U S

Universitetet
i Stavanger

**FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT**

MASTER'S THESIS

STUDY PROGRAM: Master's degree in Service Leadership in International Business	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT: Hotel Reviews, Electronic Word-of-Mouth (eWOM), Word of Mouse, Hotel Classes, Hotel Regions IS THE ASSIGNMENT CONFIDENTIAL? NO

TITLE: What do hotel guests care about? A Content Analysis on Hotel Reviews on Hotels in the World's Most Popular Destination

AUTHOR		ADVISOR:
		Dag Osmundsen
Student number: 261898 ………………… …………………	Name: King Hok "Gordon" Yeung …………………………………….. ……………………………………..	

Foreword

I would like to thank all people who helped me and motivated me throughout the whole writing process on this Master Thesis. Especially I would like to express my sincerest gratitude to Professor Dag Osmundsen for his professional and academic support on my thesis, without his advice and guidance, and your time spent on consulting, this Master Thesis could not be done.

I would also like to thank University of Stavanger, especially Faculty of Social Science, and Norwegian School of Hotel Management for their constant support on the studies.

In addition, I would like to thank all managers in Nordic Choice Hotels who gave me insights on the Hospitality industry and provided me valuable inputs on my Master Thesis Topics.

Besides, I would like to thank all my friends who helped me through the writing process, especially to the ones who went through the writing block and got our motivation to write together. Without you, writing a Master Thesis and studying for a master's degree would be less fun and less productive.

Finally, I would like to thank my family who supported my decision to study abroad in Norway, especially you needed to worry about me during the Coronavirus pandemic.

Thank you very much, or in Norwegian, Tusen Takk!

Abstract

This study is to understand the most mentioned aspects when the hotel guests leave their online reviews. This study consists of a thorough analysis on 1,260 hotel reviews across six inhabitable continents in the world. The findings show that Staff and Service is the most mentioned aspects, no matter what hotel class the hotel guests are staying or where geographically the hotel guests are staying. Location is also a universal important aspect to the hotel guests and being mentioned second-most in all the hotel reviews. This study also finds out that certain aspects are varied to hotel guests in different class of hotels or different geographical region of hotels. Some implications are suggested by the author based on these findings and hypotheses based on the contradiction found on literatures and interviews are proven in a certain extent.

Keywords: Hotel Reviews, Electronic Word-of-Mouth (eWOM), Word of Mouse, Hotel Classes, Hotel Regions

Table of Contents

1. Introduction

1.1 Background

Social Media and Social Networking enables people to give opinions on everything, it influences our lives and creates different online communities. People are enabled to use social media to voice out what they think about different topics, it also allows them to leave reviews and leave comments on products and services to other people in the online communities. Social Media becomes crucial in marketing that it is a new platform for promotion (Sajid, 2016). The exchange of information on social networking websites is so popular that traditional Word of mouth channel becomes electronic Word-Of-Mouth.

Instead of receiving information from the mass media or getting biased information from the business itself, travelers seek out to the online communities to find credible and neutral sources review on the tourism products. It becomes particular important for travelers to seek sources of information as tourism products are intangible. The Traditional way of "asking a friend" for their experience on certain tourism products like hotels became digital as asking the community about their experience, hence the blooming of Online Review websites like TripAdvisor or Expedia.

Electronic Word-Of-Mouth is widely acceptable and popular as a source of information, it is also sometimes referred as Word of Mouse, to signify the importance of the great effect a user behind a "electronic Mouse" can make to others' behaviors and attitudes towards certain things. This Word-Of-Mouse effect is particularly effective in Tourism and Hotel Industry. Study shows that people valued the online reviews that 35% of travelers change their choice of Hotels after reading online reviews (World Travel Market, 2010).

There are numerous studies researched about the factors motivating guests to leave online reviews and there are a large number of studies researched about the content guests put on the online reviews. It is quite often that Hotel guests leave reviews because of the mismatch between their expectation and the reality. Research has shown that there are significant differences between hotel guests' expectations towards Upscale Hotels and Budget Hotels based on studying online reviews (Kim et al., 2016). Numerous studies have concluded that hotel guests' expectations are relevant to the hotel class in which guests who stay at a higher level have higher expectations on hotel service and room amenities than guests who stay at a lower class (Dolnicar, 2002; Griffin et al., 1997; Knutson et al., 1993).

However, through a pre-research personal interview, opinions from a General Manager (Stavanger, Rogaland, Norway) and a Hotel Manager (Stavanger, Rogaland, Norway) show contradiction with the results shown in the aforementioned research. They both worked at a Budget Hotel before and now working for an Upscale Hotels, they stated that Guests who stayed at Budget hotels are having same expectations on Hotel's offerings as if they were staying at Upscale Hotels. They also stated that these expectations are often reflected on Hotel Guests' Review on the internet.

This contradiction warrants further research on whether this phenomenon is a special case in Norway's hotels and whether this phenomenon applies to hotels in different countries. Therefore, this study is aimed to see if there is a difference on the contents between hotel reviews

from different hotel locations, different hotel classes, and different hotel categories.

Previous Research

Interview's Results

Contradictions
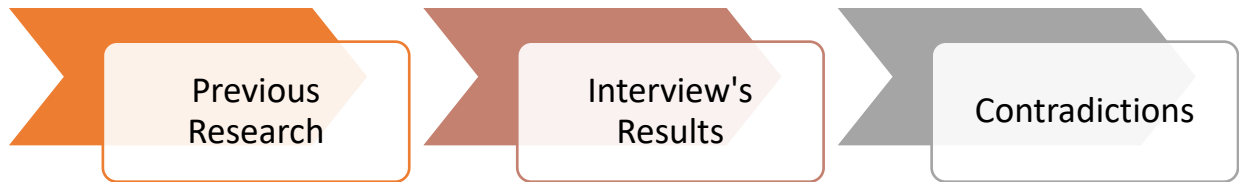
1.2 Research Objective

The main objective of this research is to determine the factors mentioned by the Hotel Guests after they stayed in the hotels. The positive and negative side of the hotel reviews and ratings on the reviews will be ignored since this research is not focused on which factors are affecting hotel guests' reviews, there are already many studies for this purpose which shows that there are different satisfiers and dissatisfiers in online hotel reviews (Ghazi, 2017; Kim et al., 2016).

The main focus of this research will be the contents of the user generated content posted as online reviews on different hotels to examine the following:

1. If contents are generally different when they are to be used in evaluating an Upscale Hotel and a Budget hotel.

2. If contents are generally different when they are to be used in evaluating Hotels in different countries and different continents.

Contents' Differences between Hotel Classes

Contents' Differences between Countries
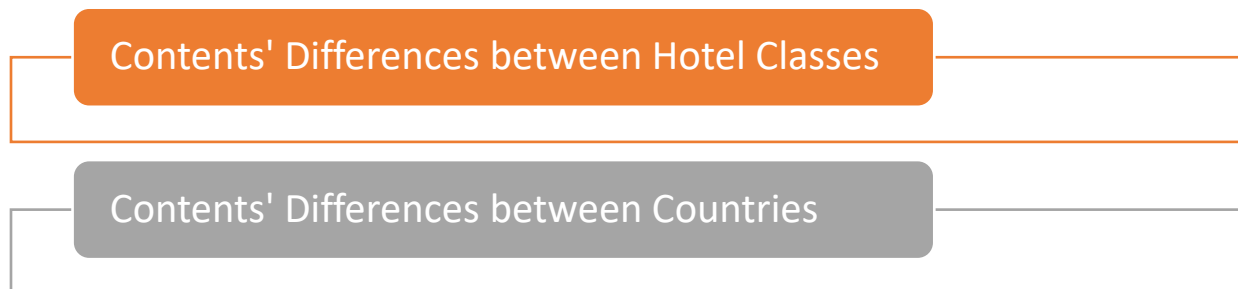
2. Literature Reviews

2.1 Hotel Booking Trends

With the development of technology, online shopping become a norm, online sales percentage has gone up 10% in a decade (Digital Commerce 360, 2022). In tourism and hospitality industry, online booking percentage is at a very high level that 82% of the booking are without human interaction, either through online websites or mobile apps (STRATOS Jet Charters Inc., 2022).

With the development of Web 2.0 and the norm of online shopping, potential buyers on the internet seek out online reviews to make their decisions to purchase when facing different unknown and virtual offerings (Godes & Mayzlin, 2004). Other research also shows that online reviews have become an important factor in hotel guests' booking decisions (Filieri & McLeay, 2014; Mauri & Minazzi, 2013; Sparks & Browning, 2011), and that there has been a rise of online shopping that relies on user-generated review (Willemsen et al., 2011), and as much as 20-50% of the online purchase decisions are based on Online reviews (Mathwick & Mosteller, 2017). 35% of the hotel guests changed their decisions after reading the hotel reviews online (World Travel Market, 2010).

2.2 Credibility of Reviews

Previous research shows that Trusts affects the relations between Hotel guests and Online hotel provider (Agag & El-Masry, 2016). Online reviews establish the trust and reputation between hotels and the potential hotel guests (Banerjee et al., 2017; Evans et al., 2021). Studies also find out that consumers trust more reviews from independent websites than reviews posted

on corporate websites (Bickart & Schindler, 2001; Gretzel et al., 2007). If a review is perceived

as credible, the information contained in the review are more valuable and believable, and hence

more easily to be accepted by reader and affects their behaviors and attitudes (Thomas et al.,

2019). Research shows that readers care more about contents in the reviews than just the numeric

ratings (Hu et al., 2008), it gives much sense to focus on the contents of the reviews, no matter

the positive side or the negative side of the reviews.

2.3 User-Generated Content

Web 2.0 drastically increase the number of User-Generated contents, which at the same

time revolutionized the tourism and hospitality industry, and transform the way travelers

evaluate, select, and share experiences about tourism products and services (Guo et al., 2017).

UGC shift toward a user-centric model and away from the conventional media model that

consumers are taking control and be active rather than being passive and being driven by the

mass media (McQuail, 2010). The motivation of creating UGC would be a strong social function

that creator wants to perceive their membership in an online community, and that the willingness

to create UGC is linked to the willingness to consume UGC (Daugherty et al., 2008). Study

confirms that almost 80% travelers use online reviews to determine where to stay and more than

90% travelers use online communities to gather information and evaluation alternatives (Gretzel

et al., 2007). When potential buyers or consumers sharing their experiences which influence

others' decisions, it is called the Electronic Word-of-Mouth, or Word of Mouse.

2.4 Significance of Word-of-Mouse

With the development of technology, online travel reviews have a great impact on the sales of Hotel rooms that potential hotel guests are more influenced by the online travel reviews (Ye et al., 2011).

This kind of word-of-mouth online is often called eWOM (Electronic Word-of-Mouth), which is defined by Litvin et al. (2008) as 'all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods, services or retailers'. eWOM is often categorized as Word-of-Mouse, which can be seen as a signal of quality by the potential consumers (Jamil & Hasnu, 2013). Online reviews is a type of word of mouse that involves positive and negative statements given on the products and services by the consumers in the online world (Jamil & Hasnu, 2013).

