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| Id | Cite | Abstract |
| 1 | @article{Jiang2022ResearchOH,  title={Research on Hotel Management Based on Internet of Things and Big Data Analysis},  author={Hongyan Jiang},  journal={International Journal of Reliability, Quality and Safety Engineering},  year={2022}, | With one-tap check-ins, digital concierge services, voice-activated gadgets, chatbots, smart in-room technology, and advanced analytics, the hotel sector has been quickly embracing new technologies to meet and exceed consumer expectations and digitize the customer experiences. The traditional hotel management with internet-based customer service could not handle dynamic real-time data efficiently due to increased data volume. Thus, this work analyzes hotel management practices with the internet of things (IoT) and big data. The IoT and big data significantly impact the guest experience since businesses can provide consumers with unique services to their needs. Automated check-in and checkout, pre-booking, registration, and user-chosen payment methods are just a few self-services that improve the visitor experience. For enhancing visitor satisfaction and offering tailored services, this paper looks at how IoT and big data analytics can help the hotel sector. It moreover examines how IoT can be used within the business. This extended research finds excellent results in hotel management through IoT and big data. A client occupancy detection model (CODM) simulation scenario finds the best detection accuracy of 97.51%. |
| 2 | @article{Khan2018RecommenderSB,  title={Recommender System Based on OSN Data Analytics},  author={Aysha Khan and Rashid Ali},  journal={Information and Communication Technology for Intelligent Systems},  year={2018}, | The pace at which the technology is playing a role in our lives is tremendous whether it is about keeping connected to each other or knowing what is going around the world. Nowadays, people consider technology very important when it comes to taking decisions of their lives be it about buying a product, booking a hotel, etc., or doing anything else. Before any of these tasks, people love to read the reviews of other people who are either closer to them or have similar tastes to them. People also do not like to get bumped up with unnecessary and irrelevant data. In our work, we have proposed a recommender system based on online social networks. We have tried our best to find out the ways to provide attractive and relevant recommendations to users based on the tweets/comments of the users on the online social networking sites. |
| 3 | @article{Chen2023PredictionOH,  title={Prediction of hotel booking cancellations: Integration of machine learning and probability model based on interpretable feature interaction},  author={Shui-xia Chen and Eric W. T. Ngai and Yaoyao Ku and Zeshui Xu and Xunjie Gou and Chenxi Zhang},  journal={Decis. Support Syst.},  year={2023},  volume={170},  pages={113959} | Reliable hotel cancellation prediction can help establish appropriate operational strategies for hotel management. In this sector, personal name records (PNR) data may be the most representative information source for prediction tasks. Despite the popularity of PNR, its inherent lack of availability has been commonly disregarded in the literature. Existing studies have directly input PNR into high-dimensional [machine learning](https://www.sciencedirect.com/topics/computer-science/machine-learning) (ML) models to achieve cancellation predictions. Another type of model generates cancellation prediction based on the probability modeling of samples. In this study, we propose an interpretable feature interaction method to enrich the existing PNR information. Thereafter, we empirically assess the prediction performance of the two model classes. This study specifically determines whether or not the two methods can cross-fertilize each other to improve cancellation prediction. To do so, we propose a model integrating [Bayesian networks](https://www.sciencedirect.com/topics/computer-science/bayesian-networks) (BNs) and Lasso regression for this prediction task. This study utilizes BNs for the probability model consistent with our correlated variables and dichotomous prediction setting. Moreover, we use a linear ML model (i.e., Lasso regression), given its advantages in reducing ineffective predictors and transparency for ranking feature importance. Empirical results show that the proposed integration model has better prediction performance, and the obtained BN estimators and interactive features are the most important predictors. This study contributes to the booking cancellation literature by proposing an interpretable feature interaction and a prediction method integrating two types of effective models. The obtained accurate and interpretable cancellation prediction further contributes to offering practical implications to hoteliers in managerial decision-making. |
| 4 | @article{Sparks2011TheIO,  title={The impact of online reviews on hotel booking intentions and perception of trust.},  author={Beverley A. Sparks and Victoria Browning},  journal={Tourism Management},  year={2011},  volume={32},  pages={1310-1323} | A growing reliance on the Internet as an information source when making choices about tourism products raises the need for more research into [electronic word of mouth](https://www.sciencedirect.com/topics/social-sciences/electronic-word-of-mouth). Within a hotel context, this study explores the role of four key factors that influence perceptions of trust and consumer choice. An experimental design is used to investigate four independent variables: the target of the review (core or interpersonal); overall valence of a set of reviews (positive or negative); framing of reviews (what comes first: negative or positive information); and whether or not a consumer generated numerical rating is provided together with the written text. Consumers seem to be more influenced by early negative information, especially when the overall set of reviews is negative. However, positively framed information together with numerical rating details increases both booking intentions and consumer trust. The results suggest that consumers tend to rely on easy-to-process information, when evaluating a hotel based upon reviews. Higher levels of trust are also evident when a positively framed set of reviews focused on interpersonal service. |
| 5 | @article{Antnio2017PredictingHB,  title={Predicting Hotel Bookings Cancellation with a Machine Learning Classification Model},  author={Nuno Ant{\'o}nio and Ana de Almeida and Lu{\'i}s Nunes},  journal={2017 16th IEEE International Conference on Machine Learning and Applications (ICMLA)},  year={2017},} | Booking cancellations have significant impact on demand-management decisions in the hospitality industry. To mitigate the effect of cancellations, hotels implement rigid cancellation policies and overbooking tactics, which in turn can have a negative impact on revenue and on the hotel reputation. To reduce this impact, a machine learning based system prototype was developed. It makes use of the hotel’s Property Management Systems data and trains a classification model every day to predict which bookings are “likely to cancel” and with that calculate net demand. This prototype, deployed in a production environment in two hotels, by enforcing A/B testing, also enables the measurement of the impact of actions taken to act upon bookings predicted as “likely to cancel”. Results indicate good prototype performance and provide important indications for research progress whilst evidencing that bookings contacted by hotels cancel less than bookings not contacted. |
| 6 | @article{McLean2021LivingTE,  title={Living the Experience Before You Go . . . but Did It Meet Expectations? The Role of Virtual Reality during Hotel Bookings},  author={Graeme McLean and Jennifer Brannon Barhorst},  journal={Journal of Travel Research},  year={2021},  volume={61},  pages={1233 - 1251}, | Virtual reality (VR) is considered an important technological development to impact the tourism industry. Hotels are constantly attempting to overcome the challenges they face in the presentation of their facilities in the virtual environment. This research has made one of the first attempts to understand VR’s ability to influence tourism consumers’ attitudes and behavioral intentions during the prepurchase phase and postpurchase phase of their purchase journey across three hotel preview styles, namely, (1) VR immersive headsets, (2) 360° VR tour, and (3) a static image website. Through a lab-based experiment with 270-participants, study 1 outlined the positive role of VR on learning about the hotel and visit intentions. Through a questionnaire with 409 actual tourism consumers following a hotel stay, study 2 detailed that VR plays a significant role in managing tourism consumers’ expectations through providing an authentic experience and stimulating the development of detailed mental imagery prior to their visit. |
