

The Influence of Online Reviews on Promotion Accommodation Services

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ABSTRACT: Nowadays, most tourists who plan their trip independently do this through online travel agencies. Before booking a hotel or other accommodation for a trip, they take a look to online reviews about them. However, very little is known about the impact of these reviews on hotel activities, so the management of online reviews in the hospitality industry is being overlooked by many subjects. This article examines the impact of comments left on the TripAdvisor website on the reputation of hotels and other accommodation facilities.

KEYWORD: tourism, online travel, online travel agencies, online reviews, TripAdvisor website.

Introduction

When it comes to the benefits of life in the information age, in addition to the impact of the Internet on tourism and travel, there are several other vivid examples of these benefits. With the vast amount of information available on the Internet about travel destinations and accommodation options, independent travel planning has become an activity in itself. An increase in this information will improve information for travelers, making the market more efficient. Information has always been the lifeblood of tourism. Nowadays, the development of technological advances related to large databases is driving changes and rapid innovations in the field of tourism. Technological tools allow you to be fast and mobile in collecting and exchanging large amounts of multimedia data in different formats in real time. For example, it can perform data-based marketing using a large database. Examples include recommendations, search engine marketing, social networking, market segmentation, personalization, and ways to optimize marketing mix. Thus, information is the “oil” of the digital economy and travel agencies¹.

This means that such a large database can be found only on the Internet. One of the largest databases for tourist subjects and tourists planning a trip today is the **TripAdvisor** social network. As a result of online surveys, 96% of travelers who are critical to hotels consider reviews to be important when searching for hotel information. If there was a time when comments were more important than ever, then now is the time. Given the uncertainty of the trip, as well as the new rules on safety and distance, the recent comments left after COVID can be very convincing for potential visitors.

¹ Marianna Sigala, Roya Rahimi, Mike Thelwall. Big Data and Innovation in Tourism, Travel, and Hospitality/Springer Nature Singapore Pte Ltd. 2019

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TripAdvisor is an Internet-based American travel company headquartered in Needham, Massachusetts. **TripAdvisor** branded sites and forums serve as a guide for online travelers and provide free reviews for user-created trips. Founded in 2000, **TripAdvisor** has become one of the most popular travel and accommodation destinations in the United States. **TripAdvisor** is the world's largest travel platform, helping 463 million travelers travel every month. Travelers around the world use the **TripAdvisor** website and app to see more than 859 million reviews for 8.6 million accommodations, restaurants, entertainment, airlines and cruises. During the planning phase and during the trip, travelers turn to **TripAdvisor** to compare the cheap prices of hotels, flights and cruises, booking popular excursions, including well-known attractions and reserve tables at good restaurants. An integral partner of the trip, **TripAdvisor** is available in 28 languages in 49 regions of the world².

In 2018, it collected nearly 730 million user reviews and feedback, covering a list of more than eight million restaurants, hotels and attractions³.

This is why the availability of hotels and other accommodation facilities in **TripAdvisor** is so important. It is difficult for many customers to get a reliable initial price of a hotel due to the problem of making the wrong choice. Consumers are Internet information providers with a new source of information about the quality of hotels. The key question is the level of reliability of the information. There are two types of Internet content providers: those that sell valued services ("websites for sale") and those that do not sell services ("consulting websites"). The first receives revenue through a commission, and the second through advertising (number of views). The data on consulting websites are said to be more reliable than on commercial websites because the latter suffers from incentive discrepancies resulting from the inverse relationship between revenue/salary and reporting quality⁴. **TripAdvisor** is also a type of website that does not sell such services ("consulting websites").

Literature review. Irish scientists (Pa'draig Cunningham Barry Smyth, Guangyu Wu, Derek Greene) in their research⁵ on **TripAdvisor** have questioned whether the comments will affect the hotel's image and bookings. They implemented reviews left by customers on the **TripAdvisor** website of Irish and Las Vegas hotels. They called it the **TripAdvisor** effect. They studied nearly 30,000 reviews of hotels in Ireland and nearly 50,000 reviews of hotels in Las Vegas over a two-year period. The survey found that the ratings of hotels in Las Vegas did not change, averaging 3.8 (out of 5 points). In Ireland, hotels with a rating of 2-3 (68%) have a rating of 3, and hotels with a rating of 3-4 have a rating of 4. The study found that visitors to websites such as **TripAdvisor** proved that leaving comments affected a hotel's rating and image.