Word-of-Mouse is important for Hotel Sales, study shows that 35% of travelers change their choice of Hotels after reading online reviews (World Travel Market, 2010). These Word-of-mouse reviews, often contains unbiased and trustful content by the Online users, also known as User-generated Contents (UGCs) (Barreda & Bilgihan, 2013). Report shows that Online Reviews ranked among top three most important factors in booking travel products and services (O'Brien & Ali, 2014), and that nearly 90% of global travelers believe Online Hotel reviews are crucial to hotel reservations (O'Brien & Ali, 2014).

Tourism products and services like Hotels are intangible so that individuals have difficulties to evaluate them before purchase (Mcintosh, 1972). Potential guests seek sources of information like Others' opinions and evaluations before making a decision to minimize risks and cost of unfamiliar tourism products (Lewis et al., 1995; Schiffman et al., 2013). Potential

guests are heavily relying on Word-of-Mouth to minimize risks and uncertainty during the purchasing (booking) process (Murphy et al., 2007). This type of word-of-mouth is taking advantage of the internet technology and growing big and emerging to become the Word of Mouse. Compared to the traditional Word of Mouth, Word of Mouse is not limited by the individual's social circle but can be spanned across the globe through the social network (Blackshaw & Hart, 2006). To Tourism industry, Word of Mouse is significantly influential particularly to the hotels (Cantallops & Salvi, 2014).

2.5 Hotel Categorizations

2.5.1 Hotel Class

Hotels is widely divided into different levels according to different evaluation criteria such as service category, price, or targeted guests (Garcia-Falcon & Medina-Muñoz, 1999). Hotel class varies according to different hotel features and the level of service and facilities offerings (Jeong & Mindy Jeon, 2008; Musante et al., 2009). One of the universal hotel ratings systems is the star system of ranking hotels which was originated in 1905 (Blomberg-Nygard & Anderson, 2016). This popular system classifies hotel from One to Five Stars, with a higher star rating suggesting higher-quality (Nunkoo et al., 2020). The hotels are assessed using standards such as quality of physical facilities, level of service, atmosphere and rates (Jeong & Mindy Jeon, 2008). This Star Rating system strongly influences customer satisfaction through customer expectation as hotel guests believes that higher star rating should provide a higher level of service (Ariffin & Maghzi, 2012; Knutson et al., 1993).

In this research, hotels are divided into two categories, the upscale hotels with 4 or 5 stars in the stars rating system and the budget hotels with three stars or below. The reason the author

chooses to cut off the categories between 3- and 4-stars hotels is because 3- stars hotel provides

noticeably less services and offerings than the 4- stars hotel, for examples the hotel bathroom

amenities, room services, and daily housekeeping services, etc. In addition, 4- stars hotels offer

their guests a significant more upscale experience, they tend to have rooms with superior or

deluxe categories, where 3- stars hotels usually have homogeneous room across the whole hotels.

Moreover, 4-stars hotel tend to provide breakfast service, some even provides half-board service

where they provide dinner for the night of stay plus the breakfast on the day after the night-stay,

this is by contrast not the case to most 3- stars hotel or below. By dividing the hotels class

between "4- stars or 5- stars" and "3-stars or below", we can see the difference on the customer

experience on the hotels when reviewing their hotel stays accordingly.

2.6 Categorizations of Factors/Aspects

There are numerous areas that tourists mention when they share their experiences online,

Au et al. (2014) and Alrawadieh and Demirkol (2015) suggests that Service Quality is frequently

mentioned when guests complain about the hotels; other research suggests that maintenance-

related aspects of the hotel, experiential aspects of the hotel, deals, amenities provided, core

product, and staff are the areas tourists mention when they share their experience online (Xiang

et al., 2015). Lewis (1984) used a factor analysis to categorize 17 factors that is regarded as

Hotel Attributes, namely Service Quality; Overall Feeling; Security; Upscale Services; Food and

Beverage Price and Quality; Aesthetics, Décor, Ambience; Amenities; Image; Beverage Quality;

Room and Bath Condition; Health Facilities; Reputation; Quiet; Room attributes; Reservations

and Front Desk; Price and Value; and location. There are more researches on hotel attributes and

suggested similar ways to categorize them, Dickinger and Mazanec (2008) concluded that

location; service; star rating; security; food and beverage; image; price; room and hotel attributes; and facilities for leisure time activities are the hotel attributes which are most influenced in hotel choice.

In addition, there are a lot of research examining the key factors that are influencing hotel guests' satisfactions. This research used different methods, like interviews, SERVQUAL surveys, Factor Analysis, Field surveys, Regression Analysis to examine the key factors. After analyzing and reviewing these researches from across the world, it can be concluded that Price and Value; Staff; Cleanliness; Location; Room and its Amenities; Bedding; Bathroom and its Amenities; Breakfast; Food and Drink; Size, Layout, and Décor of the Room; Service; Security; Physical Appearance of the Hotel; View; and Hotel Facilities are the main categories when reviewing the hotels and satisfying the hotel guests (Chu & Choi, 2000; Han et al., 2011; Lewis, 1984, 1985; Magnini et al., 2011; Mohsin & Lockyer, 2010; Sohrabi et al., 2012; Yang et al., 2011).

Hotel Experience → Factors to put in Hotel Reviews → Hotel Reviews' contents → Potential Hotel Guests' choice

3. Method

3.1 Research Problem

As mentioned, this research is aimed to find out if contents of hotel guests' review would be different when guests are reviewing an Upscale Hotel and a Budget Hotel. The reason why it is important to examine about this aspect is that there is a significant difference between existing researches (Kim et al., 2019; Knutson et al., 1993; Knutson, 1988) and interviews' results from Managers of a well-known hotel chain in Norway, researches showed that hotel guests' expectations are different between Upscale Hotels and Budget Hotels while Hotel Managers from a well-known hotel chain disagreed that Hotel guests expect the similar thing when staying in different hotel classes. For instance, hotel guests still expect certain level of service quality and room amenities when they stay in a budget hotel the same way as they stay in a luxury hotel. This in a way aligns with some reports (Elder, 2021; Knutson et al., 1993; Mogelonsky, 2015) that guests have similar expectations on different hotel class because hotels are offering almost identical service.

In this research, it is also aimed to focus on finding out if Hotel reviews' contents would be different when hotels in different countries and continents are being reviewed. Research showed that there are some differences between certain part of service quality in guests' expectations between different countries (Mok & Armstrong, 1998). From the literature reviews, the author found out that there were a lot of researches on analyzing the contents of the hotel guests' online reviews, for example, Dinçer and Alrawadieh (2017) researched on Jordan's hotels, Fong et al. (2017) researched on Las Vegas's hotel, or Tian et al. (2016) researched on China. However, there were no research has been done on the comparison on the content of the

hotel guests' reviews across different countries and different continents. In this research, different hotels in different countries are being examined to see if there are any differences between the contents of different hotels.

3.2 Research Design

Based on the review of literatures, a list of categorizations of hotel factors has been generated and to be used in this research. This list is to be used to generalize the contents of the hotel reviews of different hotels. This research will be using the descriptive research to examine if there are common contents between 1) different classes of hotels and 2) different hotels in different countries.

All the data will be gathered by the author on the world's most popular and largest travel review websites, TripAdvisor.com. TripAdvisor.com is deemed "the largest site for unbiased travel reviews (which) gives you the real story about hotels, attractions, and restaurants around the world. It boasts more than 1,926,031 unbiased reviews and is updated every minute and every day by real travelers; it contains 'been there, done that' inside information; and 'the best deals for your travel dates'" (Litvin et al., 2008).

3.3 Scope

As this thesis is based in Norway, a Scandinavian country, the author has chosen to put the focus on the top 10 Hotels listed on TripAdvisor.com in each Scandinavian countries to get sufficient data for the content analysis in representing the specific country. Then we will select top three of Upscale Hotels (4 or 5 Stars) and top three of Budget Hotels (3 stars or below) to get sufficient data for the content analysis in representing the specific class. To make it as close to

the traveler's habit in using TripAdvisor as possible, only Hotel stars will be filtered, other

settings will be left untouched. In addition, to avoid systematic error in the sampling, hotels in

the same hotel chain will be skipped in the same City and category. The list of hotels under the

lists are as follow:

1. Oslo, Norway, Europe

2. Copenhagen, Denmark, Europe

3. Stockholm, Sweden, Europe

The focus will then be expanded to The Top 3 European cities for travel. In each city, top

three hotels of Upscale Hotels (4 or 5 stars) and top three hotels of Budget Hotels (3 stars or

below) will be selected to get sufficient data for the content analysis. To make it as close to the

traveler's habit in using TripAdvisor as possible, only Hotel stars will be filtered, other settings

will be left untouched. In addition, to avoid systematic error in the sampling, hotels in the same

hotel chain will be skipped in the same City and category. The list of hotels under the lists are as

follow:

1. London (England)

2. Paris (France)

3. Rome (Italy)

The focus will then be further expanded to the Top Travel Cities for travel in other

continents than Europe, i.e., North America (NA), South America (SA), Asia (AS), Oceania

(OC), and Africa (AF). Only one city will be selected in each country. In each city, same as

before, top three hotels of Upscale Hotels (4 or 5 stars) and top three hotels of Budget Hotels (3

stars or below) will be selected to get sufficient data for the content analysis. To make it as close to the traveler's habit in using TripAdvisor as possible, only Hotel stars will be filtered, other settings will be left untouched. In addition, to avoid systematic error in the sampling, hotels in the same hotel chain will be skipped in the same City and category. The list of hotels under the lists are as follow:

NA1. New York (USA, North America)

NA2. Toronto (Canada, North America)

NA3. Cancun (Mexico, North America)

SA1. Rio de Janeiro (Brazil, South America)

SA2. Buenos Aires (Argentina, South America)

SA3. Bogota (Columbia, South America)

AS1. Bangkok (Thailand, Asia)

AS2. Hong Kong (China, Asia)

AS3. Dubai (United Arab Emirates, Asia)

OC1. Sydney (Australia, Oceania)

OC2. Auckland (New Zealand, Oceania)

OC3. Tahiti (French Polynesia, Oceania)

AF1. Cairo (Egypt, Africa)

AF2. Cape Town (South Africa, Africa)

AF3. Marrakesh, (Morocco, Africa)

In each of the hotels selected using the aforementioned method, the author scrapped the first 10 reviews shown at the bottom of the TripAdvisor page during the research period (April to May 2022) using the default setting of TripAdvisor page. This is considered as a convenience sampling in which first-come-first-served is used (StatTrek.com, 2022). The reason why only first 10 reviews are selected is that researches show that people tend to only check the first page (10 reviews) of the search result, for instance, people will only check the first page of the result when they search for health information (Eysenbach & Köhler, 2002); business are trying their best to optimize the page to show up on the first page of Google Search Engine's results (Amaldoss et al., 2015; Buddenbrock, 2016). Therefore, in this research, the author will focus on the reviews on the first page (10 reviews on the first page). All results will be carefully content-analyzed and marked under different categorization on the factors list generated from the literature reviews.

