

**Budapest Business School**

College of Commerce, Catering

and Tourism

**Examining the changing customer behaviour by analysing the impacts of Trip  
Advisor on Bohem Art Hotel**

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ii

**DECLARATION**

I declare that the dissertation hereby submitted in partial fulfilment of the requirements for the degree of Bachelor of Arts in Tourism and Hotel Management at the Budapest Business School has not previously been submitted by me for a degree at this or any other institution. This thesis and the work presented in it are my own and have been generated by me as the result of my own original research; it is my work in design and in execution, and that all material contained therein has been duly acknowledged. I understand that my thesis may be made available to the public.



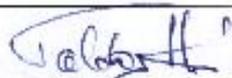
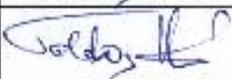
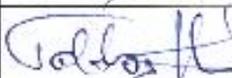
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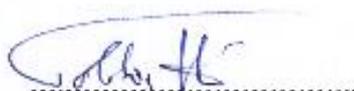
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Academic Supervisor

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## **1. Introduction**

This dissertation aims to prove that the appearance of TripAdvisor effects the occupancy of in a positive way through the introduction of the history of Information Technology in tourism and the history of TripAdvisor in the last three years, its role and effects by analyzing the changing consumer behaviour.

### **1.1. Reasons for choosing this topic**

The author has always travelled in her life, because of her attraction to other cultures and sites. This is why she became the member of TripAdvisor couple of years ago to gain information and feedbacks from other tourists and with their help as well to find the best destination, accommodation to visit. She believes that this website can be a huge help to filter the unreliable and created information based on other travellers' experiences. On the other hand the reviews might get above the author's expectations with wonderful criticism about the places visited.

In 2013 January the author has started her hotel career in a four-star boutique hotel in the centre of Budapest, called Bohem Art Hotel, as a trainee. While she was doing her daily tasks, she had the opportunity to listen to her colleagues tasks as well. She was working at all the departments of the hotel, Food & Beverage, House Keeping, Sales, Reservation, Marketing, but her main field was the Front Office. There she realised how kind the staff members were with the guests of the hotel. She started to realize why the hotel won an award of TripAdvisor.

These facts were the base of the author's preparations in connection of her dissertation. She was sure about the fact that she would write about the connection of the hotel (where she works more than two years now) and TripAdvisor, more precisely the reviews left on TripAdvisor by the guests who have ever visited the hotel.

## **1.2. Hypothesis**

The hypothesis of this dissertation is that the appearance of TripAdvisor effects the occupancy of the hotel in a positive way.

## **1.3. Aims and objectives**

The aim of the dissertation is to verify the fact that in case of hotel management puts larger emphasis on the customer feedbacks visible TripAdvisor will effect the occupancy in a positive way through examining the evolution of information technology, the changing consumer behaviour and interviewing the Sales manager of Bohem Art Hotel.

With the help of the five objectives, the author will create a clear picture about the verification of the aim of the dissertation.

The objectives will be the following:

1. Examining the changing customer behaviour in tourism in the last three years in Hungary
2. The role of TripAdvisor in Bohem Art Hotel, how it changed the occupancy
3. Interviewing the Sales manager of Bohem Art Hotel about the impacts of TripAdvisor and his observations about the developing information technology
4. To do a questionnaire related to the effects of TripAdvisor in choosing an accommodation abroad
5. Providing the conclusion/suggestions about the necessity of an evitable marketing tool, TripAdvisor.

#### **1.4. Structure of the dissertation**

The structure of this dissertation closely follows the Budapest Business School guidelines, thus besides the Introduction, it consists of four larger sections. In the first part of the dissertation, which is called Literature Review, the author completes a study focusing on consumer behavior and its changes, general information about TripAdvisor and its appearance in Bohem Art Hotel with the advantages of its present.

By writing the Literature Review, the author wanted to make a base which will later support the results of the Analysis section. The second part introduces the Research Methodology, explaining why the author chose qualitative and quantitative research too, and who was interviewed during the data gathering process. Moreover, the author is describing what was the basis of the interview and how were the questions put together in order to reach the most useful result for the thesis. The third and most important section is focusing on analyzing the research results. In the last, Conclusion part of the thesis the author summarizes the outcomes of the thesis, evaluates the results achieved, provides recommendation about the necessity of an evitable marketing tool, TripAdvisor.

#### **1.5. Summary**

The author believes that she was able to produce a comprehensive and in-depth study on the chosen topic which could be interesting to read for anyone working within the hospitality industry. The dissertation is focusing on finding out if the appearance of a hotel on TripAdvisor, especially of Bohem Art Hotel has negative or positive effects of the occupancy from the beginnings and if the result is positive than how it can be a sufficient marketing tool for the hotel. In the opinion of the author all hotels should strive to have a good place on TripAdvisor, because this is the only official 'reviews-declaring' website which results have determinant effects on a hotel's quality, and if the costumers write bad reviews it means that the supply is not the best possible so the demand will not be satisfying neither.

Knowing the standpoint of the sales director of the hotel and the opinion of the 'man on the street' is vital the author is examining the importace of TripAdvisor whether in the life of the hotel or in deciding to reserve an accommodation.

## 2. Literature review

### 2.1. Tourism in general

If someone thinks about tourism, he/she would primarily think about the people who are visiting particular places for sightseeing, or spending some leisure time with family and friends, taking a vacation, etc. However, tourism is a much more complex industry. In order to define and to describe its scope various groups have to be considered which are affected by this industry.

Thus, according to these inevitable “ingredients”, the definition of tourism, according to the definition what Goeldner and Brent (2009) explained: “*Tourism may be defined as the processes, activities, and outcomes arising from the relationships and interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.*” (Tourism: Principles, Philosophies, Practices Charles R. Goeldner, J.R. Brent Ritchie, eleventh edition, 2009)

#### *New definiton of tourism*

The website Plantourism.hu (2014) states that entering into 21st century, the tourism industry has undergone a paradigm shift form the promotion of inbound tourism to the promotion of intrabound tourism since many countries are experiencing a tough competition for inbound tourists. Also realizing that it is impossible to advance the inbound tourism in the absence of active intrabound tourism, national policy makers have shifted their policy priority onto the promotion of intrabound tourism such as the promotion of local tourism to contribute to the local economy.

#### 2.1.1. Needs, Motives and Motivations in tourism

##### *Needs*

Needs, motives and motivations are the engines of human behavior and they play an essential part in the mechanics of tourism. The motivation exists when a person is suitable of creating an impulse that leads to a need, which in return will give a feeling of discontentment until this need has been pleased. To satisfy a need there is energy with an appropriate direction. For example: hunger, thirst.

The reason for wanting to travel is an internal motive and it is related to the question of why. The destination and the type of the holiday are determined by more specific motivations. Travel needs and motivations also depose the first presumptions and may influence the final outcome of a holiday.

The subject of travel needs can be studied from different scientific standpoints, with psychology, social psychology and anthropology as the most important. There are many theories and models that have been created and advanced. Abraham Maslow – humanist-psychologist – published his hierarchy of human needs as a pyramid-shaped model with 5 layers as follows, from bottom to top:

- Physiological needs (hunger, thirst)
- Safety and security (including refuge)
- Social needs, love and belonging
- Esteem, the need to be accepted and valued by others
- Self-actualization

#### *Motives and motivation*

In the shape of travel motives the concepts of push and pull factors are commonly used. External motives are the motives in tourism which can influence tourists and draw them towards a certain motivation and a posterior decision. Tourism destinations usually try to attract potential consumers and this pull factor can manipulate a person to create a motive for travelling to and to develop the adequate motivation to visit the destination. This factor is also linked to the search for travel motives tourists develop when choosing their holiday.

Apart from the pull factors, there are also impulses arising from the inner person that push an individual toward a certain direction, they are called: the push factors.

Push factors are generally related to a lack or a deficiency. If this lack is not satisfied, it may cause deleterious effects. A lack of rest may lead to a need and subsequent travel motive.

Different flakes of motivation can be prominent. The motives are more generalized year by year.

Most people are not led by just one motive, but rather a series of travel needs and motives which are complex. It may be the case that members of the same group doing the same activities may please different personal needs or are pushed by different motives.

At last, the original needs and motives may play a huge role in tourism, but they are not the only springboards for human conduct, because social influences, cultural theories or religious views can play their part as well.

### **2.1.2. The need for a theory; Pearce's tourist motivation theory**

This theory is a leisure ladder model which is similar to Maslow's theory. Tourist motivation can be defined "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience". (Pearce, Morrison & Rutledge, 1998). The general motives underlined by research of why nature tourism is the fastest growing segment internationally in tourism are: widespread changing environmental attitude, development of environmental education, development of environmental mass media. (Lindberg, Wood & Engeldrum, 1998). Pearce proposed five layers of holiday motivations.

- relaxation (rest vs. active)
- stimulation (stronger emotions)
- social needs (family, friends)
- self esteem (self development through cultural, nature or other activities)
- self-realization (search for happiness)

It should be noted, that this theory is based on the Western world and in those parts where community life is especially valued, the ultimate goal is often not self-realization but being able to serve the group, for instance.

### **2.1.3. The buying decision process**

To purchase a specific product or service, the consumer is getting through a shorter or longer decision-making process. This process always begins again, because the need (which can be called a problem) might be come up again and the

consumer has to make a decision in what to, where to buy under what conditions. Sometimes making a decision takes one second, sometimes it is based on a long deliberation.

As reported by Hofmeister-Tóth Ágnes (2008) the consumer must decide on the following:

- What to buy?
- How much to buy?
- Where to buy?
- When to buy?
- How to buy?

The decision contains the consumer's evaluation about the product. He/she chooses the product which satisfies his/her needs the most with the less spending. the word 'decision' assumes the rational choice. Usually the mentioned example happens, but sometimes consumers buy a product, because it makes them happy or their friends like it. The purchase decisions are often made on the basis of the current mood and not on the basis of rationality.

#### *The types of the consumer decisions*

- impulse buying, which means that the consumer has an unexpected, strong and irresistible feeling to buy something immediately.
- routine decisions, which means that the consumer recognizes the problem and as the result of the internal information search he/she chooses a brand, whose purchase becomes a habit.
- limited decision-making, which is similar to routine decisions and means that the consumer restricts his/her information about the products and he/she makes his/her decision within this limit (for instance: consumer buys the cheapest or most popular or recommended product all the time).
- extended decision-making, which generally happens in case of purchasing high-value products, such as a car, a house, a fridge. These products have high risks, this is why the consumer puts larger

emphasis on choosing them and invests more energy and time in the purchase.

*Stages of the consumer decision process*

According to the website [Theconsumerfactor.com](http://Theconsumerfactor.com) (2015), the consumer decision process can be divided into 5 sectors, but these sectors might not be separated in practice. Each stage separation might depend on the types of consumer decisions.

