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BACHELOROPPGAVE**

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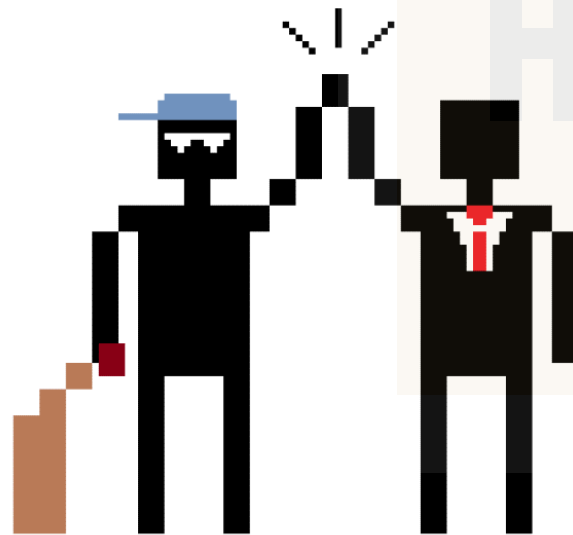
**FINNE PERSPEKTIV AV NORSKE FLYPLASSHOTELL FRA INTERNATIONALE TURISTER**

ENGELSK TITTEL:

**FIND PERSPECTIVE OF NORWEGIAN AIRPORT HOTELS FROM INTERNATIONAL TRAVELLERS**

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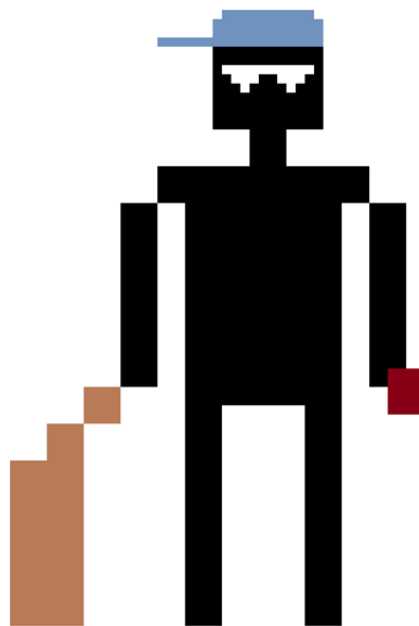
## BACHELOR

FIND PERSPECTIVE OF NORWEGIAN AIRPORT HOTELS FROM INTERNATIONAL TRAVELLERS

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## Abstract

It's critical to understand how travellers perceive their interactions. Particularly when someone oversees their environment. For instance, consider a hotel. Typically, hosts or staff will go out of their way to ensure that their guests have the finest possible experience. Many factors impact whether or not this is possible; nonetheless, as much quick input as possible is better for improvement. How can that be achieved? Are guests generally pleased or dissatisfied? The response to this question can help determine whether improvement is required. In terms of answering this question, the combination of TripAdvisor and Leximancer has made the process much faster and more efficient. The purpose of this research is to identify the primary themes that emerged from hotel guests' internet reviews. It also attempts to determine which of these themes are associated with higher and lower passenger satisfaction. The study employs qualitative and, due to the large number of reviews, quantitative analyses to examine the main components of passengers' subjective experiences of airport hotels. Guest reviews on the TripAdvisor website serve as data. The analyses revealed several concepts, but the four biggest themes were also represented both on the positive and negative side in the reviews regarding to airport hotels experiences. Which were 'hotel', 'staff', 'room' and 'breakfast'.



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# 1. Introduction

User-generated content (UGC), such as online reviews, has made it possible for customers to express their opinions about products and services and share their experiences with restaurants (Sulu et al., 2022). Online reviews are widely used to measure customer satisfaction in the hospitality and tourism industry (Arasli et al., 2021). Most research on consumer impression has focused on quantitative feedback from social media users (Ahani et al., 2019).

It is of great benefit to the hospitality industry to know how guests think or what they demand and at what price. There are several ways to find out. You can select a group of guests at a hotel and ask them to fill out a survey. And hopefully they will take the time to respond. Another option is to make an interview, but that is very time consuming if you want to know the general opinion of your guests.

Another option is to use online reviews. They are available to everyone online, there are many of them and the guest can tell the hotel what they want to say. This is a great way to get an immediate response from guests when they want to tell the hotel what they think. And since they are available online for everyone, it is a great advantage for people when they choose a hotel for their stay. So, I was advised to study these comments to find out what guests think about different hotel categories. I decided to limit myself to the airport hotels in Norway.

By using spontaneously generated information, this study adds to the body of knowledge about consumers' impressions of airport hotels in Norway. Customer perspectives on service impressions of airport hotels are conspicuously absent from the current knowledge base about hotels. Finding and identifying dominant themes from the online platform data fills this gap in the study. Although content analysis is widely recognized as the most successful method for identifying significant themes from web-based platforms, there is limited evidence that it has been used to explore the perspectives of foreign customers of airport hotels. According to Arasli et al. (2019), customers' overall experiences may differ depending on their individual profile, gender, and nationality. In this study we have investigated the overall experience of airport hotels by positive and negative reviews and most important what they focus on, which could help us better understand and improve the overall experience and how to focus the market segmentation for airport hotels.