| 7 | @article{Mohamad2021UnderstandingTM,  title={Understanding tourist mobile hotel booking behaviour: Incorporating perceived enjoyment and perceived price value in the modified Technology Acceptance Model},  author={Mohamad Amiruddin Mohamad and Mohd Hafiz Hanafiah and Salleh Mohd Radzi},  journal={Tourism \& Management Studies},  year={2021},  volume={17},  pages={19-30}, | This study examines how mobile technology adoption influences customers' intention to book hotel rooms via smartphone. This study empirically incorporated perceived enjoyment and perceived value in the modified Technology Acceptance Model (m-TAM) and tested it as a unified model. Partial Least Square-Structural equation modelling (PLSSEM) was applied to estimate the proposed research framework based on the survey data collected from 386 travellers who booked hotels via their smartphones. The structural model confirms perceived usefulness, perceived ease of use, perceived enjoyment, and perceived price value significantly influence consumers' behavioural intentions toward mobile hotel booking. This study confirms that TAM can be extended and employed to predict and explain the acceptance of the new technologies in service industries. This study also provides valuable theoretical contributions in developing and testing related theories and practical implications to hotel operators, online travel agencies (OTAs), and hospitality technology suppliers. |
| 8 | @article{Strebinger2022ProfilingEA,  title={Profiling early adopters of blockchain-based hotel booking applications: demographic, psychographic, and service-related factors},  author={Andreas Strebinger and Horst Treiblmaier},  journal={Information Technology \& Tourism},  year={2022},  pages={1-30}, | To successfully introduce blockchain-enabled booking platforms in the tourism and hospitality industry, providers need to understand their target audiences. We present the results of a survey of 505 US consumers who, in a simulated hotel booking scenario for a leisure trip, picked between traditional Online Travel Agencies (OTA) and a blockchain-enabled booking app with varying degrees of services, discounts, and brand recognition. We find that blockchain-enabled booking apps that meet the following three conditions could attract up to half of the market: (1) offer discounts over OTAs, (2) provide services which go beyond mere booking, and (3) have well-known brand names. In a series of three nested logistic regressions, we investigate the impact of demographic, psychographic, and service-related traveler characteristics. We find that early adopters of blockchain-enabled hotel booking platforms will be young and highly educated. Potential cost savings over OTAs will also attract travelers with lower incomes and from larger households. Other traveler characteristics that facilitate adoption include a high preparedness to take risks, high IT innovativeness, prior familiarity with blockchain technology, and, mediated through IT innovativeness, a high Generalized Sense of Power. Male travelers are more likely than female travelers to be early adopters due to their higher familiarity with blockchain technology. |
| 9 | @article{Chang2021ForecastingHR,  title={Forecasting Hotel Room Occupancy Using Long Short-Term Memory Networks with Sentiment Analysis and Scores of Customer Online Reviews},  author={Yu-Ming Chang and Chieh-Huang Chen and Jung-Pin Lai and Yingli Lin and Ping-Feng Pai},  journal={Applied Sciences},  year={2021}, | For hotel management, occupancy is a crucial indicator. Online reviews from customers  have gradually become the main reference for customers to evaluate accommodation choices. Thus,  this study employed online customer rating scores and review text provided by booking systems  to forecast monthly hotel occupancy using long short-term memory networks (LSTMs). Online  customer reviews of hotels in Taiwan in various languages were gathered, and Google’s natural  language application programming interface was used to convert online customer reviews into  sentiment scores. Five other forecasting models—back propagation neural networks (BPNN), general  regression neural networks (GRNN), least square support vector regression (LSSVR), random forest  (RF), and gaussian process regression (GPR)—were employed to predict hotel occupancy using  the same datasets. The numerical data indicated that the long short-term memory network model  outperformed the other five models in terms of forecasting accuracy. Integrating hotel online customer  review sentiment scores and customer rating scores can lead to more accurate results than using  unique scores individually. The novelty and applicability of this study is the application of deep  learning techniques in forecasting room occupancy rates in multilingual comment scenarios with  data gathered from review text and customers’ rating scores. This study reveals that using long  short-term memory networks with sentiment analysis of review text and customers’ rating scores is a  feasible and promising alternative in forecasting hotel room occupancy |
| 10 | @article{Chen2022ExploringBP,  title={Exploring Bidirectional Performance of Hotel Attributes through Online Reviews Based on Sentiment Analysis and Kano-IPA Model},  author={Yanyan Chen and Yumei Zhong and Sumin Yu and Yan Xiao and Sining Chen},  journal={Applied Sciences},  year={2022}, | As people increasingly make hotel booking decisions relying on online reviews, how to effectively improve customer ratings has become a major point for hotel managers. Online reviews serve as a promising data source to enhance service attributes in order to improve online bookings. This paper employs online customer ratings and textual reviews to explore the bidirectional performance (good performance in positive reviews and poor performance in negative reviews) of hotel attributes in terms of four hotel star ratings. Sentiment analysis and a combination of the Kano model and importance-performance analysis (IPA) are applied. Feature extraction and sentiment analysis techniques are used to analyze the bidirectional performance of hotel attributes in terms of four hotel star ratings from 1,090,341 online reviews of hotels in London collected from TripAdvisor.com (accessed on 4 January 2022). In particular, a new sentiment lexicon for hospitality domain is built from numerous online reviews using the PolarityRank algorithm to convert textual reviews into sentiment scores. The Kano-IPA model is applied to explain customers’ rating behaviors and prioritize attributes for improvement. The results provide determinants of high/low customer ratings to different star hotels and suggest that hotel attributes contributing to high/low customer ratings vary across hotel star ratings. In addition, this paper analyzed the Kano categories and priority rankings of six hotel attributes for each star rating of hotels to formulate improvement strategies. Theoretical and practical implications of these results are discussed in the end |

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| 11 | @article{Ounacer2023CustomerSA,  title={Customer Sentiment Analysis in Hotel Reviews Through Natural Language Processing Techniques},  author={Soumaya Ounacer and Driss Mhamdi and Soufiane Ardchir and Abderrahmane Daif and Mohamed Azzouazi},  journal={International Journal of Advanced Computer Science and Applications},  year={2023}, | **Customer Sentiment Analysis in Hotel Reviews Through Natural Language Processing Techniques**  This paper suggests using the Aspect-Based Sentiment Analysis approach on reviews extracted from tourism websites such as TripAdvisor and Booking.com to clarify whether opinions are positive, negative or neutral.  Customer reviews of products and services play a key role in the customers' decision to buy a product or use a service. Customers' preferences and choices are influenced by the opinions of others online; on blogs or social networks. New customers are faced with many views on the web, but they can't make the right decision. Hence, the need for sentiment analysis is to clarify whether opinions are positive, negative or neutral. This paper suggests using the Aspect-Based Sentiment Analysis approach on reviews extracted from tourism websites such as TripAdvisor and Booking. This approach is based on two main steps namely aspect extraction and sentiment classification related to each aspect. For aspect extraction, an approach based on topic modeling is proposed using the semi-supervised CorEx (Correlation Explanation) method for labeling word sequences into entities. As for sentiment classification, various supervised machine learning techniques are used to associate a sentiment (positive, negative or neutral) to a given aspect expression. Experiments on opinion corpora have shown very encouraging performances. |