3.4 Content Analysis

Content analysis is proved to be an important technique in research related to the word of mouse in tourism and hospitality (Harrison-Walker, 2001; Lee & Hu, 2005). In order to get a most accurate analysis on the content, unlike the previous similar research who used software to do massively analyze on the content of the hotel reviews, contents of each hotel are being analyzed thoroughly by the author and accurately categorized. In this way, the sentiments and the true contents of the reviews will be recorded and properly sorted. For a better understanding on the contents, only English hotel reviews will be used even a computer-generated English translation is available to non-English hotel reviews.

In each review, categories will only be counted once per review, it means that even when the review contains multiple entries concerning some aspects, e.g., Service, it will only be counted as once. All other comments are also disregarded as this study is only focused on the occurrence or mention of the certain key aspects listed from the literature review.

The key aspects are as follows:

1. Price and Value

Any reviews that mention price and value will be recorded.

2. Staff and Service

Any reviews that mention staff and service will be recorded, it can be either the service and service team in general, or by the staff name.

3. Cleanliness

Any reviews that mention cleanliness or dirtiness will be recorded, it can be either the room or the hotel in general.

4. Location

Any reviews that mention location will be recorded, it can be the location itself or the access of the transportation or access to the road or proximity to other location.

5. Room and its amenities

Any reviews that mention the room and room amenities will be recorded, it can be about the furniture or appliance inside the hotel room, but not included the amenities in the bathroom nor the facilities in the public area of the hotel nor the bedding in the room.

6. Bedding

Any reviews that mention the bedding will be recorded, it can be about the bed itself or the bedding like pillows, blankets, mattresses, etc.

7. Bathroom and its amenities

Any reviews that mention bathroom and bathroom amenities will be recorded, it can be about the bathroom itself, or toiletries provided or not provided in the bathroom.

8. Breakfast

Any reviews that mention breakfast will be recorded, it includes the food and drinks served during breakfast.

9. Food and Drinks

Any reviews that mention food and drinks will be recorded, but not included the food and drinks offered during breakfast time nor the food and drinks the guests enjoyed outside the hotel nor provided third party provider.

10. Size and Décor of Room

Any reviews that mention size, layout, or décor of the room will be recorded, it can be about the size, the color, or the layout of the room.

11. Security

Any reviews about the security will be recorded, it can be about the security measures of the hotel, or the safety feeling the guests have.

12. Physical Appearance of the Hotel

Any reviews about the physical appearance of the hotel will be recorded, it includes the physical appearance of the outside of the hotel or the design inside of the hotel, but not included the design of the room.

13. View

Any reviews about the view of the hotel will be recorded, it includes the view from the room or view from the hotel area.

14. Noise

Any reviews about the noise of the hotel will be recorded, it includes the noise the guest heard during the stay of the hotel, or the quietness of the stay.

15. Hotel Facilities

Any reviews about the hotel facilities will be recorded, it includes all kind of facilities, e.g., Spa, Gym, Restaurant, Café, Coffee Machine, Ice Machine, Ironing Room, etc.

3.5 Data Collection Process

This research is mainly focused on the hotel reviews on TripAdvisor.com. As explained before, since Hotel Reviews readers are believed to only focus on the first-page of the reviews, only first 10 reviews will be focused using the default settings on the TripAdvisor.com

Observation will be done by the author on each hotel review. Contents on each hotel reviews will be thoroughly read and understood. In the example below, after analyzing the contents of the reviews, it can be concluded that this review consists of 1) Location, 2) Room décor, 3) Cleanliness, 4) Staff and Service, 5) Hotel Facilities, 6) Breakfast Buffet. These 6 aspects will be recorded into the dataset on Excel spreadsheet.

Oscar C wrote a review May 2022
London, United Kingdom • 18 contributions • 14 helpful votes

●●●●●

Super central

"I can't remember the last time I stayed in such a beautiful city hotel. It's located by the Oslo Central station, in the heart of the city. Our room was cosy, tastefully decorated, spotlessly clean and if it wasn't new, it was very well maintained, lots of different lights, really comfortable. We were checked in and out by the lovely Lisa, who gave us a couple of sightseeing tips. There is a gym and a relaxation area (think small pool, sauna and steam room; reserved for adults only early mornings and late evenings). The breakfast buffet was plentiful and with lots of variety. Service was excellent throughout the hotel. Will we come back to the Clarion Hotel The Hub? Yes, absolutely, next time we are in Oslo. Tusen takk!"

Read less ▲

The advantage of this method is that sentiments of the contents, idioms and sarcasm will be thoroughly analyzed, this is better than the previous research on only using computer to analyze results.

The disadvantage of this method is however very time-consuming and thus only a limited number of hotels in a city can be humanly possible to analyze within the tight timeframe of the thesis.

4. Data Findings

4.1 Hotels Selection for study

This research will focus on the hotel reviews scrapped from the hotels in different countries using the aforementioned method. In total, 1260 hotel reviews from 126 hotels have been carefully read and analyzed. According to TripAdvisor.com (2019), the total amount of hotels listed on its website is 1.4 million hotels, therefore the sample size is 0.009%. Among these hotels, 18 hotels are from the Scandinavian capitals, 18 hotels are from the top 3 European Travel Cities, 18 hotels are from the top 3 Asian Cities, 18 hotels are from the top 3 North American Travel Cities, 18 hotels are from the top 3 South American Travel Cities, 18 hotels are from the top 3 Oceania Travel Cities, and 18 hotels are from the top 3 African Travel Cities. Of those 126 hotels, half of them is Upscale (4 or 5 stars) and the other half is Budget (2 or 3 stars). The selected hotels are as follow:

Fig. 1 - Hotels selected from Scandinavian Capital Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
NO1	Amerikalinjen	Oslo	Norway	4	Business Trendy
NO2	Hotel Bristol	Oslo	Norway	4	Classic Romantic
NO3	Hotel Christiania Teater	Oslo	Norway	4	Charming Centrally Located
NO4	Thon Hotel Storo	Oslo	Norway	3	Business Trendy
NO5	Citybox Oslo	Oslo	Norway	3	Budget Centrally Located
NO6	Scandic Byporten	Oslo	Norway	3	Centrally Located Green
DE1	Andersen Boutique Hotel	Copenhagen	Denmark	4	Mid-range Trendy
DE2	NH Collection Copenhagen	Copenhagen	Denmark	4	Romantic Business
DE3	Skt Petri	Copenhagen	Denmark	5	City View Green
DE4	Absalon Hotel	Copenhagen	Denmark	3	Trendy Modern
DE5	Wakeup Copenhagen	Copenhagen	Denmark	2	Modern Centrally Located
DE6	Rye115 Hotel	Copenhagen	Denmark	2	Charming Quaint
SW1	Bank Hotel	Stockholm	Sweden	5	City View Boutique
SW2	Radisson Blu Waterfront Hotel	Stockholm	Sweden	4	Business River View
SW3	Downtown Camper by Scandic	Stockholm	Sweden	4	City View Trendy
SW4	Hobo	Stockholm	Sweden	3	Trendy Modern
SW5	Maelardrottningen Yacht Hotel & Restaurant	Stockholm	Sweden	3	Ocean View Lake View
SW6	Maude's Hotel Enskede Stockholm	Stockholm	Sweden	3	Residential Neighborhood Quiet

WHAT DO HOTEL GUESTS CARE ABOUT?

Fig. 2 - Hotels selected from Europe's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
UK1	Canopy By Hilton London City	London	United Kingdom	4	City View Modern
UK2	The Resident Covent Garden	London	United Kingdom	4	Centrally Located Modern
UK3	The Clermont, Charing Cross	London	United Kingdom	4	City View Business
UK4	Staybridge Suites London - Vauxhall, an IHG hotel	London	United Kingdom	3	Value Mid-range
UK5	The President Hotel	London	United Kingdom	3	NA
UK6	Royal National Hotel	London	United Kingdom	3	Budget
FR1	Hotel Malte - Astotel	Paris	France	4	Value Family
FR2	Novotel Paris Les Halles	Paris	France	4	Green Family
FR3	Hotel Le Milie Rose	Paris	France	4	Mid-range
FR4	Hotel Astoria	Paris	France	3	Family Charming
FR5	Home MODERNE	Paris	France	2	Residential Neighborhood
FR6	Hotel Armoni	Paris	France	3	Modern
IT1	Hotel Artemide	Rome	Italy	4	Business Green
IT2	iQ Hotel Roma	Rome	Italy	4	Value Family
IT3	NH Collection Roma Fori Imperiali	Rome	Italy	5	Romantic Charming
IT4	Varese Hotel	Rome	Italy	3	NA
IT5	Hotel Santa Maria	Rome	Italy	3	Value Charming
IT6	Hotel Colosseum	Rome	Italy	3	City View Classic

Fig. 3 - Hotels selected from Asia's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
TH1	The Quarter Silom by UHG	Bangkok	Thailand	4	Charming Romantic
TH2	Carlton Hotel Bangkok Sukhumvit	Bangkok	Thailand	5	Romantic City View
TH3	The Okura Prestige Bangkok	Bangkok	Thailand	5	Luxury Business
TH4	The Quarter Ladprao by UHG	Bangkok	Thailand	3	Family Business
TH5	Red Planet Bangkok Asoke	Bangkok	Thailand	3	Value Modern
TH6	ASAI Bangkok Chinatown	Bangkok	Thailand	2	Charming Romantic
HK1	Nina Hotel Tsuen Wan West	Hong Kong	China	5	Value City View
HK2	Alva Hotel by Royal	Hong Kong	China	5	Business
HK3	Page148	Hong Kong	China	4	Charming Trendy
HK4	Hilton Garden Inn Hong Kong Mongkok	Hong Kong	China	3	Mid-range Modern
HK5	Stanford Hotel Hong Kong	Hong Kong	China	3	Quiet Centrally Located
HK6	Mini Hotel Causeway Bay Hong Kong	Hong Kong	China	3	Centrally Located Modern
UA1	Sofitel Dubai the Obelisk	Dubai	United Arab Emirates	5	Romantic City View
UA2	LEVA Hotel Mazaya Centre	Dubai	United Arab Emirates	4	NA
UA3	Atlantis The Palm	Dubai	United Arab Emirates	5	Lagoon View Luxury
UA4	Rove Downtown	Dubai	United Arab Emirates	3	Value Modern
UA5	Premier Inn Dubai International Airport Hotel	Dubai	United Arab Emirates	3	Value Green
UA6	Holiday Inn Express Dubai Airport	Dubai	United Arab Emirates	3	NA

WHAT DO HOTEL GUESTS CARE ABOUT?