Research methodology. After studying the work of these scientists, we decided to study the reviews and ratings of accommodation facilities in Bukhara on Tripadvisor, in which 60 hotels and other accommodation facilities were taken as research objects (Table 1). Of the surveyed facilities, 35 are hotels, 20 are guest houses and 5 are hostel accommodation facilities. In the course of the analysis, we divided the comments about these posting objects on the **TripAdvisor** site into 3 types: positive, average and negative comments. The purpose of this study is to fully understand the impact of online reviews on hotel reputation and performance and to draw positive conclusions from negative reviews.

² <https://tripadvisor.mediaroom.com/ru-about-us>

³ <https://www.statista.com/topics/3443/tripadvisor/>

⁴ Marta Fernández-Barcala, Manuel González Díaz, Juan Prieto-Rodríguez. Hotel Quality Appraisal on the Internet: A Market for Lemons?/ Tourism Economics// June 2010. 345-360. <https://www.researchgate.net/publication/230642706>

⁵ Pa'draig Cunningham Barry Smyth, Guangyu Wu, Derek Greene. Does **TripAdvisor** Makes Hotels Better?/ Technical Report UCD-CI-2010-06 December 2010

Analysis and results.

Table 1 Reviews of placement tools from TripAdvisor are an overview of the analysis⁶

Category of accommodation tool	Placement object soni	Total number of comments	Positive reviews	Average reviews	Negative comments
Hotel	10	1652	1387	177	88
Guest house	10	27	26	1	0
Hostel	5	103	87	4	12
Total:	25	1782	1500	182	100

In order to fully disclose this study, we took an individual approach to each category of placement tools and reviewed Tripadvisor’s ratings and guest reviews (Table 2).

Table 2 Reviews of hotels in Bukhara on TripAdvisor and their rating⁷

№	The name of the accommodation tool	Category	Rating in TripAdvisor	Total number of comments	Positive reviews		Average reviews		Negative comments	
					Number	%	Number	%	Number	%
1	Minzifa Hotel	4* hotel	4,5	270	254	94%	12	4%	4	1%
2	Grand Emir Residence	4* hotel	4	34	28	82%	2	6%	4	12%
3	Chor Minor Hotel	4* hotel	4,5	46	41	89%	3	7%	2	4%
4	Grand Bukhara Hotel	4* hotel	2,5	103	19	18%	45	44%	39	38%
5	Hotel Malika Bukhara	Hotel	4	238	204	86%	29	12%	5	2%
6	Hovli Poyon	3* hotel	4,5	95	88	93%	3	3%	4	4%
7	Lyabi-House Hotel	3* hotel	4	181	133	73%	32	18%	16	2%
8	Hotel Amelia	Hotel	4,5	481	460	96%	14	3%	7	1%
9	Omar Khayyam Hotel	3* hotel	4	122	98	80%	22	18%	2	2%
10	Zargaron Plaza	Hotel	4	82	62	76%	15	18%	5	6%
Total:				1652	1387		177		88	

This table shows the rating of hotels in Bukhara, which are members of the **TripAdvisor** website, and the number of their positive, average and negative reviews and the percentage of their total reviews. A total of 1,652 hotel reviews were reviewed, of which 1,387 were positive reviews, 177 were average, which is neither good nor bad, and 88 were negative reviews.

Many of those who left positive comments about the hotels because of the hospitality of our people were greeted by the hospitality of the hotel owners and staff, while others who laughed were greeted by the design of the room, the pleasantness of breakfast, good air conditioning, proximity to historical monuments and other positive comments.

⁶ Source: Author's development

⁷ Source: Author's development (based on the site www.tripadvisor.com 20.02.2021)

On average, tourists often complained about whether they liked some of the hotel’s services, such as the hospitality of the hotel owners and staff, the delicious and nutritious breakfast, but the lack of wi-fi in the room and the rigidity of the beds.

Negative reviews indicate that guests are generally dissatisfied with the hotel's services and do not recommend it to others.

A total of 27 reviews of 20 guest houses in Bukhara (Table 3) were studied, of which: 26 positive reviews and 1 average review. Most of the guest houses are family guest houses, mostly by the homeowners who live in front of the historical monuments, creating a historic, national color in their homes and renovating it to accommodate foreign guests. In them, the workers are mostly the owners of guest houses.