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| 15 | @inproceedings{Molinillo2016HotelAT,  title={Hotel Assessment through Social Media: The case of TripAdvisor La valoraci{\'o}n de los hoteles en los medios sociales: El caso de TripAdvisor},  author={Sebasti{\'a}n Molinillo and Jos{\'e} Luis Xim{\'e}nez-de-Sandoval and Antonio Fern{\'a}ndez-Morales and Andres Coca-Stefaniak},  year={2016}, | **Hotel Assessment through Social Media: The case of TripAdvisor La valoración de los hoteles en los medios sociales: El caso de TripAdvisor**  Hotel booking decisions are increasingly influenced by consumer feedback available on social media sites. Using data submitted by customers on TripAdvisor, this study analyzes the customer satisfaction ratings posted for 2,211 hotels. The study provides four key contributions to our knowledge on this subject. Firstly, a comparative analysis was conducted of customer ratings for hotels located on the Spanish coast and Portugal’s southern coast. Secondly, significant differences were found in the number of comments and average online review ratings, which showed a correlation to the tourism destinations’ geographical locations. Thirdly, the study found that customers tend to rate their hotel experiences positively. Fourthly, the customers’ overall level of satisfaction with a hotel tends to increase proportionately based on the number of customer feedback comments posted for that hotel. Consequently, one of this study’s findings is that hotels should encourage their customers to post comments on customer review websites to balance out any negative feedback. |
| 16 | @article{Arohunsoro2020EvaluationOT,  title={Evaluation of the Influence of E-marketing on Patronage Behaviour and Its Attendant Challenges: A Case Study of Selected Hotels in Ado–Ekiti, Ekiti State, Nigeria},  author={Segun Joseph Arohunsoro and O. O. Ojo and A. A. Shittu},  journal={Journal of Scientific Research and Reports},  year={2020},  pages={72-79}, | **Evaluation of the Influence of E-marketing on Patronage Behaviour and Its Attendant Challenges: A Case Study of Selected Hotels in Ado–Ekiti, Ekiti State, Nigeria**  This paper evaluated the influence of E-marketing on patronage behaviour and its attendant challenges in some selected hotels. This study employed a descriptive survey research design. This research work employed the use of structured questionnaire that is closed ended. A total of 22 copies of questionnaire were administered in the research work to elicit information from the respondent. Purposive sampling was used to select 11 three star hotels in the study area. 2 Management staff was selected using purposive sampling technique from each of the 11 selected 3 star hotels in the study area. The data collected were analysed through the use of descriptive method of data analysis such as tables, percentage and charts. The study revealed that EOriginal Research Article Arohunsoro et al.; JSRR, 26(1): 72-79, 2020; Article no.JSRR.53405 73 marketing saves time and increases patronage level, E-marketing enhances patronage increase, quality website improves customer patronage and online advertising improves patronage level. However, it was also revealed that some of the challenges facing E-marketing includes no centrally acceptable payment method, Unstructured Presentation of Information, E-Marketing advertisements are poor, E-Marketing internet domain are weak as well as poor sensitization frustrates E-marketing. The study concluded that E-marketing is an important strategy to capture patrons who are use to online booking system and enhancement of convenient booking for online patrons who are relatively far from the locations of the hotels. However, the study recommended that the use of E-Marketing among establishments especially in hotels should be encouraged in order to capture people from far locations who need reservations at their own convenient time. |
| 17 | @inproceedings{Quintano2016HospitalityID,  title={Hospitality Industry Decision Analysis in Malta: Application of a Hybrid-Balanced Scorecard},  author={Alfred Quintano},  year={2016},  url={https://api.semanticscholar.org/CorpusID:168527467}  } | **Hospitality Industry Decision Analysis in Malta: Application of a Hybrid-Balanced Scorecard**  The primary elements of the travel experience are transportation and accommodation. Travellers choose between various suppliers with the final choice being determined by an evaluation of a number of criteria. In the case of hotel accommodation, the choice is based on a multi-criteria assessment of a hotel’s perceived attributes.  The aim of the thesis is to determine and analyse the weighting and ranking attributed by potential customers to a number of criteria used in selecting a 5-star hotel framed in the four perspectives of the balanced scorecard and confront with those made by hotel managers. The customer decision criteria identified in this study mirror key result areas used in hospitality management performance measurement tools such as the balanced scorecard.  The 5-star hotel industry in Malta has performed exceptionally well in recent years, in a dramatically changed scenario in which the source of bookings for Malta visits changed from 70% package tours in 2006 to 45% in 2014, with 55% individual bookings. This was driven by the introduction of low cost carriers. Disintermediation necessitated a customer-centric approach by hotel managers entailing their full awareness of what the customer expects from a 5-Star hotel. This research study set out to confirm or otherwise reject this hypothesis by a survey of potential 5-star hotel customers complemented by a survey targeting managers in 5-star hotels in Malta. Strong correlation between survey results is noted and both sets of findings are subjected to sensitivity analysis, and practical implications are drawn. |
| 18 | @article{Bhimasta2019WhatCT,  title={What causes the adoption failure of service robots?: a case of Henn-na hotel in japan},  author={Raden Agoeng Bhimasta and Pei-Yi (Patricia) Kuo},  journal={Adjunct Proceedings of the 2019 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2019 ACM International Symposium on Wearable Computers},  year={2019}, | **What causes the adoption failure of service robots?: a case of Henn-na hotel in japan**  Six design implications are come up for future researchers and designers to re-think about the interaction process between human and robots, as well as how service robots could be better designed and used in hospitality settings to fulfill guest needs.  With the emergence of AI-powered products and services, the hospitality industry has started to adopt service robots to transform the guest experience. Despite this growing interest, Henn-na Hotel, the world's first robot hotel, recently announced to abandon half of its robots. This study aims to unveil factors leading to the adoption failure of service robots in the hospitality context using Henn-na Hotel as the case study. Through mining online guest reviews from four different leading online booking sites, we conducted thematic content analysis on a total of 250 negative online reviews. A total of six themes emerged from our data (e.g., human intervention, usefulness, embodiment), illustrating various factors resulting in the adoption failure. Based on this, we come up with six design implications for future researchers and designers to re-think about the interaction process between human and robots, as well as how service robots could be better designed and used in hospitality settings to fulfill guest needs. |