Fig. 4 - Hotels selected from North America's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
US1	Arlo Midtown	New York	United States of America	4	City View Romantic
US2	The Draper, Ascend Hotel Collection	New York	United States of America	5	City View
US3	Stewart Hotel	New York	United States of America	4	Family
US4	Motto by Hilton New York City Chelsea	New York	United States of America	3	Business Romantic
US5	Pod Times Square	New York	United States of America	3	Trendy Great View
US6	Park Central Hotel New York	New York	United States of America	3	City View Centrally Located
MX1	Hyatt Zilara Cancun	Cancun	Mexico	5	Great View Green
MX2	Haven Riviera Cancun	Cancun	Mexico	5	Trandy Great View
MX3	Grand Fiesta Americana Coral Beach Cancun	Cancun	Mexico	5	Value Business
MX4	Cancun Bay Resort	Cancun	Mexico	3	Marina View Bay View
MX5	Grand Oasis Cancun	Cancun	Mexico	3	Bay View Ocean View
MX6	All Ritmo Cancun Resort & Waterpark	Cancun	Mexico	3	Park View Marina View
CA1	One King West Hotel & Residence	Toronto	Canada	4	Classic City View
CA2	Fairmont Royal York	Toronto	Canada	5	Classic Historic Hotel
CA3	Radisson Blu Toronto Downtown	Toronto	Canada	4	Modern Harbor View
CA4	The Anndore House	Toronto	Canada	3	Charming Boutique
CA5	Hampton Inn By Hilton Toronto Airport Corporate Centre	Toronto	Canada	3	Value Mid-range
CA6	Best Western Plus Travel Hotel Toronto Airport	Toronto	Canada	3	Quiet Family

Fig. 5 - Hotels selected from South America's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
BR1	Hotel Novotel Rio de Janeiro Leme	Rio de Janiero	Brazil	4	Residential Neighoborhood Mid-range
BR2	Radisson Hotel Barra Rio de Janeiro	Rio de Janiero	Brazil	4	Business
BR3	Riale Brista Barra Hotel	Rio de Janiero	Brazil	4	Modern Great View
BR4	Ibis Rio de Janeiro Barra da Tijuca	Rio de Janiero	Brazil	3	Green View
BR5	Windsor Copa Hotel	Rio de Janiero	Brazil	3	Business
BR6	Riale Imperial Hotel	Rio de Janiero	Brazil	3	Budget Quiet
AR1	Savoy Hotel	Buenos Aires	Argentina	4	Classic Historic Hotel
AR2	Hilton Buenos Aires	Buenos Aires	Argentina	5	Harbor View River View
AR3	Palladio Hotel Buenos Aires - Mgallery	Buenos Aires	Argentina	5	Business Charming
AR4	Up Tribeca	Buenos Aires	Argentina	3	Family
AR5	Cyan Recoleta Hotel	Buenos Aires	Argentina	3	Modern
AR6	Hotel Ibis Buenos Aires Obelisco	Buenos Aires	Argentina	3	Green Centrally Located
CO1	Grand Hyatt Bogota	Bogota	Columbia	4	Great View City View
CO2	Salvio parque 93 Aparta Suites	Bogota	Columbia	5	Boutique Romantic
CO3	TRYP by Wynaham Bogota Embajada	Bogota	Columbia	4	Mountain View Green
CO4	Hyatt Place Bogota/Convention Center	Bogota	Columbia	3	City View Charming
CO5	Hotel B3 Virrey	Bogota	Columbia	3	Modern Trendy
CO6	Hampton by Hilton Bogota Usaquen	Bogota	Columbia	3	Business

WHAT DO HOTEL GUESTS CARE ABOUT?

Fig. 6 - Hotels selected from Oceania's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
AU1	Novotel Sydney on Darling Harbour	Sydney	Australia	4	Green Marina View
AU2	Swissotel Sydney	Sydney	Australia	5	Centrally Located City View
AU3	Sofitel Sydney Darling Harbour Hotel	Sydney	Australia	5	City View Bay View
AU4	Ibis Sydney Barangaroo	Sydney	Australia	3	Quiet Modern
AU5	Travelodge Hotel Sydney Wynyard	Sydney	Australia	3	Centrally Located Mid-range
AU6	The Ultimo	Sydney	Australia	3	Centrally Located Modern
NZ1	Sofitel Auckland Viaduct Harbour	Auckland	New Zealand	5	Luxury Business
NZ2	The Hotel Britomart	Auckland	New Zealand	5	Ocean View Charming
NZ3	The Grand by SkyCity	Auckland	New Zealand	5	Business Trendy
NZ4	Travelodge Hotel Auckland Wynyard Quarter	Auckland	New Zealand	3	Mid-range Business
NZ5	Mecure Auckland Queen Street	Auckland	New Zealand	3	Business
NZ6	President Hotel Auckland	Auckland	New Zealand	3	Centrally Located Green
FP1	Te Moana Tahiti Resort	Tahiti	French Polynesia	4	Quiet
FP2	Le Tahiti by Pearl Resorts	Tahiti	French Polynesia	4	Business
FP3	Intercontinental Tahiti Resort & Spa	Tahiti	French Polynesia	4	Quiet Business
FP4	Vanira Lodge	Tahiti	French Polynesia	2	Family
FP5	Royal Tahitien	Tahiti	French Polynesia	3	Family
FP6	Hotel Sarah Nui	Tahiti	French Polynesia	3	NA

Fig. 7 - Hotels selected from Africa's Top 3 Travel Cities

Code	Hotel Name	City	Country	Stars	Type (As mentioned in TripAdvisor)
SA1	South Beach Camps Bay Boutique Hotel	Cape Town	South Africa	5	Quiet Modern
SA2	The President Hotel	Cape Town	South Africa	4	Business Mid-range
SA3	Radisson Blu Hotel Waterfront Cape Town	Cape Town	South Africa	5	Green Ocean View
SA4	City Lodge Hotel V&A Waterfront	Cape Town	South Africa	3	Family Business
SA5	newkings boutique hotel	Cape Town	South Africa	3	Modern
SA6	Signature Lux Hotel by ONOMO, Waterfront	Cape Town	South Africa	3	Trendy Charming
EG1	Kempinski Nile Hotel Garden City Cairo	Cairo	Egypt	5	Value City View
EG2	Royal Maxim Palace Kimpinski Cairo	Cairo	Egypt	5	Trendy Charming
EG3	Fairmont Nile City	Cairo	Egypt	5	Value Family
EG4	Grand Nile Tower	Cairo	Egypt	3	River View Centrally Located
EG5	New Grand Royal Hotel Cairo	Cairo	Egypt	2	Centrally Located
EG6	City View Hotel	Cairo	Egypt	3	Budget Great View
MO1	Sol Oasis Marrakech	Marrakech	Morocco	4	Business Mid-range
MO2	Aqua Mirage Marraekech Hotel Club	Marrakech	Morocco	4	Family Resort Family
MO3	La Maison Arabe	Marrakech	Morocco	5	Value Romantic
MO4	Dar el Souk	Marrakech	Morocco	3	Mid-range Quaint
MO5	Riad El Zohar	Marrakech	Morocco	3	Mid-range Charming
MO6	Riad Jemaa El Fna Boutique Hotel & Spa	Marrakech	Morocco	3	Mid-range Romantic

4.2 Distribution of Selected Hotel Class

Among the selection of 126 hotels, 6 (4.8%) of the hotels are 2-star; 57 (45.2%) of the hotels are 3-star; 35 (27.8%) of the hotels are 4-star; 28 (22.2%) of the hotels are 5-star, as mentioned, the ratio of budget hotels (2- or 3-star hotels) to upscale hotels (4- or 5- star hotels) is 50:50 in this research.

Fig. 8 – Hotels distribution in the sample (N=126)

Stars	Count
2	6
3	57
4	35
5	28
Grand Total	126

4.3 Frequencies on Key Aspects

In this research, only the first ten reviews will be analyzed, therefore the maximum number of frequencies of any specific aspect is ten. The records of the frequencies on the key aspects of each hotel are as follow:

Fig. 9 - Frequencies records of first ten reviews of the selected hotels in Scandinavian capital cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Size and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
NO1		8	1	9	3	1		7	4	5		5		1	3
NO2		10	4	3	2	5	1	4	5	5		5	2	3	2
NO3	1	10	2	8	4	1	1	7	2	3		6		1	4
NO4	1	7	4	5	5			8	1	2		1		3	4
NO5	4	4	2	8	1	3	2	3		4		3		2	4
NO6	2	9	3	9	3	1		7		5				1	2
DE1		10	6	8	5	1		9	7	3		1	1		2
DE2	1	10	2	5	6	5	4	6	4	5		2	3		2
DE3	1	10	3	8	4	2		3	2	3		5		2	3
DE4	2	9		9	4	1	1	6		2		1		1	2
DE5	6	10	6	9	5	3	3	4		5				2	1
DE6		9	2	4	2	2	4	7	2	1				2	3
SW1		10	1	6	5		1	3	4	3		1		1	3
SW2	1	9	4	8	7	2	3	8	2	3			3	2	3
SW3	2	6	5	8	4			7	2	2		2			3
SW4	3	7	1	7	1	1	1	7	1	2			2	1	2
SW5		9	3	8	3	1	4	9	2	7		1	6	2	1
SW6		10	4	8	4	2	1	5	1	1		1		3	2

Fig. 10 - Frequencies records of first ten reviews of the selected hotels in Top European travel cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
UK1		10		4	5	1	1	5	1	2		2		1	5
UK2		10	6	9	4	3	4		1	3		1	1	2	1
UK3	1	7	1	4	1	1	1	3	7	2		1			3
UK4		7	4	6	4	4	1	5	1	3					
UK5	4	9	5	6	2	2	1	7	1	1		1		1	1
UK6	5	6	5	6	3	3	2	4	1	4	1			1	1
FR1	1	9	4	9	2	2	3	6	2	5				1	1
FR2		10	3	10	2		1	4	1	3		1			3
FR3		9	2	8	3	4	4	5		6			1		1
FR4	1	10	3	8	3			9	4	4		1		4	
FR5		10	5	3	3	1	2	2	2	2		1	1	2	
FR6	1	9	5	7	1	2	1			5		3			3
IT1	2	10	6	7	4	3		8	5	5			2	1	4
IT2		8	6	6	5	1	3	6	1	2	1		1	1	1
IT3	1	10	4	8	3	4	2	5		4		2	5	1	5
IT4		10	5	8	5		1	7		3				2	1
IT5	1	7	4	7	4	3		5		2		3			1
IT6		10	4	10	4	1	3	7	1	3			5	2	6

Fig. 11 - Frequencies records of first ten reviews of the selected hotels in Top Asian travel cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
TH1	1	10	5	3	1			4	1	1					4
TH2	1	9	2	3	3					2		1			3
TH3		9	4	3	3		1	6	4	4	1	2	3		3
TH4	2	10	4	7	1	1	1	1	2			2	1		3
TH5	1	9	7	8	4	3	4	1	1	4	4			1	1
TH6	2	7	7	10	6	1	4	3	2	5			1	1	3
HK1	1	9	6	2	4	2			3	2			4		
HK2		10	4		4			3	1	4		1	3		2
HK3	1	8	1	1	4			1	3	2			3		1
HK4	5	9	5	3	4	1	2	4	3	2			1	1	1
HK5	2	6	3	7	3		3						1	1	
HK6	2	8	7	3	5	3	3	1	1	4				3	2
UA1		10	3	1	4		1	4	3	1		2	4		5
UA2	2	10	5	8	1			4		2					4
UA3		10	2						1				3		7
UA4	2	10	2	7	3			1					1		2
UA5	2	10	4	3	2			2	1				1	1	6
UA6		10	4	6				1		1				1	

