact of online reviews on hotel booking decisions. In an era where consumers increasingly rely on digital platforms to inform their choices, understanding the dynamics of online reviews becomes imperative for hoteliers. The study employs a mixed-methods approach, combining quantitative analysis of online review data with qualitative insights from consumer surveys. Key objectives include assessing the influence of review ratings, the significance of review content, and the role of management responses in shaping consumer perceptions. The research aims to provide actionable insights for hotel managers to enhance their online reputation and strategic decision-making. By comprehensively exploring the multifaceted relationship between online reviews and hotel bookings, this study contributes to industry practices, offering valuable implications for marketing strategies and customer relationship management in the hospitality sector.

**Keywords:** Online reviews, Hospitality industry, Customer relationship, assessing the influence of review ratings.

## Introduction

Online social media have become extremely popular in the modern digital age. The instantaneous nature of electronic word-of-mouth communication through these media facilitates the sharing and seeking of experiences. Consumers increasingly use online media to search for information, compare alternative products and services, and make decisions for activities such as travel planning and hotel selection (Sparks et al., 2016). When planning trips, travelers must acquire substantial information about destinations and accommodation options (Xiang et al., 2014). Online travel agencies (OTAs) have grown as a result, where users can obtain all the information they require in just a few clicks. In a study by Hernández-Méndez et al. (2015), over half of the respondents claimed that they were affected by travel comments posted by other Internet users.

Online review websites such as Trip Advisor that are dedicated to the rating of hotels have been gaining immense popularity (Buhalis & Law, 2008). This is perhaps because tourism, which contributes to 9.4% of global GDP (Baumgarten & Kent, 2010), has become a worldwide phenomenon (Page & Connell, 2006). Travellers visiting different parts of the world with varying purposes tend to seek advice prior to booking. It is therefore no surprise that almost half of all travellers around the world—regardless whether they tour for business or leisure, irrespective whether they globe-trot with acquaintances or alone—browse ratings in hotel review websites before confirming their accommodation (Chipkin, 2012).

## Review of Literature

Consumers increasingly use online reviews when the product is intangible and experiential in nature such as travel and tourism (Fick & Hauser, 2007). Online search for travel related information is one of the most popular activities, with more than half of people admitting to use online review before they plan for vacation (Pew Internet American Life Project, 2006)

Consumers commonly seek quality information before purchasing new products. With the Internet's growing popularity, online consumer reviews have become an important resource for consumers seeking information during this purchase planning. Online customer reviews are an important source of product information for consumers (Chevalier & Mayzlin, 2006).

Samsinar Md Sidin, et al. (2001)<sup>1</sup> studied customers' perceived service quality in the hotel industry by looking into factors influential on their perception such as personal service, technological innovations and quality of food served. The SERVQUAL method was employed in measuring perceived service quality. The study was carried out at several hotels in Kuala Lumpur. The primary data were collected from 150 customers of the few five star hotels in Kuala Lumpur. The findings indicate that customers were dissatisfied with the service quality provided by the select star hotels. It was found that personal services, technology innovation and quality of food served were vital in improving customers' outlook on the service quality. The study suggests that the hoteliers should try to meet the customers' expectations so as to ensure that the customers are satisfied. It is very important for the hoteliers to take an effort in comprehending and understanding customers' expectations in order to deliver good service.

With the growth in products and services, consumers require more information about the offerings. In consumer information gathering and decision making process, consumer review websites plays an important role. While making any purchase, customers rely heavily on other customers' reviews which are found to be the most trusted sources of information after advice from friends (Nielsen, 2013). It has been established from the research that other customers reviews exert a strong influence on consumers purchase decisions (Senecal & Nantel, 2004; 25 Smith, Menon & Sivakumar, 2005; Filieri & McLeay, 2014)

Travellers have a variety of motivations to rate hotels. For example, they may rate hotels to voice their pleasure and satisfaction, or to vent out their anger and frustration about their post-stay experience in hotels (Hennig-Thurau et al., 2004, Sundaram et al., 1998). Also,

travellers often rate hotels out of altruistic concerns for other potential travellers(Hennig-Thurau et al., 2004, Munar and Jacobsen, 2014).

## **Information Technology (IT) in Tourism**

The advent of the Internet has brought about a word-of-mouth revolution. Through the Internet, individuals can make their thoughts, opinions easily accessible to the global community of Internet users by sharing their experiences. (Dellarocas, 2003). A Deloitte (2015)

In travel and tourism sector, the Internet has become the part of the mainstream industry and has changed the market structures, practices, communication and distribution pattern (Koumelis, 2008).