| 19 | @article{Theocharidis2020AnAT,  title={An Approach towards Investigating Factors Affecting Intention to Book a Hotel Room through Social Media},  author={Anastasios-Ioannis T. Theocharidis and Maria D. Argyropoulou and George I. Karavasilis and Vasiliki G. Vrana and Evangelos Kehris},  journal={Sustainability},  year={2020}, | **An Approach towards Investigating Factors Affecting Intention to Book a Hotel Room through Social Media**  The study identified four factors that directly or indirectly influence consumers’ intention to book hotel rooms through social media, and identified permission-based acceptance as a core role in the model.  Today, social media have become a major trend, and consumers are engaging more and more in the social media platforms used by hotels. This does not mean that they book a hotel room via social media, as the booking process is a complex one. The paper investigates the factors that affect users’ intention to book a hotel room using social media applications. The recent enforcement of General Data Protection Regulation (GDPR) in the European Union and California Consumer Privacy Act (CCPA) in California may have an impact on consumers’ behavior. To investigate this further, the study integrates into a model the following constructs: Perceived ease of use, perceived usefulness, trust in online hoteliers, social media use, and permission-based-acceptance. The survey was conducted on Greek users of social media. An online questionnaire was used for data collection. The conceptual model was tested using Structural Equation Modeling (SEM) analysis. The study identified four factors that directly or indirectly influence consumers’ intention to book hotel rooms through social media. Usefulness directly affects intention to book online. Permission-based acceptance plays a core role in the model. Both constructs trust in online hoteliers and social media use, and have a direct positive effect on permission-based acceptance, whereas permission-based acceptance has a direct positive influence on intention to book through social media. The validated model stretches the need for hoteliers to obtain permission from consumers in carrying out their marketing activities. It is important for hotel owners, managers, and social media specialists to keep consumers in mind, offer them useful information and services, and have a trustworthy behavior in order to boost bookings through social media. |
| 20 | @article{Hamdan2023CustomerLP,  title={Customer Loyalty Prediction for Hotel Industry Using Machine Learning Approach},  author={Iskandar Zul Putera Hamdan and Muhaini Othman and Yana Mazwin Mohmad Hassim and Suziyanti Marjudi and Munirah Mohd Yusof},  journal={JOIV : International Journal on Informatics Visualization},  year={2023}, | **Customer Loyalty Prediction for Hotel Industry Using Machine Learning Approach**  Today, machine learning is utilized in several industries, including tourism, hospitality, and the hotel industry. This project uses machine learning approaches such as classification to predict hotel customers’ loyalty and develop viable strategies for managing and structuring customer relationships. The research is conducted using the CRISP-DM technique, and the three chosen classification algorithms are random forest, logistic regression, and decision tree. This study investigated key characteristics of merchants’ customers’ behavior, interest, and preference using a real-world case study with a hotel booking dataset from the C3 Rewards and C3 Merchant systems. Following a comprehensive investigation of prospective preferences in the pre-processing phase, the best machine learning algorithms are identified and assessed for forecasting customer loyalty in the hotel business. The study's outcome was recorded and examined further before hotel operators utilized it as a reference. The chosen algorithms are developed utilizing Python programming language, and the analysis result is evaluated using the Confusion Matrix, specifically in terms of precision, recall, and F1-score. At the end of the experiment, the accuracy values generated by the logistic regression, decision tree, and random forest algorithms were 57.83%, 71.44%, and 69.91%, respectively. To overcome the limits of this study method, additional datasets or upgraded algorithms might be utilized better to understand each algorithm's benefits and limitations and achieve further advancement. |
| 21 | @article{Chang2021ForecastingHR,  title={Forecasting Hotel Room Occupancy Using Long Short-Term Memory Networks with Sentiment Analysis and Scores of Customer Online Reviews},  author={Yu-Ming Chang and Chieh-Huang Chen and Jung-Pin Lai and Yingli Lin and Ping-Feng Pai},  journal={Applied Sciences},  year={2021}, | **Forecasting Hotel Room Occupancy Using Long Short-Term Memory Networks with Sentiment Analysis and Scores of Customer Online Reviews**  This study reveals that using long short-term memory networks with sentiment analysis of review text and customers’ rating scores is a feasible and promising alternative in forecasting hotel room occupancy.  For hotel management, occupancy is a crucial indicator. Online reviews from customers have gradually become the main reference for customers to evaluate accommodation choices. Thus, this study employed online customer rating scores and review text provided by booking systems to forecast monthly hotel occupancy using long short-term memory networks (LSTMs). Online customer reviews of hotels in Taiwan in various languages were gathered, and Google’s natural language application programming interface was used to convert online customer reviews into sentiment scores. Five other forecasting models—back propagation neural networks (BPNN), general regression neural networks (GRNN), least square support vector regression (LSSVR), random forest (RF), and gaussian process regression (GPR)—were employed to predict hotel occupancy using the same datasets. The numerical data indicated that the long short-term memory network model outperformed the other five models in terms of forecasting accuracy. Integrating hotel online customer review sentiment scores and customer rating scores can lead to more accurate results than using unique scores individually. The novelty and applicability of this study is the application of deep learning techniques in forecasting room occupancy rates in multilingual comment scenarios with data gathered from review text and customers’ rating scores. This study reveals that using long short-term memory networks with sentiment analysis of review text and customers’ rating scores is a feasible and promising alternative in forecasting hotel room occupancy. |
| 22 | @inproceedings{Mostafa2020MachineLS,  title={Machine Learning-Based Sentiment Analysis for Analyzing the Travelers Reviews on Egyptian Hotels},  author={Lamiaa Mostafa},  booktitle={International Conferences on Artificial Intelligence and Computer Vision},  year={2020}, | **Machine Learning-Based Sentiment Analysis for Analyzing the Travelers Reviews on Egyptian Hotels**  This research aims to propose a Traveler Review Sentiment Classifier that will analyze the traveler’s reviews on Egyptian Hotels and provide a classification of each sentiment based on hotel features.  Tourism affects the economy of any country; actually, it is the foundation of the country on the economic side. Egyptian Government is giving a big concern in developing the tourism sector. Hotel companies are using E-commerce technology for online booking and online reviewing. Travelers choose hotels based on their prices, facilities and other traveler’s review. Sentiment analysis is a very important topic that can be used to analyze the opinion of online users. Different websites are classifying the traveler reviews such as Tripadvisor, Expedia. The research aims to propose a Traveler Review Sentiment Classifier that will analyze the traveler’s reviews on Egyptian Hotels and provide a classification of each sentiment based on hotel features. Travelers Sentiment about five hotels located in Aswan in Egypt with a total of 11458 reviews were collected and analyzed. Sentiment model uses three classification techniques: Support Vector Machine, Naive Bayes and Decision Tree. Results had shown that Naive Bayes has the highest accuracy level. |
| 23 | @article{Chen2022ExploringBP,  title={Exploring Bidirectional Performance of Hotel Attributes through Online Reviews Based on Sentiment Analysis and Kano-IPA Model},  author={Yanyan Chen and Yumei Zhong and Sumin Yu and Yan Xiao and Sining Chen},  journal={Applied Sciences},  year={2022}, | **Exploring Bidirectional Performance of Hotel Attributes through Online Reviews Based on Sentiment Analysis and Kano-IPA Model**  A new sentiment lexicon for hospitality domain is built from numerous online reviews using the PolarityRank algorithm to convert textual reviews into sentiment scores, and the Kano-IPA model is applied to explain customers’ rating behaviors and prioritize attributes for improvement.  As people increasingly make hotel booking decisions relying on online reviews, how to effectively improve customer ratings has become a major point for hotel managers. Online reviews serve as a promising data source to enhance service attributes in order to improve online bookings. This paper employs online customer ratings and textual reviews to explore the bidirectional performance (good performance in positive reviews and poor performance in negative reviews) of hotel attributes in terms of four hotel star ratings. Sentiment analysis and a combination of the Kano model and importance-performance analysis (IPA) are applied. Feature extraction and sentiment analysis techniques are used to analyze the bidirectional performance of hotel attributes in terms of four hotel star ratings from 1,090,341 online reviews of hotels in London collected from TripAdvisor.com (accessed on 4 January 2022). In particular, a new sentiment lexicon for hospitality domain is built from numerous online reviews using the PolarityRank algorithm to convert textual reviews into sentiment scores. The Kano-IPA model is applied to explain customers’ rating behaviors and prioritize attributes for improvement. The results provide determinants of high/low customer ratings to different star hotels and suggest that hotel attributes contributing to high/low customer ratings vary across hotel star ratings. In addition, this paper analyzed the Kano categories and priority rankings of six hotel attributes for each star rating of hotels to formulate improvement strategies. Theoretical and practical implications of these results are discussed in the end. |