## 2. Literature review

### 2.1 The hospitality industry

The hotel business is currently severely harmed as a result of the COVID-19 outbreak. Some even had to lock their doors because their customers and business had virtually vanished. Of course, some are hurt less than others. There are also hotels that thrived during this period, although this is hardly the norm. Travelers are essential to the hospitality business. For the majority of the hotel industry, it is now critical to find new ways to thrive in a changing travel environment.

When borders are closed and limitations are imposed to limit people's general movement, it is evident that industries that rely on people doing things and being social will suffer. We can only pray that nothing of this magnitude will ever again have such a destructive impact on the planet. While there is a war going on between Ukraine (NATO) and Russia. This may have an impact on people's desire to travel. It may cause people to stay at home where they feel safe. We'll just have to wait and see how long it lasts. After two years of no travelling people are also eager also to travel again. How this is combined with the unsettlement in Ukraine and Russia is left to be seen.

In terms of revenue for hotels and other overnight stay establishments, they predict that the current state (April 2022) is 25% lower than the pre-pandemic period (2019). It will almost definitely be a long time before we see the numbers we saw back then. To see new revenue highs, a movement in step with people's changing behaviours may be required. It is feasible that the way we think about hotels and hotelrooms today could become obsolete in the near future. Time will tell. But one thing is certain: the market has altered dramatically. (The American Hotel & Lodging Association (AHLA), 2022)

After the years 2020 and 2021 it was almost completely full stop in travelling, but now it has gradually become easier to travel. Although not totally open, crossing borders is now easier in 2022 than it was in the previous two years. Now it is important to assist the industry, evolve, figure out what the visitors or consumers want and work on that. That is what I am aiming to help to determine through this study and analysis with TripAdvisor. With the marginal view of only the airport hotels. If it works well, I might expand my view at a later time.

## 2.2 Service quality in the hotel industry

Service quality can be described as the amount to which a service meets the demands or expectations of customers, or as the overall impression of customers regarding the service's weakness or perfection. Rather than "what the provider puts in," service quality is defined as "what the consumer receives and is ready to pay for." As a result, service quality might be defined as the difference between what is expected and what is actually received.

Providing excellent service is a good approach to set yourself apart from the competition as a hotel. This may appear to be a simple activity, but it is subject to a number of variables. In the aftermath of a pandemic that has hit the hotel industry worse than anyone could have predicted. It is challenging just to keep employees. The hotels that remained open had to operate at a minimum capacity in terms of employees, although everything from empty hotel to full hotel was available. This is not the ideal setting for providing outstanding service. It is, of course, easier to manage if you have a small number of guests.

However, if the hotel is full and the workload on each department is greater than they can handle, they must prioritise getting the work done over ensuring that the guests have all they require.

However, there are heated discussions about how service quality should be measured. There has been defined several measurement instruments for various industry sectors. Such as DINESERV in restaurants, CASESERV in casinos, with more. When it comes to the hospitality industry, they have developed a specific model called SERVQUAL (SERVices QUALity). The SERVQUAL model depends on five dimensions, which is: empathy, reliability, assurance, responsiveness and tangibility. Its task is to measure guest's perceptions of service quality and try to minimize the gap between guest's expectations and their perceptions. Because service quality is a multidimensional concept, each dimension of SERVQUAL has unique characteristics for assessing guest's perceptions and expectations of service quality in the hospitality industry. (Al-Ababneh, 2017)

## 2.3 User generated content in hotel research

It is critical to obtain customer feedback on a product. In hotels it is no different. For example, are surveys frequently distributed by businesses with minimal response. Because of that the online reviews are an excellent option. This allows people to remark on something when they see it is important, for better or worse, rather than being swamped with questionnaires they

have no interest in doing. People may require a reminder that a company wants their feedback, but this is something that a hotel may supply by placing notes in their hotelroom expressing this.

Alternatively, the guest could contact the hotel directly about their issue. However, this would be of little help to other individuals who are considering staying at this hotel. Other guests' opinions could potentially be used to influence guests' hotel choices. Having all of them in one location benefits both the hotel and the guests. It is critical to collect all of these thoughts in one place in order to obtain a fair overview of how people are experiencing a specific hotel. I'm focusing on TripAdvisor for this study. Even though I have discovered that other channels are also commonly used by clients (See appendix #1). I still chose to use TripAdvisor combined with Leximancer. The table in the appendix represents many studies done by other people viewing the aviation industry. (Arasli, 2019)

User generated content gives us the option to give guests an intervju without asking any questions, and they still give you the answers you need. The best part is that there are large quantity of answers aswell, depending on which sector you are focusing on.

## 3. Method

### 3.1 Data collection

TripAdvisor.com was used to gather all of the information for this project (31.January, 10.February and 14.February 2022). Because my analysis is for airport hotels in Norway, I began by gathering comments and reviews in Norwegian, the country's official language. However, I was advised by Prof. Arasli to collect reviews from international commenters as well. I chose those that were in English for this section. Even though they have several languages you can select or deselect depending on what what's the target.

Which was later revealed to be the better option. Due to the fact that Leximancer does not evaluate Norwegian words. They have a variety of language options, with Danish being the closest. Which was preferable but not optimal. When the data was acquired, it was chosen from the most recent ones and not older than 2010.