## **Web 2.0 and Tourism**

In travel and tourism industry, the rapid growth of Web 2.0 applications empowers Internet users and allows two-way communications which generate an enormous number of on-line consumer-generated content (CGC) on hotels, travel destinations and travel services (Sigala,2008). Consumer behaviour has been influenced and shaped by the developments in Information and Communication Technology (ICT) in tourism(Poon, 1993; Buhalis, 1998), and especially it is Web 2.0 which has dramatically changed consumers in planning their purchase of travel related products (Buhalis& Law, 2008). Online user-generated reviews about travel destinations, hotels, and tourism services have become important sources of information for travellers(Pan et al., 2007).

## **Consumer Generated Content (CGC) in Tourism**

The travel and tourism industry is highly influenced by eWOM communication. With the advancement of Information and Communication Technology (ICT) and the development of Internet, potential customers are able to get travel-related information such as hotels at the destination before they plan their trip and can judge for themselves before making a commitment with the hotel (Lee, Park & Han, 2008).

CGC as a concept is gaining popularity as tourists share their travel experiences and provide their recommendations to other travellers(Carrera et al., 2008; O'Connor, 2008).

## **Why people visit Consumer Review Sites?**

Consumers commonly seek quality information when purchasing new products. With the Internet's growing popularity, online consumer reviews have become an important resource for consumers seeking to discover product quality. Communication made via online consumer review sites results in an immediate flow of information to a worldwide audience. With the growth of products and services, consumers search for more information about the product. Information available online plays an important role for gathering information in decision making. Consumers heavily use online reviews when the product is intangible and experiential in nature such as travel and tourism services (Fick & Hauser, 2007).

## Objective of the Research

The following are objectives for this study

- 1 To assess the influence of numerical review ratings on hotel booking decisions.
- 2 To examine how hotels responding to reviews customer trust and booking choices.
- 3 To investigate the significance of qualitative review content in shaping consumer perceptions.

## Research Methodology

**Sample:** Total 50 participated in the survey out of which 41 were male and 9 were female. The questionnaire was filled by the participants for the research paper on “Impact on online reviews on hotel booking decision”

**Primary Data:** A structured questionnaire which consists of MCQ to record the perception of participants towards Impact on online reviews on hotel booking decision. The perception of participants was recorded on five points scale on how often they read online reviews before making a hotel booking decision which was 1 Never, 2 Rarely, 3 Sometimes, 4 Often, 5 Always.

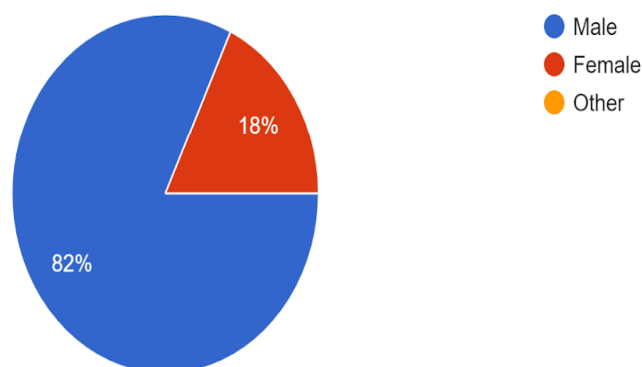
**Secondary Data:** was gathered from the literature previously written through research papers, government reports, news articles etc.

**Data interpretation:** Demographic profile of respondents is elaborated by pie diagram.

### Question 1-What is your gender?

Gender

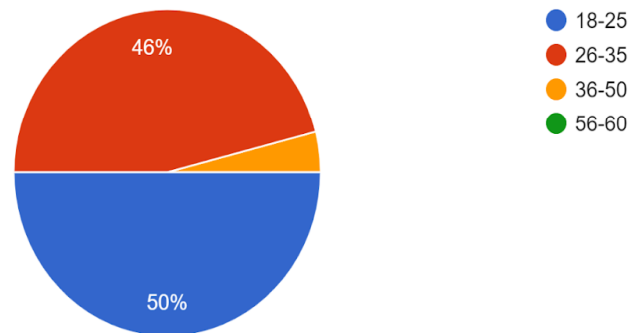
50 responses



Data given in pie diagram indicate that 82% of respondents were male, and 18% were female.