| 24 | @article{Amin2021ExaminingTI,  title={Examining the impact of visual presentations and online reviews on hotel booking intentions},  author={Dawood Amin and Anuar Sb Mahomed and Yuhanis B Ab Aziz and Haslinda Hashim},  journal={Tourism and Hospitality Research},  year={2021},  volume={21},  pages={402 - 417}, | **Examining the impact of visual presentations and online reviews on hotel booking intentions**  The statistical analysis supports the notion that visual presentations and online reviews have a positive impact on perceived usefulness and perceived ease of use, however, online reviews do not have any significant influence on booking intention directly.  This study aims to examine the factors affecting the behavioural intentions toward online hotel booking. The study integrates visual presentations and online reviews with the technology acceptance model (TAM). Partial least squares structural equation modelling (PLS-SEM) was used to test the proposed hypotheses in this research. The results report that booking intentions are mainly determined by visual presentations and perceived usefulness. The statistical analysis supports the notion that visual presentations and online reviews have a positive impact on perceived usefulness and perceived ease of use. However, online reviews do not have any significant influence on booking intention directly. The study concludes that online consumers are more likely to book a hotel online if visual presentations and online reviews appear to be useful and easy to use. The findings contribute several implications for researchers and practitioners in the hospitality field. |
| 25 | @inproceedings{Kitcharoen2019TheEO,  title={The effect of e-word of mouth (E-WOM) on various factors influencing customers’ hotel booking intention},  author={Krisana Kitcharoen},  year={2019}, | **The effect of e-word of mouth (E-WOM) on various factors influencing customers’ hotel booking intention**  This research will help hotel investors, as well as online travel agency operators, to obtain a clearer understanding of guests’ needs and wants in order to offer a more desirable service.  Electronic word of mouth received by customers would lead to their hotel booking intention via smartphones both on online or mobile phone application such as Agoda or Booking.com. Travelers who read comments or reviews and made a hotel choice based on those comments were targeted for this study. The research aims to determine the effect of electronic word of mouth on factors influencing hotel booking intention via smartphones. The research hypotheses determine the effect electronic word of mouth attributed toward perceived behavioral control (PB), perceived benefits (PB), subjective norm (SN) and attitude (AT) and how they influence hotel booking intention via smartphones. The paper examines the difference between genders and the purposed model was empirically tested using data collected from an online channel with total respondent of 400 who live in Bangkok. Simple linear regression, multiple linear regression and independent sample T-Test were used for data analysis . This means that travelers want to be known about both complaints and compliments in the online comments. However, this does not mean they intend to reserve a hotel room based on both opinions rather travelers would be approached to reserve a hotel room based on comments. Moreover, this research will help hotel investors, as well as online travel agency operators, to obtain a clearer understanding of guests’ needs and wants in order to offer a more desirable service. |
| 26 | @article{Antnio2019PredictiveMF,  title={Predictive models for hotel booking cancellation: a semi-automated analysis of the literature},  author={Nuno Ant{\'o}nio and Ana de Almeida and Lu{\'i}s Nunes},  journal={Tourism \& Management Studies},  year={2019}, | **Predictive models for hotel booking cancellation: a semi-automated analysis of the literature**  The methodology presented not only diminishes human bias, but also enhances the fact that data visualization and text mining techniques facilitate abstraction, expedite analysis and contribute to the improvement of reviews.  In reservation-based industries, accurate booking cancellation forecast is of foremost importance to estimate demand. By combining data science tools and capabilities with human judgement and interpretation it is possible to demonstrate how the semiautomatic analysis of the literature can contribute to synthetize research findings and identify research topics on the subject of booking cancellation forecasting. The data used was obtained through keyword search in Scopus and Web of Science databases. The methodology presented not only diminishes human bias, but also enhances the fact that data visualization and text mining techniques facilitate abstraction, expedite analysis and contribute to the improvement of reviews. Results show that albeit the importance of bookings’ cancellation forecast, further research on the subject is still needed. By detailing the full experimental procedure of the analysis, this work aims to encourage other authors to conduct automated literature analysis as a means to understand current research in their working fields. |
| 27 | @inproceedings{Yani2020PengujianAR,  title={Pengujian Aplikasi Reservasi Hotel di LeGreen Hotel \& Suite dengan Metode Black Box Testing Boundary Value Analysis},  author={Achmad Yani and Deny Setiawan and Novrizal Egi Sofian and Rizky Subagja and Teti Desyani},  year={2020}, | **Pengujian Aplikasi Reservasi Hotel di LeGreen Hotel & Suite dengan Metode Black Box Testing Boundary Value Analysis**  Analysis of the results of the application of methods to solve the problem shows that the level of application that runs reaches 70%, able to run and process employee data, rooms, visitors and payments used for hotel reservations.  In this test we will use software that has been made, namely the desktop-based LeGreen Hotel Reservation Application. In testing this hotel room reservation application, the writer uses the black box testing method. Black Box Testing is suitable in testing hotel booking applications because this test aims to ensure the functionality of the LeGreen Hotel Reservation application. This study has several stages that must be done, including the identification of experimental problems, input data samples into the process system, then testing to evaluate the output and finally the documentation of test results. Based on the analysis of the results of the application of methods to solve the problem shows that the level of application that runs reaches 70%, able to run and process employee data, rooms, visitors and payments used for hotel reservations. In the admin login form of 30%, only 20% succeeded, and in the Print Report Form, repairs are needed in order to improve the quality of the application in processing report print data as it functions. |
| 28 | @inproceedings{Bachtiar2020TextMF,  title={Text Mining for Aspect Based Sentiment Analysis on Customer Review : A Case Study in the Hotel Industry},  author={Fitra Abdurrachman Bachtiar and Wirdhayanti Paulina and Alfi Nur Rusydi},  booktitle={International Workshop on Innovations in Information and Communication Science and Technology},  year={2020}, | **Text Mining for Aspect Based Sentiment Analysis on Customer Review : A Case Study in the Hotel Industry**  This research yields findings in the form of customer satisfaction analysis of the five aspects where food aspects have urgency to be addressed and corrected immediately and proves the effectiveness of the SVM method from Naïve Bayes.  The development of the role of the OTA (Online Travel Agent) site has become one of the E-WOM (Electronic Word of Mouth) media in addition to its main function as a platform for ticket reservations to encourage stakeholders in the hotel industry to utilize E-WOM for business continuity. One of the guest houses in Malang realized the importance of E-WOM because 90 percent of the booking process originated from the OTA website. However, the process of processing customer reviews only focuses on physical reviews, namely Guest Reviews. Meanwhile, information from online sources can have a more significant impact on E-WOM. One of the techniques of text mining is sentiment analysis which can be used to process and group text reviews. Sentiment analysis can be done to determine the sentiment of opinions on customer reviews to determine customer satisfaction with guest house services that aim to produce a positive E-WOM. Sentiment analysis is carried out at the aspect level using aspects of location, room, food, price, and service. The text of the review used in Indonesian originates from the sites Agoda.com, Expedia, Pegi-Pegi, Booking.Com, TripAdvisor and has a timeline from 2012 to 2019. This research yields findings in the form of customer satisfaction analysis of the five aspects where food aspects have urgency to be addressed and corrected immediately. Evaluation of the classification results also proves the effectiveness of the SVM method from Naïve Bayes |
