

Article Title

A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism

Citation

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Abstract

Online consumer reviews have been studied for various research problems in hospitality and tourism. However, existing studies using review data tend to rely on a single data source and data quality is largely anecdotal. This greatly limits the generalizability and contribution of social media analytics research. Through text analytics this study comparatively examines three major online review platforms, namely TripAdvisor, Expedia, and Yelp, in terms of information quality related to online reviews about the entire hotel population in Manhattan, New York City. The findings show that there are huge discrepancies in the representation of the hotel industry on these platforms. Particularly, online reviews vary considerably in terms of their linguistic characteristics, semantic features, sentiment, rating, usefulness as well as the relationships between these features. This study offers a basis for understanding the methodological challenges and identifies several research directions for social media analytics in hospitality and tourism.

Conclusion

The research shows that review websites are not created equal. That means each website has different qualities and traits such as customer segments. Hospitality industry practitioners should know that and make a clever decision when it comes to choosing channels to communicate with their guests to give feedback regarding the review they left. Moreover, businesses can observe social media in order to make their service better by finding hints from social media data. Also, it is suggested for them to develop decent tools to make guests share their experience at the property in a positive attitude.

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