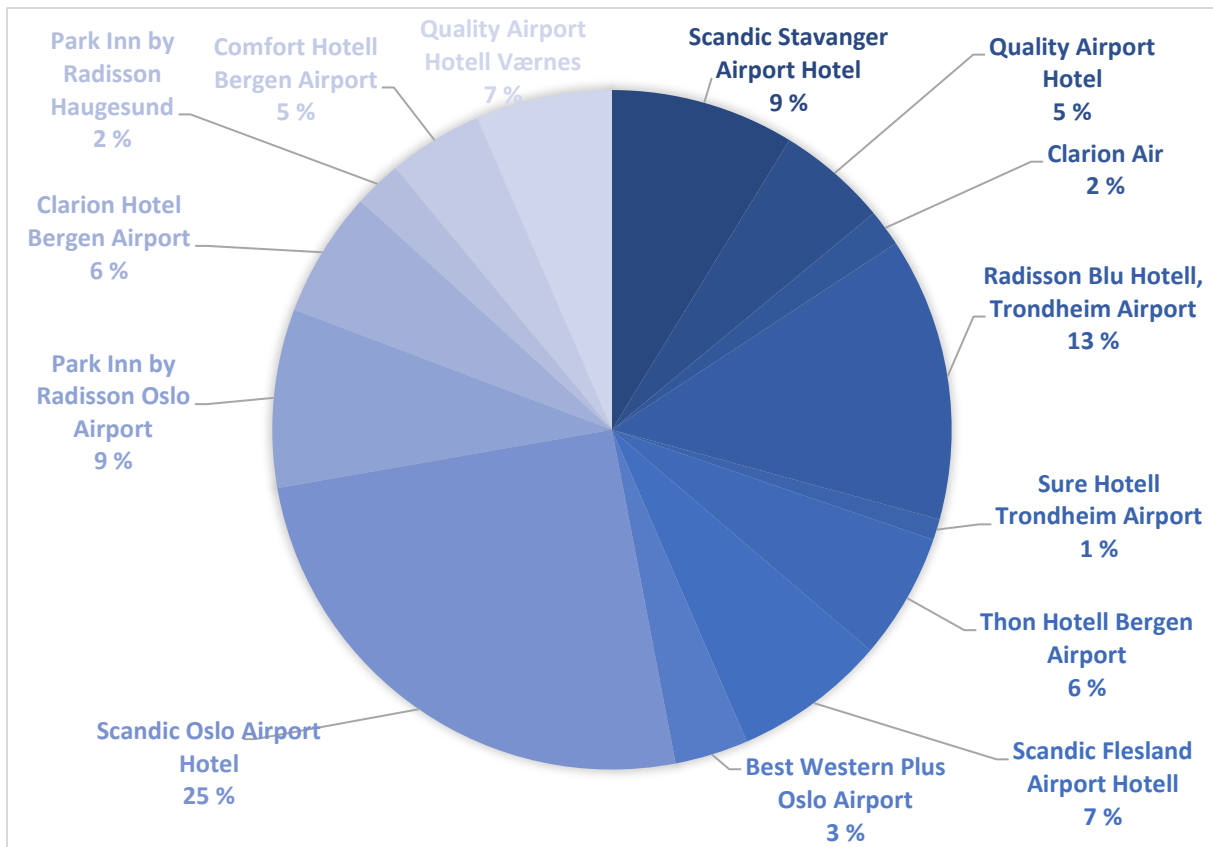
Table 1: How I have separated my data by comments. Total 800 comments.

Variable	Category	Frequency	%
Domestic travelers	Positive	200	25%
	Negative	200	25%
International travelers	Positive	200	25%
	Negative	200	25%

Reviewers on TripAdvisor can rank their comments on a scale from terrible to excellent. You have a total of five ratings to choose from: terrible, poor, average, very good, and excellent. A ratio scale with five options. I categorised people who choose to review the hotel as ‘very good’ and ‘excellent’ for the positive reviews. The negative reviews were chosen from people who thought the hotel they were reviewing was ‘terrible’ and ‘poor’. In my collection, average rating was not used.

Table 2 Separation of comments per hotel in the international section, total 400:

Scandic Stavanger Airport Hotel	35	8,75 %
Quality Airport Hotel	21	5,25 %
Clarion Air	7	1,75 %
Radisson Blu Hotell, Trondheim Airport	54	13,50 %
Sure Hotell Trondheim Airport	4	1 %
Thon Hotell Bergen Airport	24	6 %
Scandic Flesland Airport Hotell	29	7,25 %
Best Western Plus Oslo Airport	14	3,50 %
Scandic Oslo Airport Hotel	101	25,25 %
Park Inn by Radisson Oslo Airport	34	8,50 %
Clarion Hotel Bergen Airport	24	6 %
Park Inn by Radisson Haugesund	9	2,25 %
Comfort Hotell Bergen Airport	18	4,50 %
Quality Airport Hotell Værnes	26	6,50 %



In Table 2 you can see all the hotels and the proportionality between the comments that was collected. The sector diagram is just a visualization of table 2.

I stumbled into a few inconveniences collecting the data. First and foremost, there is an uneven distribution of positive and negative reviews. In the positive section, I could delete comments with numerous spelling errors, for example. However, there were few options in the negative section. As a result, I had to accept the majority of the negative feedback. To receive an equal number of positive and negative comments. This made it necessary with some tweaks in the data. But I wanted to minimize the tweaks as much as possible. Emojis were removed. The positive aspect of the negative section is that when they first commented, they left long detailed reviews.