| 29 | @article{Khamphakdee2023AnED,  title={An Efficient Deep Learning for Thai Sentiment Analysis},  author={Nattawat Khamphakdee and Pusadee Seresangtakul},  journal={Data},  year={2023},  volume={8},  pages={90}, | **An Efficient Deep Learning for Thai Sentiment Analysis**  This research provides guidance for setting suitable hyperparameter values to improve the accuracy of sentiment classification for the Thai language in the hotel domain and compared the performance of nine DL models with different numbers of layers to evaluate their performance in polarity classification.  The number of reviews from customers on travel websites and platforms is quickly increasing. They provide people with the ability to write reviews about their experience with respect to service quality, location, room, and cleanliness, thereby helping others before booking hotels. Many people fail to consider hotel bookings because the numerous reviews take a long time to read, and many are in a non-native language. Thus, hotel businesses need an efficient process to analyze and categorize the polarity of reviews as positive, negative, or neutral. In particular, low-resource languages such as Thai have greater limitations in terms of resources to classify sentiment polarity. In this paper, a sentiment analysis method is proposed for Thai sentiment classification in the hotel domain. Firstly, the Word2Vec technique (the continuous bag-of-words (CBOW) and skip-gram approaches) was applied to create word embeddings of different vector dimensions. Secondly, each word embedding model was combined with deep learning (DL) models to observe the impact of each word vector dimension result. We compared the performance of nine DL models (CNN, LSTM, Bi-LSTM, GRU, Bi-GRU, CNN-LSTM, CNN-BiLSTM, CNN-GRU, and CNN-BiGRU) with different numbers of layers to evaluate their performance in polarity classification. The dataset was classified using the FastText and BERT pre-trained models to carry out the sentiment polarity classification. Finally, our experimental results show that the WangchanBERTa model slightly improved the accuracy, producing a value of 0.9225, and the skip-gram and CNN model combination outperformed other DL models, reaching an accuracy of 0.9170. From the experiments, we found that the word vector dimensions, hyperparameter values, and the number of layers of the DL models affected the performance of sentiment classification. Our research provides guidance for setting suitable hyperparameter values to improve the accuracy of sentiment classification for the Thai language in the hotel domain. |
| 30 | @article{Jayanto2022AspectbasedSA,  title={Aspect-based sentiment analysis for hotel reviews using an improved model of long short-term memory},  author={Rahmat Jayanto and Retno Kusumaningrum and Adi Wibowo},  journal={International Journal of Advances in Intelligent Informatics},  year={2022}, | **Aspect-based sentiment analysis for hotel reviews using an improved model of long short-term memory**  A method to summarise reviews based on multiple aspects, including food, room, service, and location, using long short-term memory (LSTM), together with hidden layers and automation of the optimal number of hidden neurons is proposed.  Advances in information technology have given rise to online hotel reservation options. The user review feature is an important factor during the online booking of hotels. Generally, most online hotel booking service providers provide review and rating features for assessing hotels. However, not all service providers provide rating features or recap reviews for every aspect of the hotel services offered. Therefore, we propose a method to summarise reviews based on multiple aspects, including food, room, service, and location. This method uses long short-term memory (LSTM), together with hidden layers and automation of the optimal number of hidden neurons. The F1-measure value of 75.28% for the best model was based on the fact that (i) the size of the first hidden layer is 1,200 neurons with the tanh activation function, and (ii) the size of the second hidden layer is 600 neurons with the ReLU activation function. The proposed model outperforms the baseline model (also known as standard LSTM) by 10.16%. It is anticipated that the model developed through this study can be accessed by users of online hotel booking services to acquire a review recap on more specific aspects of services offered by hotels |
| 31 | @article{Tuna2021Otellere,  title={Otellere İlişkin Çevrimiçi Geribildirimlerin Makine {\"O}ğrenmesi Y{\"o}ntemleriyle Duygu Analizi (Sentiment Analysis of Online Feedbacks on Hotels via Machine Learning Methods)},  author={Murat Tuna and Oğuz Kaynar and Mehmet Ş{\"u}kr{\"u} Akdoğan},  journal={Journal of Business Research - Turk},  year={2021}, | **Otellere İlişkin Çevrimiçi Geribildirimlerin Makine Öğrenmesi Yöntemleriyle Duygu Analizi (Sentiment Analysis of Online Feedbacks on Hotels via Machine Learning Methods)**  The model applied in the study can be used as a tool for hotel managers to make fast, consistent and cost-effective marketing decisions, and that added value can be produced for hotel businesses.  Purpose – Today, one of the ways to quickly understand the consumer is to analyse their feedbacks about the products or services of the business quickly and accurately. In this sense, understanding the sentiment in the feedback with computer-based techniques is one of the ways to be followed. Overlapping level between the sentiments hidden in the feedbacks of hotel customers and their ratings regarding the service they received from the hotel have been examined in this study. Design/methodology/approach – The method used in the research is machine learning-based sentiment analysis. The data set used consists of customer comments on 164 hotels in Antalya, extracted from an online booking site via web scraping method. Compatibility of the comments in the data set with the ratings added to the comments by the customers was tested with a binary sentiment classification via seven different machine learning algorithms including Logistic Regression (LR), Random Forest (RF), CART Decision Tree (CART), K-Nearest Neighbors (KNN), Support Vector Machines (SVM), Lineer Discriminant Analysis (LDA), Naive Bayes (NB). Findings – While the average classification success of the algorithms used in supervised sentiment classification was calculated as 81.3%, it was understood that the algorithm produced the most successful results among them was Logistic Regression (87.9%). The methods used in this study were lined up as LR (%87,99), SVM (%86,84), LDA (%86,24), NB (%82,66), RF (%82,00), CART (%76,92) and KNN (%63,91). Discussion – It has been suggested that the model applied in the study, in parallel with the literature, can be used as a tool for hotel managers to make fast, consistent and cost-effective marketing decisions, and that added value can be produced for hotel businesses. It is thought that the study will provide support to both the stakeholders of the accommodation businesses and the researchers who will work on this subject. Moreover, satisfaction with hotel services located in Antalya province instead of international or global tourism satisfaction were investigated in the study. This study can be extended with similar studies for both different minimal locations and larger regions in Turkey. In future studies, it will be possible to realize multilingual applications by using different language libraries. In addition, it is foreseen that the textual expressions can be successfully and quickly resolved in terms of accommodation businesses, as well as cost, time and labour savings. |
