Analysing the impact of online reviews on hotel's online reputation

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1. Introduction

The internet has given rise to a completely new form of globally networked communication that marketing professionals call "Electronic World-of-Mouth (eWOM). eWOM enables people who have used the goods or services in the past to share their ideas and experiences, judge, or rate them online in the form of eWOM (Tantrabundit & Jamrozy, 2018). However, from the consumer's perspective, word-of-mouth (WOM) can also influence their decisions regarding what to buy, as it is convenient to find reviews about the services online. This impacts every traveller's expectation, which is why most consumers regard WOM as a legitimate source of information. (Memarzadeh et al., 2015; Zhao et al., 2015).

Hotel managers have to put up with online content over which they have no control. Hotel management has acknowledged the value of responding to online customer reviews in today's cutthroat business environment. Almost all hotels (95%) claim to respond to online customer feedback, according to a Tourismus Partner poll (Memarzadeh et al., 2015; Zhang et al., 2019). Reputation is argued to be an intangible asset crucial to businesses' financial success and growth. Online reputation is vital for hotels as they are reviewed and ranked online. In addition, their impact on the organisation's capacity to enhance their financial performance and sustainably grow most hotels is significant (Alrawadieh & Dincer, 2019; Anagnostopoulou et al., 2020).

Hotels should be able to cope with this new technology and start effectively managing the online reviews and feedback they receive, directly impacting their reputation. They should leverage the online review to their best benefit. In this report, we shall analyse the impact of online reviews on a hotel's online reputation, how these reviews impact both customers and hotels, and how hotels can leverage these reviews to their best benefit. Four key concepts have been identified from the literature reviewed: 1- Impact of online reviews on customer's hotel booking intention. 2- Impact of online reviews on hotel's reputation. 3-Management responses to online reviews. 4- Hotel's online reputation management.

Based on this, this paper aims to provide insights and critically analyse the key concepts derived from the reviewed literature. We will also be looking at gaps and limitations as well as recommendations. For this literature review, 12 articles were chosen, out of which three studied how customer's hotel booking is based on online reviews(Memarzadeh et al., 2015; Tantrabundit & Jamrozy, 2018; Zhao et al., 2015). Five articles have studied how managers & management respond to online reviews (Deng et al., 2021; Kapeš et al., 2022; Lee &

Blum, 2015; Piehler et al., 2019; Zhang et al., 2019). And remaining four articles tell us about a hotel's online reputation management (Alrawadieh & Dincer, 2019; Anagnostopoulou et al., 2020; Nicoli & Papadopoulou, 2017; Perez-Aranda et al., 2019).

This report is segregated into six sections. Section 1 introduces the research topic and takes the reader through some literature related to the research statement. Section 2 contains a literature review wherein articles, and key concepts are reviewed. Section 3 has research methodologies utilised; Section 4 discusses the gaps found in the literature, whereas section 5 discusses the limitations. This report concludes with a recommendation in section 6, followed by references.

2. Literature Review

2.1 Process of articles selection

The database used for article selection was the Robertson library. All 12 articles were searched using keywords related to the research statement, e.g., Online reviews, impact on hotels, purchasing intentions, management responses, hotel's reputation management, and service recovery. While searching for the articles following selections were taken into consideration- Peer reviewed, publication of all the papers was in or after 2014, they are from scholarly journals and academic articles and in the English language. While finalising those articles, their abstract and methodology section was closely read and observed. For this study, qualitative and quantitative research papers were selected to critically analyse how various methods bring out varied or similar results.