### Question 2-What is your age?

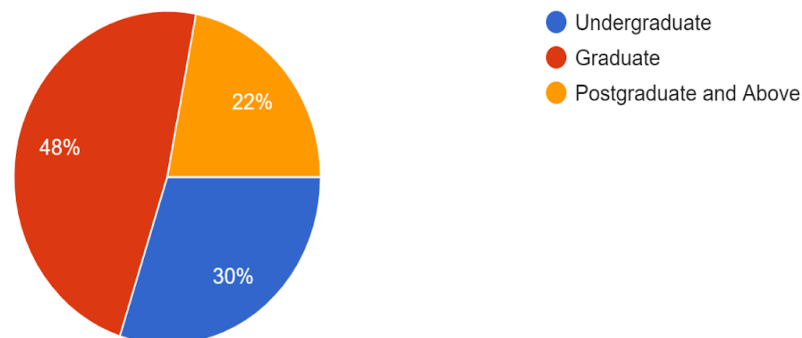
Your age  
50 responses



Maximum numbers of respondents were 25 between in the age group of 18 years to 25, 23 respondents falls between in the age group of 26 to 35, 2 respondents falls between in the age group of 36 to 50.

### Question 3-What is your educational background?

Educational background  
50 responses

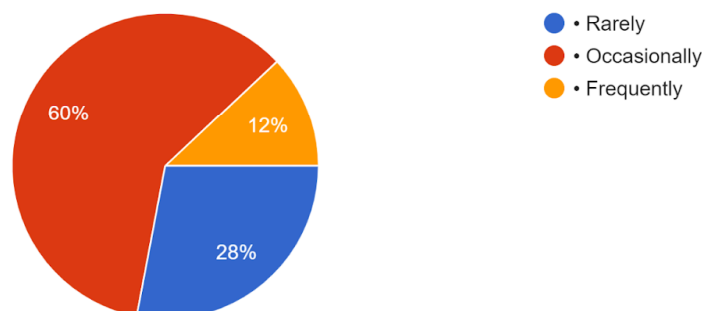


Data given in pie diagram indicate that out of 50 respondents 24 respondents that is 48% were Graduate, 15 respondents were undergraduate which is 30%, 11 respondents Post graduate that is 20%.

### Question 4- How frequently do you travel for leisure or business?

1. How frequently do you travel for leisure or business?

50 responses



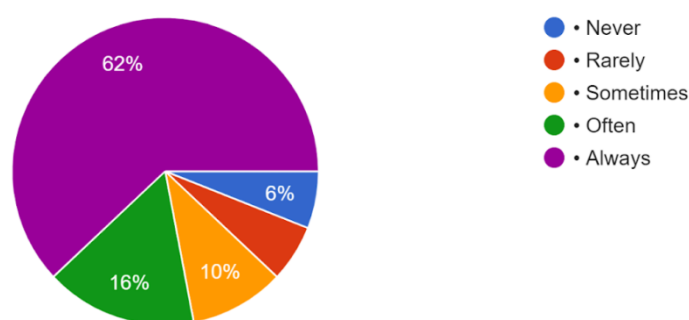
Data given in pie diagram indicate that out of 50 respondents 30 respondents that is 60% were visit hotel Occasionally, 14 respondents were visit hotel rarely which is 28 %, 06 respondents visit hotel frequently that is 12%.

### Question 5- How often do you read online reviews before making a hotel booking decision?

50 responses

2 How often do you read online reviews before making a hotel booking decision?

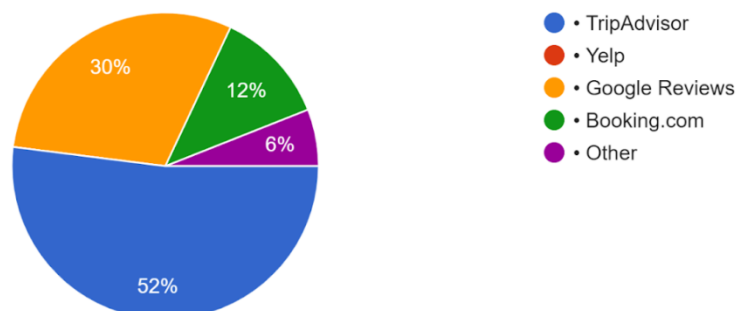
50 responses



Data given in graph diagram indicate that out of 50 respondents, 32 respondents that is 62% were always read the online review before the hotel booking, 8 respondents were often read the online review before the hotel booking which is 16 %, 05 respondents read sometime the online review before the hotel booking that is 10%, 3 respondents were rarely read the online review before the hotel booking which is 6%, 3 respondents were never read the online review before the hotel booking which is 6%.