### 3.2 Data analysis

The information gathered reflects airport hotel guests' experiences with the Leximancer text analytics technology (version 5.0). This programme is based on Bayesian statistical theory, which assembles fragments of evidence of what happens in a text when you investigate it. Input the text of your choosing, and it will use a machine-learning algorithm to select the ideal

thesaurus. It will organise the text into topics, which it will then display in a concept map. This necessitates a sense of comprehension and a grasp of the language idea (Figure 1). The computer will extract semantic pattern information that will assist us in locating essential concepts and themes in a document. In this particular example, airport hotel reviews. The software will split the various themes into coloured spheres, with the colours indicating how frequently it occurs. Purple has the fewest associated themes or is the 'coolest,' and it steadily develops in colour and 'warmth,' until it reaches orange and red. The colour red is the most common and relevant motif.

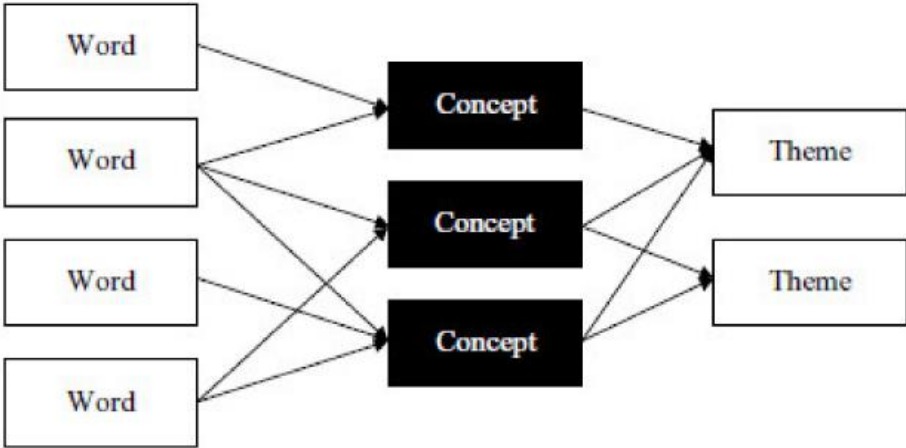


Figure 1. A basic model of semantic configuration extraction in Leximancer. Borrowed from Crofts and Bisman.

As a result, we used Leximancer's Gaussian cluster technique to build concept maps for the study. To create these maps, we needed data, which we obtained from TripAdvisor, as previously stated. These were split by creating four separate files, one for 'Domestic positive' reviews, another for 'Domestic negative' reviews, and two for 'International positive' and 'International negative' reviews. I chose the numerical ratings associated with the two user-defined tags that correspond to two types of reviews selecting the 'good' and 'excellent' ratings on the positive side and the 'poor' and 'terrible' reviews on the negative side. This is the same for both international and domestic reviews. After this I put all of the comments in Leximancer and let it do its job. Then it can up with this setup.

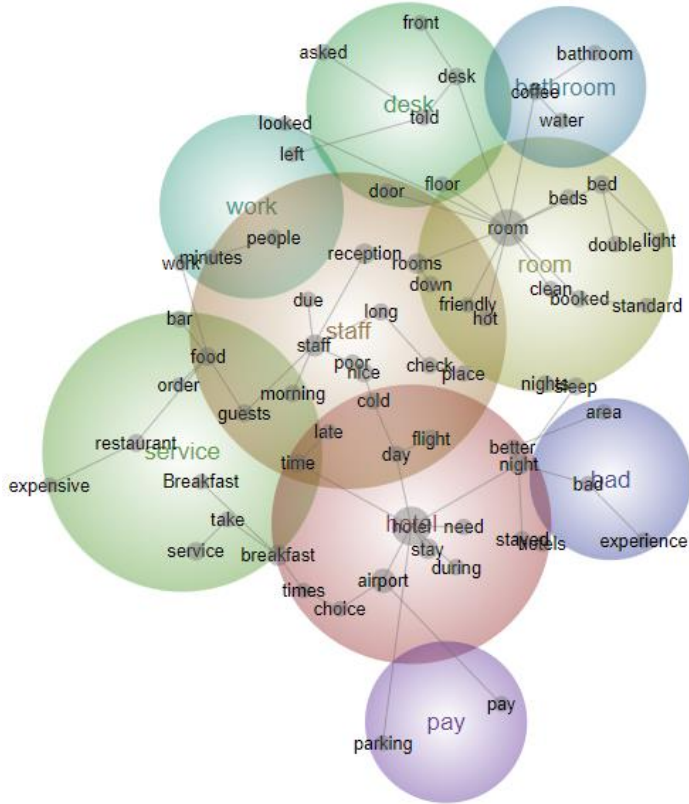


Figure 2 – International negative reviews. The colour of the cloud signifies the significance of each theme, ranging from hottest to coolest.