2.2 Discussion & comparisons of articles

	Authors / year	Title	Theory / Concept / Framework / Model	Concept 1 -	Concept 2 -	Limitations	Future research
Article 1	Memarzadeh et al., 2015	The impact of positive and negative e-comments on business travelers' intention to purchase a hotel room	In this research, the Theory of Reasoned Action (TRA) was used to examine the influence of e-comments on business travelers' intentions to purchase hotel rooms.	Business travelers' behavioral beliefs toward positive and negative e-comments.	Intention to purchase	1- The survey was distributed only to an online panel provided by Qualtrics. This means that this survey was available for those who are only Qualtrics panel members and have online access to this survey; thus, the results could not be generalized to all business travelers. 2- the majority of respondents in this research reported as White/Caucasian (62.2 per cent). If this study had a more diverse sample, the moderating effect of race could have been studied.	1-Future research can study other factors, such as nature of the business and duration of the trip, the outcomes can be diverse. 2- Future studies can make the survey was available to a different sample of business travelers for getting diverse perspective.
Article 2	Zhao et al., 2015	The influence of online reviews to online hotel booking intentions	A regression test was conducted to examine the impacts of online reviews upon online hotel booking intentions.Then A regression analysis was then conducted to examine the relationship between the seven attributes and respondents' online booking intentions	six attributes of online reviews	Six attributes impacts upon travelers' online purchase intentions	The major limitation of this study is that interrelationships among features of online reviews, which were discussed in other similar studies, were not considered.	1.future research could investigate firms' online and offline marketing strategies and compare their effectiveness. 2. Could compare the impact of online reviews across different tourism sectors.
Article 3	Tantrabundit & Jamrozy, 2018	Influence of Online Review and Rating System towards Consumer Preferences in Hospitality Sector	Several consumer behavior theories were investigated including Stages in Consumer Decision Making, Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), the Information Integration Theory, the Elaboration Likelihood model, Theory of Social Comparison, and Accessibility-Diagnosticity model, the purposed conceptual model for this research was developed	eWom- valence of online reviews & responding to eWom	Purchase intention	Online reviews from only one hotel was taken.	1- New additional variables might influence the relationship strength among online consumers' perceptions and attitude which may be included to predict online consumers' purchase intention in hotel industry. 2- Offering more online reviews from more than one hotel might be advantageous.
Article 4	Lee & Blum, 2015	How hotel responses to online reviews differ by hotel rating: an exploratory study	Content analysis was used to compare responses to online hotel reviews at five different levels of hotel based on a star-rating system ranging from one star to five stars.	Impact of online reviews	Service Recovery from management responses	This paper is limited to an analysis of ten hotels, two for each of the five-star ratings. More hotel cases with long-term data collection involving the use of the star-rating system may provide more insights on this discussion	Future research can explore the reasons why management is hesitant to respond to negative comments and how management's responses might alter guests' behavior.
Article 5	Piehler et al., 2019	Reacting to negative online-Effects of accommodative management responses on potential customers customer reviews	This study leverages signalling theory, the search-experience-credence (SEC) framework and risk reduction methods to investigate the effects of specific accommodative managementresponsestonegativeonlinecustomer reviews on potential customers	EWOM, service recovery	SEC Theory, risk reduction	1- The generalisability of the results is limited, as this study only empirically investigates the effects of accommodative management responses to negative online customer reviews in the hotel segment. 2- the experimental material contained only one negative online customer review and one management response.	1- Future research should investigate the effects of specific accommodative management responses in other segments of the hospitality industry (e.g. restaurants, bars and airlines). 2- Further research might investigate accommodative management responses in more realistic scenarios, with multiple online customer reviews.
	Authors / year	Title	Theory / Concept / Framework / Model	Concept 1 -	Concept 2 -	Limitations	Future research
Article 6	Zhang et al., 2019	The effect of management response similarity on online hotel booking	Literature of management responses and their relationship with hotel booking were reviewed and discussed to formulate the hypotheses, which were further tested in this study by using panel data from Expedia. To test the estimation robustness, three widely recognized text mining functions of calculating textual similarity are adopted in our model, namely Cosine similarity coefficient, Dice similarity	Number of management response and hotel booking	Management response similarity and hotel booking	1- This study uses the data collected from one city's (New York) hotel market in a single online review/booking website of Expedia. 2-Due to the availability and measurement issue of the secondary data, some variables which may influence the effects of management responses are not included in this study.	1- future research could use data from other cities or regions in the USA, as well as other countries or cultures to empirically test the hypotheses and improve the generalizability of the results. 2- Future research should combine multiple methods such as field experimental design and surveys to overcome the shortcomings of online secondary data. 3- Multiple data sources and methods would further address the external validity of this study.
Article 7	Deng et al., 2021	Managers' Responses to Online Reviews for Improving Firm Performance: A Text Analytics Approach	A textual analytics framework based on various managerial response dimensions such as acknowledgement, account, action, affect, and congruence (similarity between the review and response) was considered. Based on this, they extended the AAA framework that Sparks and Bradley (2017) developed.	Online Managerial Responses (OMR) for service recovery	Impact of OMR on customer satisfaction and business performance	1- This study only evaluated whether and the extent to which OMRs affect subsequent consumer ratings and hotel revenue. However, these two outcomes can depend on other factors in addition to OMRS, such as advertisement spending and personal stay experience. 2- This study collected and analyzed responses only from a single platform	For future study, researchers who conduct work in this field should explore, more specifically, it would be interesting to evaluate the best fitness of other advanced predictive models that exploit the multilevel structure of social media platform data like this paper.
Article 8	Kapeš et al., 2022	MANAGEMENT RESPONSE STRATEGIES TO A NEGATIVE ONLINE REVIEW: INFLUENCE ON POTENTIAL GUESTS' TRUST	Adopted the theory proposed by Min, Lim and Magnini (2015), according to which online review responses should follow the same rules as face-to-face service recovery. Hence, two additional strategies arose, personalization and empathy. Since they were observed independently and all strategies do not exclude each other, this conceptualization helps researchers to develop further models when researching managers' responses to online complaints.	Personalization, Empathy, Confession as a response strategy	Denial, Excuse as a response strategy	This research uses a single scenario to test all response types. While on the one hand, this eases the comparability of strategies, on the other hand, it diminishes the generalizability of the results.	Further research needs to examine more deeply the situational context to determine in which situation which strategy would be the most appropriate. Upcoming studies may distinguish reviews depending on the type, objectivity, or controllability of the reason of complaint. In future research, contextual factors such as hotel class or even respondents' characteristics could also be considered.
Article 9	Nicoli & Papadopoulou, 2017	TripAdvisor and reputation: a case study of the hotel industry in Cyprus	Through the use of an exploratory case study, data were gathered primarily by means of a series of expert interviews within the hotel industry in Cyprus, today a mature holiday destination in Europe. Further data collection included a document search of presentations, annual reports, past surveys and sales and marketing literature from the examined industry.	Reputation, Social Media,	TripAdvisor and its significance in travel and tourism	Congruence in the backgrounds of the interviewees. Although proportionally a large sector in Cyprus, the Hotel Industry is considered a relatively small community of professionals, the majority of whom receive similar trainings and seminars, and hence similar ways of responding and dealing with TripAdvisor and online	It would be productive to see how this company's view of the near future establishes norms for other social media platforms.
	Authors / year	Title	Theory / Concept / Framework / Model	Concept 1 -	Concept 2 -	Limitations	Future research
Article 10	Perez-Aranda et al., 2019)	Hotels' online reputation management: benefits perceived by managers	To measure the management of reputation and its perceived potential benefits, a questionnaire was developed based on the existing literature. Reputation management was measured through a superordinate second-order construct with six dimensions (i.e. IRL, ARR, DPR, CIC, RRM and IRS)	UGC & Hotel's review management	Hotel's Reputation Management	1- The data were collected from a survey of hotel managers and personnel involved in reputation management, so there is the possibility of a certain bias in the responses. 2- the sample was taken in only one country	Future works should also consider the opinion of other key informants directly involved in reputation management. 2- Future studies could analyze the influence of characteristics such as the size of the establi or not it belongs to
Article 11	Alrawadieh & Dincer, 2019	Reputation management in cyberspace: evidence from Jordan's luxury hotel market	A deductive content analysis was used on hotels' managerial responses. Based on the literature review, a four-construct scheme was identified to guide the analysis including Appreciation; Apology; Explanation; and Incentive. The managerial responses were carefully read and manually coded based on the four-construct scheme.	Managerial response to online review	Managerial response time and content	1- The study used the existence versus non-existence of the hotel managerial response as a proxy to evaluate the hotels' performance in reputation management. Although providing no managerial response to negative reviews can be considered as a failure to manage online reputation, it does not necessarily follow that hotels completely ignore unanswered reviews.2- The findings are limited to one destination and one type of hotels. These findings, therefore, cannot be generalized	1- future research can determine whether and how hotel m negative feedback disseminated in UGC travel websites
Article 12	Anagnostopoulou et al., 2020	The impact of online reputation on hotel profitability	n this study, reputation is extracted by subjecting hotel review comments, characterized as "positive" or "negative" by customers themselves, from the travel website of Booking.com to textual analysis using latent semantic analysis (LSA). LSA allows the extraction of underlying textual concepts from online guest reviews using a statistical way and is free of any reader/coder bias and judgement	Online hotel customer reviews	Hotel performance	1- the study is ultimately based on a limited sample from UK hotels.2- Only one online platform, Booking.com, is used for online guest review extraction.	For future research this research would benefit from the a customer reviews from other platforms and longer time p of result generalization, in light of recent evidence on sign across platforms in terms of linguistic characteristics, ser sentiment, and rating (Xiang et al.,2017

