Hotel Online Reviews: Applied to Five-Star Hotels in the Town of Ain Sokhna in Egypt

Dalia Ibrahim Helal

===

Lecturer, High Institutes, King Marriott, Alexandria, Egypt

Abstract

The hotel industry in Egypt is an essential ingredient of the hospitality and tourism infrastructure. The ultimate purpose of this exploratory study is to better understand the areas that hotel management can eventually alter and develop, in order to obtain better results. For this purpose, an analysis of hotel guest satisfaction ratings based on attributes such as food, beach, room, location, and cleanliness was conducted across four five-star hotels in the town of Ain Sokhna in Egypt. This has been undertaken to better acknowledge the positive and negative sentiments of hotel guests. In accordance with this, the attributes that differentiate one hotel from another were identified to establish recommendations to hotel management for potentially enhancing their operations and guest satisfactions. Data from Booking.com was used to compare customer ratings on the afore-mentioned hotels. Statistical data analysis techniques were employed to underpin the key attributes that hotels should focus on and improve to ensure guest satisfaction.

Introduction

Tuominen (2011) stated that the growth of Internet applications on hospitality and tourism leads to enormous amounts of consumer generated online reviews on different travel-related facilities. According to Gretzel and Yoo (2008), three quarters of travellers have considered online consumer reviews as an information source when planning their trips. Smith (2013) stated that 60% of consumers consider ratings and reviews important when researching products. According to the Mintel report (2013), about 38% of UK travellers used consumer review websites for their holiday planning, and 86% of online travellers in the UK said online consumer reviews are a helpful information source in booking hotels. Filieri and McLeay 2013; Podnar and Javernik 2012; Zhou et al. 2014implied that with the increasing popularity of the Internet, electronic word-of-mouth (eWOM) on social media has become an important tool for customers seeking and sharing information on products and services).Online customer reviews as a particular form of eWOM have become the most important information source in customers' decision-making (Ye et al. 2011) and are deemed more successful in influencing consumer behaviour than traditional marketing, information provided by product providers, or promotion messages of third-party websites (Gretzel and Yoo 2008;Yang and Mai 2010; Zhang et al. 2010). Consequently, social media marketing has emerged as a dynamic and challenging field in a marketing manager's toolkit (Dev, Buschman and Bowen 2010).Tourism organizations can no longer ignore the information exchange that is happening among their consumers (Riegner 2007).

Lee et al., 2008; Ye et al., 2011added in recent years, the rise of new technologies like the broadband Internet and Web 2.0 applications have rapidly increased the numbers of consumer-generated media platforms, leading to word-of-mouth (WOM) communications be transformed into various types of electronic communities and virtual networks. A wealth of opinions on hotels, travel destination and travel services are often articulated in the form of online consumer reviews (Sigala, 2009). At the same time, searching for information relevant to their plans, from flights to hotel booking, has become a dispensable step in travellers' decision-

making process (Guillet and Law, 2011; Ip et al., 2011; Litvin et al., 2008; Ye et al., 2011).Browning, et al., (2013) confirmed that the Internet is being used increasingly by consumers to inform their decisions on which holiday destination to visit or hotel to book.

Fong, et al. (2018) reported that vacation planning often linked to uncertainties as most travellers are unfamiliar to tourism products and services in other countries and Internet is often used as the medium for travellers to obtain information in assisting their purchase decision. Without actually experiencing the hotel or holiday destination, travellers have limited opportunity to assess the quality of service they will receive and whether it will meet their expectations. Holidays are intangible products that are produced and consumed concurrently and therefore difficult to evaluate prior to their consumption (Litvin, et al. 2008; Papathanassis & Knolle, 2011). In making their decision, consumers often obtain recommendations from friends through word of mouth; refer to the media including advertising and marketing campaigns, or consult sources on the Internet. The Internet in particular provides easy access to reviews posted anonymously by multiple consumers evaluating hotels and holiday resorts throughout the world (Buhalis & Law, 2008). These reviews offer potential consumers a way to assess the experience of a holiday destination or of staying in a particular hotel without actually having been there. Online consumer reviews as a form of electronic word of mouth (eWOM) are experiencing massive growth (Brown, et al., 2007) and are one of the most relied on sources of information for choosing holiday destinations (Murphy, et al. 2007). Research shows that consumers are willing to have faith in this eWOM to provide them with information on which to base their perceptions of firms and subsequently their purchasing decisions (Hennig-Thurau et al., 2004; Li & Bernoff, 2008). Common platforms for travellers to share their travel experiences include online review websites such as TripAdvisor, Booking.com, Yahoo! Travel, Igougo, and Lonely planet (Lee, et al., 2011).