Fig. 12 - Frequencies records of first ten reviews of the selected hotels in Top North American travel cities

31

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
US1	2	10	4	5	5	2	1		1	7	2	1	3		5
US2	1	10	5	7	4	4				4		1	2		
US3	2	8	3	5	7	1	2			4					1
US4		9	2	3		2	1	1	1	5		4	4	3	3
US5	3	6	4	5	4	1	5			4	2		3	2	3
US6	2	8	3	6	4	1	2		2	1		1			5
MX1	1	10	3	1					8			2	2		1
MX2		9	3		2			2	6	2		1	2		3
MX3		10	1	2	2			1	7			1	2		5
MX4	1	10	3	1	3				6	2		1			2
MX5	1	9	1	1	6		3		6			2		1	6
MX6	1	9	2		2				6					1	4
CA1		10	3	6	5			1		4		1	1		5
CA2	3	7		4	6	3	2	1		1		2	1	2	3
CA3	1	9	7	4	6	4	2	2	2	1		2	2		1
CA4		9	7	7	4	2	3	1	4	6	1	1	1	3	
CA5		9	7	1	4	3	3	8	3	1				1	1
CA6		9	7	1	3	2		4	1	1			1	3	1

Fig. 13 - Frequencies records of first ten reviews of the selected hotels in Top South American travel cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
BR1		9	3	5	5		1	4	2	1	1	3	4		7
BR2		9	2	6	3		1	2	1		1	1			2
BR3	2	10	3	2	3	1	1	4	1	1	1		4	1	4
BR4	2	8	2	4	3			5	2				1	2	3
BR5	6	7	8	7	2		4	7	1	4	2		2	1	1
BR6	5	9	6	7	7		2	6		3	4			5	2
AR1	1	9	3	8	3	3	2	6	3	7	3	4	2	2	1
AR2	1	10	3	7	3		2	4	2	4		3			4
AR3		10	2	6	3	1	1	5	4	4	1	1	1		5
AR4	1	6	4	9	3	2	5	3		8	1			2	
AR5		7	4	9	4	1	2	6		2		2	5	4	
AR6		9	4	6	7	2	2	4	1	3	1			1	1
CO1		10	2	7	4	2		3	5	3	2	3	2	2	3
CO2		10	3	5	5	1	2	6		7	3	2	6	1	2
CO3	1	9	6	4	5	1	2	5	1	4			1	1	1
CO4		10	2	5	2	1	1	1	1	1	3	2	1	1	2
CO5	2	9	5	7	3	2	2	6		2	1	3		1	2
CO6	1	6	5	8	1		1	3	1	2	1			1	1

Fig. 14 - Frequencies records of first ten reviews of the selected hotels in Top Oceanic travel cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
AU1		9	3	4	4	2	2	4	2	3			4	1	2
AU2	2	8	2	6	5	2	2	3	5	4			2	1	3
AU3		10	4	4	1			1				3	3		3
AU4	2	8	7	8	4	2	2	1		4				2	1
AU5		7	5	7	6	3				2		1			2
AU6		8	4	7	4	1	2	1		1		2	1	3	
NZ1		10	1	4	3	1	2	1	1	1		1	2		4
NZ2	1	4		5	3	2	3		1	1		2	4		3
NZ3	2	8	3	2	2	1		2	2	2			2	1	5
NZ4	2	4	4	9	4	1	2			1		1	5	4	3
NZ5	2	10	6	4	4	5	2	6	2	3			1	2	3
NZ6	7	5	3	9	6	2	3	9	3	4			2	5	1
FP1	2	6	1	2	4	3	2	3	5	3		1	6	1	7
FP2	2	7		3	8	1	1	1	3	2		3	5	2	6
FP3		9	1	3	5		1	3	3	2		1	4	2	6
FP4	1	3	3		4		2	4	3	2	1	5	5	2	4
FP5	4	9	5	4	5	1	1	2	6	3		4	2	2	4
FP6	3	6	5	7	7	1	3	2	2	4			1	1	

Fig. 15 - Frequencies records of first ten reviews of the selected hotels in Top African travel cities

Code	Price and Value	Staff and Service	Cleaniness	Location	Room and its Amenities	Bedding	Bathroom and its Amenities	Breakfast	Food and Drinks	Layout and Décor of Room	Security	Physical Apperance of the Hotel	View	Noise	Hotel Facilities
SA1		9	2	9	4	3	3	7	2	6		5	8	1	6
SA2	1	9	4	6	3	1	2	4	1			2	2		1
SA3	1	9	1	3	1			2	3	2	1		2	1	
SA4	3	9	6	8	4	1	2	3	4	1	2		2	2	1
SA5		8	4	6	3		1	1	2	3	2	2	3	1	6
SA6	2	8	6	5	6	1	1	3	2	1	1	1			2
EG1		8	5	1	5	1		4	5	2		1	3		5
EG2		10	6	2				2	6	1	1	1	1		6
EG3	1	10	1	2	2	1	2	4	4	1		3	3	1	6
EG4	3	9	5	2	6	2	4	6	3	3	1	3	4	1	4
EG5	3	10	5	6	5	1	4	3	1	1	1	1	1		
EG6	3	9	3	6	5		2	6	3	1			3	4	
MO1		10	2	1	2	1		1	7	2		2			7
MO2	1	8	5	2	1			1	8	1					3
MO3		10	1	5	6			5	4	3		4			7
MO4	1	10	1	5	5	2		7	3	1		2	1	2	3
MO5		10	2	2	6	1	2	4	6	3		5	1	1	4
MO6	1	9	2	3	5			5	2	3	2	3	1	2	2

In short conclusion, the above figure shows all the frequencies from the first 10 reviews showing on the TripAdvisor page being recorded in the datasheet and being transformed to a numeric data (1-10).

All data above is collected during the period of Week 14-21 in 2022.

4.4 Data Analysis on the frequencies

In the following section, all data (frequencies) will be analyzed to show which aspects have the highest mention rate among all aspects. It will be ranked with percentage of mention rate with total mention rate of 100%. The data will be first be put together in Combined Hotels table, then be divided into two classes (Upscale Hotels, Budget Hotels), and divided into 7 geographical regions (Scandinavian & 6 inhabitable continents in the world).

4.4.1 Combined Hotel Reviews

	All Hotels Reviews (N=1260)	%
1.	**Staff and Service**	87,0
2.	**Location**	52,7
3.	**Room and its Amenities**	36,4
4.	**Cleanliness**	35,7
5.	**Breakfast**	35,4
6.	**Hotel Facilities**	26,7
7.	**Size, Layout and Décor of Room**	26,2
8.	**Food and Drinks**	21,8
9.	**View**	15,6
10.	**Bathroom and its Amenities**	14,5
11.	**Bedding**	12,9
12.	**Physical Appearance of the Hotel**	12,8
13.	**Price and Value**	12,1
14.	**Noise**	11,3
15.	**Security**	3,9

As mentioned above, this study selected twenty-one cities to get the hotel reviews, of which they are from Scandinavia and six inhabitable continents in the world. In each city, there are six hotels (3 Upscale and 3 Budget hotels). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 1260.

Among all the 126 selected hotels, it is concluded that Staff and Service are the most mentioned items, with an 87.0% mentioned rate. It is followed by Location, which has a mention rate of 52.7%. It is then followed by Room and Amenities (36.4%), Cleanliness (35.7%), and Breakfast (35.4%).

Hotel Facilities, Size, Layout and Décor of the Room, and Food and Drinks have a fair share of mention, with a mention rate of 26.7% and 26.2%, and 21.8% respectively. Out of all aspects, Security is the least mentioned aspect, it only has a mention rate of 3.9%.

4.4.2 Upscale Hotels Reviews

	Upscale Hotels Reviews (N=630)	%
1.	**Staff and Service**	91,1
2.	**Location**	47,1
3.	**Room and its Amenities**	35,4
4.	**Breakfast**	33,7
5.	**Hotel Facilities**	33,5
6.	**Cleanliness**	30,2
7.	**Size, Layout and Décor of Room**	27,3
8.	**Food and Drinks**	27,1
9.	**View**	19,8
10.	**Physical Appearance of the Hotel**	15,4
11.	**Bedding**	12,7
12.	**Bathroom and its Amenities**	11,1
13.	**Price and Value**	6,8
14.	**Noise**	5,9
15.	**Security**	2,9

Among the total 126 selected hotels, sixty-three hotels are considered Upscale Hotels (4- or 5- stars hotel). Of those 63 Upscale Hotels, data has shown that a majority (91.1%) of the reviews has mentioned Staff and Service. It leads by a wide margin to the second most mentioned item, location, in which it has a mention rate of 47.1%. It is then followed by Room and its Amenities (35.4%), Breakfast (33.7%), Hotel Facilities (33.5%), all these three aspects are over one-third of the total mention rate.

Size, Layout and Décor of Room and Food and Drinks both have fair share of mention, with a 27.3 % and a 27.1% respectively. On the bottom of the table, data has shown that Price and Value, Noise, and Security are the least mentioned aspects, with only 6.8%, 5.9%, and 2.9% respectively.

4.4.3 Budget Hotels Reviews

	Budget Hotels Reviews (N=630)	%
1.	Staff and Service	82,9
2.	Location	58,3
3.	Cleanliness	41,3
4.	Room and its Amenities	37,5
5.	Breakfast	37,1
6.	Size, Layout and Décor of Room	25,1
7.	Hotel Facilities	20,0
8.	Bathroom and its Amenities	17,9
9.	Price and Value	17,5
10.	Noise	16,8
11.	Food and Drinks	16,5
12.	Bedding	13,0
13.	View	11,4
14.	Physical Appearance of the Hotel	10,2
15.	Security	4,9

Among the total 126 selected hotels, the other sixty-three hotels are considered Budget Hotels (2- or 3- stars hotel). Of those 63 Budget Hotels, more than three-quarter (82.9%) of the reviews has mentioned Staff and Service. It leads by a wide margin to the second most mentioned item, location, in which it has a mention rate of 58.3%. It is then followed by

Cleanliness (41.3%), Room and its Amenities (37.5%), Breakfast (37.1%), all these three aspects

are over one-third of the total mention rate.

Size, Layout and Décor of Room and Hotel Facilities both have fair share of mention,

with a 25.1 % and a 20.0 % respectively. On the bottom of the table, data has shown that

Security is the least mentioned aspect, with only 4.9% mention rate.