Table 1 – Comparison of article 1-12 in terms of their theory, concepts, limitations and future research scope

2.3 Online reviews and their impact on customer's hotel booking intentions.

(Tantrabundit & Jamrozy, 2018) say that the new term for online users' reviews is eWOM, and in contrast to typical WOM, eWOM quickly and efficiently offers both positive and negative reviews of a product or service made by previous, current, or potential customers along with statistical data via the internet. Likewise, (Zhao et al., 2015) also assert that internet opinions are either bad or positive. However, the effects of each type have been regularly examined to create a better marketing strategy. Consumers give more weight to negative information when evaluating products because decision-making centres on the message content. On the contrary, (Memarzadeh et al., 2015) study findings reveal that business travellers want to be made aware of both positive and negative e-comments, but their booking decision is based on positive ones. Negative online customer reviews are, therefore, frequent and unavoidable; however, a related study says that there are always some errors in the way services are delivered in the hotel sector, so negative comments are inevitable, and they hurt potential customers' purchasing decisions (Piehler et al., 2019). Moreover (Kapeš et al., 2022) argue that the reviews that have a more dominating effect on the booking intentions of a potential buyer are the negative ones. Nevertheless, other academics contend that persuasiveness increases with positive information (Zhao et al., 2015).Because consumers place a greater emphasis on sentiment when making decisions, review contents have more weight than ratings (Anagnostopoulou et al., 2020).

