What customers value most: A cross-cultural analysis using hotel reviewers' perspective

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Abstract

With the daily increase of data in different systems in today's world, it is possible to improve systems' performance by data analysis significantly. The data generated by the users in different systems shows how satisfied they are with their experience of the system. There is no doubt that if systems and businesses do not properly use the data, they make a severe reduction in their profits. Data analysis helps business owners to get essential information from the data with the help of visualization. In this paper, we aim to analyze the opinions of travelers who have stayed in hotels. For this study, we use two datasets of two different languages to demonstrate cultural differences among the interests of the travelers. The Booking.com dataset used for English and the IranHotelOnline dataset used for Persian. We use the Chi-squared test and the TextRank methods to find what consumers value most based on the keywords which they mentioned in their reviews. The results of this study shows that, depending on the types of travel, the expectations of Iranian customers are different from other nations, which indicates that cultures and nationalities influence expectations. This study has been done on a topic that is one of the most profitable industries globally and will help managers and hotel owners be better informed about the needs of their customers.

Keywords: Online Hotel Review, Chi-squared test, Cross-cultural Analysis, Opinion Mining, TextRank Algorithm

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