The stages are the following:

- Need/ problem recognition
- Information search
- Alternative evaluation
- Purchase decision
- Post-purchase behavior

Problem recognition is the first and most important step in the decision process, because if there is no need, there is no purchase. This recognition happens when there is an arrear between the wanted and the actual situation of the consumer. Nonetheless not all these needs end up as a buying behavior. It requests a serious lag between the two situations and the consumer's acceptance based on the level of relevance he/she attributes to the need.

Once the problem is identified, the consumer must ferret about the information which can solve the problem. The consumer will search more or less information depending on the intricacy of the choices but also his/her level of implication. Then the consumer will seek to make his opinion to guide his choice and his decision-making process with internal information („this information is already present in the consumer's memory. It comes from previous experiences he had with a product or brand and the opinion he may have of the brand.”) and external information („this is information on a product or brand received from and obtained by friends or family, by reviews from other consumers or from the press. Not to mention, of course, official business sources such as an advertising or a seller's speech.”).

After the information has been collected the consumer will be able to appraise the options that offer to him/her, and evaluate the most convenient to his/her needs and select the one that he/she thinks is the best for him/her.

## **2.2. The role of Information Technology in tourism in general**

As Gary Inkpen states (1998) there are many definitions for tourism, it could be simply defined as a “travel and stay of a non-resident”. In order to travel to a particular area there must be a reason. For example a person may travel for leisure, business, visiting friends and relatives, health, education etc. He/she chooses a destination for one or the other reason. Transport is necessary to travel and accommodation to stay at the destination. So, tourism as an industry has three major components: Attraction, Accommodation and Transport. In the developed world, today, all these components have reached at their zenith in satisfying their customers’ needs aided by modern technology. These components have also come a long way to offer a range of products which suit the needs of multitude tourists around the world, and are still working hard to cater to an ever changing test of them.

The tourism industry is made up of three major components, namely: attraction sector, advertising sector, transport sector and last but not least, accommodation sector. The author will focus on the accommodation sector, because from the subject’s point of view this is the most influential factor.

### ***The role of information technology in the accommodation sector (especially in hotels)***

According to Enugustatetourismboard.com (2015) information technology is dominant in the accommodation sector. Any individual or group can make access easily to the accommodation service providers all around the World. The people can get information about the kind of hotels at the destination visited, their ranges of product, their price or any details that they would like to know without they leaving their home.

What they have to do is just searching for an accommodation or asking help from experts like travel agencies. This will help any visitor greatly as to where to stay during any kind of away from home. Here the information can be obtained by

still or moving pictures about the accommodation so the guests can truly imagine their new „home away from home”.

At the destination visitors can easily get information about their family, business, private life with the help of information technology, so it makes their stay more comfortable.

### ***Global Distribution Systems***

GDS means Global Distribution System. The term GDS is used primarily to describe the systems that travel agents use to book airline seats for their costumers. That is why most of the World’s major GDSs are owned by airlines and most agents are connected to one of the four major systems. Travel agents and consumers use GDS technology to distribute accommodation services. The technological wire running through of GDSs is called switch. In this case switch is an ordinary computer which are connected to two sides, one side to several supplier systems and on the other side to many different end users. The systems attached to the supplier side of a switch are known as host systems in general. The end-user of a switch is more mixed. Switch’s end users involve travel agents, consumers and other distribution networks. That is why it is possible for these switches to be inter-linked. This inter-linking makes GDSs complicated.

Hotel accommodation was the first complimentary travel product distributed through GDS. Hotels loaded their different room types, price categories and information on the airline reservation system database and then these information was available to, and the hotels bookmobile by several travel agents worldwide. This was beneficial to each of the participants, while hotels profited from having their products distributed to a wider market, travel agents had the advantage of being able to reserve a bigger range of products through their computer system, and last but not least, GDS benefited through raised booking volumes which was the key to neutralize their operating costs.

Notwithstanding, listing the hotels on a GDS made it reachable to many travel agents worldwide, it was not an absoule optimal sales tool. The system’s data architecture caused problems. As originally GDS was originally created simply to distribute airline seats, the structure of the database system was designed especially

to store information about that product. Airline seats are relatively equal, there are not big differences between one and other, counter to the hotel products, which are as diverse as it is possible. Even a nearly standard hotel with a very simple rate structure could have four or more different room-types (like single rooms, double rooms, twin rooms, suites) and three rate categories (like rack-rate, corporate-rate, leisure-rate), giving a total of 12 solutions. Of these twelve various rooms/rates combinations the architecture of the GDS database meant that only some of the rates available could be presented. This fact had a huge role in the decision making process of travel agents and their clients, because the primary decision is based on the rates, in general. For instance, if the client requires a corporate, government or promotional rate and these are not listed in the system, then the particular hotel might not be included in the basic search results, thusly it might be disposed of further consideration.

The steady database structure limited the hotel from a marketing perspective as well. For example, after the initial search described above, travel agents can 'drill down' to a more specific description of each hotel that can be interesting for them. This second screen is like an advertisement. This is a really important part, because this is how competitors can make differences between each other. Unfortunately the database structure overruled as it is let them to store limited information about the product itself.

Furthermore, because of the space-structure the descriptions which have to be used are simplified and curtailed. For example, room types are explained by three-letter codes, like 'A1K'. The A is for the room-category (the best in the house), '1' is indicated for the number of the beds in the room, and 'K' means that the bed has a king size.

Besides the lack of flexibility, hotels reported problems in getting information into the database in the first place. As each system used different protocols and syntax, loading data was relatively technical. In many cases, the data to be loaded already existed in computerized form, but needed to be converted and reformatted to fit the structural requirements of the GDS database. Therefore, using GDS as a distribution intermediary proved to be more expensive, because many hotels had to use a third-party service to handle updates for them. Updating data was also tedious,

resulting in a long lead time between when the hotel wanted to change some data and when it appeared live on the system. This meant that hotels could not use GDS as a channel for distributing special packages and promotions unless they were fed into the system months in advance.

These three problems that the author mentioned above, as – limited number of rates shown, incomplete descriptions and absence of special offers – meant that travel agents were not completely fearless in the hotel information provided by their systems. As a result, travel agents did not use their system to book hotel rooms to the same amount as with airline seats. Much of the potential of listing hotels on the GDS was being misplaced.

*Amadeus (Amadeus Central System and Amanet)*

In line with Wikipedia.org (2015) Amadeus Global Travel Distribution was formed in 1987, with each of the four European airlines Air France, Iberia, Lufthansa and SAS Scandinavian Airlines System owning equal shares. In 1991 until December 1994, Amadeus had its main presence in Europe, South America and Asia. In contrast, System One, which was owned by Continental Airlines and Eastern Airlines, and, after Eastern Airlines went bankrupt in 1989, wholly owned by Continental Airlines, covered mainly the North and Middle American markets. System One became operational in 1982 and was based on PARS (programmed airline reservation system) technology, which was developed by IBM in 1964. Since 1991, System One has been co-operating with General Motors' subsidiary Electronic Data Systems Corporation (EDS), Dallas/Texas, USA. EDS' own data network, EDS-Net, has been supporting System network since. In December 1994, Amadeus, Continental Airlines and EDS initiated a joint venture for the purposes of handling System One's marketing and software. The newly formed company System One Information Management LLC (formerly System One Corporation), Houston/Texas, USA, which was equally owned by the three partners, has since been operating as an NMC in North and Central America. The assets of the technical system of System One were acquired by Amadeus in April 1995, and the system was to be transferred onto the Amadeus Central System in Erding during 1996 and 1997 as part of the project Unison.

### *Galileo International Partnership*

Conforming to the webpage Electronicmarkets.org (2015) Galileo is a computer reservations system (CRS) owned by Travelport. As of 2002, it had a 26.4% share of worldwide CRS airline bookings. In addition to airline reservations, the Galileo CRS is also used to book train travel, cruises, car rental, and hotel rooms.

The Galileo system was moved from Denver, Colorado, to the Worldspan datacenter in Atlanta, Georgia, on September 28, 2008, following the 2007 merger of Travelport and Worldspan (although they now share the same datacenter, they continue to be run as separate systems).

Galileo is subject to the Capps II and its successor Secure Flight program for the selection of passengers with a risk profile.

Galileo is a member of the International Air Transport Association, of the OpenTravel Alliance and of SITA.”

Since Galileo’s foundation, the operation and marketing of the national systems has mainly been handled by national distribution companies (NDCs). 46 NDCs existed in November 1994 worldwide, including those of the partner airlines and those of Inter Globe Enterprises in India since September 1994, South African Airways (SAA) in South Africa since April 1992, and Turkish Airlines Inc. (Türk Hava Yollari A.O.) in Turkey since the end of 1994.

### *Sabre (semi-automated business research environment)*

Sabre Global Distribution System (GDS), owned by Sabre Holdings, is used by more than 350,000 travel agents around the world with more than 400 airlines, 100,000 hotels, 25 car rental brands, 50 rail providers and 17 cruise line sas reports by the webpage Electronicmarkets.org (2015). The Sabre GDS enables companies such as American Airlines, American Express, BCD Travel, Carlson Wagonlit Travel, Hogg Robinson Group (HRG), Expedia, Holiday Autos, Zuji, LastMinute, JetBlue, GetThere and Travelocity to search, price, book, and ticket travel services provided by airlines, hotels, car rental companies, rail providers and tour operators.

In 1951, the project SAGE (semi-automated ground environment) was set up by International Business Machines Corporation (IBM) on behalf of the United

States Air Force with the aim of developing a real-time computer system for air traffic control. Based on the knowledge gained from this defence project, American Airlines Inc. together with IBM initiated the project SABER (semi-automated business environment research) in 1953 (1959) to develop an inventory system for American Airlines, becoming operational as the first airline computerised reservation system (CRS) in the world in 1963. With the initial project being completed and IBM going separate ways from American Airlines, the system was renamed SABRE (semi-automated business research environment) in 1964.

*Worldspan (Worldspan Global Travel Information Services)*

As states on Electronicmarkets.org (2015) Worldspan is a provider of travel technology and content and a part of the Travelport GDS business. It offers worldwide electronic distribution of travel information, Internet products and connectivity, and e-commerce capabilities for travel agencies, travel service providers and corporations. Its primary system is commonly known as a Global Distribution System (GDS), which is used by travel agents and travel related websites to book airline tickets, hotel rooms, rental cars, tour packages and associated products. Worldspan also hosts IT services and product solutions for major airlines.

Worldspan was formed in early 1990 by Delta Air Lines, Northwest Airlines, and TWA to operate and sell its GDS services to travel agencies worldwide. Worldspan operated very effectively and profitably, successfully expanding its business in markets throughout North America, South America, Europe, and Asia. As a result, in mid-2003, Worldspan was sold by its owner airlines to Citigroup Venture Capital and Ontario Teachers' Pension Fund which in turn sold the business to Travelport in 2007.

### ***New trends in the hotel industry***

According to Itthon.hu (2015) the growing market competition is forcing the companies to offer specialised products and services on the so-called niche markets, from which the hotel industry is not an exception. Over the last thirty years, numerous new products have been created to serve the needs of a particular market segment: for example, budget hotels, suite hotels, airport hotels, conference centers, and boutique hotels. These models have been established in the US - where the competition is very high – and from there went on and appeared all over the world.