4.4.4 Scandinavian Hotels Reviews

	Scandinavian Hotel Reviews (N=180)	%
1.	**Staff and Service**	87,2
2.	**Location**	72,2
3.	**Breakfast**	61,1
4.	**Room and its Amenities**	37,8
5.	**Size, Layout and Décor of Room**	33,9
6.	**Cleanliness**	29,4
7.	**Hotel Facilities**	25,6
8.	**Food and Drinks**	21,7
9.	**Physical Appearance of the Hotel**	18,9
10.	**Bedding**	17,2
11.	**Noise**	15,0
12.	**Bathroom and its Amenities**	14,4
13.	**Price and Value**	13,3
14.	**View**	9,4
15.	**Security**	0,0

As mentioned above, this study is firstly focused on Scandinavian Hotel market. Among

all the data collected, there are 18 Scandinavian hotels included, with six hotels (3 Upscale and 3

Budget hotels) in each Scandinavian Capital Cities (Oslo, Copenhagen, Stockholm). With the

first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

From the data, it has been concluded that Staff and Service is the most mentioned aspect in the hotel reviews, with a mention rate of 87.2%. It is then followed by Location (72.2%) and Breakfast (61.1%). Room and its Amenities and Size, Layout and Décor of Room have a significant amount of mention rate, with 37.8% and 33.9% respectively.

View and Security are among the least mentioned aspects, with a mention rate of only 9.4% and 0.0% respectively.

4.4.5 European Hotels Reviews

Europe Hotel Reviews (N=100)	%
1. Staff and Service	89,4
2. Location	70,0
3. Breakfast	48,9
4. Cleanliness	40,0
5. Size, Layout and Décor of Room	32,8
6. Room and its Amenities	32,2
7. Bedding	19,4
8. Hotel Facilities	18,9
9. Bathroom and its Amenities	16,7
10. Food and Drinks	15,6
11. Noise	12,2
12. Price and Value	9,4
13. Physical Appearance of the Hotel	8,9
14. View	8,9
15. Security	1,1

After analyzing the Scandinavian hotel market, the focus is shifted to the European Market. Same as before, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3

European Travel Cities (London, Paris, Rome). With the first ten reviews in each hotel, the total

number of reviews collected and analyzed is 180.

In European Hotel Reviews, it is found out that Staff and Service is the most mentioned

aspects, with a high mention rate of 89.4%. Location is followed by that, with a mention rate of

70.0%. Breakfast and Cleanliness have a fair share of mention in the hotel reviews, with a

mention rate of 48.9% and 40.0% respectively. Size, Layout, and Décor of Room and Room and

its Amenities are closed followed, with a decent mention rate of 32.8% and 32.2% respectively.

Price and Value, Physical Appearance of the Hotel, and View are among the lowest

mentioned aspect, with a mention rate of only 9.4%, 8.9%, 8.9% respectively. The least

mentioned is Security, with a very low mention rate of 1.1%.

4.4.6 Asian Hotels Reviews

	Asia Hotel Reviews (N=180)	%
1.	Staff and Service	91,1
2.	Cleanliness	41,7
3.	Location	41,7
4.	Room and its Amenities	28,9
5.	Hotel Facilities	26,1
6.	Breakfast	20,0
7.	Size, Layout and Décor of Room	18,9
8.	Food and Drinks	14,4
9.	View	14,4
10.	Price and Value	13,3
11.	Bathroom and its Amenities	10,6
12.	Bedding	6,1
13.	Noise	5,0
14.	Physical Appearance of the Hotel	4,4
15.	Security	2,8

The focus changed to outside Europe to other continents, firstly it is to focus on Asian Market. Same as previous, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3 Asian Travel Cities (Bangkok, Hong Kong, Dubai). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

Staff and Service is the most mentioned aspect in the hotel reviews, with a remarkably high mention rate of 91.1%. Cleanliness and Location are the second most mentioned aspects, with a mention rate of 41.7%. Room and its Amenities and Hotel Facilities have a fair share of mention rate, with more than one-quarter of the mention rate (28.9% and 26.1% respectively).

The least mentioned aspect in the Asian hotel reviews are the Bedding, Noise, Physical Appearance of the Hotel, and Security, they only have 6.1%, 5.0%, 4.4%, and 2.8% respectively.

4.4.7 North American Hotels Reviews

	North American Hotel Reviews (N=180)	%
1.	Staff and Service	89,4
2.	Room and its Amenities	37,2
3.	Cleanliness	36,1
4.	Location	32,8
5.	Food and Drinks	29,4
6.	Hotel Facilities	27,2
7.	Size, Layout and Décor of Room	23,9
8.	Bedding	13,9
9.	View	13,9
10.	Bathroom and its Amenities	13,3
11.	Breakfast	11,7
12.	Physical Appearance of the Hotel	11,1
13.	Price and Value	10,0
14.	Noise	8,3
15.	Security	2,8

Next the study is focused on North American Hotel market. Like before, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3 North American Travel Cities (New York, Toronto, Cancun). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

The most mentioned aspect of the hotel reviews is Staff and Service, with a high mention rate of 89.4%. It leads by a wide margin to the next aspects, Room and its amenities and

Cleanliness, with more than one-third of mention rate (37.2% and 36.1% respectively). Location, Foods and Drinks, and Hotel Facilities have a fair share of mention rate, with 32.8%, 29.4%, and 27.2% respectively.

On the contrary, Noise and Security are the least mentioned aspects, with only 8.3% and 2.8% mention rate respectively.

4.4.8 South American Hotels Reviews

	South American Hotel Reviews (N=180)	%
1.	Staff and Service	87,2
2.	Location	62,2
3.	Breakfast	44,4
4.	Cleanliness	37,2
5.	Room and its Amenities	36,7
6.	Size, Layout and Décor of Room	31,1
7.	Hotel Facilities	22,8
8.	Bathroom and its Amenities	17,2
9.	View	16,1
10.	Food and Drinks	13,9
11.	Security	13,9
12.	Noise	13,9
13.	Physical Appearance of the Hotel	13,3
14.	Price and Value	11,1
15.	Bedding	9,4

In the South American Hotel market. Like before, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3 South American Travel Cities (Rio de Janeiro, Buenos Aires, Bogota). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

Staff and Service is the most mentioned aspect, with a high mention rate of 87.2%. It is then followed by Location, which has a mention rate of 62.2%. Breakfast is the third highest mentioned aspect, with a mention rate of 44.4%. Cleanliness and Room and its amenities have a fair amount of mention rate, with more than one-third of mention rate (37.2% and 36.7% respectively.

The least mentioned aspect in the South American Hotel market is Bedding, with a low mention rate of 9.4%.

4.4.9 Oceanian Hotels Reviews

Oceanian Hotel Reviews (N=180)	%
1. Staff and Service	72,8
2. Location	48,9
3. Room and its Amenities	43,9
4. Cleanliness	31,7
5. Hotel Facilities	31,7
6. View	27,2
7. Breakfast	23,9
8. Size, Layout and Décor of Room	23,3
9. Food and Drinks	21,1
10. Price and Value	16,7
11. Bathroom and its Amenities	16,7
12. Noise	16,1
13. Bedding	15,6
14. Physical Appearance of the Hotel	13,3
15. Security	0,6

In the Oceanian Hotel market. Same as previous, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3 Oceanian Travel Cities (Sydney, Auckland, Tahiti). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

The most mentioned aspect in the hotel review is Staff and Service, with a relatively high mention rate of 72.8%, this however is comparably lower than the same aspect in other markets. Location and Room and its amenities are closed followed by it, with a mention rate of 48.9% and 43.9% respectively. Cleanliness and Hotel Facilities have a fair amount of mention rate, both have a 31.7% of mention rate.

Other aspects are quite widespread, all with a double-digit mention rate. All except one, the least mentioned aspect in Oceanian Hotel market - Security, with only 0.6% of mention rate.

4.4.10 African Hotels Reviews

African Hotel Reviews (N=180)	%
1. Staff and Service	91,7
2. Location	41,1
3. Room and its Amenities	38,3
4. Breakfast	37,8
5. Food and Drinks	36,7
6. Hotel Facilities	35,0
7. Cleanliness	33,9
8. Size, Layout and Décor of Room	19,4
9. Physical Appearance of the Hotel	19,4
10. View	19,4
11. Bathroom and its Amenities	12,8
12. Price and Value	11,1
13. Noise	8,9
14. Bedding	8,3
15. Security	6,1

Finally, the study focuses on the last habitable continent, Africa. Same as before, six hotels (3 Upscale and 3 Budget hotels) are selected in the Top 3 African Travel Cities (Cape Town, Cairo, Marrakesh). With the first ten reviews in each hotel, the total number of reviews collected and analyzed is 180.

The most mentioned aspect in the African Hotel market is Staff and Service, with a remarkably high mention rate of 91.7%. It is then followed by Location, Room and its Amenities, Breakfast, Food and Drinks, Hotel Facilities, and Cleanliness, all of these aspects

have a fair share of mention rate that is more than one-third of mention rate (41.1%, 38.3%,

37.8%, 36.7%, 35.0%, 33.9% respectively).

In the bottom of the table, Noise, Bedding and Security are the least mentioned aspects,

with only 8.9%, 8.3%, and 6.1% respectively.

5. Discussion

5.1 Common Aspects to All Hotels

Upscale Hotels Reviews (N=630)	%	Budget Hotels Reviews (N=630)	%
1. Staff and Service	91,1	1. Staff and Service	82,9
2. Location	47,1	2. Location	58,3
3. Room and its Amenities	35,4	3. Cleanliness	41,3
4. Breakfast	33,7	4. Room and its Amenities	37,5
5. Hotel Facilities	33,5	5. Breakfast	37,1
6. Cleanliness	30,2	6. Size, Layout and Décor of Room	25,1
7. Size, Layout and Décor of Room	27,3	7. Hotel Facilities	20,0
8. Food and Drinks	27,1	8. Bathroom and its Amenities	17,9
9. View	19,8	9. Price and Value	17,5
10. Physical Appearance of the Hotel	15,4	10. Noise	16,8
11. Bedding	12,7	11. Food and Drinks	16,5
12. Bathroom and its Amenities	11,1	12. Bedding	13,0
13. Price and Value	6,8	13. View	11,4
14. Noise	5,9	14. Physical Appearance of the Hotel	10,2
15. Security	2,9	15. Security	4,9

The most important aspect of all the hotel reviews is Staff and service. In general. Over 85% of the hotel reviews, consists of contents that mentioned either staff or service. That proves that Staff and Service are still the most important aspects in the hospitality industry. During the process of reviewing the hotel reviews, it can be concluded that all hotel reviewers care about staff and service. it can either be appreciating the service they had during the day, mentioning the staff who helped them throughout the stay, or complaining about the lack of service or the poor quality of the service that they have experienced during the stay. Mentioning the name of the staff is particularly popular in specific cities, for example in Dubai there are quite a lot of reviews that mentioned the hotel staff's names. It could be a common practice that the hotel staff

will mention their names to the guests when they serve them, but it is a solid proof that the hotel guests will remember the names and feel the service be more personal when the names are mentioned.

The second most mentioned aspect of the hotel reviews is Location. In general, over half of the hotel reviews mentioned something about location. It is normally about the location of the hotel and the close proximity of several tourist spots or the transportation. It is also about whether the hotel is located in a good location that gives the hotel guests an easy way to travel the city.

Room and its amenities, Cleanliness, and Breakfast are the number three to number five top mentioned aspect in the hotel reviews. They all have more than one-third of the total mention rate. Bedding was hypothetically considered as one of the most important aspects before this study, however the data shows that it only has a relatively and surprisingly low mention rate of 12.9%.

Of all the aspects in the hotel reviews, Security is the least mentioned aspect with only 3.9% of the mention rate.