2.4 Impact of online reviews on the hotel's online reputation

There is a clear connection between reputation and communication since we base our opinions and perceptions on the material given to us or our personal interactions with a business. In an era where consumer experiences are constantly shared online, Many advertising practitioner view eWOM a type of transmission that either improves or weakens reputation (Nicoli & Papadopoulou, 2017). In this sector, where customers are more likely to rely on eWOM because they can't physically visit hotels and websites before making a reservation, a growing body of research shows that eWOM from online reviews has a strong impact on an institution's reputation, which then influences consumers' purchasing decisions (Nicoli & Papadopoulou, 2017). Correspondingly Martin et al (2012) claim that, although it takes a long time to build a strong reputation, it only takes one incident to ruin one.

Whereas (Zhao et al., 2015), owing to their studies, argue that negative feedback is typically produced in response to dissatisfaction and is usually considered harmful as it adversely impacts a hotel's reputation besides he also claims that positive online reviews are often acknowledged as an effective tool for promoting a business. But (Anagnostopoulou et al., 2020) claim that the reputation of tourism businesses can be influenced by online reviews, which are valuable references. The author also affirms that the online reviews has notable impact on a hotel's performance. For this reason, it is important that hotels identify and measure the dimensions of the online reviews and respond to them which will eventually help hotels shape their reputation (Perez-Aranda et al., 2019). Managers must constantly analyse and monitor platforms to protect their organisation's reputation because of the rapidity and great visibility of negative reviews (Nicoli & Papadopoulou, 2017).

2.5 Management responses to online reviews and service recovery

Online reviews are crucial in the digital society we live in today, thus they should be given top priority in hotel marketing. Hotel managers should receive training on how to appropriately respond to different types of complaints using semantic tailoring, or they should hire professional staff to handle internet reviews (Wen et al., 2021). In this literature review, 5 of the selected articles have looked into how managerial responses affect customer's satisfaction, hotels' reputation and its profitability (Deng et al., 2021; Kapeš et al., 2022; Lee & Blum, 2015; Piehler et al., 2019; Zhang et al., 2019).The consumer inference theory claims that consumers before making a purchase obtain the information about businesses from online reviews and the managerial responses/ feedbacks to those reviews (Kapeš et al., 2022; Zhang et al., 2019).
In addition to this, (Memarzadeh et al., 2015) says that In order to protect Hotel's reputation and foster a sense of trust among guests, hoteliers should respond to negative reviews. Responding to positive reviews can help to foster brand loyalty and improve consumers' perceptions of the company as a whole (Deng et al., 2021; Memarzadeh et al., 2015). At the same time, managers must capitalise on positive reviews and respond to them promptly to advertise the hotel's benefits and bring in more guests.
(Lee & Blum, 2015) study's developed an action-driven framework to explore how managers can strategically use the sentiment and content of online comments in order to optimise the beneficial effects that WOM can have on their organisation. They discovered that managerial responses affect customer happiness which indirectly brings in revenue as customer decide to

book the hotel. Negative eWOM by a customer suggests that there has been a service failure which then leads to customer dissatisfaction. The activities that carried out by an organisation after a service failure is called service recovery (Lee & Blum, 2015; Piehler et al., 2019). Responding to online complaints enables management to address service failures and those responses can help a hotel recover from service failures and raise the possibility of gaining the trust of that customer as well as potential buyer (Lee & Blum, 2015). When managements respond to service failure, it shows customers they are being listened to; it also provides the hotel with an opportunity to explain why a service failure happened and how it can be fixed. It also allows the hotel to improve their services which eventually leads to improved hotel performance and an increase in sales (Memarzadeh et al., 2015; Perez-Aranda et al., 2019; Zhang et al., 2019)

2.6 Hotel's online reputation management

The requirement for organisations to present a compatible and integrated communications approach encompassing all tactics has increased along with the size and scope of their organisations. Digital communications are amongst them and the organisation gains a solid reputation (Nicoli & Papadopoulou, 2017). Perez-Aranda et al. (2019) Define reputation as the visual depiction of a company's previous performance and that outlines the firm's overall appeal to its primary stakeholders compared to another competitor. In the same context, the author also claims that it's essential for hotels to comprehend how and why the management of a hotel's reputation based on online reviews affects its performance. Furthermore, Nicoli & Papadopoulou, (2017) says hotels have a greater propensity to look for tools and facilities that safeguard their online reputation as more platforms have been created for guests to provide feedback. Evidence shows that a hotel's online reputation not only affects hotel booking but collectively impacts its overall profitability. This is because customers now a days build their perception of an hotel through online reviews (Anagnostopoulou et al., 2020). Reputation is considered a key factor in businesses' financial development and success because it is an intangible asset. While organisational competency, corporate image, and social responsibility were once used as benchmarks to assess a company's reputation, the rise of User-Generated Content (UGC) platforms has made it even more important for firms to depend on those content for their reputation. Which eventually gave rise to online reputation management, which has become crucial for companies looking to increase their market share

and obtain a competitive edge (Alrawadieh & Dincer, 2019). Negative reviews are widely recognised to harm a hotel's reputation so this should be seen as an opportunity for hotels to improvise their services and turn negative reviews into positive ones (Alrawadieh & Dincer, 2019).