### ***Product segmentation – New trends in Boutique hotels***

The definition of the term boutique hotel is not easy, pursuant to the webpage Streetdirectory.com(2015). However it is clear that these hotels are attempting to take a chance to offer an alternative to consumers over the standardized hotel chains who are increasingly dominating the hotel industry from 1970's. The boutique hotel offers unique appeal lies in their character, which is important for consumers whose purchase decisions are not only taken on the basis of price and functionality.

Boutique hotels have a special atmosphere created by their architectural feature and design which atmosphere distinguishes themselves from other hotels. Another important feature of the sector is the personalized service, for example: calling the guests on their names, offering their favourite food and beverages to them...etc.

A boutique hotel by location can be divided into two main groups. Whether the concept was born in an urban environment, for this group the hotel has to be in a "fancy" central area of the city or some chains open their doors only in fashion and media centres, like London, New York...

Boutique hotels have weathered good times and bad times especially with the boom of affordable hotel renting. However, boutique hotels have a quality that chain hotels cannot match. Like bed and breakfast inns, boutique hotels can give a homey kind of feeling. In fact, these hotels are usually located in older and antique homes. Each boutique home is designed to a theme. Many boutique hotels converted from older homes.

Boutiques on average have about 25-50 rooms. There can be also found some with 8 rooms and also others with over 150. They generally are much smaller than chain hotels. This enables the staff to offer a higher level of customer service to its guests.

### ***Online accommodation reservation systems***

As the author wants to create a clear picture about the differences between online booking systems where there is a possibility to leave comments under the catering units and websites which were created to leave reviews about catering units she is presenting the biggest sites.

#### ***Booking.com***

Booking.com is operating as a part of Priceline Group and it is the owner of Booking.com™ which is the world's leading online booking provider. On the webpage of Booking.com more than 950.000 nights are being reserved per day. The Booking.com website and mobile applications attract business and leisure travellers as well. It was created in 1996. It offers the best prices, no matter what type of accommodation - from small, family-run guest house from the five-star all the way to luxury hotels. The Booking.com translated into more than 40 languages and has more than 825,202 active offers accommodation for 220 countries and territories. The head office is in Amsterdam, in the Netherlands. At international level, a total of 173 offices in more than 60 countries, according to the website Booking.com (2015) and Join.booking.com (2015).

Over 10000 people all over the world are dedicated to serving Booking.com's customers and property-owning partners. Their goal is to provide business and leisure travelers with the most accessible and cost-effective way of discovering and booking the broadest selection of accommodations, in every corner of the world.

The registration on the website is free of charge, even if an accommodation unit is registered. During registration, the location information for hotels should be entered, the photos should be uploaded and the rules of payment should be set. Once the data is confirmed and the establishment is opened online, it will be received in e-mail. Google, Bing, Yahoo and similar search engines announce the establishments so this is why it is possible to sell as rooms as it is possible and increase the revenue.

All reservations through Booking.com reservations were received confirmations immediately. After leaving the guests staying can leave assessments, thus giving help to other guests who would like to reserve these accommodations. These comments will be detailed later in the dissertation.

### **2.3. What is TripAdvisor?**

As it states on Tripadvisor.co.hu (2015) TripAdvisor is the World largest travel website with which the travelers can plan and enjoy their perfect journey. This website offers reliable advises, many travel options and planning functions with smooth access for reservation tools based on real experiences from real travelers.

Websites belongs to TripAdvisor form the World's largest travel community with more than 280 million unique cellers in a month and more than 170 million opinions covering more than 4 million accommodations, restaurants and attractions. The websites operate in 45 countires over the World including China under www.daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

#### ***TripAdvisor content***

Tripadvisor.com (2015) says that more than 170 million reviews and opinions from travelers around the world. More than 4 million businesses and properties in 140,000+ destinations, including 850,000+ hotels, B&Bs, and specialty lodging, 630,000+ vacation rentals, 2.3 million restaurants, 450,000+ attractions. More than 23 million candid traveler photos. More than 100 new contributions are posted every minute. More than 60 million emailable members worldwide. On average, nearly 2,800 new topics are posted every day to the TripAdvisor forums. More than 90 percent of questions posted to TripAdvisor's English-speaking forums are replied to by other travelers within 24 hours.

#### ***The history of TripAdvisor***

According to En.wikipedia.org (2015) TripAdvisor was founded in 2000 in February by Stephen Kaufer, Langley Steinert, and several others. The original idea was not a user generated social media site to change reviews, according to Mr.

Kaufer. „We started as a site where we were focused more on those official words from guidebooks or newspapers or magazines. We also had a button in the very beginning that said visitors add your own review and boy did that just take off. Pretty soon the number of average consumer reviews far surpassed the number of "professional reviews".

Flagship Ventures, the Bollard Group and private investors were the original finance partners. The company was purchased by IAC/InterActiveCorp in 2004. IAC spun off its travel group of businesses under the Expedia, Inc. name in August 2005.

TripAdvisor launched its official site in China as well in the April of 2009, [www.daodao.com](http://www.daodao.com). More than 20 million restaurants, hotels information and costumer reviews has been indexed since than. That is why TripAdvisor has become on of the biggest travel websites as of now.

In September 2010, SmarterTravel, part of TripAdvisor Media Group, launched SniqueAway (now Jetsetter) the first members-only site where each travel deal is endorsed by the people. TripAdvisor informed all registered TripAdvisor members that an unauthorized third party had stolen some of TripAdvisor's email list, and might use it to create spam messages. No passwords or other information was stolen. This happened shortly before many other companies reported similar thefts of the addresses on their email lists. According to [www.reuters.com](http://www.reuters.com) in April of 2011, Expedia, Inc. the largest online travel agency had plans to split into two publicly traded companies through a proposed spin-off of its TripAdvisor business, and its shares shot up 13 percent in after-hours trading. Analysts said the plan could help unlock value for the high-growth TripAdvisor travel site business as Expedia invests in product enhancements that would bolster its competitive positioning. Warren Miller, a morningstar analyst said that „While Expedia still makes the majority of the profits of the two companies, the TripAdvisor advertising-based model seems to be the future of the industry.”

In 2011, December TripAdvisor was spun-off from Expedia in a public offering.

In 2012, April the company launched a connection to Facebook that lets users select reviews from people in their social graph which is called Trip Friend service. The author will specified this development later in her dissertation.

In October 2012, TripAdvisor announced its acquisition of Wanderfly, a NYC based travel inspiration website for an undisclosed sum.

In April 2013, TripAdvisor announced its acquisition of Jetsetter, a NYC flash sale site

In June 2013, TripAdvisor announced its acquisition of GateGuru, a NYC based flight and airport information mobile app for an undisclosed sum.

### ***Guidelines for TripAdvisor***

#### *Writing reviews*

TripAdvisor accept reviews that detail first-hand experiences with the facilities or services of an establishment. General discussion that does not detail a substantial experience will not be posted. Furthermore:

No second-hand information or hearsay (unverified information, rumors, or quotations from other sources or the reported opinions/experience of others).

No reviews written by ownership, management or other representative of the property or chain that the property belongs; including past employees, volunteers or anyone associated with/related to employees of the property or chain of properties in question. No reviews written by vendors employed by the property or chain of properties.

Individuals affiliated with a property may not review other properties of the same type (accommodation, restaurant, or attraction) within the same city or town, or within 10 miles of that property.

Individuals affiliated with a property may not review competitors.

No ratings or comments about aspects of a business the reviewer did not experience. For instance, it is acceptable to write a review of an experience with the front desk of a hotel if the reviewer then chose not to stay overnight, but he/she may not rate the sleep quality. Unfortunately, TripAdvisor is unable to accept reviews of holiday

rental experiences that occurred during the reservation process or before arrival at the property.

*How can a person make a review on the website?*

First he/she has to click the Write a Review button on the green navigation bar, than has to find the place to review. Third step is to search for and select place he/she wants to review. Use the format "[Place name] [Location]" for best results.

(Note: If he/she can't find the place he/she is looking for, TripAdvisor may not list it yet. Find the link to request a new listing and follow the instructions.)

After that, fill in the Write a Review form. Make sure to include his/her rating, title, review text, type of trip, date travelled, and any optional information he/she wish to include, such as a photo or amenities experienced.

The last step is to certify that his/her review is based on a genuine travel experience by selecting the check box, and press the Submit review button!

After he/she submit the review, the review title will be in the Reviews page of his/her profile, and it will be marked pending. The review will be processed in a few business days.

*How often can the reviewer make a review?*

One review can be left on any given accommodation, restaurant, or attraction per visit. Members may submit subsequent reviews for additional visits as follows:

Accommodations & Attractions: Reviews for subsequent visits may be submitted three months after the publication of your last review.

Restaurants: Reviews for subsequent visits may be submitted one month after the publication of your last review.

Holiday Rentals: Reviews for holiday rentals are accepted for the current calendar year, and the two calendar years prior.

*How does the reviewer remove his/her review or rating?*

If someone would like TripAdvisor to delete one of his/her reviews, the appropriate way is to contact them and they will be happy to remove it.

If someone would like to remove one of his/her ratings, contact TripAdvisor, choose "Remove my rating" from the dropdown menu, and follow the instructions.

*Can the review be edited?*

Unfortunately if the comment is already in the system, there is no possibility to edit it, just to remove it, the way how it has been mentioned above.

***Responding to reviews (for Owners)***

TripAdvisor allows the management or representatives of accommodations, restaurants or attractions to respond to reviews written about their property. In order to post a management response, it must be:

Family-friendly - No objectionable language or images.

Unique and independent - TripAdvisor allows one response per review posted on the site.

Original - No material from other sources, including correspondence from a guest or other third party.

Professional - Management responses are posted below the review to which they are responding. They are read by all TripAdvisor users, and should be written in a manner that represents the customer service policies of their business.

Relevant to all TripAdvisor users - Irrelevant content is subject to removal. Management responses may not threaten or coerce a reviewer or attempt to suppress reviewer contributions on our site. No accusations of review fraud.

Respectful of Personal Privacy - Do not guess the reviewer's identity or include any information that could identify them.

Non-commercial - No promotional material of any kind. We reserve the right to reject any URL.

If the owner's response complies with these guidelines, it will typically be published within several business days and the owner will receive a notification.

It has to be mentioned that TripAdvisor reserves the right to remove a review or management response at any time for any reason. The reviews posted on TripAdvisor are individual and highly subjective opinions. The opinions expressed in reviews are those of TripAdvisor members and not of TripAdvisor LLC. They do not endorse any of the opinions expressed by reviewers or in management responses. They are not affiliated with any establishment listed or reviewed on this web site. In accordance with their privacy policy, TripAdvisor does not release anyone's personal contact information.

### ***Site features of TripAdvisor***

#### *Getting started*

It is important to mention that TripAdvisor cannot relay messages to booking agents or any business listed on the site, but can suggest programs for holidayt to their readers.