| 32 | @article{Emam2021FactorsII,  title={Factors Influencing Intentions in Hotel Booking Through Online Travel Intermediaries Applications},  author={Hany Essam El-Din Mohamned Emam and Fatma Mohammed Abdelaal},  journal={Journal of Association of Arab Universities for Tourism and Hospitality},  year={2021}, | **Factors Influencing Intentions in Hotel Booking Through Online Travel Intermediaries Applications**  The results indicate that the ease of use, price, promotion, perceived privacy/security, and online reviews of online travel intermediaries are directly related to the intentions of booking hotels online.  (JAAUTH) Vol. 21, No. 3, (December 2021), PP.101-134. The tremendous development of technology and mobile devices at present is making a significant influence on the hotels sector, especially in online hotel reservations via new online travel intermediaries applications like (Booking and Trivago applications). These applications have a prominent role in the hotel sector. Little researches has been done about customers’ perceptions of the use of booking broker applications. This study examined how some factors related to online travel intermediaries tend to influence the intentions of booking hotels. Therefore, customer questionnaires were distributed electronically due to the Coronavirus pandemic. The survey has six variables, i.e. “trust, ease of use, price and promotion, perceived privacy/security, online reviews, hotel booking intention.” Kruskal-Wallis Tests, Mann-Whitney U test and confirmatory factor analysis (CFA) were used to analyze 204 customers who used online travel intermediaries before booking in five-star hotels in Cairo. The results indicate that the ease of use, price, promotion, perceived privacy/security, and online reviews of online travel intermediaries are directly related to the intentions of booking hotels online. Price, promotion and reviews are considered the key factors related to the use of travel intermediaries and because of the customers' passion for special prices as well as to explore the rating of their hotels before booking through this application. Thus, hotels can achieve a higher level of service quality to increase their rating through that application to attract more customers. |
| 33 | @inproceedings{Augustine2020TheEO,  title={The Effects of Perceived Price, Website Trust and Online Reviews on Online Hotel Booking Intention in Kuala Lumpur},  author={Adlina Amrisha Augustine},  year={2020}, | **The Effects of Perceived Price, Website Trust and Online Reviews on Online Hotel Booking Intention in Kuala Lumpur**  The findings of this research show that website trust has the highest influence when consumers make an online hotel booking intention and the lowest concern when it comes to online hotelBooking intention is perceived price.  This research study is conducted to determine the factors that effects consumers online hotel booking intention and their usage. The objective of this study is to find out the three main factors which is the perceived price, website trust and online reviews and its effect on consumers when they make an online hotel booking and how they use online bookings to make an online booking for hotels. The 2 theoretical frameworks used in this research is the consumers’ purchase intention model and the technology acceptances model. This research is conducted in a quantitative method approach and was conducted in Kuala Lumpur with a sample size of 384 respondents. The questionnaire is developed by using the 5-point Likert scale to measure the influence of the independent variables towards the dependent variable. The questionnaires were distributed using the simple random sampling method which is easy and convenient. This research shows that the three factors; perceived price, website trust and online reviews do have a significant relationship with consumers booking intention and all the 4-hypothesis tested in this study is accepted and proven to be significant. The findings of this research show that website trust has the highest influence when consumers make an online hotel booking intention and the lowest concern when it comes to online hotel booking intention is perceived price. The analysis is conducted by using IBM SPSS Version 24 and by the means of ANOVA test and the Pearson Correlation test. The analysis on the relationship between the independent variables of perceived price, website trust and online reviews with the dependent variable of online hotel booking intention and the analysis of online hotel booking intention and online hotel booking usage, has shown that all the independent variable affects consumers booking intention. |
| 34 | @inproceedings{Pitchayadejanant2019DeterminantsOE,  title={Determinants of E-service Quality Towards Continuing Using Mobile Application for Hotel Reservation: Case of Agoda Application},  author={Krittipat Pitchayadejanant and Kritta-orn Chewwasung and Parinya Nakpathom and Kritiya Srikasem and Manatchanan Lekmeechai and Chanitta Chaiyawet and Sirintip Suriwong and Chen Wei Tso},  year={2019}, | **Determinants of E-service Quality Towards Continuing Using Mobile Application for Hotel Reservation: Case of Agoda Application**  The result shows information quality and responsiveness are significantly influent the continuing application usage and can assist the online travel agency to reconsider their website or invented mobile application to support their customers for reserving hotel.  Agoda application for booking online is popular in Thailand and dramatically increased in every year because the life style of tourists is changed due to technology adoption. The determinants to find out the effect between electronic service (e-service) quality and continuing usage help the online travel agents to consider the application features. As a consequnce, this research aims to find out the determinants of e-service quality that significantly affect customers’ continuing application usage. E-service quality determinants consist of 5 dimensions: ease of use, application design, responsiveness, information quality and assurance. The respondents in this study are tourists who come to travel to Bangsaen beach and use Agoda application for hotel reservation in this travel. With this study, 400 respondents filled in the questionnaire during March and April 2019. The statistic techniques to analyze for achieving the research objective are exploratory factor analysis (EFA) and structural equation model (SEM). The result shows information quality and responsiveness are significantly influent the continuing application usage. The strongest influence on continuing application usage is information quality and responsiveness, respectively. The finding can assist the online travel agency to reconsider their website or invented mobile application to support their customers for reserving hotel. According to managerial point of view, the tourists are looking for the application that updates information regularly, has precise and clear information. Furthermore, the quick response on customers’ feedback and their request to provide the necessary information is essential for their continuing application usage. |
| 35 | @article{Chalupa2020UsingTA,  title={Using Technology and Customer Behaviour Characteristics to Improve Hotel Sales Performance},  author={{\vS}těp{\'a}n Chalupa and Martin Petř{\'i}{\vc}ek},  journal={TEM Journal},  year={2020}, | **Using Technology and Customer Behaviour Characteristics to Improve Hotel Sales Performance**  Analysis of customer behaviour with a focus on the use of modern technologies shows that the selected hotel is not following basic revenue management principles, which can be a reason for the year-to-year decrease in direct online sales and overall poor performance.  Booking window is one of the critical characteristics of customer behaviour that can influence hotel sales performance. Previous studies were focused mainly on the importance of booking window reporting in revenue management with lack of evaluation. This paper focuses on the evaluation of revenue management activities by analysis of customer behaviour with a focus on the use of modern technologies (Booking Engine, Channel Manager). Results show that the selected hotel is not following basic revenue management principles, which can be a reason for the year-to-year decrease in direct online sales and overall poor performance. |