3. Research Methods

Out of 12 selected articles, 6 articles used qualitative approach for their research (Alrawadieh & Dincer, 2019; Anagnostopoulou et al., 2020; Deng et al., 2021; Lee & Blum, 2015; Nicoli & Papadopoulou, 2017; Zhang et al., 2019). In all 6 articles, authors have used this approach to compare, interpret, and analyse the sentiments or intentions of online reviews and responses and their impact on the research topics to derive a conclusion. This is discussed in depth in section 3.1.

Whereas 5 articles have used quantitative approach for their studies (Memarzadeh et al., 2015; Perez-Aranda et al., 2019; Piehler et al., 2019; Tantrabundit & Jamrozy, 2018; Zhao et al., 2015).This method is critically discussed in section 3.2.Wheras only one article used a mixed method approach (Kapeš et al., 2022).

3.1 Qualitative research method

	Authors / year	Title	Research questions/Hypothesis	Methods	Participants (number and characteristics)	Sampling methods	Data analysis methods	Key findings
Article 6	Zhang et al., 2019	The effect of management response similarity on online hotel booking	H1-The number of management responses has a positive effect on hotel booking. H2- The perceived similarity of management responses has a negative effect on hotel booking.	Qualitative	This study used the data from 437 hotels in New York City. A total of 63,7761 consumer reviews and 23,980 management responses from expedia were collected.	Random Sampling	Robustness test and Cosine similarity coefficient, Dice similarity coefficient and Jaccard similarity coefficient	Results demonstrate that the number of management responses to consumer online reviews does not significantly affect hotel booking, management responses with high similarity can significantly reduce the hotel booking on Expedia.
Article 7	Deng et al., 2021	Managers' Responses to Online Reviews for Improving Firm Performance: A Text Analytics Approach	Designing a framework that quantifies managerial responses based on their sentiment and semantic aspects and can that be usedto investigate the relationship between managerial response strategies and business performance?	Qualitative	trip advisor data set included 37,896 reviews from 390 hotels that had received a managerial response.	Random sampling	Text link analysis, clustering analysis, and linguistic-based methods.	1- Study found that managerial responses influence consumer satisfaction and revenue in different ways. 2- while acknowledgment in responses may lower subsequent consumers' ratings, it can lift a hotel's sales in the long term for lower-tier hotels.
Article 9	Nicoli & Papadopoulou, 2017	TripAdvisor and reputation: a case study of the hotel industry in Cyprus	RQ1. What is the significance of TripAdvisor on reputation? RQ2. How can communication practitioners use social media? RQ3. What online reputation management strategy can communication practitioners use when engaging with users on social media?	Qualitative	The hotels of which the interviewees were taken from well-known local hotels selected from across Cyprus. All the major hotel destinations were used. Nicosia and Pafos.	Focus group san	conversational analysis approach	Hotel communication practitioners are fully aware of the impact of social media in managing reputation. Constant monitoring, prompt responses, training and transparency were identified as key factors. Online reputation management needs to be taken into consideration
	Authors / year	Title	Research questions/Hypothesis	Methods	Participants (number and characteristics)	Sampling methods	Data analysis methods	Key findings
Article 11	Alrawadieh & Dincer, 2019	Reputation management in cyberspace: evidence from Jordan's luxury hotel market	the purpose of this paper is to evaluate the response of luxury hotels to negative online reviews by considering the Response Rate (RR), the Response Time (RT) and the Response Content (RC)	Qualitative	520 negative reviews posted on TripAdvisor against all five-star hotels operating in Petra, Jordan	purposive sampli	deductive content analysis	the findings suggest that less than half of the negative reviews received a managerial response, and that more than half of these were standardized and did not refer to the issues raised in the reviews. The low response rate coupled with the hotel managers' consensus on the importance of answering all online reviews indicates inconsistency between hotel managers' perceptions and practices with regard to online reputation management.
Article 12	Anagnostopoulou et al., 2020	The impact of online reputation on hotel profitability	H1. Positive online reputation, as manifested through textual themes is positively associated with hotel financial performance. H2. Negative online reputation, as manifested through textual themes explaining the variation in negative customer online review comments, is negatively associated with hotel financial performance.	Qualitative	Guest online reviews were extracted via auto-parsed web crawling. Hotels in the 13 largest UK cities according to population were selected. This process resulted in a total of 4,668 hotels but out of these hotels belonging to a branded chains were deleted. This resulted in 3670 hotels.	Systematic Rand	Latent semantic analysis	Findings indicate that the themes that recur in guest descriptions within positive reviews have a greater power to explain the overall variation of positive reviews, compared to themes from negative reviews. Moreover, findings show that identified textual themes explaining positive guest reviews, positively and significantly associate with accounting profitability. Textual themes explaining negative reviews do not consistently have a significant effect on profitability.
Article 4	Lee & Blum, 2015	How hotel responses to online reviews differ by hotel rating: an exploratory study	1- does management's response rates and types of responses vary depending on whether the guest's reviews were positive or negative. 2- which management positions respond most often to guests' comments? Finally, how do management's responses vary by hotel star rating?	Qualitative	The number of guest reviews totaled 3,435 in the ten selected Las Vegas hotels. The number of positive reviews totaled 2,899, while the number of negative reviews was 618.	Random sampling	Content Analysis	Most hotel managers' response rates were low, and they paid the most attention to positive comments. Managers at four- and five-star hotels more often responded to negative online reviews.