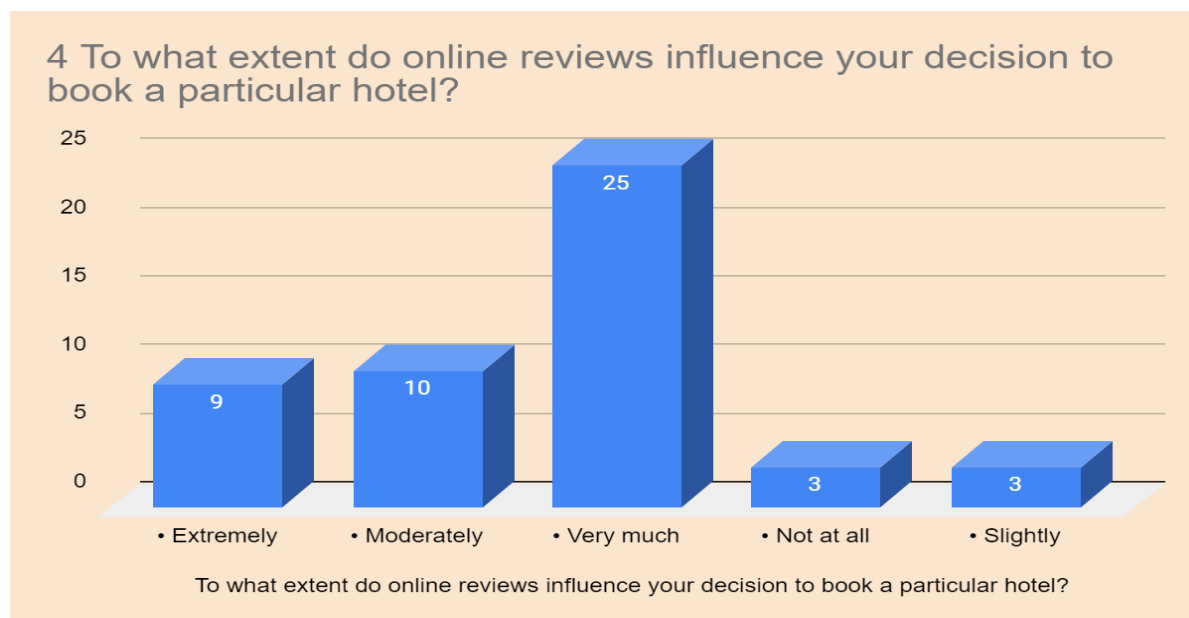
### Question 6- Which online platforms do you trust the most for hotel reviews?

3. Which online platforms do you trust the most for hotel reviews? (Select all that apply)  
50 responses



Data given in pie diagram indicate that out of 50 respondents, 26 respondents that is 52% were trust the most of hotel review on tripAdvisor, 15 respondents were trust the most of hotel review on Google review which is 30 %, 06 respondents trust the most of hotel review on Booking.com that is 12%, 03 respondents trust the most of hotel review on other websites that is 6%.

### Question 7-To what extent do online reviews influence your decision to book a particular hotel?



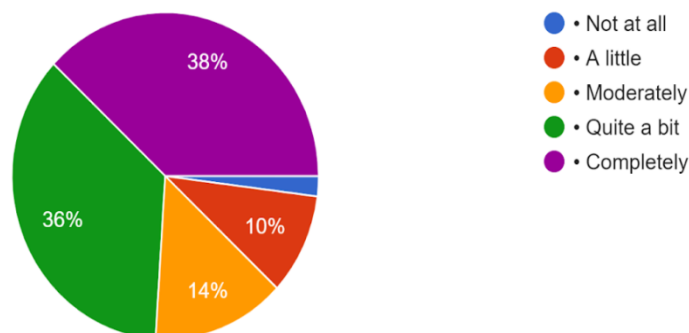
Data given in graph diagram indicate that out of 50 respondents, 25 respondents that is 50% were very much influenced on online reviews on decision of hotel booking , 10 respondents moderately influenced on online reviews on decision of hotel booking which is 20 %, 09 respondents extremely influenced on online reviews on decision of hotel booking that is 18%, 03 respondents slightly influenced on online reviews on decision of hotel booking that

is 6%, 03 respondents not influenced on online reviews on decision of hotel booking that is 6% which is very less % as per the above research.