There are hundreds of TripAdvisor members who have traveled all around the world and love to share their experiences! There are many resources to help and learn more about a new destination:

#### *What is rating?*

A rating is a way to quickly share an opinion of the visitors' experience at an accommodation, restaurant, or attraction with fellow travellers. Ratings are measured on a scale of 1 to 5 bubbles, 5 being the best.

Rating is used to inform readers about TripAdvisor member impressions of the accommodation, restaurant or attraction you rated. Overall ratings appear at the top of each destination page, and individual ratings are shown next to each review. The overall bubble rating displayed on TripAdvisor reflects the aggregate of all individual bubble ratings for a particular property. Ratings stay on the site indefinitely.

## *TripAdvisor's community*

### *Forums*

In accordance with Businessdictionary.com (2015) the definition of forum is the following: „Public medium (such as a newspaper column) or place used for debates in which anyone can participate. In Roman times it meant a public place at the center of a market or town where open discussions on judicial, political, and other issues were held.”

Online forums are tight-knit internet communities that regularly use a unique language jargon or slang. TripAdvisor forums have no differences from this view. The author would like to share the acronyms and commonly used words on the TripAdvisor to be easier to understand the sites.

Sticky topics: Sticky topics are the topics which are highlighted. They are especially helpful topics that the forums support team chooses to keep at the top of a topic list.

There is a difference between a review and a forum. While review is a traveler's individual evaluation (including a 1-5 rating) of a specific accommodation, restaurant, attraction or destination listed on TripAdvisor, with no interaction with other travelers. On the other hand forum is not a place to surrender a review, but it is a discussion board where travelers can ask as many questions as they would like to and share their travel-related experiences.

### *Destination experts*

As Tripadvisorsupport.com (2015) states destination experts are the members of Trip Advisor, but they cannot be called the 'staff' of TripAdvisor. They are well-informed about the destinations and volunteered to help travelers. However, destination experts are not personal travel agents. They are also not moderators, administrators or members of the support team, so they are not responsible for removing inappropriate content or answering site-related questions. They are chosen based on their contributions on the forums of TripAdvisor.

### *Private messaging*

Private messaging is a TripAdvisor feature which allows to write a private message to an other traveler and demand questions about the place visited. Private messages should not be used to promote businesses or fight with other members, they are for exchanging helpful information.

To send a private message the messenger has to click on the member's screen (next to the review) whom he/she would like to send a message, and than clicik on the 'Send a message' link. A private message can be sent from a profile page as well.

TripAdvisor does not actively keep under observation the messages exchanged among members, but occasionally the company needs to access private messages in order to provide technical support at requests or to investigate violations.

### *Traveler articles*

Traveler articles are user-written guidebooks for a particular place. Articles can cover a wide range of topics like background information about a destination, helpful travel hints, safety information, and more. Travel articles are not leading articles. These are not the places for religious, ethical or political arguments or judgements.

If someone would like to create a traveler article, these are the steps that must be followed:

- Navigate to an existing traveler article about the same place, such as London: Neighborhoods.
- In the sidebar, click the Add a new article link.
- Choose from a list of selected topics, or create your own according to the instructions.

### *The relationship between TripAdvisor – Google and TripAdvisor – Facebook*

TripAdvisor future members can sign in the system by their Google or Facebook account as well. Before logging in it has to be sure if the used web browser is not signed into someone else's account. The users can sign in in two

different ways by their Google or Facebook accounts, according to [Tripadvisorsupport.com](http://Tripadvisorsupport.com) (2015).

*For Google profile:*

- signing up for a new TripAdvisor account:
  - „At the top of any TripAdvisor page, click “Join”, and then click “Sign in with Google”.
  - You will need to enter your Google+ username and password if you are not signed into Google already.
  - If this is your first time using Google+ to sign into TripAdvisor, you will see a screen from Google that will explain what information Google shares with TripAdvisor. You are always in control of these permissions.”
  
- signing into an existing TripAdvisor account:
  - „At the top of any TripAdvisor page, click “Log In”, and then click “Sign in with Google”.
  - You will need to enter your Google+ username and password if you are not signed into Google already.”

*For Facebook profile*

- „If you are already signed into TripAdvisor, click the blue Connect button at any time. You should see the button at the top-right of every TripAdvisor page.
- If you are signing up for a new TripAdvisor account, click Sign Up in the top corner of any TripAdvisor page, and then click the Sign in with Facebook button. You will need to enter your Facebook username and password if you are not signed into Facebook already”

After connection, logging in/out of TripAdvisor will also sign the user in/out of Facebook, and vice versa.

### ***The TripAdvisor application for smart phones***

The webpage [Tripadvisorsupport.com](http://Tripadvisorsupport.com) (2015) confirms that this mobile application includes everything why TripAdvisor members like TripAdvisor. The main aim of this application is to make a review at the moment of the experience so it is fresh in mind. There are many ways to access TripAdvisor if there is no desktop computer in the neighborhood.

First way is the mobile website which is operating exactly the same as the screen would be on the user's computer. The user has just to visit [www.tripadvisor.com](http://www.tripadvisor.com) using his/her phone's browser and he/she will be taken to the mobile site of TripAdvisor.

The company has free downloadable mobile applications for the following devices:

- Apple iOS versions 5.0 and later
- Android versions 4.0 and later
- Nokia touchscreen smartphones (running Symbian Series 60 v5 software)
- Windows Phone 7 and 8
- Kindle Fire 2nd and 3rd generation (available in the Amazon Appstore)

### ***Reservations made via TripAdvisor***

#### ***Instant booking***

#### ***How can be a room booked on TripAdvisor?***

First of all, the user has to find an accommodation at the place visited and has to search for available prices. There is an option called „Book with TripAdvisor” where the user will be able directly access more specific room information and descriptions from the partners.

While TripAdvisor can help to book a hotel room – they are unable to modify or update the reservation once it is made. Any changes or updates would need to be made with the appropriate booking partner. If there is something wrong with the

reservation that has made, or the supplier does not answer to the reviewers than TripAdvisor can give help via e-mail or telephone. The payment information will only be sent directly to the booking partner as well.

The booking that the user has made is collected under the section, called „Bookings” within the main menu, on the desktop and mobile application also. The cancelled reservations may not appear in „Bookings” immediately, so has to be sure that he/she got an e-mail about the modifications or cancellations.

#### *What is TripAdvisor flights?*

TripAdvisor Flights is a way to find out more about the best opportunities to get flight tickets. Although this is not a booking site or a travel agency, TripAdvisor allows the user to search for the best deals and then decide where he/she would like to book his/her flight.

There has to be a note that TripAdvisor tries to do its best to provide the user with accurate prices and the broadest source of inventory, but flights sell out quickly, and since TripAdvisor is not a ticket seller, the prices cannot be guaranteed. If the ticket is already purchased, than TripAdvisor cannot do anything about it, just to help to contact the seller.

#### *Vacation rentals*

As Vacationrentalscommunity.com (2015) says a vacation rental is a fully furnished property, such as a condominium, townhome or single-family-style home, often referred to as villa rentals in Europe. The client/traveler arranges to rent the vacation rental property for a designated period of time, many rent on nightly basis similar to hotel rooms, although the more prevalent vacation rental industry practice is typically weekly rentals.

TripAdvisor partners with FlipKey.com and HolidayLettings.co.uk, TripAdvisor Media Group companies, to array their listed vacation rentals on TripAdvisor.com. Through this partnership, TripAdvisor users can search and review vacation rentals just as they can hotels. Contrary hotels, users can book and pay for vacation rentals through the website, without the help of a provider.

## ***TripAdvisor Awards***

### *Travelers' Choice award*

As we can read on Tripadvisor.com (2015) and Revinate.com (2015) Visibility on TripAdvisor is becoming crucial to a hotel's success. How do hoteliers set their properties apart from the rest of the TripAdvisor mass? Earning an award is one thing that makes a huge difference.

Travelers' choice awards are the highest honour, established in 2002, that TripAdvisor can provide. These yearly awards are the only travel industry awards based on millions of reviews and opinions from travelers around the world. They mirror "the best of the best" for service, quality, and customer satisfaction. The award is given according to category, from hotels and accommodations to destinations, attractions, brands, and products. Categories are international and regional, and include top hotels, small hotels, family, romance, luxury, B&Bs and inns.

### *Certificate of Excellence*

Founded in 2010, the Certificate of Excellence award esteems hospitality businesses that consistently achieve prominent reviews on TripAdvisor. This award is only given to the the top 10 percent of accommodations, attractions, restaurants, and vacation rentals listed on TripAdvisor.

To be entitled to a Certificate of Excellence, a hospitality business must:

- Maintain an all-round TripAdvisor rating of at least four out of five
- Have a minimum number of total reviews
- Have been listed on TripAdvisor for at least twelve months.

Bohem Art Hotel was qualified for a Certificate of Excellence in 2014, because of its continuous good ratings and reviews and reliable representation of a qualitative unique hotel of Budapest. Nowadays, more than 1560 reviews can be found on the site of Bohem Art hotel of TripAdvisor, which is increasing day by day. Latterly the hotel got the eighth ranking from 332, which is not the best ranking, because the

hotel reached the third place before. Luckily, it has never lost its prestige, as the hotel has been in the first ten place always.

## **2.4. The presentation of Bohem Art Hotel**

In the following part of the dissertation the author will introduce Bohem Art hotel in details. The author chose this hotel as the main character of her dissertation, because she spent her 6 months internship working in several departments of the hotel (Front Office, Sales, Reservation, Food and Beverage departments) and from the July of 2013 she is working in the hotel as a receptionist. She has learnt many new things about the operation and running of a successful hotel business and she could have an overview about a cohesion between the departments, which is the key of a flourishing business. She wanted to extend her knowledge with carrying out a research within this topic area; how the appearance of TripAdvisor effects the occupancy of the hotels in a positive way.

### **2.4.1. Overview**

Bohem Art Hotel is located under 35, Molnár street in the 5th district. The property – as all buildings and sites – is mentioned in sources from the end of the 17th century. The documents from those days feature the property, in which the building will have taken place. One of the most famous proprietors was Manfréd Weiss, the industry tycoon, who owned the building from 1884 to 1894. The building had an important role in the city's industrial history: the Szénásy Írószér és Kőrzőgyár (stationery factory), built in 1903 was also in this building. The factory's owner, Béla Szénásy was a stationery wholesaler, the creator of Hungarian paper industry and trade, and the originator of the Budapest International Industry Fair. The factory is also famous because in 1944 they produced the „Schutzpasses”, the passes issued by the Swedish legation to protect the Jews threatened in the Second World War.

The hotel was built in 2010, but it could open the doors only in February, 2011. The directorate had to face with some problems around the constructions... The residents were indignant to have a huge wall in front of their ports, because there were just only two metres between the side corridor and the wall of the hotel.

### **2.4.2. Location and target markets**

The hotel is located in the heart of the city centre at Fővám Square. It is 50 metres from the pedestrian street, the Váci street, and 3 minutes walk from the Danube bank. The big Market Hall is in the neighborhood which is really positive from the tourists' point of view. Also important that the Gellért bath is located on the other side of the Liberty bridge, so it is maximum 10 minutes walk.