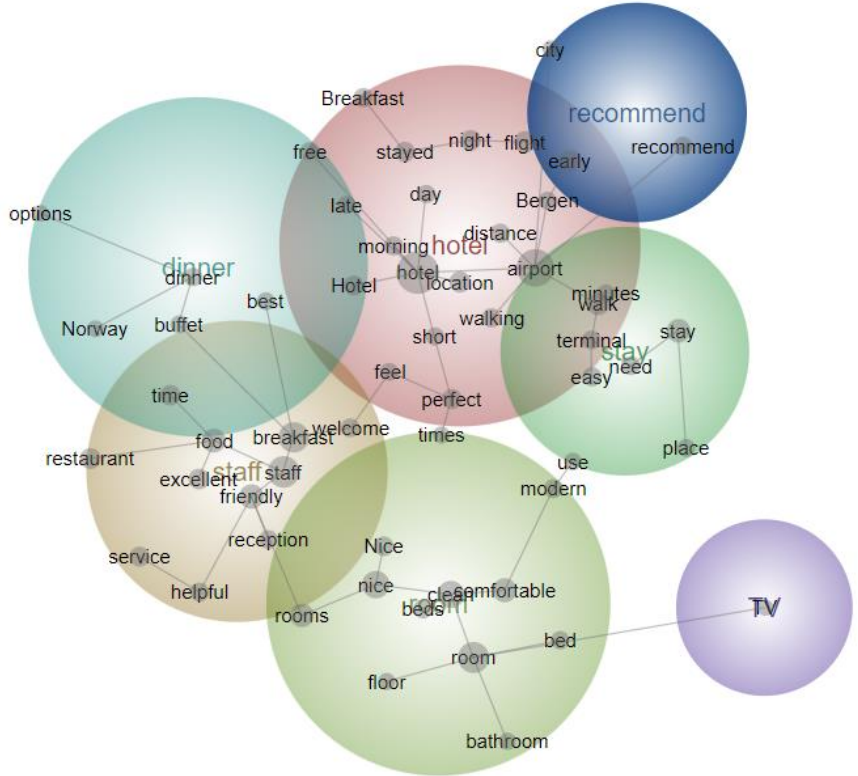


Figure 3 – International positive reviews. The colour of the cloud signifies the significance of each theme, ranging from hottest to coolest.

Then I attempted to run Norwegian reviews via Leximancer with the Danish language. This yielded much fewer results. It created themes that didn't make much sense. The majority of them did, although some of them used 'å' and 'fikk' as a theme in the positive portion. I discovered the same thing in the negative. Leximancer created themes such as 'å' and 'mitt.'

Instead, I believe it would be far better if I collected the reviews in Danish. Here are some examples.

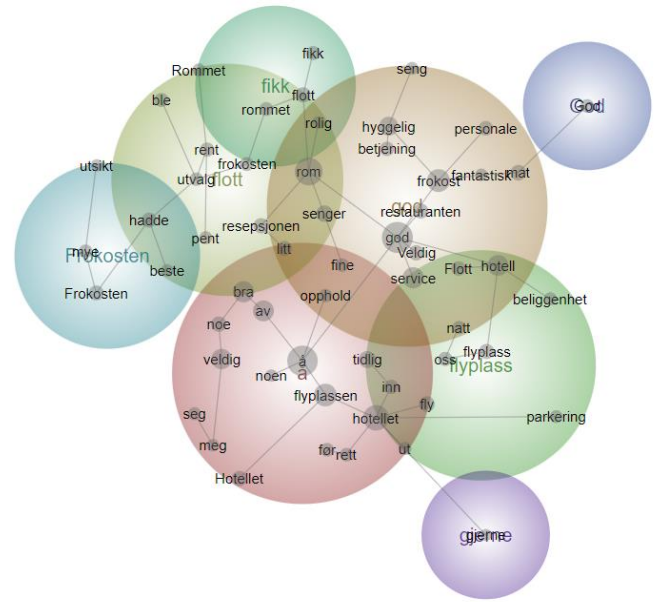
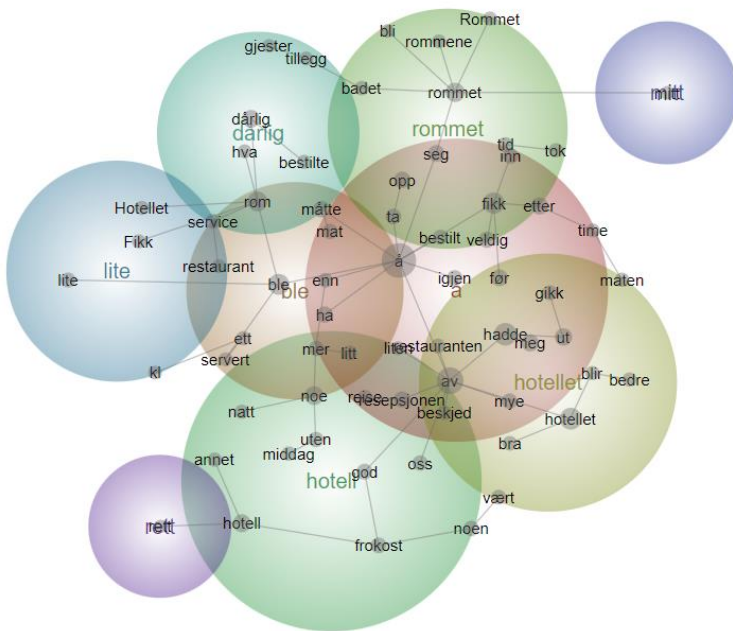