It is implied by Park & Nicolau (2015) that the advent of the Internet brought about a new form of web communication (eWOM), which facilitates offering and sharing information between service providers and

consumers as well as between consumers themselves. Online reviews, a type of eWOM, gain more popularity and provide influence in tourism due to the characteristics of travel products (i.e., intangibility and perish ability), where people have difficulty in assessing the quality of products/services before consumption (Woodside & King, 2001). As such, travellers search for information to reduce uncertainty and perceived risks when planning their trips (Bronner& de Hoog, 2011). In this respect, online reviews of travel experiences posted on reliable websites are perceived as unbiased and trustworthy because they reduce the likelihood of later regretting a decision (Duverger, 2013) as well as allow readers to easily imagine what products look like (Yoo & Gretzel, 2008). That is, the recipients have inherent beliefs in the value of information provided by other consumers as consequences of either perceived similarities (Tussyadiah, et al. 2011) or perceived knowledge about products (Bansal & Voyer, 2000).

While previous studies have focused on the increased use of review sites and the influence that online reviews have on firm performance indicators such as hotel room bookings (Ye, et al. 2009; Ye at el., 2011) and restaurant popularity (Zhang et al., 2010), or consumer outcomes such as consideration of hotel (Vermilion & Seegers, 2009) and trust in the hotel and intention to book the hotel (Sparks & Browning, 2011), there is a dearth of research on hotel online reviews in Egypt. Hence, the ultimate purpose of this research is to determine 2019(i.e. from the 1st of January to the 14th of August) hotel online reviews and which attributes would be important to address to help five-star hotels, in the destination of Ain Sokhna in Egypt, to succeed and reduce the potential damage to the brand and reputation of the hotel and the holiday destination.

2. Literature Review

2.1 Online Reviews: An Overview

Philips et al. (2016) stated that due to the emergence of Web 2.0 and the increasing number of online platforms, customers frequently interact online with other web users to share their experiences in relation to products and services. The information exchanged online is referred to as user-generated content (UGC) or e-WOM, which is "any positive or negative statement made by potential, actual or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al. 2004,). UGC not only embraces online reviews, recommendations and opinions exchanged by consumers but also provides the bases on which customers review their buying decisions and ultimately alters their buying behaviour (Cantallops & Salvi 2014; Sparks & Browning 2011).In unfamiliar situations, consumers need detailed and specific knowledge to make decisions (Anderson, 1996; Money et al., 1998). Money et al. (1998) also suggested that personal references are the most efficient source of comprehensive information, highlighting the role played by WOM.

2.2 Characteristics

The Internet has been regarded as an efficient tool to directly market hotels' environmental initiatives to customers (Chan, 2013; Hsieh, 2012). Also besides similarities to traditional WOM, online reviews include numerous additional characteristics. In the online environment, both positive and negative reviews can be provided to prospective consumers simultaneously (Herr et al., 1991; Chatterjee, 2001). There have been substantial research efforts to compare the impact of negative and positive reviews on consumer actions regarding strength and diffusion speed (Lee et al., 2008). An additional characteristic of online reviews is known as measurability. Online reviews also help consumers to instinctively measure the quality and volume of online review content, as the majority of them are published in written form. This enables researchers to

estimate the extent to which online reviews can affect consumers' attitudes and ensuing sales (Chevalier & Mayzlin, 2003).

2.3 Usage

Consumer decision-making has been one of several uses given to online reviews. The usage of those reviews has been documented in numerous industries. For instance, Zhu and Zhang (2010) examined the effect of online reviews on video game sales. In a similar sense, Chevalier and Mayzlin (2006) discovered the impact of online feedback on book sales. Others investigated the impact of customer feedback on box office sales (Chintagunta, et al., 2010; Duan, et al., 2008) and the purchase of products via sites like "Amazon" (Mudambi & Schuff, 2010). The present study focused on the tourism and hospitality industry and more specifically, the hotel industry.