The location of a facility plays a very important role in defining its main target markets. Most of the guests of Bohem Art Hotel are tourists; young and middle-aged couples, individuals, smaller families, groups of friends. Although the hotel favours for business travellers too (it is possible to organize workshops or business meetings in two conference-rooms), they represent only a smaller percentage of the visitors.

### **2.4.3. Equipments**

The hotel altogether has 60 rooms and it is situated in 7 floors. There are 5 different room types.

There are 32 classic double or classic twin rooms, which are the standard rooms, but there are four superior rooms as well, suitable for more than two persons, with a sitting area and bath tubes.

The premium rooms, which are for couples, with a romantic atmosphere (pink lights, queen bed on a podium, a champagne is included in the price) are the most special room type in the hotel. These rooms are called Sweetheart rooms.

The second highest category of rooms are the suites, which are bigger than the superior doubles because there are two separated areas, with a coffee machine inside, for families or groups. Furnished with a sofa, or have room for an extra bed. There are six of them in the building and they are called Bohem Hip Suites.

The highest category of rooms are the two Art and History Suites (located on the first floor), which are the biggest rooms in the hotel, with american minimal modern style that between the bathroom and the livingroom there is no separation, with coffee machine inside.

As this is a boutique hotel, there are no same rooms in it. On the walls we can find the paintings of our contemporary painters. The names of them are on the walls

in the stairway. The reproductions of the paintings can be found on the walls of the hotel rooms. The guests of our hotel can choose their room based on the paintings, and decide which artwork fits their taste and mood the most.

The lobby area, the reception desk, the drink bar and the big conference room (which is 60 square meters, suitable for approx. 25 people) can be found on the ground floor.

The dining room (which is just for breakfast), the internet corner (3 computers are available for the guests of the hotel for free in 24/7) and the small conference room (which is 34 square meters, suitable for 20 people) are situated on the -1 floor.

#### **2.4.4. Services and Facilities**

Bohem Art Hotel has a reception which operates 24 hours a day, 7 day a week. The front desk is centrally located, close to the main elevators so the rooms are easily accessible for the guests and the focus is on the receptionists when the guests arrive. The staff members of the front desk are very friendly and helpful, they speak several foreign languages (English, German, French, Italian, Spanish), they are trying to make the communication fluent and convenient between the guests and them.

Although there is no separated concierge staff in the hotel, all the receptionists are trained well in case of the programs of Budapest. At the front desk brochures of several companies offering sightseeing tours and cultural programmes, private tours, wine tours are available, as well as car rental companies, bike rentals, restaurants, bathing facilities, massages, pub-crawl events etc.

Upon the arrival guests get the code for the internet connection which operates free in the whole building. This is a highly appreciated complimentary service of the hotel, because mostly in other hotels the wifi is payable.

The breakfast is included in the price. The kitchen is available just for the breakfast, which has the best quality. It is exceptionally liked by the guests and repeatedly marked on TripAdvisor. They serve buffet breakfast between 6:30 a.m. till 10:30 a.m. on the weekdays and between 7 a.m. till 12 a.m. on the weekends, so the guests who are not early birds will not miss the breakfast-time either. According

to the american style, unlimited champagne is served for breakfast. In the author's opinion this breakfast is far more sophisticated than in other hotels.

Another very customer friendly offer of the hotel is the daily „happy hours”. All the guests can consume unlimited coffee, tea, water and snacks from 2 p.m to 5 p.m. The coffee machine (which has a truly good quality) is available in the bar area so guests can comfortably take a seat in the adventurously designed drink bar and take some relaxing time after a long morning of sightseeing.

#### **2.4.5. Theme of the hotel**

Bohem Art Hotel is a unique, four-star design hotel. It is not only a lodging facility, but it also embraces an art gallery with several art-works of Hungarian contemporary artists. The paintings which belong to the private collection of the hotel-owner are displayed on the walls of the lobby area as well as the bigger conference room. As the author has mentioned, the guests can choose their favourite painting reproductions (big posters) while they make their reservations, making their home-away more snug. Not only the rooms, but the whole interior has a unique design, thanks to the marketing manager.

#### **2.4.6. Marketing approaches and the role of TripAdvisor in the hotel**

The hotel focuses on the guests' satisfaction. Every single member of the staff (from the Housekeeping through the Front Office department) is trying to do their best and cooperate with each other to make the guests exceptionally satisfied.

After only 4 years of operation the hotel already has a good image and reputation among tourists all around the world.

The comments can be left on the Guest Satisfactory paper which can be found in the rooms, or via e-mail on the hotel's website ([www.bohemarthotel.hu](http://www.bohemarthotel.hu), 2015). The hotel puts large emphasis on these comments, because the reviews are the most helpful tool for the management, and for the hotel itself.

Trip Advisor comments are usually from the guests who were totally satisfied with the services and facilities or on the contrary, who were not totally contented. The management receives notifications immediately about the reviews, so the managers are able to gather all the information about the guests' dissatisfaction.

Luckily, the hotel has not received any emphatic comment on Trip Advisor, therefore it can be among the firsts on Trip Advisor's list of the best hotels at Budapest.

#### **2.4.7. Occupancy rates in the hotel from the beginnings**

The author had the opportunity to gather information about the occupancy rates in the hotel from the reservation system of Bohem Art Hotel, called Micros Fidelio Suite8. This property management system is operating from the beginning in the hotel, so all the needed information can be found in the reports.

The author collected all the data from March of 2012 (this was the first active month in the hotel's life) to March of 2015, all together a four-year period.

The definition of occupancy rate is the following: the percentage of all rental units (as in hotels) are occupied or rented at a given time. Occupancy rate is the result of the number of total rooms occupied divided by the number of total rooms multiplied by 100. The author writes down all the percentages year by year and month by month to be simple to see the difference between the beginnings and nowadays. These rates can be read in the Appendices.

#### **2.5. Summary**

Basically, it can be said after analysing the relation of customer behaviors in the hotel industry and the importance of TripAdvisor's role, that Bohem Art Hotel is a successful boutique four-star hotel which is bringing its expectations continuously from its opening, even if it is hard to create a well-established picture of a hotel nowadays. Furthermore it also appeared that TripAdvisor is a developed system which has many different levels of categorizing the accommodations searched so it has advantages and disadvantages as well from the hotel's point of view. The advantage is the disadvantage also. The hotel can conceive its own victory or downfall through the reviews left. Bohem Art Hotel has the facilities and results for the first one mentioned before. TripAdvisor is a tool for being popular and for being advertised without any difficulties.

### **3. Methodology**

#### **3.1. Introduction**

The methodology is the third chapter of the dissertation. For the collection of required data, different methods were used. The aim of these methods was the buttress of the research and to get access to the relevant information. To be productively carry out the investigation and experience, so the positive effects of TripAdvisor on the occupancy rates of Budapest.

The topic of the thesis is quite unique, relying on the opinion and experience of individuals. After taking the above mentioned into consideration, the author decided to use interviews as the main research method for gathering all the information required for completing the task of the dissertation. Further research was basically made through visiting the library multiple times, suggestions of the consultant, searching for related publications on the internet and examining the material of previously completed subjects in the Budapest Business School.

##### **3.1.1. Research**

The dissertation is based on an empirical research, which means that the primary and secondary research were made by data collection. The primary research needs interviews, discussion and questionnaire, during the time that secondary research requires statistical, annual reports and datas. The author has choosen this type of research, because her topic is available by a very small margin in books and printed literature, ergo the best way of research is the empirical way for the author.

#### **3.2. Secondary research**

It is remarkable that for this dissertation books and printed library literature is hardly available. As the choosen topic is unique and special, the author had to find research methods on the Internet and in diverse publications, articles. The author has used the Internet as the primary source of data for this dissertation. The chief structure of the online research was to use subheading titles in different searching programs and find information within the topic of the dissertation.

### **3.3. Primary research**

In this subsection of the dissertation the author would like to present the procedure of collecting the information herself, by introducing the method used and the literature on which the method relied.

#### **3.3.1. Primary data research**

As it has been already stated above, the author of this dissertation thought that the most effective research method would be interviewing the Director of Sales of Bohem Art Hotel to get more information.

#### **3.3.2 Designing the interview**

The author prepared a deep interview with Mr. Bots, responsible for sales and operation of Bohem Art Hotel from the beginnings. The reason for making a deep interview is that the nature of the thesis. Only an interview with open-ended questions could have lead to relevant information and knowledge about the current situation. The answers from Mr. Bots gave a general picture about the effects of Trip Advisor on the hotel's reputation, marketing and that is how its occupation.

The author gathered the necessary knowledge in order to be able to design useful interview by reading different books and articles related to the topic. There were several writings included in the research, however the most useful article was the book with the following title: *The Handbook of Interview Research: Context and Methods*, edited Mr. Jaber F. Gubrium and Mr. James A. Holstein (2001). Each chapter is written by a different fancier, the section the author was relying on while designing the interviews was the 'Qualitative Interview' part, written by Carol. A. B. Warren. Warren (2001) indicates that qualitative interviews should be designed in a way that they should somehow be closed by open-ended questions. The author of this thesis applied this idea while putting together the interview by ending both with forward-looking questions.

### **3.4. Data analysis methods**

The data analysis was both qualitative and quantitative. As the qualitative research emphasizes the 'why' and the quantitative research highlights the 'how', therefore both research methods were playing a key role in writing the theses.

Qualitative research is all about exploring matters, understanding phenomena and answering questions.

The goal of the author's questionnaire was to to gather sufficient information about the peoples' opinion about TripAdvisor's efficiency and their thoughts of choosing an accommodation abroad based on TripAdvisor's reviews. The type of the questionnaire was respondent completion, where the respondents filled out the questionnaire themselves. The advantages of this type are anonymity, rapidity and basically a cost-saving method which results a broad sample from where possible consequences can be carried out easily. However, there are also some disadvantages; for instance, some responds cannot be evaluated efficiently because the respondents did not pay enough attention to the questions.

The author posted the questionnaire to different websites, like social network sites and also gathered information via e-mail. The prime goal was to inquiry primary, professional information about the topic. The questionnaire helped a lot to the author; with the results several conclusions and recommendations have been drawn according to the motivational force and the reliability of TripAdvisor.

### **3.5. Summary**

For the sake of producing a comprehensive and adequate data research, the author has choosen to use both qualitative and quantitative research methods. Within the qualitative methods, the author found interview as the most convenient data research method, taking the topic of the dissertation into consideration. As for the quantitative research method, the author decided to prepare a questionnaire with multiple choice answers. Both methods succeeded different and interesting information regarding to the topic of the dissertation. As one of them gave a professional, very detailed opinion from an expert, the other resulted in an honest point of view about this dissertation's topic.