Table 2 – Comparison of articles that used qualitative approach for their research

Online reviews and management responses were utilised as data that were posted on online travel websites. Four of the articles used TripAdvisor to collect their data (Alrawadieh & Dincer, 2019; Deng et al., 2021; Lee & Blum, 2015; Nicoli & Papadopoulou, 2017) where as one of the articles used Expedia platform to collect data as Expedia provides a two- way interactive system between customers and hotels and the reviews are posted by real, verified customers (Zhang et al., 2019).

The major difference that we see in all the six articles is the data analysis methods and the sampling methods. Three of the articles used random sampling methods (Deng et al., 2021; Lee & Blum, 2015; Zhang et al., 2019) while (Nicoli & Papadopoulou, 2017) used focus group sampling and (Alrawadieh & Dincer, 2019) used purposive sampling. In addition, the number of reviews considered as data also differs; (Lee & Blum, 2015) used 3495 reviews from 10 hotels in Las Vegas, and (Zhang et al., 2019)used 6,37,761 reviews from 437 hotels in NYC. (Deng et al., 2021)used 37,896 reviews from 390 hotels in US cities, while (Alrawadieh & Dincer, 2019) used only 520 negative reviews of all 5-star hotels in Petra, Jordan. Lastly, (Anagnostopoulou et al., 2020) used 4,668 reviews from 3670 hotels.

When it comes to data analysis methods that were used. One of the studies used content analysis to code the managers responses manually. It gave an insight into how managers paid attention to these reviews. Using this analysis, major ideas were identified, the data was interpreted, and the findings showed that managers usually respond to negative reviews to gain the customers' trust, which eventually leads to purchase intention (Lee & Blum, 2015). Another study utilised a cosine, dice and jaccard similarity method to analyse the responses similarity, literature on management responses and their connection to hotel booking was studied and debated. Additional robustness checks were carried out, and the outcomes showed stability and consistency (Zhang et al., 2019). Deng et al (2021) used sentiment analysis and topic modelling to create a framework which categorised manager comments and used IBM's SPSS Modeler v.18.0 latent Dirichlet allocation (LDA) software. These text-mining techniques can collaborate to investigate keywords and identify semantic topics and other patterns in text. Whereas (Alrawadieh & Dincer, 2019) used deductive content analysis on manager's comments wherein two coders manually coded them. The author used literature review to identify the main dimensions of hotel management response. While on the contrary (Nicoli & Papadopoulou, 2017) gathered secondary data through document searches of a lot of sources and collected primary data by conducting 13 semi-structured interviews with professionals, including 4 sales managers, 3 marketing professionals, 3 public affairs

managers, 2 major managers, and one director. This data collected was analysed using a conversational analysis approach, which analyses the conversation generated in everyday situations of human interaction. Lastly, (Anagnostopoulou et al., 2020) utilised Latent semantic analysis (LSA) to draw the primary underlying or dormant meanings and concepts from a sample of text. Author says LSA has inherent benefits. These characteristics include their statistics and objectivity, noise-reduction capabilities, capacity to assess text similarity, common "latent" or hidden semantic structure, and simultaneous handling of synonymy and polysemy. It enables the discovery of unique, underlying textual themes in both positive and negative guest evaluations that, to varying degrees of effectiveness, account for the overall variety of guest reviews.