Table 3 Reviews and rating of guest houses in Bukhara on Tripadvisor⁸

№	The name of the accommodation tool	Category	Rating in Tripadvisor	Total number of comments	Positive reviews		Average reviews		Negative comments	
					Number	%	Number	%	Number	%
1	Parivash Guest House	Guest house	5	4	4	100%		0%		0%
2	Abu Shakheen Guest House	Guest house	5	2	2	100%		0%		0%
3	Mutara Hotel	Guest house	5	2	2	100%		0%		0%
4	Koh-i-noor	Guest house	5	1	1	100%		0%		0%
5	Guest House Ravshan	Guest house	5	2	2	100%		0%		0%
6	Baxrom And Kamron Guest House	Guest house	5	1	1	100%		0%		0%
7	Nazira & Azizbek	Guest house	4,5	8	7	88%	1	13%		0%
8	Parviz Guest House	Guest house	4,5	3	3	100%		0%		0%
9	History Guest House	Guest house	5	2	2	100%		0%		0%
10	Khalima	Guest house	4,5	2	2	100%		0%		0%
Total:				27	26		1			

That is why most of the foreign and local guests who left a positive comment about the warmth and hospitality of their family members, the low prices, delicious Uzbek food for breakfast, the location of the guest houses are good. it was said that they would recommend it to others as well, as it was not far from historical monuments and enjoyed the hospitality of the family.

Some of the guests who left an average comment because the visitors were mainly busy visiting Booking.com said that the registration process had some inconveniences, i.e. payment was made in advance and in the national currency they said being in equivalence (as opposed to the equivalence mentioned in the booking) raised suspicions in them, but later that they liked the hospitality, and in some reviews, they liked all the services but the Wi-Fi didn’t work well and so on.

In a negative reviews, there were inconveniences in checking in at the guest house, moreover, asked guests not to leave comments on the booking.com, taxi drivers ordered by the hotel not knowing English, and some guest houses accepted another group, so that they asked them to stay in another

⁸ Source: Author's development (based on the site www.tripadvisor.com 20.02.2021)

hotel. The fact that they were accommodated in another guest house made a bad impression on the guests.

Table 4 Reviews and rating of hostels of Bukhara city on TripAdvisor⁹

№	Name of accommodation	Category	Rating on TripAdvisor	Quantity of overall reviews	Positive reviews		Average reviews		Negative reviews	
					number	on %	number	on %	Number	on %
1	Diyor	Hostel	5	2	2	100%		0%		0%
2	Darvish hostel	Hostel	4,5	7	7	100%		0%		0%
3	Umarxon Hostel	Hostel	5	3	3	100%		0%		0%
4	Rumi	Hostel	4,5	80	72	90%	4	5%	4	5%
5	Ohun Hostel	Hostel	2	11	3	27%		0%	8	73%
Total:				117	87		4		12	

In the table above (Table 4), 5 of the hostels registered on **TripAdvisor** were surveyed and a total of 117 reviews were left, of which 87 were positive, 4 were average, and 12 were negative. Because hostels are low-cost hotels, they are mostly occupied by students or cheap, low-cost hotel seekers.

Most of the customers who left a positive review wrote that the hostels were located in a quiet, peaceful place, the hotel owners were hospitable and had free Wi-Fi, and the breakfast was also great.

For those who left average comments said that the place was quiet and peaceful, but some have had problems with hot water, and some – with the Internet.

Negative reviews said that guests staying in hostels were very unsatisfactory in terms of hygiene, and that room pictures differed from those posted on **TripAdvisor** and **Booking.com**.

Conclusion. Thus, the following conclusion can be drawn: When we looked at the rankings of accommodation facilities in these 3 tables, we found that the rankings of hotels in **TripAdvisor** that previous scientists had studied were not very accurate. Compared to the Rumi hostel in Table 4, Diyar has a rating of 5 points with 2 positive reviews (no negative and average reviews), while Rumi has 72 positive reviews (4 average and 4 negative reviews) with a score of 4.5. So, it is clear that no matter how many positive reviews, if there is 1 negative or average review, the rating of the hotel is very few positive reviews, and the rating of the hotel without negative reviews as long as it is low.

These comments can have a positive effect on the reputation of the hotel and other accommodation facilities, as well as tarnish it. There is no doubt that accommodation owners and managers need to draw the right conclusions from each review and leave a thanking note in any case, correcting mistakes and shortcomings and increasing the number of positive reviews, as the hotel’s reputation in

⁹ Source: Author's development (based on the site www.tripadvisor.com 20.02.2021)

the digital and information age, it depends on the online reviews. From now on, every tourist who plans his trip individually will definitely read the reviews on sites like this **TripAdvisor** and then choose a hotel.

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