## **4. Analysis of Research and Results**

### **4.1. Introduction**

In this part of the dissertation the author collected together the information through qualitative and quantitative search methods. The qualitative data collection method was a deep interview, with Mr. Dávid Bots, responsible for sales and operation of Bohem Art Hotel. The author asked him about the hotel's history, current situation, occupancy then and nowadays, edification of the reviews left on TripAdvisor and his plans/ideas for the future. Furthermore, the quantitative research method was a questionnaire about choosing an accommodation abroad based on TripAdvisor.

The author prepared 12 questions, regarding to the knowledge of TripAdvisor and the users opinion about its utility and effects. The respondents were divided into six age groups; between 17 and 20, 21 and 30, 31 and 40, 41 and 50, 51 and 60 and elder than 60 and in order to have some more exact information, the author decided to evaluate the answers also by gender.

In this section of the dissertation the reader will be provided by the whole picture of the current situation regarding to TripAdvisor' importance in choosing an accommodation abroad, its risks and reliability and opportunities.

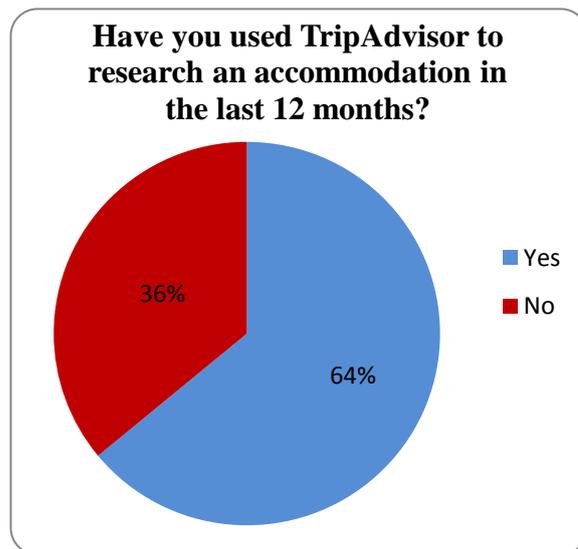
### **4. 2. Evaluation of “Choosing an accommodation abroad based on TripAdvisor” questionnaire**

#### **4.2.1. Objective of the questionnaire**

In order to understand the nature of the questionnaire, the author prepared several objectives of the questionnaire. First objective was to gain primary information about the peoples' knowledge about TripAdvisor. Second of the objectives was to gain relevant information about the peoples' experiences of using TripAdvisor. Finally, the last objective was to find out more information about the risks to choose accommodation based the information of TripAdvisor and the easiness of using it. Whether they will recommend it or not.

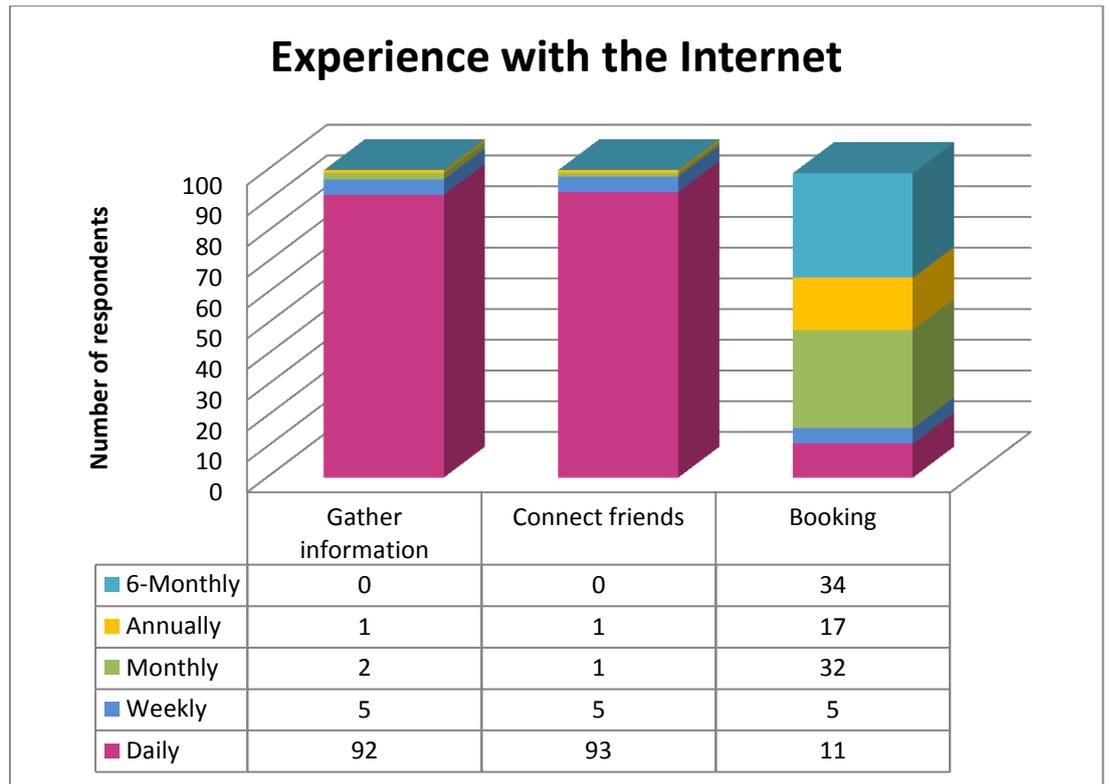
#### 4.2.2. Essence of the results

Among the 10 questions the author would prefer to highlight the three main points of the questionnaire's outcome. Above all, as Chart 1 shows, among the 100 respondents TripAdvisor was well known. 64%, so 64 people have used TripAdvisor to research accommodations in the last 12 months.



*Chart 1: How many percentage of respondents used or did not use TripAdvisor in the last year?*

Furthermore, the answers to the questions associated with the usage of Internet were not surprising. According to Chart 2, 95% of the respondents use the Internet daily to gather information, 93% use the Internet daily to connect with friends and last but not least, 11.% of them use the Internet daily for booking, but regarding to this question 32% of the respondents use the Internet monthly and 34% use the Internet 6-monthly for booking.



*Chart 2: Experience with the Internet*

Unfortunately the 5th question in the questionnaire was not as informing as the author has imagined, because as Chart 3 exhibits, even if 40% of the respondents used TripAdvisor in the last 12 months, 62% of them never booked an accommodation using TripAdvisor, moreover 76% of them never posted reviews on TripAdvisor in the last 12 months.

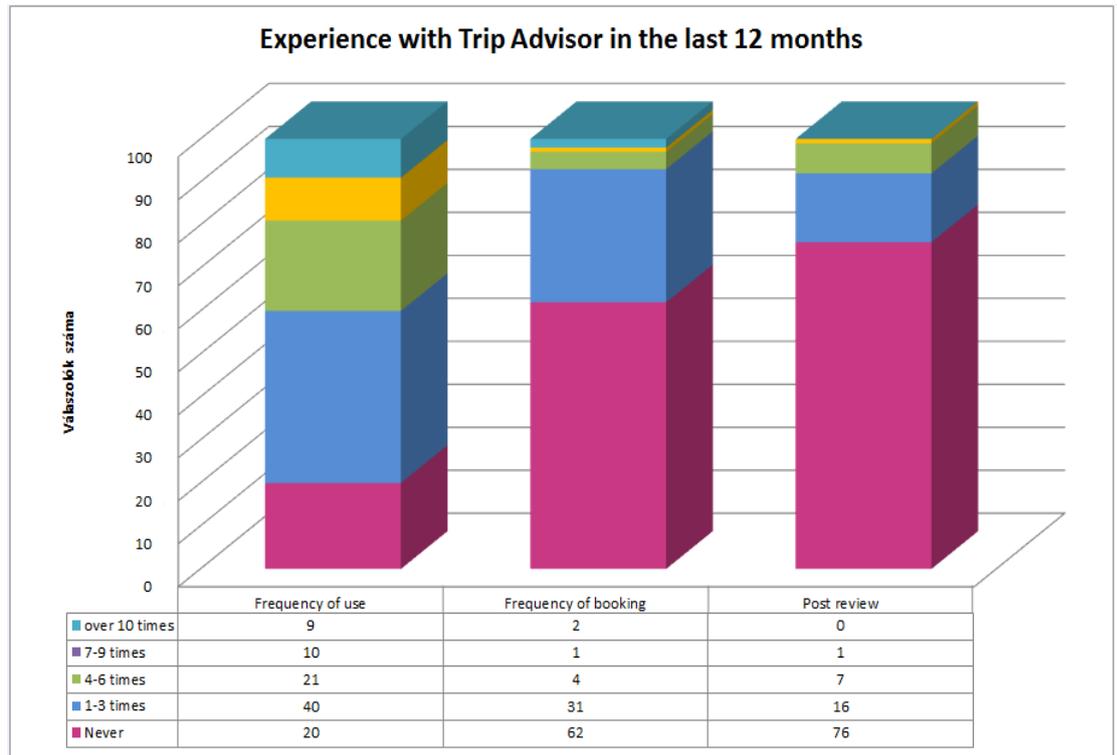


Chart 3: Experience with TripAdvisor in the last year

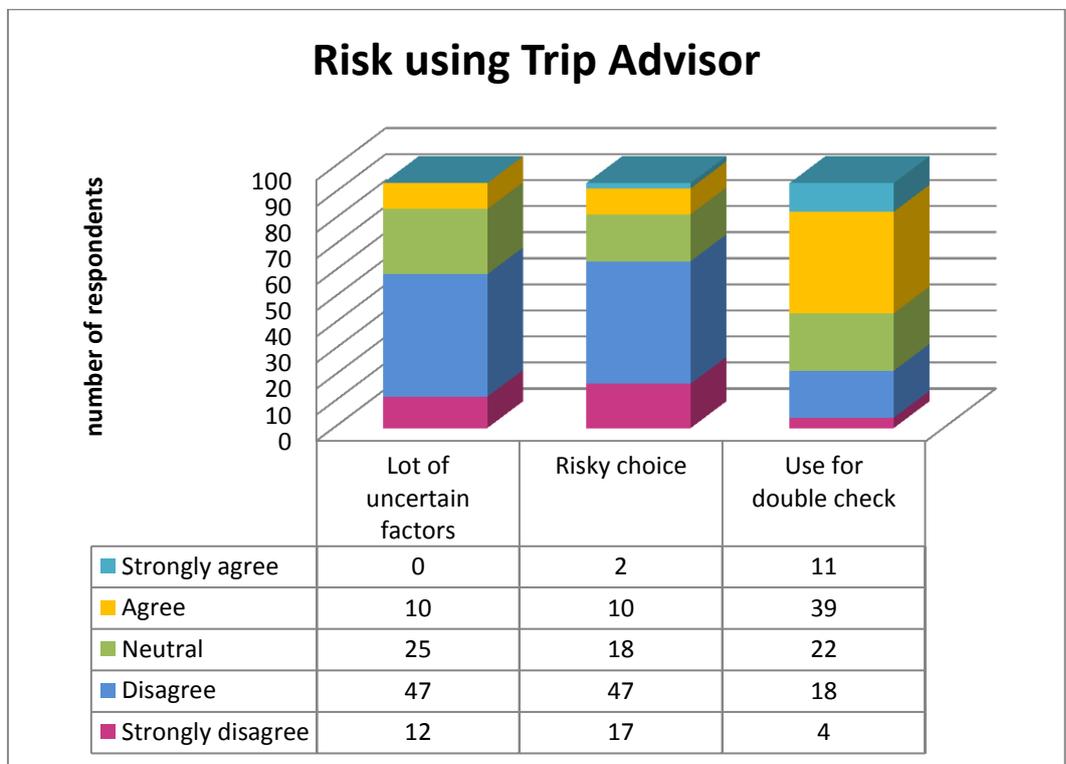


Chart 4: Risk using TripAdvisor

In addition, three questions were about the risks using TripAdvisor. 50% of the respondents disagreed and 11% of the respondents strongly disagreed that it is too uncertain to choose a hotel based on TripAdvisor. Just 11% agreed and 2% strongly agreed that choosing a hotel based on TripAdvisor is risky, though 19% of the respondents marked the neutral option to this question. Summarizing the two results before, the author disappointedly realised that only 41% (agreed) + 12% (strongly agreed) of the respondents (according to Chart 4) checks TripAdvisor against other websites before booking.