3.2 Quantitative research method

	Authors / year	Title	Research questions/Hypothesis	Methods	Participants (number and characteristics)	Sampling methods	Data analysis methods	Key findings
Article 1	Memarzadeh et al., 2015	The impact of positive and negative e-comments on business travelers' intention to purchase a hotel room	H1- There is a positive relationship between attitude toward positive e-comments and business travelers' behavioral belief. H2- There is a positive relationship between attitude toward negative e-comments and business travelers' behavioral belief.	Quantitative	Business traveler's in USA. Out of 300 online distributed questionnaires, 275 responses were kept for further analysis.	Purposive Sampling	Exploratory factor analysis, confirmatory factor analysis.	Business travelers read both positive and negative e-comments, but they make decisions based on positive e-comments.
Article 2	Zhao et al., 2015	The influence of online reviews to online hotel booking intentions	1-The usefulness of reviews will positively influence hotel online bookings. 2-Reviewer expertise will positively influence hotel online bookings. 3-The timeliness of online reviews will positively influence hotel online bookings. 4-Volume of online reviews will positively influence hotel online bookings.	Quantitative	313 Business travelers in the Mainland China. Approximately 60 per cent of respondents were male (58.6 per cent) and fell in the age group of 25–30 years (60.1 per cent). 93.6 per cent had bachelors degree.	Purposive sampling	Correlation and regression analyses	A significantly negative relation between negative online reviews and online booking intentions was identified, whereas impacts from positive online reviews upon booking intentions were not statistically significant.
Article 3	Tantrabundit & Jamrozy, 2018	Influence of Online Review and Rating System towards Consumer Preferences in Hospitality Sector	To examine the effects of online review and rating systems on online consumer behavior in the hotel industry	Quantitative	The total of 243 responses were collected, only 174 were usable for further analysis. Age group above 19 years and has booked or purchased rooms atleast 3 times in the past.	Convenience sampling and snowball sampling	multivariate analysis of variance (MANOVA) and multiple regression analysis	A negative online review created more powerful impact on online consumers' perceptions, attitudes and purchase intention than a positive one
Article 5	Piehler et	Reacting to negative online- Effects of accommodative management responses on potential customers customer reviews	H1. Providing an explanation has a positive effect on potential customers' purchase intentions. H2. Providing compensation has a positive effect on potential customers' purchase intentions.	Quantitative	Pretest- 127 participants. Main test- 306 participants .Participants were recruited from an online panel of a German market research company. Half of the participants in both samples were women, The average ages of the participants were 40.55 years. in the	purposive sampling	analysis of variance (ANOVA)	Combining an explanation with compensation is the most effective management response; providing neither an explanation nor compensation is the least effective.
Article 10	Perez-Aranda et al., 2019)	Hotels' online reputation management: benefits perceived by managers	H1-Reputation management has a positive impact on managers' perceptions of the hotel's financial benefits. H2-Reputation management has a positive impact on managers' perceptions of the hotel's customer relationship benefits.	Quantitative	335 out of the 1978 hotels listed as "recommended" on TripAdvisor in Spain. Of the participants, 70 per cent were men, with an average age of 35.	Systematic Random Sampling	The partial least squares (PLS) method was applied with the assistance of SmartPLS 3.0	This study evaluates the impact of the reputation management on the benefits derived by the hotels, as perceived by their managers (i.e. financial benefits, customer relationship benefits and customerbased brand benefits), within the context of online review platforms

Table 3- Comparison of articles that used quantitative approach for their research

Out of 12 articles, 5 of them have applied quantitative research method but we can see 3 of them used purposive sampling to collect their data (Memarzadeh et al., 2015; Piehler et al., 2019; Zhao et al., 2015) while 2 of them used systematic random sampling (Anagnostopoulou et al., 2020; Perez-Aranda et al., 2019) and 1 of them used convenience and snowball sampling technique (Tantrabundit & Jamrozy, 2018). This could be as a result of the variation used for each study. For instance, two of the studies only looked at business travellers, another only looked at participants in a certain age category, while one of it recruited participants from German market research company and the final two only looked at internet reviews. Three of the studies used online questionnaire to collect their primary

data to develop hypothesis and categorise them into variables to test causal relationship (Memarzadeh et al., 2015; Tantrabundit & Jamrozy, 2018; Zhao et al., 2015). While one of the study made a fictitious scenario and asked the participants to imagine as if they have faced such situation and were asked to give their review (Piehler et al., 2019). Another one conducted telephonic interview with the participants of 335 Spanish lodgings (Perez-Aranda et al., 2019).

We can also see a major difference in the used data analysis methods. For one of the study, SPSS 19.0 and Mplus 7.2 software was used to structure the data and exploratory factor analysis (EFA) was used to determine how each variable related to the hypothesis. Further confirmatory factor analysis (CFA) measured the hypothesis to see it aligned with researcher's view of hypothesis (Memarzadeh et al., 2015). Another study used descriptive statistics to correlate the seven attributes that were considered. A regression test was performed to investigate internet reviews' effects on future hotel bookings online. This study's findings showed that unfavourable reviews substantially impact online booking intentions. (Zhao et al., 2015). While Piehler et al (2019)study utilised analysis of variance (ANOVA) to test the relationship between dependent and independent variables, In contrary, Tantrabundit & Jamrozy, (2018) performed MANOVA (multivariate analysis of variance) and multiple regression analysis to test the study's hypothesis. Lastly (Perez-Aranda et al., 2019) used a variance-based structural equation modeling technique to test their research model. The PLS (partial least squares) method was applied with the help of SmartPLS as the author says that PLS is best suited for predictive analysis and theory developing.