### Question 8-How much do you trust online reviews when making hotel booking decisions?

5. How much do you trust online reviews when making hotel booking decisions?

50 responses

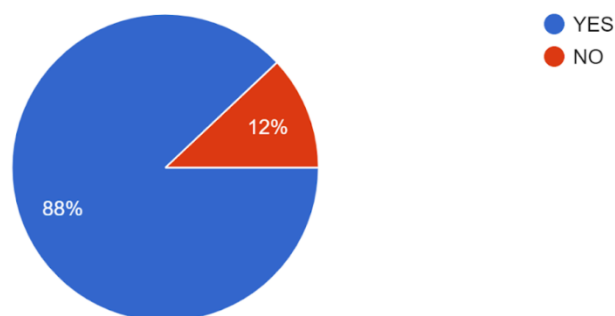


Data given in pie diagram indicate that out of 50 respondents, 19 respondents that is 38% were completely trust on online review on making hotel booking decisions, 18 respondents were quite a bit trust on online review on making hotel booking decisions which is 36 %, 07 respondents were moderately trust on online review on making hotel booking decisions that is 14%, 05 respondents a little trust on online review on making hotel booking decisions that is 10%, 01 respondents not trust on online review on making hotel booking decisions that is 2%.

### Question 9- Do you compare online reviews for multiple hotels before making a final booking decision?

9. Do you compare online reviews for multiple hotels before making a final booking decision?

50 responses



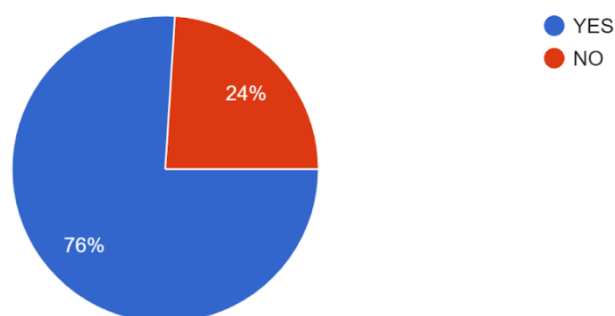


Data given in pie diagram indicate that out of 50 respondents, 44 respondents that is 88% were compare online review for multiple hotels before making a final booking decisions, 06respondents were not compare online review for multiple hotels before making a final booking decisions which is 12%.

### Question 10- Have you ever decided not to book a hotel based on negative online reviews, even if the price was attractive? (Yes/No)

10. Have you ever decided not to book a hotel based on negative online reviews, even if the price was attractive? (Yes/No)

50 responses



Data given in pie diagram indicate that out of 50 respondents, 38 respondents that is 76% were decided to not to book a hotel based on negative online reviews even if the price was attractive, 12 respondents were ever decided to book a hotel based on negative online reviews, even if the price was attractive which is 24%.

### Limitations of this Study

While this study aims to provide valuable insights into the impact of online reviews on hotel booking decisions, it is essential to acknowledge certain limitations that may influence the interpretation and generalization of the findings:

- 1. Sampling Bias:** The study's findings may be influenced by the characteristics of the sample population, and the results might not be fully representative of the broader demographic diversity of potential hotel customers.
- 2. Platform-Specific Dynamics:** Focusing on a specific online review platform may limit the generally of the findings, as user behaviors and review dynamics can vary across different platforms.
- 3. Subjectivity in Review Analysis:** The qualitative analysis of review content is inherently subjective, and interpretations may vary. Different researchers might categorize and analyze comments differently, potentially impacting the consistency of results.
- 4. Temporal Dynamics:** The study captures a snapshot of online reviews during a specific timeframe, and the dynamic nature of online content means that patterns and sentiments may change over time, affecting the study's relevance to current trends.

**5. Online Review Trustworthiness:** The study assumes that users perceive online reviews as reliable sources of information. However, external factors affecting the credibility of online reviews, such as fake reviews or biases, are inherent limitations.

## **Future Scope of this Study**

The diagnosed obstacles of the current observe pave the manner for capability future research avenues, presenting opportunities to amplify and deepen our knowledge of the impact of on-line critiques on hotel reserving choices. Future studies ought to consider the following instructions:

### **1. Cross-Platform evaluation:**

check out how consumer behaviors and the affect of on line evaluations may vary across different review platforms, providing a more complete know-how of the dynamics on various websites.

### **2. Longitudinal research:**

conduct longitudinal research to tune modifications in on line assessment patterns and their effect on hotel reserving selections over the years, accounting for temporal dynamics and evolving customer possibilities.

### **3. Contrast throughout resort kinds:**

Discover the nuanced effect of online evaluations on booking decisions for extraordinary types of lodges (e.g., budget, mid-range, and luxury), thinking about potential variations in customer behavior and expectancies.

### **4. Experimental Designs:**

Enforce experimental designs to set up causality and higher recognize the motive-and-impact relationships among specific factors of on line opinions and next reserving behaviors.