2.4 The Usage of Online Reviews in the Hospitality and Tourism Industry

Online reviews are considered as a useful information source for the majority of travellers to generate their intentions and make trip decisions (Gretzel & Yoo, 2008). Tuominen (2011) reports indicated that hundreds of millions of potential hotel visitors consult such review sites annually. Of these visitors, 88% have their hotel choices influenced by what they view (Tripadvisor.com; European Travel Commission 2009). While it has been discovered that positive opinions may improve customers' attitude and selection likelihood for a product, negative reviews have been found to deter potential customers from buying (Dellarocas, et al., 2007; Floyd et al. 2014). Acknowledging the structure and representation of the online tourism domain is significant in accomplishing successful marketing campaigns (Werthner & Klein, 1999; Xiang et al., 2008).Consequently, alert hospitality firms are taking advantage of online reviews as a new channel to attract information searchers and, eventually, bookers (Dickinger, 2011).

Basically, positive online reviews contribute consider ably to an increase in hotel bookings (Ye et al.,2009) and capitulate more positive attitudes

toward lesser known hotels, while negative reviews lead to consumers' developing a negative attitude to hotels (Vermeulen & Seegers, 2009).

Online review sites can provide organizations with a richly informative source of consumer feedback that will enable them to underline the key areas requiring staff training and corrective actions. Online reviews represent a potentially indispensable tool for firms to monitor customer attitudes in real time and to make necessary changes in how they deliver their service (Dellarocas et al., 2007). Firmscan also actively engage in these sites to start communicating with consumers to directly approach the service quality issues (Martin & Bennett, 2008). As Sparks and Browning (2010) suggested, hotel owners/management have the chance to respond to reviews on TripAdvisor. Developing a damage control strategy in respect of negative eWoM is a significant issue that hotels need to consider (Noort & Willemsen, 2011).

Senecal and Nantel (2004) implied that online reviews are more crucial to those seeking to buy experiential products, as oppose to tangible ones. As such, the hotel industry can be especially worth it for study given the service and experience component affiliated with a hotel stay. A number of scholars studied the importance of online reviews in the lodging sector (O'Connor, 2010; Öğüt &Taş, 2012; Torres et al., 2013; Ye et al., 2011).

Lee, et al., (2011) studied feedback that was regarded as "helpful reviews" on TripAdvisor. The results of their research reflected that helpful reviewers are likely to have more travel experience, higher number of reviews posted in the site, and generally assign lower ratings as compared to other reviewers. In examining the motivation to post online reviews, Vorvoreanu et al., (2014) indicated that consumers are drawn to express their feedback because of altruism, and trust in the website and the information it possesses. Furthermore, Parikh et al. (2014) discovered that customers tend to rely on the information they read online. Gretzel, et al., (2007) carried out an extensive study researching TripAdvisor users' attributes and perceptions. They explored that users who go through other travellers' reviews were most likely the more frequent travellers, and therefore an important demographic for travel marketers. Moreover, such

users saw obvious advantages in reviews generated by other consumers and as a result were affected by these reviews. Additionally, another aspect which is the disclosure of personal information has also been studied in the perspective of consumer generated reviews for hotels by Xie etal. (2011). Their study revealed that whenever personal information about the reviewer was at hand, the credibility of the review was improved and in turn the reader was more likely to make a hotel booking. Vermeulen and Seegers (2009) have undertaken a study regarding purchase decisions and social media. The results illustrated that online reviews assist potential customers to narrow a universal set of choices into a short list. The researchers also studied the relative influence of such reviews to independent versus chain hotels. The results revealed that online reviews had a greater effect on independent hotels (Vermeulen & Seegers, 2009). In support of this, Papathanassis and Knolle (2011) stated that online reviews are seen by customers as additional content to help in their search for alternatives and buying decisions. Furthermore, the authors argued that online review adoptions dependent on various factors embracing the richness of the content and its accessibility. Melián-González, et al., (2013) posited that more reviews could result in more favourable evaluation of a hotel. In addition, for hotels, especially those renowned or infamous ones, different customers may comment about them in different time periods. As such, volume and timeliness of online reviews could influence consumers' purchasing decisions as well. Furthermore, it is reasonable to argue that consumers' reputation and reliability of reviews content could influence consumer choice (Zhao, et al. (2015).