Figure 4 – Domestic negative

Figure 5 – Domestic positive

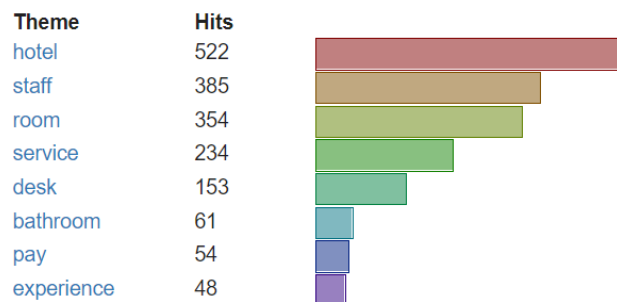
As a result, I decided to concentrate solely on the international travellers. These may be mentioned as well, but they are not my primary focus.

Leximancer is a one-of-a-kind content analysis tool. Leximancer, unlike Nvivo or ATLAS, does not use word-frequency analysis. Concepts form as a result of their recurrence frequency, with the most prominent notion emerging as the cluster's theme. Because the computer generates the concept list from the text we import, the issue of dependability and validity is resolved. A high level of reliability can serve to reduce researcher bias and increase the repeatability of results, but inconsistencies in how coders classify material might hinder coding results' reproducibility. Attaining a high degree of dependability in human-coded content analysis is normally tough, and this becomes even more difficult when processing huge volumes of data, as this increases the risk of the researcher making an error during the coding step. The data was analysed using Leximancer software. Numerous studies have also shown that Leximancer software is reliable since it takes little manual interaction from the researcher and performs objective data analysis by reducing researcher bias and coder subjectivity, increasing the validity of the results.

## 4. Analysis

### 4.1 General description of domestic and international tourists

The Gaussian clusters or concept maps generated by Leximancer based on the data inputs allowed me to see which themes and concepts were most commonly addressed in the reviews and comments. Which were ‘service’, ‘work’, ‘bathroom’, ‘staff’, ‘hotel’, ‘bad’, ‘pay’, on the international negative side. As shown here:

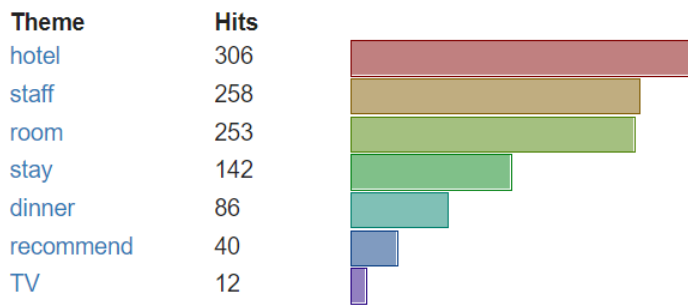


Picture: Cutout from Leximancer

Under the theme hotel we have concept words as ‘airport’, ‘night’ and ‘breakfast’. Leximancer put these together with the sentences; *“Covid is not over and phase 4 is postponed. I have chosen the Quality Stjørdal because of positive previous experiences with these hotels. I should better have stayed in the best western Hotel instead.”* One guest stated. Another one said, *“I can say that the gym, the breakfast and the restaurant of the hotel in general are much better than other hotels in the area, as I have traveled in the past as well and I have stayed in different hotels. However the twin bed was splitting during the night and I can say that, at least the room I stayed, had a very uncomfortable bed.”*

The staff theme had words like ‘reception’, ‘rooms’ and ‘food’. With connected reviews *“Pretty poor nights sleep due to noise from the adjoining rooms (internal walls are thin). Would have mentioned it at check out however the only interaction from the staff was to be told when asking to check out "Thanks we will bill your stay to your card" Overall location is great but the staff are a let down.”*, and *“Stone cold bacon raises the question, when was the bacon cooked if it is stone cold at 5:00am? Clearly the food is prepped the day before and then re-heated in the morning!”*

while it was ‘dinner’, ‘staff’, ‘hotel’, ‘room’, ‘stay’, ‘tv’, ‘recommend’ on the international positive side. As shown here:



Picture: Cutout from Leximancer

From the concept maps and the bar charts we see what the guest has mentioned the most. Both in colour grading and in number. Under these themes are various concepts that have been mentioned frequently with the theme. You also get a list of word and its relevancy. Graded from 1% to 100%. Where 100 % is most relevant. By scrolling these words, you also get a notion of what the guests feel and mean in general about the airport hotels that I have chosen reviews from.

Under dinner you have the words ‘dinner’, ‘best’, ‘free’, ‘buffet’, ‘Norway’, ‘options’. With these sentences, *‘An overwhelming multitude of choices, fresh fruit, yogurt, salmon, cheeses, eggs, meats, potatoes, a juicing machine, gluten free section of the buffet, lox, at least 8 bread options, and more!!’* and another *‘We loved how the hotel took pride on being eco friendly, energy efficient and cost affective. The dinner menu was such a reasonable price for Norway and had decent options; even for vegans.’* And lastly a negative comment on the positive side *‘Dinner was bad as not so many options available and not good food. Also there are not close places for dinner.’*