5.2 Upscale vs Budget Hotels

	Upscale Hotels Reviews (N=630)	%		Budget Hotels Reviews (N=630)	%
1.	Staff and Service	91,1	1.	Staff and Service	82,9
2.	Location	47,1	2.	Location	58,3
3.	Room and its Amenities	35,4	3.	Cleanliness	41,3
4.	Breakfast	33,7	4.	Room and its Amenities	37,5
5.	Hotel Facilities	33,5	5.	Breakfast	37,1
6.	Cleanliness	30,2	6.	Size, Layout and Décor of Room	25,1
7.	Size, Layout and Décor of Room	27,3	7.	Hotel Facilities	20,0
8.	Food and Drinks	27,1	8.	Bathroom and its Amenities	17,9
9.	View	19,8	9.	Price and Value	17,5
10.	Physical Appearance of the Hotel	15,4	10.	Noise	16,8
11.	Bedding	12,7	11.	Food and Drinks	16,5
12.	Bathroom and its Amenities	11,1	12.	Bedding	13,0
13.	Price and Value	6,8	13.	View	11,4
14.	Noise	5,9	14.	Physical Appearance of the Hotel	10,2
15.	Security	2,9	15.	Security	4,9

One of the research objectives of this study is to determine whether the hotel reviews of an upscale hotel is similar to the hotel review of a budget hotel.

In general, the reviews of upscale hotels and reviews of budget hotels have similarities. Staff and Service and Location are both important when it comes to upscale hotels and also budget hotels. The guests of Upscale hotels care more about room and its amenities while the guests of budget hotels care about more cleanliness.

Room and its Amenities	%
Upscale Hotels	35,4
Budget Hotels	37,5

One interesting findings from this research is that when comparing the Upscale Hotel guests' reviews with Budget Hotel guests' reviews, on the aspect of Room and its amenities, the budget hotel guests (37.5%) mention slightly more than the ones with Upscale Hotels' (35.4%), it was a surprising finding when the budget hotels are generally trying to aim at the guests who wants basic minimum when it comes to amenities.

Price and Value	%
Upscale Hotels	6,8
Budget Hotels	17,5

The mention rate Price and Value of Budget hotel guests are more than doubled than the guests of Upscale hotels (17.5% vs 7.8%), which means that the guest of budget hotels care more about the price and the value. It is aligned with what the budget hotels are trying to do – to attract the price-sensitive guests.

Hotel Facilities	%	Food and Drinks	%
Upscale Hotels	33,5	Upscale Hotels	27,1
Budget Hotels	20,0	Budget Hotels	16,5

Hotel Facilities (20.0% vs 33.5%) and Foods and Drinks (16.5% vs 27.1%) are less important to Budget Hotels' guests than Upscale Hotels' guests. It makes sense since budget hotels usually offer less hotel facilities than the upscale hotels; budget hotels also offer less force and drinks options for their guests than the upscale hotels' guests.

Size, Layout and Décor of Room	%	Bedding	%
Upscale Hotels	27,3	Upscale Hotels	12,7
Budget Hotels	25,1	Budget Hotels	13,0

It was assumed that Size, Layout, and Décor of the Room and Bedding would be differently perceived by different guests in Budget Hotels and Upscale Hotels. However, the data shows that the mention rates are similar, where Size, Layout, and Décor of the Room (25.1% Budget vs 27.3% Upscale), and Bedding (13.0% Budget vs 12.7% Upscale) are shown in the data.

In conclusion, it can be determined that hotel reviews of hotel guests of Upscale Hotels share similar aspects as that of hotel guests of Budget Hotels. That aligns partly with the opinions of hotel managers in the personal interview. Staff and Service remains the most mentioned aspects by the hotel guests, it indicates that the hotel guests have a relatively stronger opinions on Staff and Service. This goes the same as Location where Location is still important to guests across different hotel classes.

However, there are still some aspects that is different, for example, Budget Hotel guests stresses more about the Price and Value, whereas Upscale Hotel guests stresses more about Hotel Facilities and Foods and Drinks offered by the hotels.

5.3 Hotels in Different Continents

Staff and Service	%
Scandinavia	87,2
Europe	89,4
Asia	91,1
North America	89,4
South America	87,2
Oceania	72,8
Africa	91,7

The other research objective of this study is to determine if hotel reviews consist of different contents in different hotels in different continents in the world. While the top aspect of the hotel reviews is still Staff and Service across the globe, it has a high mention rate. However, when it comes to Oceanian Hotel market, the staff and service mention rate is lower than that in other continents.

Location	%
Scandinavia	72,2
Europe	70,0
Asia	41,7
North America	32,8
South America	62,2
Oceania	48,9
Africa	41,1

Location is the second top mentioned aspects in All researched hotels. It has a relatively high mention rate (more than 60%) in Scandinavian, European, South American market, but it has a relatively small mention rate in Asian, North American, Oceanian, and African market.

WHAT DO HOTEL GUESTS CARE ABOUT?

Breakfast	%
Scandinavia	61,1
Europe	48,9
Asia	20,0
North America	11,7
South America	44,4
Oceania	23,9
Africa	37,8

One interesting data show that Breakfast is mentioned a lot across selected hotels in

Scandinavian, European, South American, and African, but not in the other markets.

Security	%
Scandinavia	0,0
Europe	1,1
Asia	2,8
North America	2,8
South America	13,9
Oceania	0,6
Africa	6,1

Security is not being mentioned often across all continents' market, but it is understandably

higher in South America and Africa where tourists concern more about safety in those continents

than in places like Scandinavia and Europe.

Cleanliness	%
Scandinavia	29,4
Europe	40,0
Asia	41,7
North America	36,1
South America	37,2
Oceania	31,7
Africa	33,9

Cleanliness is particularly less mentioned by hotel guests in Scandinavian Market

(29.4%) when compared to other markets, like European (40%) and Asian (41.7%).

Room and its Amenities	%
Scandinavia	37,8
Europe	32,2
Asia	28,9
North America	37,2
South America	36,7
Oceania	43,9
Africa	38,3

Room and its amenities is relatively less mentioned in Asian market (28.9%) than other markets, like Oceanian with a 48.9% of mention rate.

In conclusion, there are still some similarities on the hotel reviews content across different hotels in different continents. Staff and Service are the common aspects that hotel guests care about.

However, there are aspects that are different in certain markets than other markets, it can be partly due to the difference of the lifestyles, or differences of the security level.

6. Conclusion

6.1 Managerial Implications

6.1.1. Staff and Service

From the findings, it shows that staff and service is universally the most important aspect to hotel guests. No matter what class of the hotel is or which country the hotel is located, staff and service is still the most important aspect and it is mostly mentioned by the hotel guest in their hotel reviews.

From the author's perspective when the reviewing of the hotel reviews was conducted, sometimes service or staff are the only things that the hotel guests mentioned. Especially staff and service usually create the first impression which make or break the whole hotel experience to a guest, e.g., if the service is bad, it will be the only aspect that was mentioned in the whole hotel review.

Hotels as one of the biggest parts in hospitality industry, hotels should focus more in providing great service and have the staff well trained to give the best impression today entire hotel stay, this will be a crucial aspect for hotels to get a good hotel review, and thus be more attractive to prospective guests when they are selecting which hotels to book a reservation.

6.1.2. Location

Location of a hotel itself is the hardware problem that it cannot be changed easily. Once the hotel is built, it is almost impossible to be moved. However, as the data suggests, location is still the second most universal mentioned aspects regardless of hotel class. Hotel guests

concerned about the location, especially the transportation or connectivity from the tourist spots to the hotels.

Even though when the hotel location cannot be easily changed, some service like a free shuttle bus can help fixing the location problem when the hotel is not conveniently located. Hotels I encouraged to understand better on where the hotel guests are going and whether it is easy for the hotel guests to get to those destinations, popular tourist spots, shopping centers, restaurants, and airports are the usual destinations that hotel guests often mentioned in the hotels' reviews. It is important that the hotel guests can easily get to those mentioned spots so that it will not become a hurdle for prospective hotel guests when they are choosing the hotels to book a reservation.

6.1.3. Different Class of Hotels focus on different things

After the universal aspects like staff and service and location, this study finds that hotel guests with different hotel classes have different preferences and different concerns when they put in their hotel reviews. Therefore, hotels with different hotel classes should focus on different things.

For instance, Upscale hotels should focus more on hotel facilities while Budget hotels should focus more on cleanliness. Especially Budget Hotels when they are trying to cut the budget by offering the minimum to their guests, it is essential for them to provide a clean room for them since Cleanliness alone usually is enough to warrant a good hotel review. Hotel guests in the budget hotels do not care about the hotel facilities.

However, as this study suggests, room and its amenities are still very important to the hotel guests of budget hotels. This aligned with the opinions of hotel managers of a Stavanger-

based hotel that hotel guests in budget hotels still have certain level of expectations when they are staying with a budget hotel. Hotel in different hotel class needs to understand what is the important aspect to affect the performance in the hotel reviews.

6.1.4. Different Hotel markets focus on different things

As the data suggests, hotels guests in different hotels in different geographical regions have different preferences when they put on the hotel reviews. Hotel managers should know what their guests in different regions.

For example, Breakfast is proved to be important in Scandinavian hotel market, European Market, South American Market, African Market, but not so much to North American Market nor Asian Market. A foreign Hotel Managers should beware of the cultural difference and the norms of the hotel guests and put more focus on improving and ensuring particular aspects of the hotel offerings are good enough to warrant a good review.

This is also important for Hotel Schools in the world that the school should localize their education on hotel management, i.e., the materials used to teach the students about hotel management should be suitable to apply in their own region, e.g. A Scandinavian Hotel School should not use American Hotels as an example to teach their students, as different region has different expectations on different aspects.

Moreover, with different regions where the hotel is located, hotel guests will have different expectations and hotels are needed to make adjustments to satisfy their hotel guests' expectations, e.g., Security is particularly important to hotel guests in South American Hotels. Hotels should put up measures like security guards on entrance so that hotel guests feel safe in a low-security city.

6.2 Limitations

Firstly, the sample size of this study is relatively small and cannot be fully representing the whole pictures of the hotel markets in the global scale. It however sets an example and a preliminary research method to further research to deeply examine the differences across different hotel guests in different hotel classes and different hotel markets.

Secondly, this study focuses on the online reviews on TripAdvisor only. Although TripAdvisor is the most influential travel review website in the world and some official reviews are including in TripAdvisor, opinions and contents may varied from different websites, like Hotels.com or Bookings.com. Research can be done in the future to see if it is the same with the hotel reviews in other websites.

Moreover, this study only focuses on the top hotels in the top tourist's cities, mediocre hotels or hotels in mediocre cities are not included in the study. Data can be different with the hotels not in the top of the lists. Further studies can be done to include more hotels in a different city so that it can be widely representing all markets and all qualities of the hotels.

6.3 Recommendations for further research

As mentioned above, similar research can be done in the future with more samples, with the possibilities to use software when the software becomes more dependable when catching the sentiments, emotions, or contexts of the reviews. The more data to be put in the study, the better the results can represent the whole picture about the hotel reviews.