3. Methodology

The most renowned online customer feedback communities that deal with hotel recommendations are TripAdvisor and Booking.com (Gal-Oz, et al., 2010). Nevertheless, Stebbins (2015) argued that TripAdvisor is not a dependable source since anyone can post and assess any hotel regardless whether they experienced their services or not since they do not need to verify their status when it comes to actual service consumption. That increases the jeopardy of competitors posting negative

comments and harmfully rating a company that they are competing against, or we may have an unfair practice where individuals positively comment and rate the service provider even though he or she did not use the service (Agušaj, et al. 2017). Xu (2014) stated that in TripAdvisor any person can write a review, regardless whether he/she stayed at the hotel or not, thus increasing the possibility for fake reviews and mistrust in their reliability. In contrast, reviewers in Booking.com are guests who have actually stayed in the reviewed hotel via a reservation through the Booking.com website. Accordingly, Booking.com reviews and ratings should be well thought-out as more objective and subject to less manipulation compared to reviews in TripAdvisor. In a similar fashion, Stebbins (2015) implied that Booking.com is a more reliable online feedback platform compared to TripAdvisor, because of having security policies that only enable actual/verified customers to comment and rank. In accordance with this, the current study analyses reviews of guests in Booking.com rather than TripAdvisor.com.

The author obtained the data from Booking.com in relation to four 5-star hotels in the town of Ain Sokhna during the period from 1st of January 2019 till 14th of August 2019. The four hotels included Jaz Little Venice Golf Resort, Movenpick Resort El Sokhna, Stella Di Mare Grand Hotel, and Grand Ocean El Sokhna. Firstly, an overall analysis was conducted for the four hotels across six categories embracing staff, cleanliness, comfort, location, facilities, and value for money. Secondly, an individual analysis was conducted for each hotel to determine the number of happy and unhappy customers in each hotel across a number of attributes. The p value was calculated for each attribute to determine the significant differences between happy and unhappy customers at a confidence level of 95%. Thirdly, the Chi-square was calculated to determine the significant differences across the four hotels on a number of attributes.

Results and Discussion

4.1 Hotels' Overall Analysis

Table 1: AinSokhna 5-star Hotels Guest Reviews

Hotel Name	Number of Reviews	Overall Review	Review Score	Review Categories' Scores					
				Staff	Cleanliness	Comfort	Location	Facilities	Value for Money
Jas Little Venice Golf Resort	957	Very Good	8.05	8.5	8.4	8.4	8.3	7.9	6.8
MÖvenpick Resort El Sokhna	2567	Very Good	8.0	8.5	7.9	8.1	8.8	7.8	6.9
Stella Di Mare Grand Hotel	1251	Good	7.15	7.1	7.3	7.3	8.2	7.0	6.0
Grand Ocean El Sokhna	356	Good	7.85	8.3	8.0	8.1	8.2	7.8	6.7

As shown in Table 1, hotels in booking.com are rated by guests in terms of six categories namely "staff", "cleanliness", "comfort", "location", "facilities", and "value for money". It is obvious that Jaz Little Venice Golf Resort was rated as the best hotel in terms the overall review score followed by Movenpick Resort El Sokhna, Stella Di Mare Grand Hotel, and Grand Ocean El Sokhna. Jaz little Venice Gold Resort scored the highest scores across the six categories among the four hotels with the exception of location in which it came second after Movenpick Resort El Sokhna. Stella Di Mare Grand Ocean had the least scores in all six categories with the exception of location in which it has an equal score with Grand Ocean El Sokhna. This implies that the management of Stella Di Mare Grand Hotel should do much effort to improve their scores across the six categories especially the least three categories embracing value for money, facilities, and staff.

4.2 Individual Hotels Analysis

It is worth noting that attributes are not the same across the four hotels and that is based on guests' ratings. Additionally, some attributes were

excluded from some hotels because they had only either happy or unhappy customers and some had no customer ratings at all.

4.2.1 Jas Little Venice Golf Resort

This hotel is reviewed by guests in relation to 13 attributes.

Table 2: Attributes' Analysis across Happy and Unhappy Customers in Jas Little Venice Golf Resort.

Attributes	Happy	Unhappy	Z Test	P_value
Food	26	9	4.22	0.000
Beach	19	5	4.98	0.000
Room	5	11	-2.29	0.022
Pool	13	5	2.98	0.003
Clean	11	7	1.37	0.171
Location	10	1	6.67	0.000
Kids	1	5	-3.10	0.002
Bed	3	4	-0.54	0.589
Restaurant	3	1	1.63	0.102
Noise	1	4	-2.37	0.018
Balcony	4	1	2.37	0.018
Car	5	4	0.47	0.635
Bar	1	2	-0.87	0.386

Due to the fact that the p value is less than 0.05, as illustrated in Table 2, significant differences existed between happy and unhappy customers on 8 attributes including food, beach, room, pool, location, kids, noise and balcony. Out of those attributes, more customers were happy on food, beach, pool, location and balcony. This implies that the hotel is doing well concerning the previous attributes. On the other hand, more customers were unhappy on room, kids and noise. This reflects that that the hotel needs to pay much attention to the preceding attributes otherwise customer

dissatisfaction will increase further. Yet, because the P value is more than 0.05, no significant differences existed between happy and unhappy customers on 5 attributes embracing: clean, bed, restaurant, car and bar. It is worth noting that the hotel should give attention to those attributes to avoid customer dissatisfaction.

