

## Article Title

Big data for big insights: Investigating language-specific drivers of hotel satisfaction with 412,784 user-generated reviews

## Citation

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## Abstract

This study leveraged the advantages of user-generated reviews with the aim of offering new insights into the determinants of hotel customer satisfaction by discriminating among customers by language group. From a collection of 412,784 user-generated reviews on TripAdvisor for 10,149 hotels from five Chinese cities, we found that foreign tourists, who speak diverse languages (English, German, French, Italian, Portuguese, Spanish, Japanese, and Russian), differ substantially in terms of their emphasis on the roles of various hotel attributes (“Rooms,” “Location,” “Cleanliness,” “Service,” and “Value”) in forming their overall satisfaction rating for hotels. Chinese tourists domestically exhibit distinct preferences for room-related hotel attributes when compared to foreign tourists. Major interaction effects are revealed between the attributes “Rooms” and “Service” and between “Value” and “Service”.

## Conclusion

Few findings from the study can be implied; this research suggests hotels should categorize their customers with specific characteristics such as nationality or language just they did in the article while hoteliers consider their average rates from entire customers as their performance indicators. The article tells that way would provide more detailed and precise information about the hotel performance. Secondly, it is required for hotels to notice that domestic and foreign guests have different desires during their stay. It is showed in the study that domestic customers tend to prefer rooms than the service while foreign customers prefer vice versa in China. So it is suggested for hoteliers to build their strategy in line with their hotel guests’ proportion to get higher occupancy in the future. Lastly, the research emphasizes the importance of room and service among the five hotel attributes in terms of shaping guests’ rating. Therefore, it is critical for hoteliers to maintain the good condition of rooms and good quality of services for good reviews from guests. Moreover, hotel managers should acknowledge that the importance of each attribute varies on the customer group so they need to focus on the certain attribute if they want to attract a certain customer group.

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