Staff had concepts as ‘staff’, ‘breakfast’, ‘friendly’, ‘food’, ‘restaurant’, ‘excellent’, ‘time’, ‘service’, ‘helpful’, ‘welcome’ and ‘reception’. Some connected sentences *‘Food was excellent and so was the service through from reception to the delivery of your meals (always on time) and also nice friendly faces all of the time. I asked for cereal at breakfast and that was no problem either.’* And *‘I cannot complement the staff highly enough, they were excellent in any help that was required. The food was also good and always on time.’* And also *‘I received the warmest welcome already at reception an all went smooth and very friendly. The best thing: The restaurant/bar was still open and despite the late hour, the entire staff was super friendly, the food was excellent and at the end, I felt relaxed and an great night's rest.’*



Hotel had the words 'hotel', 'airport', 'early', 'flight', 'location', 'night', 'perfect', 'stayed', 'Hotel', 'distance', 'walking', 'Breakfast', 'morning', 'day', 'short', 'Bergen', 'late' and 'feel'. Some statements connected *'Booked this hotel because it was close to the airport and only needed one night before a flight out the following morning to Tromso. Hotel is within walking distance of Oslo airport.'* *'Breakfast and dinner is good, but not tremendous. Small fitnesscenter, but good enough.'* Another person said, *'I stayed one night at this airport hotel because I arrived rather late on a domestic flight and was heading home the next day with international flight.'* Lastly one person said, *'Overall good value for money in my opinion. Breakfast starts at 5am. Walking distance from airport, good if you have an early flight the next day.'*

#### 4.2 Results of satisfaction vs. dissatisfaction analysis

Main focus in this study is to determine what the experience from satisfied hotel guests ("good" or "excellent" reviews) and dissatisfied guests ("bad" or "terrible" reviews) are. With Leximancer we have the opportunity to push a lot of opinions/reviews in form of text and it will output a distinct pattern that it finds in the various texts. We can see if there is correlation in the reviews or if it's no system. Here I have a good example since I did not use half of my data. In the International reviews was picked out in English while the domestic reviews were picked out in Norwegian. When it was put in Leximancer the Norwegian side was put in the Danish analysis system. And this showed by not making a lot of sense. So I would think that the data would show up in some way like this if it could not find any system in the text. On the contrary I had the English text that that it could separate in a much better way which led to a better output of the data.

The reviewers had the option to rate their reviews in a rating from 1 to 5. As aforesaid the rating 4 ("good") and 5 ("excellent") was the international positive data and 1 ("terrible") and 2 ("bad") was the international negative data.

To start with the positive reviews hotel is mentioned 164 times with a relevancy of 100 %, and next airport (72%), room (65%), staff (52%), breakfast (52%), nice (44%), clean (39%), stay (32%), rooms (31%) and friendly (39%).

From the negative reviews the ten most frequent is hotel that is used 269 times with a relevancy of 100%, then room (86 %), airport (37%), breakfast (30%), staff (28%), night (26%), stay (26%), reception (23%) and rooms (22%)



*Some examples of negative reviews, 'I am obliged to be quarantined here in the hotel to enter the country. can't leave my room. all food is put in front of the door in disposable polystyrene packaging. the food is of a very, very bad quality. that you dare to present this to your guests. I complained to the reception but it leaves them completely indifferent.'*

*'Terrible airport hotel Room had a weird smell, aircon did not work, very expensive & greedy, certain members of staff were very anti-foreigner, you can hear the planes very clearly and the WIFI is awful!! You can hear the planes taking off every morning around the 6am time so don't expect a lie-in. You are charged for absolutely everything & I mean everything! The staff on days were great and couldn't do enough to help, however the staff in the late afternoon/night were rude/miserable and you can tell just don't want to be there. I have seen previous reviews say the same and I experienced it and agree with them. I will not be staying again, my first time in Stavanger however I need to go back but will be staying in another hotel.'*

*'We got to the restaurant at 21.02 and found out that the kitchen closed 21.00. As the chefs were preparing 2 burgers I asked if we could order something to eat as we hadn't had dinner. "No kitchen closed at 21.00"! As you can offer drinks you must be able to offer something to eat!? Went to ask the receptionist What the hotel could offer to eat. Answer was some bread and cheese from the breakfast this morning. How can a hotel like this with lack of customer care be voted the best Clarion Hotel 2019???? Food is essential, even in this corona times. Airport couldn't offer any food either.'*

*And then some positive reviews examples 'Great experience at the hotel. I was there during my quarantine period at Norway. Their front desk representative are the most friendliest people so far. They gave me extra tips about living in Norway, which was very helpful.'*

*'Quality airport hotel has not stolen their name, it is really quality! Especially the friendliness, kind and professional support of all the restaurant personnel (especially Ilker) triggered me to note this hotel in my agenda for future (business or other) stays in Sola/Stavanger.'*

*'My wife and myself Stayed at the Clarion Hotel Air ,Friday November 8th . This is a very cool and modern Hotel. Super friendly straff, very Nice and clean rooms. We stayed in the 6th floor, a fantastic view over Sola beach / the North sea We will strongly recomend this Hotel'*

#### 4.3 Evaluation of the hotel experience by reviews from international hotel guests

This far in the study we have gone through various outputs that the gathered data has given. Now I will look at what the output could tell us. What we know now is that there are room for improvements in general in the airport hotels, but there is also many people who are satisfied with these hotels. To get an overview of what both sides main focuses are, is highly valuable. To summary what each side could tell us we can start with the positive. Here the main words in the concept maps are hotel, dinner, staff, stay, room, recommend and TV. Circulating hotel bobble we have, distance, location, perfect, walking, airport etc. (figure 3). This tells me that in the positive section guest are most satisfied with the location of the hotel. That either is it early in the morning or late at night you can walk right to the hotel without thinking how to get there. After a short walk you are there and able to get a good night sleep without much hassle. Around staff we have words like excellent, friendly, helpful, service, welcome etc (figure 3). Here it tells us that the positive reviews are very happy with the service they are getting from the chosen hotels. Guests feel welcomed, the staff is helpful and friendly and in general excellent. And this is only looking at the most accruing words in the positive reviews and the 'hottest' bobbles.