#### **4.2.3. Detailed analysis of the results**

The author tried to create the questionnaire in a simple way, to make it clean for everyone. In this section all the answers and results will be detailed and arranged.

Among the 100 respondents 54 of them stayed in a hotel 1-2 times in the last year and 36 of them traveled a bit more, 3-4 times. As the respondents were mostly in the age group between 21 and 30 it is not surprising that 92% of the respondents use the Internet to gather information, 93% use the Internet to connect with friends on a daily basis. The author assumes that this is the reason why only 32% of the respondents use the Internet for booking accommodation on a monthly basis, because this age group is more focusing on their career and/or studies.

The next section of the questionnaire was about the experiences of TripAdvisor in the last 12 months. From the first sub-question of the 5th it reveals that 40% of the respondents used TripAdvisor 1,2 or 3 times in the last year and 21% of the respondents used it 4-6 times. Only 10% visited the website 7,8 or 9 times, and least visited over 10 times (9%). This 40% + 21% of the respondents were not that active on TripAdvisor, because only 16% of them posted reviews on the website in the yesteryear and 76% of them never posted anything.

At the 6th part of the questionnaire the author was curious about the reactions of the respondents on the general risks of booking accommodation online. They could mark the following: strongly agree, agree, neutral, disagree, strongly disagree. For the first sub-question 40% of the respondents marked agree and only 18% marked disagree, so the majority thinks that the chosen hotel will not be a good value for money, which means that they are afraid of the quality of the

accommodation chosen based on online sources, like TripAdvisor. The second sub-question states that 36% of the respondents marked disagree for the statement that the accommodation chosen was not as good as it was expected before based on TripAdvisor, and only 26% agreed with it, so the author can say that there are more people who think TripAdvisor is reliable than people who do not. The results of the third sub-question in this section could not be really evaluated, because most of the respondents marked neutral (39%), but those who took sides rather marked agree (33%) than disagree (15%).

The 7th part of the questionnaire was about risks as well. Not only general risks, but risks using TripAdvisor. The 1st sub-question's results show that 47% of the respondents think that there is not too much doubt in choosing a hotel based on TripAdvisor, so as it stated above as well, most of the respondents think that the reviews on TripAdvisor are trustworthy. For the 2nd sub-question the same answers were responded, so it strengthened the statements before. The last sub-question was about TripAdvisor's first-importance. 39% of the respondents said that they always check TripAdvisor against other websites, so comparing to the disagreed respondents (18%) it can be declared that people put TripAdvisor in the first place.

#### **4.2.4. Summary**

In order to produce a comprehensive and competent data research, the author chose to use both qualitative and quantitative research methods. Within the qualitative methods, the author found interview as the most appropriate data research method, taking the topic of the dissertation into consideration. As for the quantitative research method, the author decided to prepare a questionnaire with multiple choice answers. Both methods resulted different and interesting information regarding to the topic of the dissertation. As one of them gave a professional, very detailed opinion from an expert, the other resulted in an honest point of view about this dissertation's topic.

#### **4.3. Evaluation of the interview with Mr. Dávid Bots**

The interview was made in order to get a general overview about the TripAdvisor's role in Bohem Art hotel, the effects of the left comments on Trip Advisor.

The questions were about the hotel's marketing and therefore its occupancy, the advantages and disadvantages of the comments left, whether these are negative or positive, and the management of any negative comments in an appropriate manner in the future.

The questions are in the Appendix of the dissertation (See Appendix 1). The author believes that the interview questions are appropriate for the type of research she decided to conduct, furthermore she is satisfied with the way Mr. Dávid Bots answered, providing adequate amount and relevant information for the topic. The result will be introduced question by question in order to give an understandable form of the interview.

#### **4.3.1. Introduction of Bohem Art Hotel and the appearance of TripAdvisor**

First, the author asked Mr. Bots to tell a few words about the hotel itself. According to Mr. Bots the owner of the hotel is a hungarian individual whose dream was to create a hotel like it became now. His collection formed and trained in the fine art works of contemporary artists, paintings. He created the hotel based on this line. These artists' reproductions can be found in the hotel rooms. This concept was born years before opening the hotel, but unfortunately the economic crisis did let him to open the hotel's doors only in 2011. The hotel's strength is the good location, the great personnel and the brilliant breakfast. Unfortunately, the downside is a smaller room size (which is not rare in this hotel category), but as the guests would like to get a room that fits their expectations the communication of the clear vision of the rooms is one of the most important tasks of the staff and management also. Luckily the hotel was appended to the expectations in 4 years with regular renewals and retention level.

#### **4.3.2. The important role of TripAdvisor in the hotel**

The second question was inquiring about the importance of Trip Advisor in the hotel. The answer was quite new for the author. Mr. Bots told her that the hotels are automatically added to the hotels' list on Trip Advisor so they do not have the chance to block themselves from the website. It is precisely for the hotel or a catering unit that has negative comments on its page could not do anything to delete those, because Trip Advisor is specifically for guests (and in this case) and not for hotels. It has advantages and disadvantages as well, of course.

Trip Advisor practically from the moment of the opening was near the present life. The first guests started to leave comments and if not the first weeks and months after the opening, but in the first year the management realised the significance of this website. Luckily the hotel reached a position that is dominant among the hotels in Budapest at the beginnings. Since January 2012, Bohem Art had almost always ultimately top 10 ranking. The hotel was on the second place as well, but the 4<sup>st</sup> and 5<sup>th</sup> place was the hotel's for a longer period. Obviously, the opening of more and more hotels is a threat to the hotel and mostly in terms of its position on Trip Advisor. Those hotels which are above Bohem Art Hotel are hotels which are created based on Trip Advisor reviews and hotels whose owners had an unlimited budget to create unique services and products.

After the first year of operation the webpage perceived its importance. From then on the management put a large emphasis on the collection of excellent reviews and if there is a negative comment, the management tries to utilize them for future subsequent operation.

#### **4.3.3. The influence of the comments on the marketing and occupancy of the hotel**

In this section Mr. Bots talked about the mostly positive, but also about the negative influence of the left comments.

He told the author that top 10 position of the hotel necessarily has a positive impact. This effect may occur on two ways, one is when the guests start to look for accommodation (nowdays we can say that almost everyone is searching online on different websites, like [www.booking.com](http://www.booking.com) or [www.expedia.com](http://www.expedia.com)) they see different lists of accommodations based on different categorizations. Next to the price, the location and the services, the reviews left by other travellers can be an influencing factor as well. It can be a kind of confirmation or a negative thing that helps them to decide. The other way is to look for accommodation on Trip Advisor, based on the gradation of Trip Advisor.

The personal opinion of the Director of Sales was that Trip Advisor has just arrived on the summit, so now is the point when everyone is still happy to leave comments and to read all the other commenters reviews. He explained the author that

this website would lose its fascination after a while, and as hotels have started to create their own evaluating web pages, the guests would not be happy to leave comments on different levels.

He summarized that the overall picture was very positive, but unfortunately the hotel can not measure some things, namely how many bookings are being cancelled because of any negative comments.

#### **4.3.4. Disadvantages of being active on TripAdvisor**

As the author mentioned above, the cancellations are one of the biggest disadvantages, but positive comments can be dangerous as well, for example when a satisfied guest left a favorable comment on the hotel, because he/she was lucky enough to get a free upgrade, it can turn out unfortunate if the other guests were not as lucky as he/she was.

The other huge hazard is blackmailing. Even if it is not a daily problem, the hotel is unspoken threatened by some guests. It should be imagined like: „if I do not get this and that then I'm going to leave a bad comment on Trip Advisor under your hotel's name.” This is prohibited on TripAdvisor (according to the legal roles of Trip Advisor) and fortunately a few months ago a feature has been activated that can help to eliminate such situations like this. After the blackmailing, the hotel is capable of reporting the incident to Trip Advisor. The company realised that it was a serious matter and although internationally it is not much precedent that lawsuits have been launched against the Trip Advisor, if a guest has turned out to be insincere and because of his/her comment there was a serious economic loss, than the catering unit has every right to sue the company. This is why Trip Advisor created a customer service which is specialized for avoiding these situations. Unfortunately the hotel had reported 3 cases, because of extortion.

#### **4.3.5. Elimination of negative comments**

Mr. Bots was also asked about how to prevent bad reviews. He explained all the steps that can happen.

The first and most important step is to offer a perfect service so the guests could not pick at something. The second step is to realise if the guest is not satisfied for some reason so it also is possible to improve the mapping problem. To compensate or to fulfill special requests (bigger room, gift, refund).

The third step when the guest has already left the hotel and a negative comment also, but not on TripAdvisor, on the private evaluation sheet or webpage. In this case, the managers write an e-mail to the guest in which they are apologizing and trying to get more detailed information about the current problem. There were quite a few cases when they managed to save the hotel from a public bad review.

The last and worst step, when the guest had left a negative comment on TripAdvisor. In this case, the situation can be concealed by a management answer (to the comment) in public. This answer is not absolutely for the removal of this comment, but rather for the next guests who can see the hotel's method of complaint handling.

#### **4.4. Summary**

This section of the dissertation was written to gather detailed information about the seriousness and usefulness of TripAdvisor's presence in the hotel's lifecycle and the TripAdvisor's using habits of the consumers. It can be also stated, through analyzing the questionnaire and the interview that the hotel puts large emphasis on the reviews, because as it is a 60-room boutique hotel owned by one person, it is really important to create a good image in the hotel industry to gain recommendations and thereby full house. The interview with Mr.Dávid Bots was a proof for this statement. It is clearly visible that the comments left on TripAdvisor have more positive than negative effects on the occupancy of the hotel, but of course if the management and the staff are not careful enough, these reviews may also pose a threat on the hotel's image, but luckily the people running this unit are experienced enough to solve the problems properly, without huge circumstances.