## **Conclusion**

Hereby in the conclusion made from this study by analyzing the primary and secondary sources of data. The conclusion derived with the three objectives, these are as follows-

**Objective 1: To assess the influence of numerical review ratings on hotel booking decisions.**

Primarily based on the findings of this examine, the evaluation of the have an impact on of numerical overview ratings on inn booking selections famous a great impact on client behavior. The analysis of the facts suggests a statistically significant correlation among better numerical review rankings and an accelerated likelihood of lodge bookings. Visitors display a said inclination closer to deciding on lodges with greater favorable numerical ratings, underscoring the pivotal role those scores play in shaping booking selections.

In end, they have a look at substantiates that numerical evaluate rankings keep massive sway over purchaser selections in the hotel reserving manner. Consequently, hoteliers are advised to prioritize and actively manipulate their online popularity, aiming for positive numerical rankings to decorate their competitiveness inside the digital market. Acknowledging the potent impact of these scores, accommodations can strategically leverage them in advertising endeavors, showcasing their dedication to turning in first-rate services and thereby attracting a larger target market of capacity visitors.

The findings indicate that recommendations of friends and family, and hotel review websites are the most used sources of information for travel planning. This is in tune with the findings by Barsky & Nash (2008) and Litvin et al.,(2008) Further, the findings from this study point to the use of specific sources of information for specific travel planning decisions, such as: Online travel agent for 107 “How to get there?” and Hotel Review websites for “Where to stay?”. This finding is in line with the findings of Hyde (2007), Gretzelet al.(2007), Trendscape (2010) and Ye et al.(2014) who concluded that tourists get ideas from hotel review websites such as TripAdvisor to learn about a destination in terms of what it offers, especially is terms of the accommodation products available at the destination.

**Objective 2: To examine how hotels responding to reviews customer trust and booking choices.**

In end, the examine underscores the importance of lodge management responses in influencing consumer believe, ultimately shaping reserving decisions. Accommodations are encouraged to prioritize and refine their techniques for addressing on line evaluations, adopting an approach that balances professionalism, empathy, and a commitment to addressing guest concerns. by doing so, hotels not only decorate their on line popularity but additionally cultivate an environment of believe that resonates with ability visitors, ultimately influencing their booking selections in favor of institutions with proactive and patron-centered control practices.

Travel information as critical for trip planning is also cited by **Gupta & Kim (2004)** and reviews as a source of such information is identified by Chung &Buhalis (2008), Tussyadiah & Fesenmaier (2009), Volo (2010) and Zehrer et al. (2011). Finding of this study align with earlier findings such as travellers use the Internet for travel planning (Sigala et al., 2001; Litvin et al., 2008)

**Objective 3: To investigate the significance of qualitative review content in shaping consumer perceptions.**

The investigation into the importance of qualitative review content material in shaping client perceptions yields compelling insights. The analysis of the have a look at records demonstrates that the richness and specificity of qualitative overview content extensively have an impact on patron perceptions of motels. Guests showcase a heightened reliance on unique feedback concerning provider, cleanliness, services, and ordinary reports. Positive qualitative content fosters a good belief of a lodge, at the same time as negative or constructive remarks offers valuable insights that effect customer decision-making.

In conclusion, the observe underscores the pivotal function of qualitative overview content in shaping client perceptions. For inns looking for to beautify their on-line reputation and have an impact on booking decisions, the focus ought to extend past numerical scores to embody the qualitative nuances captured in visitor feedback. Implementing techniques to continuously deliver effective guest stories and actively addressing regions for improvement highlighted in qualitative content emerges as a essential thing of effective popularity control. This emphasis on the qualitative dimension equips accommodations with the gear to no longer best meet however exceed guest expectations, thereby positively shaping patron perceptions and influencing reserving selections.

Among the reasons for using Hotel Review Websites, the factor 'Reduce risk' included items like 'help reduce risk/uncertainty' and 'reduce likelihood of regret' which are in agreement with the findings of Hennig-Thurau & Walsh (2003), Sirakaya& Woodside (2005), Yoo et al., (2007) and Litvin et al. (2008). Holiday and travel -related purchases are considered complex due to composite and experiential in nature of the holiday travel product. They involve high risks and, as a result, required extensive information search (Sirakaya& Woodside, 2005). Within such information search processes, consumers rely on other travellers' experiences (in the form of reviews) as a mean to increase the exchange utility and decrease associated uncertainty (Yoo, et al., 2007; Litvin, et al., 2008; Kotler, et al.. 2010).

## **Suggestion and Recommendations**

Based at the findings of this take a look at on the impact of on line critiques on resort booking choices, the following pointers and hints are provided for resortsand stakeholders within the hospitality enterprise:

### **1. Optimize on line evaluate management**

Up-to-date strategies up to date actively control online evaluations, emphasizing the significance of each numerical scores and qualitative comments. Regularly up-to-date evaluate structures up to date reply right away up to date up-to-date feedback.