Besides, similar research can be done with more hotels with different quality level, satisfaction level, and including more cities like second-tier travel cities, so that not only the top hotels and top cities are being examined, and that makes the future research be more meaningful and representable.

Lastly, further research can be done in closely monitoring or observing individuals in the hotel reviews sites that researchers can study the individuals' behavior changes or patterns in writing hotel reviews when they are reviewing different hotel classes or different hotels in different geographical region. This observation can further support the findings of this study.

7. References

Agag, G., & El-Masry, A. A. (2016). Understanding the determinants of hotel booking intentions and moderating role of habit. *International journal of hospitality management, 54*, 52-67.

Alrawadieh, Z., & Demirkol, Ş. (2015). KONAKLAMA İŞLETMELERİNDE E-ŞİKÂYET YÖNETİMİ: İSTANBUL'DAKİ BEŞ YILDIZLI OTELLER ÜZERİNDE BİR ÇALIŞMA. *Nişantaşı Üniversitesi Sosyal Bilimler Dergisi, 3*(1), 130-148.

Amaldoss, W., Desai, P. S., & Shin, W. (2015). Keyword search advertising and first-page bid estimates: A strategic analysis. *Management Science, 61*(3), 507-519.

Ariffin, A. A. M., & Maghzi, A. (2012). A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors. *International journal of hospitality management, 31*(1), 191-198.

Au, N., Buhalis, D., & Law, R. (2014). Online complaining behavior in mainland China hotels: The perception of Chinese and non-Chinese customers. *International Journal of Hospitality & Tourism Administration, 15*(3), 248-274.

Banerjee, S., Bhattacharyya, S., & Bose, I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. *Decision Support Systems, 96*, 17-26.

Barreda, A., & Bilgihan, A. (2013). An analysis of user-generated content for hotel experiences. *Journal of Hospitality and Tourism Technology*.

Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of interactive marketing, 15*(3), 31-40.

Blackshaw, P. C., & Hart, C. (2006). Internet inferno. *Marketing*.

Blomberg-Nygard, A., & Anderson, C. K. (2016). United Nations world tourism organization study on online guest reviews and hotel classification systems: an integrated approach. *Service Science, 8*(2), 139-151.

Buddenbrock, F. (2016). Search engine optimization: getting to Google's First Page. In *Google It* (pp. 195-204). Springer.

Cantallops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International journal of hospitality management, 36*, 41-51.

Chu, R. K., & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management, 21*(4), 363-377.

Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of interactive advertising, 8*(2), 16-25.

Dickinger, A., & Mazanec, J. A. (2008). Consumers' preferred criteria for hotel online booking. Enter,

Digital Commerce 360. (2022). *A decade in review: Ecommerce sales vs. total retail sales 2012-2021*. Digital Commerce 360,. Retrieved 29 April from https://www.digitalcommerce360.com/article/e-commerce-sales-retail-sales-ten-year-review/

Dinçer, M. Z., & Alrawadieh, Z. (2017). Negative word of mouse in the hotel industry: A content analysis of online reviews on luxury hotels in Jordan. *Journal of Hospitality Marketing & Management, 26*(8), 785-804.

Dolnicar, S. (2002). Business travellers' hotel expectations and disappointments: A different perspective to hotel attribute importance investigation. *Asia Pacific Journal of Tourism Research, 7*(1), 29-35.

Elder, C. (2021). *U.S. Hotel Apprisals*. Retrieved May 5th from https://www.ushotelappraisals.com/services/select-service-hotels/

Evans, A. M., Stavrova, O., & Rosenbusch, H. (2021). Expressions of doubt and trust in online user reviews. *Computers in Human behavior, 114*, 106556.

Eysenbach, G., & Köhler, C. (2002). How do consumers search for and appraise health information on the world wide web? Qualitative study using focus groups, usability tests, and in-depth interviews. *Bmj, 324*(7337), 573-577.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of travel research, 53*(1), 44-57.

Fong, L. H. N., Lei, S. S. I., & Law, R. (2017). Asymmetry of hotel ratings on TripAdvisor: Evidence from single-versus dual-valence reviews. *Journal of Hospitality Marketing & Management, 26*(1), 67-82.

Garcia-Falcon, J. M., & Medina-Muñoz, D. (1999). The relationship between hotel companies and travel agencies: An empirical assessment of the United States market. *Service Industries Journal, 19*(4), 102-122.

Ghazi, K. M. (2017). Guests' motives to write positive and negative hotel reviews on trip advisor. *Journal of Tourism and Hospitality, 6*(3), 1-9.

Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing science, 23*(4), 545-560.

Gretzel, U., Yoo, K., & Purifoy, M. (2007). Trip Advisor online travel review study: The role and impacts of online travel review for trip planning. *College Station, TX: Laboratory for Intelligent Systems in Tourism*.

Griffin, R. K., Shea, L., & Weaver, P. (1997). How business travelers discriminate between mid-priced and luxury hotels: An analysis using a longitudinal sample. *Journal of Hospitality & Leisure Marketing, 4*(2), 63-75.

Guo, Y., Barnes, S. J., & Jia, Q. (2017). Mining meaning from online ratings and reviews: Tourist satisfaction analysis using latent dirichlet allocation. *Tourism Management, 59*, 467-483.

Han, H., Kim, W., & Hyun, S. S. (2011). Switching intention model development: Role of service performances, customer satisfaction, and switching barriers in the hotel industry. *International journal of hospitality management, 30*(3), 619-629.

Harrison-Walker, L. J. (2001). E-complaining: a content analysis of an Internet complaint forum. *Journal of Services Marketing*.

Hu, N., Liu, L., & Zhang, J. J. (2008). Do online reviews affect product sales? The role of reviewer characteristics and temporal effects. *Information Technology and management, 9*(3), 201-214.

Jamil, A. R., & Hasnu, S. A. F. (2013). Consumer's Reliance on Word of Mouse: Influence on Consumer's Decision in an Online Information. *Journal of Business c/conomics*.

Jeong, M., & Mindy Jeon, M. (2008). Customer reviews of hotel experiences through consumer generated media (CGM). *Journal of Hospitality & Leisure Marketing, 17*(1-2), 121-138.

Kim, B., Kim, S., & Heo, C. Y. (2016). Analysis of satisfiers and dissatisfiers in online hotel reviews on social media. *International Journal of Contemporary Hospitality Management*.

Kim, B., Kim, S., & Heo, C. Y. (2019). Consequences of customer dissatisfaction in upscale and budget hotels: Focusing on dissatisfied customers' attitude toward a hotel. *International Journal of Hospitality & Tourism Administration, 20*(1), 15-46.

Knutson, B., Stevens, P., Patton, M., & Thompson, C. (1993). Consumers' expectations for service quality in economy, mid-price and luxury hotels. *Journal of Hospitality & Leisure Marketing, 1*(2), 27-43.

Knutson, B. J. (1988). Frequent travelers: Making them happy and bringing them back. *Cornell hotel and restaurant administration quarterly, 29*(1), 82-87.

Lee, C. C., & Hu, C. (2005). Analyzing Hotel customers' E-complaints from an internet complaint forum. *Journal of Travel & Tourism Marketing, 17*(2-3), 167-181.

Lewis, R. C. (1984). Isolating differences in hotel attributes. *Cornell hotel and restaurant administration quarterly, 25*(3), 64-77.

Lewis, R. C. (1985). Predicting hotel choice: The factors underlying perception. *Cornell hotel and restaurant administration quarterly, 25*(4), 82-96.

Lewis, R. C., Chambers, R. E., & Chacko, H. E. (1995). Marketing leadership in hospitality: Foundations and practices.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458-468.

Magnini, V. P., Crotts, J. C., & Zehrer, A. (2011). Understanding customer delight: An application of travel blog analysis. *Journal of travel research, 50*(5), 535-545.

Mathwick, C., & Mosteller, J. (2017). Online reviewer engagement: A typology based on reviewer motivations. *Journal of Service Research, 20*(2), 204-218.

Mauri, A. G., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International journal of hospitality management, 34*, 99-107.

Mcintosh, R. W. (1972). *Tourism Principles, Practices and Philosophies: By Robert W. Mcintosh*. Ohio, Grid.

McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.

Mogelonsky, L. (2015). *The Battle Between Full-Service and Limited-Service Propoerties*. HospitalityNet. https://www.hospitalitynet.org/opinion/4072976.html

Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: an exploratory study. *International Journal of Contemporary Hospitality Management*.

Mok, C., & Armstrong, R. W. (1998). Expectations for hotel service quality: Do they differ from culture to culture? *Journal of Vacation Marketing, 4*(4), 381-391.

Murphy, L., Mascardo, G., & Benckendorff, P. (2007). Exploring word-of-mouth influences on travel decisions: friends and relatives vs. other travellers. *International Journal of Consumer Studies, 31*(5), 517-527.

Musante, M. D., Bojanic, D. C., & Zhang, J. (2009). An evaluation of hotel website attribute utilization and effectiveness by hotel class. *Journal of Vacation Marketing, 15*(3), 203-215.

Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International journal of hospitality management, 91*, 102414.

[Record #88 is using a reference type undefined in this output style.]

Sajid, S. (2016). Social media and its role in marketing.

Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). *Consumer behaviour*. Pearson Higher Education AU.

Sohrabi, B., Vanani, I. R., Tahmasebipur, K., & Fazli, S. (2012). An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International journal of hospitality management, 31*(1), 96-106.

Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management, 32*(6), 1310-1323.

StatTrek.com. (2022). *Survey Sampling Methods*. StatTrek.com. Retrieved May 5th from https://stattrek.com/survey-research/sampling-methods.aspx

STRATOS Jet Charters Inc. (2022). *Over 60 Online Travel Booking Statistics (2022)*. STRATOS Jet Charters Inc.,

. Retrieved 29 April from https://www.stratosjets.com/blog/online-travel-statistics/

Thomas, M.-J., Wirtz, B. W., & Weyerer, J. C. (2019). DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS'PURCHASE INTENTION. *Journal of Electronic Commerce Research, 20*(1), 1-20.

Tian, X., He, W., Tao, R., & Akula, V. (2016). Mining online hotel reviews: a case study from hotels in China.

TripAdvisor.com. (2019). *Annual Report 2019*. TripAdvisor.com. Retrieved 18th May from

Willemsen, L. M., Neijens, P. C., Bronner, F., & De Ridder, J. A. (2011). "Highly recommended!" The content characteristics and perceived usefulness of online consumer reviews. *Journal of Computer-Mediated Communication, 17*(1), 19-38.

World Travel Market. (2010). *2010 Industry Report*. World Travel Market,. Retrieved 26 April from http://www.wtmlondon.com/files/wtm2010_industry_report.pdf

Xiang, Z., Schwartz, Z., Gerdes Jr, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction? *International journal of hospitality management, 44*, 120-130.

Yang, C.-C., Jou, Y.-T., & Cheng, L.-Y. (2011). Using integrated quality assessment for hotel service quality. *Quality & Quantity, 45*(2), 349-364.

Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human behavior, 27*(2), 634-639.

8. Table of Figures