3.3 Mixed Method

	Authors l year	Title	Research questions/Hypothesis	Methods	Participants (number and characteristics)	Sampling methods	Data analysis methods	Key findings
Article 8	Kapeš et al., 2022	MANAGEMENT RESPONSE STRATEGIES TO A NEGATIVE ONLINE REVIEW: INFLUENCE ON POTENTIAL GUESTS' TRUST	Personalization, Empathy, Confession as a response strategy to a negative online review positively influences the trust of potential guests. And denial and excuse as a response strategy to a negative online review negatively influences the trust of potential guests	Mixed-method	The focus group consisted of 13 graduate students in Tourism Marketing. 64.3% female respondents and 35.7% male respondents. 68.6% were aged between 21 and 30 years, 17.1% aged from 31 to 40 and 11.4% of them aged 41 to 50. The least respondents were less than 20 years old (0.03%), while no respondents were older than 51 years.	Focus group sampling for first phase. Random sampling for second	Smart PLS software 3.2. As well as PLS-SEM method was used since it is considered to be appropriate when the research aims to predict rather than confirm structural relationships	The results show that personalization, empathy, and confession as response strategies positively influence the trust of potential guests, whereas denial and excuse as response strategies have a negative effect on trust

Table 4- Article that used mixed method approach for their research

(Kapeš et al., 2022) utilised a mixed method approach that is this study was divided into two parts. To give the survey a context, the first section comprised qualitative research using the focus group method. Thirteen graduate tourism marketing students made up the focus group. The creation of the questionnaire was the focus of the second phase, which was followed by field research utilising the survey method. In order to test hypotheses and ascertain the impact of each method on potential guests' trust, this phase sought to gather quantitative data. The questionnaire was delivered both in person and on social media to collect customer responses in their natural environment. The study's design required the use of a non-random sample and the Smart PLS programme version 3.2 was used to analyse the data.

4.Gaps

From all the 12 articles, it was observed that none of the study considered the impact of fake reviews that customer post online and how its negatively and falsely impacts the organisation. Fake reviews can damage and bring hotel's reputation down for no reason. Such reviews can make a customer lose their trust in a brand and losing trust for a brand is like losing revenue so future research should consider fake reviews as a factor in their study.

5. Limitations and recommendation for future research

All the articles were studied in specific locations like US, UK, Jordan, Cypress, China, Germany, and Spain and targeted a particular audience. When only a certain population and location is targeted, results cannot be generalised as many demographical, sociological factors influence an individual's choices and preferences. One service or product liked by an individual is not necessarily liked by another, so future research must consider all types of travellers globally.

6.Conclusion & Recommendation

The recent proliferation of online reviews and how they have grown to be a source of concern for hotels worldwide have been the subject of extensive investigation. (Kapeš et al., 2022; Nicoli & Papadopoulou, 2017). As we saw from the articles, hotel managers are required to take these reviews seriously and work on them to leverage their benefits. Few of the studies have also developed a frameworks and research models that managers can refer to while responding of these reviews (Deng et al., 2021; Lee & Blum, 2015; Perez-Aranda et al., 2019)

This study has also discussed and validated how online reviews can make or break an organisation therefore hoteliers should always be on tip on their toes while responding to those reviews. When customers come across poor service during their stay at hotels, they usually take it to the internet to address rather than speaking about it to anybody in the staff hence it is essential that staff at hotel encourage their guests to speak up about their experience during their stay. This way hotels can avoid being negatively reviewed at a website. If at all any negative comment has been made, management should take it up as an opportunity to enhance and improvise their services and gain the trust of the agitated customer. This way they also gain the trust of potential buyers (Alrawadieh & Dincer, 2019). Hotels should invest in customer relationship management to strategise their approach towards these reviews. This way they can systematically get into the details of each review, monitor them, provide immediate responses and enhance their overall social media presence. Hotels should implement a strategic approach towards their online reputation management. This can be an integrated part of the strategic approach (Deng et al., 2021).

Hotels should have a dedicated and experienced team that only works towards building a good online reputation. This team can have social media managers, guest relations agents, etc., that follow specific guidelines while keeping in mind the sentiment behind each review (Nicoli & Papadopoulou, 2017). Overall, hotels should leverage the reviews that they receive online for service recovery and improving their image to stand out in the competitive market. By doing this, hoteliers may improve their reputations, which will help their businesses expand financially and sustainably. In this way customers can put their trust son hotels for their future bookings and spread the word by positive eWOM.

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