

Online Hotels Reputation

Victoria Burdun, Olesia Starkova
National University of Food Technologies

Introduction. One of the major problems, which pushes the tourists to leave negative comments, is not delicious or poor-quality food in restaurant services on the hotel site. In this work, we consider the requirements, that tourist put forward to the restaurants in the hotels. These demands can affect the online hotel's reputation.

A number of reviews on certain travel portals, like TopHotels, Booking.com were analyzed.

In the economy class hotels, the major amount of the tourists prefers paying only for breakfasts (BB). The opportunity to choose the breakfast from the several offered variants, as well as the opportunity to have breakfast earlier or later than the time set by the hotel is highly appreciated.

Therefore, it is very important to point out not only the availability of the breakfasts, but all the nuances connected with them in the hotel description on the internet resources. Hence, the tourists will know what to expect, and, most likely, their displeasure on the web pages will appear not in the form of negative reviews, but in the form of constructive proposals.

According to the reviews on the Internet, yesterday's dishes and the using of the stale food (22%), as well as lack of renewed breakfast (22%) cause the main guests' discontent. Unfriendly staff takes the third place among the common guests' complaints (14%).

For the average cost hotels, food takes the lead over the possibility of the Internet access and other facilities.

During the catering for the type of all inclusive (ALL/AI) or a full board (FB) the attention has to be paid not only to the freshness and variety of food, but also to the quality of service. Even a small spot on the tablecloth can cause a wave of negative discussion on the Internet.

Subsequently, the guests, writing their reviews, give final shape and strength to brands, despite all the hotels' efforts to create a positive image.

Let us consider the statistics: 93% of respondents believe that reviews influence the choice of the hotel, 53% of travelers do not book a hotel until they read guest' reviews.

Online reputation of the hotel is a constant non-stop interaction of the hotel employees and followers in the social networks, working with the reviews, both good and bad. It is necessary to track, how comments at social networks influence the hotels' reputation and rating of the hotel. Above all, it is not enough just to be present on the Web. It is very important to manage this presence. Hotel owners should consider following recommendations.

1. It is necessary to update constantly profiles on key sources of reviews, such as Trip Advisor, Google Business, Yelp and online booking sites, to add descriptions,

pictures and contact information, as well as to monitor the exactness and content actuality over time.

2. Quick response to tourists' reviews gives the possibility to prove that the staff worries about the feedback from the guests. It is necessary to pay attention to the reviews that need apologies, the explanations, or an expression of gratitude. Issue an apology if something went wrong, and describe the way the hotel has corrected the situation, show the importance of every customer to the hotel.

3. It is necessary to pay attention not only to the negative reviews, but also to the positive. Gratitude for positive feedback often makes a guest a regular customer.

Conclusion. Guest satisfaction is directly related to the re-orders and increases the likelihood that visitors will recommend the hotel to their friends.