| 36 | @article{Seal2019GuestRT,  title={Guest Retention Through Automation},  author={Partho Pratim Seal},  journal={Advances in Hospitality, Tourism, and the Services Industry},  year={2019}, | **Guest Retention Through Automation**  The research is to study about how various hotel chains are adopting new technology and incorporating it in their establishment to determine the acceptance of new trends by the hotel chains.  The technology development in hospitality is continuing at a relentless pace which is challenging for the hospitality professional for both present and the future generations. The hotel front office is moving towards automation with less human interface. Reservations are mostly being made with help of booking engines and guest interaction with hotels are by apps and chatbots. Artificial intelligence (AI) also occupies a major role to facilitate and enhance guest experience. The trends now include use of augmented reality, predictive analysis, beacons, robotics, block chain technology, and biophilic designs in the hotel. The research is to study about how various hotel chains are adopting new technology and incorporating it in their establishment. The research is based upon data collected from hotel websites and other secondary sources to determine the acceptance of new trends by the hotel chains. The result suggests that though some international hotel chains have started accepting the new trends, the major Indian chains specially are lacking behind.  Collapse |
| 37 | @article{Kurniawan2022IntegrationOT,  title={Integration of the Theory of Reasoned Action (TRA) on Hotel Room Repurchase Intention using Online Hotel Room Booking Applications},  author={Andi Sigit Kurniawan and Retno Widowati and Siti Dyah Handayani},  journal={Jurnal Manajemen Teori dan Terapan | Journal of Theory and Applied Management},  year={2022}, | **Integration of the Theory of Reasoned Action (TRA) on Hotel Room Repurchase Intention using Online Hotel Room Booking Applications**  This study shows that the use of theory of reasoned action to explain the customer satisfaction variable as a mediation can be done by predicting the repurchase intention of consumers in online hotel room booking applications.  Objective: The business-to-consumer (B2C) e-commerce or online shopping market is growing rapidly and has become one of the most exciting developments in e-commerce. The purpose of this study is to examine the effect of perceived ease of use, service quality, customer trust on the mediating role of customer satisfaction on perceived ease of use of online hotel room booking applications on repurchase intention. Design/Methods/Approach: The research sample size is 183 respondents who used the RedDoorz application at Indonesian hotel locations. Data are collected by distributing online questionnaires using a Likert scale point 1 to 5. The data analysis technique is carried out using the Structural Equation Modeling (SEM) method. Findings: The results of this study indicate that customer satisfaction as a mediator has a positive but not significant effect on service quality. The results of this study also show that partial customer satisfaction has a significant influence on the repurchase intention. Originality: This study shows that the use of theory of reasoned action to explain the customer satisfaction variable as a mediation can be done by predicting the repurchase intention of consumers in online hotel room booking applications. Practical/Policy implication: The managerial implications of this research can be considered for business stakeholders to ensure service quality, user convenience, and customer trust so that customers feel satisfied and can order again. |
| 38 | @article{Sinaga2023SentimentAO,  title={Sentiment Analysis on Hotel Ratings Using Dynamic Convolution Neural Network},  author={Novendra Adisaputra Sinaga and Teddy Surya Gunawan and Wanayumini Wanayumini},  journal={International Conference on Information Science and Technology Innovation (ICoSTEC)},  year={2023}, | **Sentiment Analysis on Hotel Ratings Using Dynamic Convolution Neural Network**  Currently, the role of information technology is very important in everyday life because heavy workloads can become easier, communication time can be made shorter and data processing can be faster and more accurate. Hotel ranking sentiment analysis can provide important information for hotel owners and managers to improve the quality of service and guest experience. It can also be used by prospective guests to make the right booking decisions. Sentiment analysis can identify positive or negative feelings from guest reviews. There are 694,213 data reviews about hotels using English which are used as training data. The data was preprocessed and 76,905 vocabularies were obtained by utilizing Word2Vec. The training data was carried out at the encoding stage. The DCNN model is given a K-Max-Polling value of 2. The model is trained for 20 epochs. The model that has been formed is tested with 173,554 data and obtained an accuracy rate of 95%. |
| 39 | @article{Tsai2022AnalysisOA,  title={Analysis of Application Data Mining to Capture Consumer Review Data on Booking Websites},  author={Yao-Hsu Tsai and Chien-Cheng Lin and Minah Lee},  journal={Mobile Information Systems},  year={2022}, | **Analysis of Application Data Mining to Capture Consumer Review Data on Booking Websites**  This study adopted Python to perform a data mining analysis on visitor comments on Booking.com through the Python-based Scrapy framework and used user operation simulation through Selenium to analyze the performance of the spider program.  The rapid development of the Internet has led to the prevalence of big data analysis. Data mining is crucial to extracting potentially valuable information from big data and has therefore received considerable attention from researchers. Python is a common programming language used in data mining. Because of its rich database and robust capacity for scientific calculations, Python is considered an irreplaceable tool for data mining. This study adopted Python to perform a data mining analysis on visitor comments on Booking.com. The study was divided into several stages, namely, data source selection, data acquisition, data saving, data preprocessing, indexing of comments on Booking.com through the Python-based Scrapy framework, and user operation simulation through Selenium to analyze the performance of the spider program. Data mining can be used to identify useful information, which can serve as references for consumers to make purchase decisions. Extraction of data from booking sites through spider programs enables site administrators to attract more visitors. Analysis of extracted data also facilitates the elimination of misjudged comments and helps hotels improve their service quality, hardware, and personnel training. |

1. Giới thiệu

Ngành khách sạn là một trong những ngành lớn nhất và quan trọng nhất trên thế giới. Vào năm 2022, ngành khách sạn toàn cầu có giá trị ước tính khoảng 578,8 tỷ USD và dự kiến sẽ tăng lên 748,3 tỷ USD vào năm 2025. Ngành khách sạn cũng là một ngành sử dụng lao động lớn với hơn 300 triệu người làm việc trong lĩnh vực này trên toàn thế giới.

Phân tích đặt phòng khách sạn là một lĩnh vực quan trọng trong ngành du lịch. Nó giúp các khách sạn hiểu rõ hơn về nhu cầu của khách hàng, tối ưu hóa giá phòng và chiến lược tiếp thị, đồng thời nâng cao hiệu quả hoạt động kinh doanh. PySpark là một framework mã nguồn mở mạnh mẽ được sử dụng rộng rãi cho phân tích dữ liệu lớn. PySpark cung cấp các API Python dễ sử dụng để xử lý dữ liệu trên Spark, một hệ thống xử lý song song cho phép thực hiện các phép tính phức tạp trên các tập dữ liệu khổng lồ một cách hiệu quả.

II. Nghiên cứu liên quan

Tốc độ mà công nghệ đang đóng một vai trò trong cuộc sống của chúng ta là rất lớn, cho dù đó là về việc giữ kết nối với nhau hay biết những gì đang diễn ra trên khắp thế giới. Ngày nay, mọi người coi công nghệ rất quan trọng khi đưa ra quyết định về cuộc sống của họ có thể là mua sản phẩm, đặt khách sạn, v.v. hoặc làm bất cứ điều gì khác.[2]

Khi mọi người ngày càng đưa ra quyết định đặt phòng khách sạn dựa trên đánh giá trực tuyến, làm thế nào Để cải thiện hiệu quả xếp hạng của khách hàng đã trở thành một điểm chính cho các nhà quản lý khách sạn. Trực tuyến Đánh giá đóng vai trò là nguồn dữ liệu đầy hứa hẹn để nâng cao các thuộc tính dịch vụ nhằm cải thiện trực tuyến đặt chỗ.[10]

Trong vài năm qua, tầm quan trọng của việc quản lý cơ sở dựa trên dữ liệu trong ngành khách sạn đã tăng lên đều đặn. Một số chuỗi khách sạn hàng đầu đã đầu tư đáng kể vào phân tích nâng cao để hiểu rõ hơn về nhu cầu và hành vi của khách hàng. Đồng thời, sự phổ biến ngày càng tăng của các nền tảng đặt phòng khách sạn độc lập với chuỗi, chẳng hạn như booking.com, đang gây áp lực ngày càng tăng lên các chuỗi khách sạn trong việc tìm ra những cách mới để thu hút khách hàng thanh toán trực tiếp [1]

Phân tích đặt phòng khách sạn là quá trình thu thập, tổ chức và đánh giá dữ liệu liên quan đến việc đặt phòng tại khách sạn. Mục đích của việc phân tích này là để hiểu rõ hơn về hành vi của khách hàng, xu hướng thị trường và hiệu quả hoạt động của khách sạn. Từ đó, khách sạn có thể đưa ra những quyết định chiến lược phù hợp nhằm tăng doanh thu, tối ưu hóa nguồn lực và nâng cao chất lượng dịch vụ.[5]