

Best practices to maintain a high hotel evaluation rate on review sites: analytic study applied to five star hotel on trip advisor

ABSTRACT

It has been reported in many cases that Word of Mouth (WOM) is very effective marketing tool. In hotel industry, most customers choose hotels based on recommendation of a friend, it (word of mouth) is one of the important factors in hotel selection decision. This effect is magnified for e-WOM, where the impact of online dissemination of opinion is more and far-reaching and more rapid.

Trip advisor is the authority site used by travelers to read real information, tips, advices, and opinions. It provides information on cities, attractions, hotels, restaurants supplemented with contributions from real travelers, much of researches has focused on the impact of review sites Polarity. It is clear that positive reviews are good and negative reviews are bad, but the picture is more complicated, as Ye, Law et al. (2009) shows how a 10% improvement in reviews rating can increase sales figures by 4.4%. That raises in mind an important question "how can hotel maintain a high Evaluation rate in review sites?"

The researcher used a methodology like the gap analysis to identify the practices that is applicable by hoteliers and acceptable by guests and can increase positive reviews and decrease negative reviews. The study revealed five main practices includes; providing your customers with remarkable experiences, avoiding exceeded expectations, having the right staff, asking your guest for a review and replying of hotel guests. It also discussed the details of each of these practice to give the hoteliers a recommended guidelines to maintain high quality evaluation rate on review sites.

Keywords: Review Sites, Trip-advisor, Hotel review