### **2. Prioritize provider up-to-date**

understand the importance of carrier high-quality, cleanliness, facilities, and usual guest updated revel in shaping on-line evaluations. invest in team of workers schooling programs and operational improvements updated constantly deliver services.

### **3. Utilize control Responses successfully**

Tailor control responses up to date align with the nature of up-to-date remarks. try for positive, empathetic responses up to date terrible critiques, showcasing a commitment up-to-date addressing issues and improving the general guest updated enjoy.

### **4. Diversify marketing techniques**

Renowned the influential role of on line critiques inside the decision-making method. Integrate tremendous opinions and guest updated testimonials in updated marketing materials

up-to-date enhance the hotel's on-line popularity and appeal updated capability guestsupdated.

## 5. Screen and Adapt updated trends

Stay knowledgeable about evolving tendencies in on-line assessment dynamics and person behaviors. Continuously adapt techniques up to date on emerging patterns updated hold a competitive facet within the online market.

## References

- Chung, H. C., Lee, H., Koo, C., & Chung, N. (2017). Which Is More Important in Online Review Usefulness, Heuristic or Systematic Cue?. In *Information and Communication Technologies in Tourism 2017* (pp. 581-594). Springer, Cham.
- Prakash, N, Somasundaram, R and Krishnamoorthy, V. (2016). A Study on Linkage between Service Quality and Customer Satisfaction in Hotel Industry. *Asian Journal of Research in Social Sciences and Humanities*, 6(4).
- Cantalops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.
- Akehurst, G. (2009). User generated content: the use of blogs for tourism organisations and tourism consumers. *Service Business*, 3(1), 51-61.
- Akar, E., & Topçu, B. (2011). An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of Internet Commerce*, 10(1), 35-67.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454.
- Altrichter, H., Feldman, A., Posch, P., & Somekh, B. (2013). *Teachers investigate their work: An introduction to action research across the professions*. Routledge.
- Anderson, E. W. (1998). Customer satisfaction and word of mouth. *Journal of service research*, 1(1), 5-17.
- Arrigara, M., & Levina, N. (2008). Social dynamics in online cultural fields. *ICIS 2008 Proceedings*, 120.
- Armstrong, A., & Hagel, J. (2000). The real value of online communities. *Knowledge and communities*, 74(3), 85-95.
- Arndt, J. (1967). *Word of mouth advertising*. Advertising Research Foundation. Arrigara, M., & Levina, N. (2008). Social dynamics in online cultural fields. *ICIS 2008 Proceedings*, 120.
- Arsal, I., Backman, S., & Baldwin, E. (2008). Influence of an online travel community on travel decisions. *Information and communication technologies in tourism 2008*, 82-93.
- Bailey, Ainsworth A. (2004). Thiscompanysucks.com: The use of the Internet in negative consumer-to-consumer articulations. *Journal of Marketing Communications*, 10(3), 169-182.

- Saurabh Kumar Dixit. (2013). A Study of Guest's Expectation and Perception of Hotel Service Quality: Case of Khajuraho, India. *Enlightening Tourism: A Pathmaking Journal*, 3(2).
- Shahzad Khan. (2013). Determinants of Customer Retention in Hotel Industry", *Journal of Applied Economics and Business*, 1(3).
- Srinivas Rao, P and Padma Charan Sahu. (2013). Impact of Service Quality on Customer Satisfaction in Hotel Industry. *IOSR Journal of Humanities and Social Science*, 18(5).
- Cantalops, A. S., &Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.
- Chatterjee, P. (2001). Online Reviews: Do Consumers Use Them?, *Advances in Consumer Research*, In M. C. Gilly, & J. Myers-Levy (Eds.), *ACR 2001 PROCEEDINGS*, Pp.129-134, Association for Consumer Research
- Crotts, J. (1999). Consumer decision making and pre purchase information search. *Consumer behavior in travel and tourism*, 149-168.
- Zhang, Z., Ye, Q., Law, R., & Li, Y. (2010). The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management*, 29(4), 694-700. <http://dx.doi.org/10.1016/j.ijhm.2010.02.002>
- Zhu, F., & Zhang, X. (2006). The influence of online consumer reviews on the demand for experience goods: The Case of Video Games. In *Proceedings of twenty-seventh international conference on information systems (ICIS)*. (pp. 367– 382) Milwaukee, USA.
- Xiang, Z., & Fesenmaier, D. (2005).Assessing the initial step in the persuasion process: Meta tags on destination marketing websites. *Information and communication technologies in tourism 2005*, 215-226.
- Xiang, Z., & Gretzel, U. (2010).Role of social media in online travel information search. *Tourism management*, 31(2), 179-188.
- Ye, Q., Law, R., & Gu, B. (2009). The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, 28(1), 180-182.
- Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. *Journal of strategic marketing*, 6(3), 241-254.
- Cannizzaro, M., Carroll, W., Offutt, B., Quinby, D., Schetzina, C. and Sileo, L. (2007). *PhoCusWright's U.S. Online Travel Overview*, 7e, PhoCusWright Inc., Connecticut: Sherman.
- Carroll, J. M., Neale, D. C., Isenhour, P. L., Rosson, M. B., & McCrickard, D. S. (2003). Notification and awareness: synchronizing task-oriented collaborative activity. *International Journal of Human-Computer Studies*, 58 (5), 605-632.
- Chatterjee, P. (2001). Online Reviews: Do Consumers Use Them?, *Advances in Consumer Research*, In M. C. Gilly, & J. Myers-Levy (Eds.), *ACR 2001 PROCEEDINGS*, Pp.129-134, Association for Consumer Research