### **5. Conclusions and Recommendations**

#### **5.1. Introduction**

In the last section of the dissertation the author would like to summarize the sections which were discussed already by presenting the main conclusions etymologized from the achieved result. Furthermore it will be proved that the aim of the dissertation was reached a goal thus the hypothesis was denied successfully.

The author would like to provide also for Bohem Art Hotel some recommendations which would make the processes easier and faster, would hide the haphazard negative reputation of the hotel, and maximize the hotel's occupancy.

The Conclusions section will also include a subsection where the author presents some possible topics on which she believes there should be further research completed and in another subsection the author evaluates and comments on the research methods she was using while completing the study.

## 5.2. Conclusions

The author of the thesis strongly believes that she was able to achieve the aim of the dissertation, verify which was stated in the hypothesis, which was the following: “ The appearance of TripAdvisor effects the occupancy of the hotel in a positive way”. The Literature Review served as an elementary starting point of the dissertation although the Analysis of Research and Results part is more understandable taking into consideration the topic.

It may be concluded, that despite the favorable facts that some negative comments can effect the hotel’s availability temporarily, its performance is above 90% on average since it is present on TripAdvisor.

As it is clearly visible from the results of the „Choosing an accommodation abroad based on TripAdvisor” questionnaire TripAdvisor website is well-known within the consumers, and almost the half of them used the website in the last 12 months at least once, and nearly 50% of the people think that reviewers are trustful, so it can be said that TripAdvisor is determinative before choosing an accommodation.

From the deep interview three main points should be mentioned. The effulgence of TripAdvisor nowadays, the right exploitation of the benefits of the positive comments and last but not least, the threats of the negative reviews on the hotel’s renown.

The main problems are summarized in chapter 4.3.5. (Elimination of negative comments) by Mr.Dávid Bots, because the author prepared a question which was completely for this topic to understand better the real emphasis of the menacing situations. Through the eyes of the author the best solution would be to be well-prepared for all situations which is the hardest, because in the hotel industry pretty near anything can happen, many circumstances can influence the decisions of the personel and the consumers as well.

### **5.3. Recommendations**

Taking into consideration that the author of this thesis is working in Bohem Art Hotel since the beginning of 2013 at the Front desk (as a trainee for the first time than as a receptionist until nowadays) it is not surprising that she was experiencing most of the difficulties mentioned by the Director of Sales.

Though as the topic of the dissertation is basically presenting the way that Bohem Art Hotel was able to deal with the difficulties that the comments left on TripAdvisor may cause, moreover to take advantage of them. Most of the problems have been eliminated already or being worked on currently, the ranking of the hotel on TripAdvisor is getting lower unfortunately. However the author thinks that the occupancy of the hotel is still great, are still some issues present which should and could be overcome by applying the below presented methods.

In the opinion of the author the hotel's upbuilding is not the best, because there are more rooms than it should be, so the rooms' size is relatively small. This is why there are many reviews in which consumers mention the lack of space. This issue is really important, because for those guests who are coming from overseas, usually from other tours with more luggages it is hard to fit in a ten square meters room.

The second biggest issue is the lack of services. Although the hotel is located in the city center, so the programs of Budapest can be reached easily it is important for the guests to have some opportunities to do in the hotel also, like training facilities and SPA facilities. The author can understand why the owner of the hotel decided to create a hotel like this, but she believes that some new supplies may cause more demand.

The last recommendation from the author of the thesis is possibly the most important. The management should think about investing more in employee development and training, since the money spent on helping the employees to be more efficient in completing their daily tasks will significantly increase their productivity, which will shortly show its impact on the guest feed-backs and on the profitability level as well. As the hotel benefits from the excellent reviews of the hotel, especially of the staff left on TripAdvisor, it is important to make their

employees motivated all the time. Thus the money invested will actually return in a different form and employees will be more satisfied also.

#### **5.4. Comments and methodology development**

The author of the thesis strongly believes that she was able to complete the task on the field of primary and secondary research as well. The used literature was always relevant and confirming the statements of the author. The author is persuaded that the Literature Review section was written in a rather logical and comprehensible way which serves as a good basis for the primary research.

Furthermore, the author is satisfied for using both qualitative and quantitative research methods; both of them gave a satisfactory and corroborative result of the examined field of the topic. The author thinks that she was able to represent the results in an understandable way, therefore the reader of the dissertation can easily follow her thoughts and ideas.

#### **5.5. Suggestions for further research**

The author believes that however the prepared dissertation is an extensive study completed on the chosen topic, further researches could and should be made as well.

The first suggestion would be completing an analysis three or four years later focusing on the further importance of TripAdvisor in the hotel's life, for which this dissertation would serve as a great basis. It could be a comparison as well, examining the occupancy rates and reviews of Bohem Art Hotel since it opened its doors and the same three-four years later so it would show if it would lead in a positive or negative direction. The suggestion is mostly based on the fact that the interviewed Director of Sales stated that TripAdvisor is the most successful nowadays.

The second suggestion for further research could be the deeper analysis of any department of the hotel to get detailed information about the guests' needs to be able to satisfy them more efficient so to avoid the unfavorable reviews from them. In the author's opinion the House Keeping and the Food and Beverage departments would be the most interesting for a deep analysis.

**5.6. Summary**

The author of the dissertation feels that she created a comprehensive and yet interesting study on the chosen topic. Furthermore she is satisfied with the choice of the topic as well, which, in her opinion, is entitled to be spent time and effort on.

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## 6. Appendices

### I. Appendix: Table made by the author about the occupancy rates from the 1<sup>st</sup> of March in 2012 until the 30<sup>th</sup> of November in 2015 in Bohem Art Hotel (Source: Fidelio Suite 8)

	2012	2013	2014	2015
January	-	63%	84%	92%
February	-	71%	89%	96%
March	40%	80%	91%	96%
April	63%	91%	96%	98%
May	88%	94%	98%	97%
June	85%	91%	98%	96%
July	81%	92%	98%	95%
August	89%	94%	99%	99%
September	88%	95%	100%	98%
October	91%	92%	97%	98%
November	73%	92%	95%	97%
December	76%	82%	93%	

## II. Appendix: TripAdvisor Reviews from the website [www.tripadvisor.co.hu](http://www.tripadvisor.co.hu) about Bohem Art Hotel

*“Excellent!”*

Új

★★★★★ Értékelés időpontja: 2 nappal ezelőtt

Google-fordítás

Stayed in this design hotel in October. Everything was perfect. Small rooms, delicious breakfast (sweet and salty), wonderful staff. Central position, close to everything. Perfect for 2 - 4 days stay due to small rooms.

Tartózkodás dátuma: 2015 októberében, párjával utazott

★★★★○ Alvásminőség

★★★★○ Szobák

★★★★★ Kiszolgálás

*“A precious jewel of a hotel!”*

★★★★★ Értékelés időpontja: 1 héttel ezelőtt

Google-fordítás

Where do I begin? Everything was just perfect. The staff are courteous and welcoming. My room was perfect, quiet, stylish and comfortable. I LOVE the design in the room, bar, restaurant. Breakfast had to be one of the best spreads I have every seen. Position is ideal, quiet side street off the central Vaci Utca. The only negative was that I could only be there one night this time. Promise I will be back



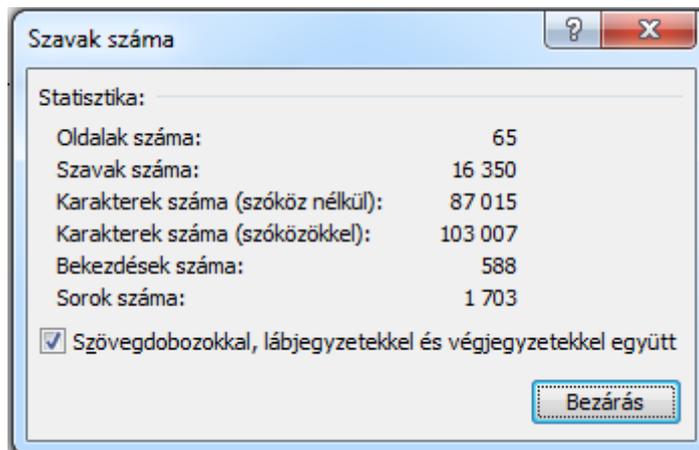
### III. Appendix: Questions of the „Choosing an accommodation abroad based on Trip Advisor” questionnaire

- 1.) Have you used Trip Advisor to research an accommodation in the last 12 months?
- 2.) Last year how often did you travel and stay in a hotel?
- 3.) Who do you usually travel with?
- 4.) Experience with the Internet (Usage of the Internet to gather information/Usage of the Internet to connect with friends/Usage of the Internet for booking)
- 5.) Experience with Trip Advisor in the last 12 months
  - a. How often do you use Trip Advisor?
  - b. How often have you booked a hotel using Trip Advisor?
  - c. How often have you posted reviews on Trip Advisor?
- 6.) General risk
  - a. It is possible that the hotel I choose will not be a good value for money.
  - b. It is possible that the hotel I choose was not good as I expected before, basen on Trip Advisor.
  - c. It is possible that the hotel I choose will not provide personal satisfaction.
- 7.) Risk using Trip Advisor
  - a. There is too much uncertainty in choosing a hotel based on Trip Advisor.
  - b. Choosing a hotel based on Trip Advisor is risky.
  - c. I always check hotels from Trip Advisor against another website.
- 8.) How easy is to use Trip Advisor?
  - a. On the website everything is understandable.
  - b. I can find information easily on the website.
  - c. When I navigate around the site I feel that I am in control.
  - d. Aggregating the reviews into rankings makes it easier to choose a hotel.
  - e. I can easily compare different hotels using the website.
  - f. Regular updates mean that the information is fresh about the hotels.
- 9.) Reliability of Trip Advisor reviewers
  - a. Reviewers are like to be trustful.
  - b. Reviewers are expected to have good intentions.
  - c. Reviewers are competent information providers.
- 10.) What would you do after visiting Trip Advisor?
  - a. I would book-mark the website.
  - b. I would recommend the website to a friend.
  - c. I would book a hotel after using the website.
  - d. I would sign up as a member at the website.
  - e. I would use Trip Advisor again in the future.

#### **IV. Appendix: Interview questions from Mr. Dávid Bots**

- 1.) Kérem, mutassa be pár szóban a szállodát!
- 2.) A Trip Advisor mióta van jelen a szálloda életében?
- 3.) Milyen hatással vannak a Trip Advisoron hagyott észrevételek, kommentek a szálloda marketingjére és ezáltal a foglaltságára?
- 4.) Hogyan profitál a szálloda a Trip Advisoron hagyott kommentekből?
- 5.) Milyen problémákkal, akadályokkal szembesül a szálloda a Trip Advisoron való aktivitás miatt?
- 6.) Mit gondol, a vendégelvárások ismerete illetve a kommunikáció a vendégek felé fontos? Ha igen, miért?
- 7.) Ön szerint mik a lehetséges opciók a jövőbeli esetleges negatív kommentek megfelelő módon való kezelésére és/vagy elkerülésére?

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