Looking at the negative reviews the two most prominent bobbles is also hotel and staff. Here the words surrounding hotel is need, stay, airport, cold etc.(figure 2) Here we can say these guest had to stay at the airport hotel for various reasons. Maybe because they had to be there they might not be that happy about it in the first place. Or it could be that the hotel was the best option regarding to the airport location and then they were disappointed that it is not better than it was. Staff has the words poor, nice, reception etc. (figure 2) around it. There are some conflicting words here as poor and nice. Then I would think that some of the guests that is not happy with the hotel is still happy with the staff there. If we look abit further we see that work has its own bobble and this might indicate that many of the guests that lives there are working or business people that has to be there because it's the most practical. If there are many enough of business guests that does not complain then the hotel maybe float abit on them and does not have to improve because the guests has to stay there anyway.

## 5. Conclusion

To summarise the entire study, the main objective was to find out international traveller's views on Norwegian airport hotels. The four themes that was the same on the positive and negative side is 'hotel', 'staff', 'room' and 'breakfast'. The differentiation between the themes is on the positive side 'nice', 'clean', 'stay', 'rooms' and 'friendly'. Negative side had 'staff', 'night', 'stay', 'reception' and 'rooms'. Arranged in order of relevancy. The first four words which was the same is the most relevant themes and then the words are less relevant the later they are mentioned. The reviews were differentiated by the dissatisfied guests choosing rating 1 or 2 ('Terrible' or 'poor') and the satisfied guests choosing rating 4 or 5 ('good' or 'excellent'). Giving guests the option to spontaneously give their opinion in UGC (User-generated content) about an experience is extremely valuable. This may also reduce the constructed responses that questionnaires and other traditional research techniques can produce. If you're wondering why these words are emphasised and why - you can read the reviews to gain a better sense of what the guests want.

I would state that the biggest advantage of an airport hotel is its location based on UGC's. It is convenient when travelling and then arriving at a hotel located a short distance from the airport. The main disadvantage is that many people choose the hotel only based on its location, without considering other issues. Business travellers who do not pay for their own accommodations may not have the same high standards because the company covers it. This may result in them not commenting on it as much as they should because they merely need a place to sleep and possibly something to eat. This does nothing to assist the hotel to improve. However, if you do not hear anything else, you can say that the hotel is adequate.

### *Observations during study*

It might have been beneficial for TripAdvisor to categorise those who leave a comment. Is it a group, leisure, or business trip? This can be discovered by speaking directly with the hotels. However, it would be beneficial to know up front in the reviews.

Leximancer is a useful tool, but only after you've entered the data and selected the procentage you want. When you close and reopen the programme, the fixes are reset, and you must adjust the number of themes and concepts each time. This should be improved.

## Literature list

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## Appendix #1

Authors	Online Review	Data Source	Statistical Approach	Main Findings
Sezgen et al. [3]	5120	TripAdvisor	Latent Semantic Analysis	The findings indicate that the factors influencing passenger happiness vary significantly depending on the class of air travel bought. For those traveling in economy class, personnel friendliness and helpfulness are critical elements; for those traveling in luxury cabins, product value is critical; and a cheap price is the primary driver of happiness.
Punel et al. [64]	40,510	Skytrax	Rpackage Sentiment Analysis	However, the primary factor used to assess the entire flight experience is the cabin staff service. Additionally, the data demonstrate that passenger expectations differ between first or business class and economy class. First and business class passengers are more concerned with seat comfort, food and beverage service, and in-flight entertainment. Economy class passengers are more interested in value for money.
Xu et al. [65]	2439	Skytrax	SentiStrength software, LISREL 9.2	The findings indicate that the origins, size, and consequences of service failures affect both positive and negative feelings among passengers. Compensation for the present journey, whether monetary or nonmonetary, can help reduce unpleasant feelings in passengers, but compensation for future travel has little effect on emotions.
Stamolampros et al. [66]	380,000	TripAdvisor	Latent Dirichlet allocation	In the study, the authors explored how cultural factors affect the intensity of bias using Hofstede's framework and find evidence for the moderating effect (both positive and negative) of passengers' cultural dimensions on their supplied evaluations of domestic carriers.
Brochado et al. [2]	1200	TripAdvisor	Leximancer	The analyses revealed nine themes in descriptions of airline travel experiences. These are the core services during "flights," "airport" operations, crew and ground "staff," ticket "classes," "seats," inflight "services," "entertainment," overall experiences of "airlines," and post-purchase recommendations of with which companies to "fly." Low value for money ratings is linked with the "airport" and "flights" themes.