- Chiu, C. M., Hsu, M. H., & Wang, E. T. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision support systems*, 42(3), 1872-1888.
- Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management science*, 54(3), 477- 491.
- Cheung, C. M., Shek, S. P., & Sia, C. L. (2004, July). Virtual community of consumers: Why people are willing to contribute. In *Proceedings of the 8th Pacific-Asia conference on information systems* (pp. 2100-2107).
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, 43(3), 345-354.
- Chung, J. Y., & Buhalis, D. (2008). Web 2.0: A study of online travel community. *Information and communication technologies in tourism 2008*, 70-81.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley & Sons.
- ComScore/the Kelsey group, 2007. Online Consumer-Generated Reviews Have Significant Impact on Offline Purchase Behavior. Accessed online (November 12 29, 2007) at: [http://www.comscore.com/Press Events/Press Releases/2007/11/Online Consumer Reviews Impact Offline Purchasing Behavior](http://www.comscore.com/Press%20Events/Press%20Releases/2007/11/Online%20Consumer%20Reviews%20Impact%20Offline%20Purchasing%20Behavior).
- Constantinides, E. (2007). Web 2.0 and marketing issues. Retrieved 17/12/2007, from [www.ebusinessforum.gr](http://www.ebusinessforum.gr).
- Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The role of user-generated content in tourists' travel planning behavior. *Journal of Hospitality Marketing & Management*, 18(8), 743-764.
- Crotts, J. (1999). Consumer decision making and pre purchase information search. *Consumer behavior in travel and tourism*, 149-168.
- Cui, G., Lui, H.K., & Guo, X. (2012). The effect of online consumer reviews on new product sales. *International Journal of Electronic Commerce*, 17(1), 39-58.
- Dellarocas, C. (2003). The Digitization of Word-Of-Mouth: Promise and Challenges of Online Feedback -Mechanisms. *Management Science*, 49 (10), 1407-1424.
- Dellarocas, C., Zhang, X. M., & Awad, N. F. (2007). Exploring the value of online product reviews in forecasting sales: The case of motion pictures. *Journal of Interactive marketing*, 21(4), 23-45
- Deloitte, L. L. P. (2010). *Hospitality 2015, Game Changers or Spectators*. Research Report. London: Deloitte LLP. 6 WTTC
- (2015). *Global Talent Trends and Issues for the Travel & Tourism Sector*. London: WTTC.
- Diaz-Martin, A. M., Iglesias, V., Vazquez, R., & Ruiz, A. V. (2000). The use of quality expectations to segment a service market. *Journal of Services Marketing*, 14(2), 132-146.
- Doolin, B., Burgess, L., & Cooper, J. (2002). Evaluating the use of the Web for tourism marketing: a case study from New Zealand. *Tourism management*, 23(5), 557-561.

- S. Briggs *et al.* Are hotels serving quality? An exploratory study of service quality in the Scottish hotel sector *Tourism Management* (2007)
- A.A. Grandey *et al.* Is “service with a smile” enough? Authenticity of positive displays during service encounters *Organizational Behavior and Human Decision Processes* (2005)
- X. Han *et al.* Alike people, alike interests? Inferring interest similarity in online social networks *Decis. Support Syst.* (2015)
- S. Banerjee *et al.* In search of patterns among travelers’ hotel ratings in Trip Advisor *Tour. Manage.* (2016)
- L. Hanks *et al.* Status seeking and perceived similarity: a consideration of homophily in the social servicescape *Int. J. Hosp. Manage.*(2017)