4.2.2 Movenpick Resort El Sokhna

This hotel is reviewed by guests in relation to 15attributes.

Table 3: Attributes' Analysis across Happy and Unhappy Customers in Movenpick Resort El Sokhna.

Attributes	Happy	Unhappy	Z Test	P_value
Food	73	44	3.91	0.000
Beach	59	21	6.83	0.000
Room	31	35	-0.70	0.485
Pool	41	33	1.32	0.186
Clean	29	17	2.59	0.010
Location	69	2	33.98	0.000
Kids	1	14	-9.52	0.000
View	56	3	22.21	0.000
Restaurant	15	11	1.12	0.262
Check in	7	5	0.83	0.408
Spa	4	2	1.22	0.221
Bathroom	1	13	-8.81	0.000
Noise	1	7	-4.54	0.000
Balcony	3	6	-1.50	0.134
Bar	1	3	-1.63	0.102

Eight attributes had a p value less than 0.05 as depicted in Table 3 including food, beach, clean, location, kids, view, bathroom and noise. Out of those attributes, more customers were happy on food, beach, clean,

location, and view. This implies that the hotel is doing well concerning the previous attributes. On the other hand, more customers were unhappy on kids, bathroom, and noise. This reflects that that the hotel needs to do much effort to address those issues effectively. Yet, because the P value is more than 0.05, no significant differences existed between happy and unhappy customers on 7 attributes including room, pool, restaurant, check-in, spa, balcony, and bar. However, this implies that that the hotel should give attention to those attributes to avoid customer dissatisfaction.

4.2.3 Stella Di Mare Grand Hotel

This hotel is reviewed by guests in relation to 16attributes.

Table 4: Attributes' Analysis across Happy and Unhappy Customers in Stella Di Mare Grand Hotel.

eview	Happy	Unhappy	Z Test	P_value
Food	16	13	0.79	0.428
Beach	18	7	3.46	0.001
Room	7	21	-4.32	0.000
Pool	14	8	1.88	0.060
Clean	8	9	-0.34	0.731
Location	20	1	13.77	0.000
Kids	3	4	-0.54	0.589
Bed	2	3	-0.65	0.519
Restauran	2	7	-2.83	0.005
Check in	2	5	-1.77	0.076
Spa	6	2	2.31	0.021
View	5	3	1.03	0.302
Quiet	8	1	5.25	0.000
Bathroom	1	2	-0.87	0.386
Balcony	1	4	-2.37	0.018
Bar	1	13	-8.81	0.000

Again, eight attributes had a p value less than 0.05 as shown in Table 4 involving beach, room, pool, location, restaurant, spa, quiet, and bar. Out of those attributes, more customers were happy on beach, pool, location, spa, and quiet. This implies that the hotel performance is good on the preceding attributes. However, more customers were unhappy on room, restaurant, and bar. This reflects that that the hotel needs to do a lot of effort to address those issues properly. Yet, because the P value is more than 0.05, no significant differences existed between happy and unhappy customers on 8 attributes including food, clean, kids, bed, check-in, view, bathroom, and balcony. It is worth noting this indicates that that the hotel should give attention to those attributes to avoid customer dissatisfaction.

4.2.4 Grand Ocean El Sokhna

This hotel is reviewed by guests in relation to 8 attributes.

Table 5: Attributes' Analysis across Happy and Unhappy Customers in Grand Ocean El Sokhna.

Review Topic	Happy	Unhappy	Z Test	P_value
Food	9	8	-0.34	0.731
Room	8	4	1.73	0.083
Pool	8	6	0.76	0.445
Clean	10	1	6.67	0.000
Kids	1	1	0.00	1.000
Spa	1	4	-2.37	0.018
View	2	2	0.00	1.000
Car	1	1	0.00	1.000

As illustrated in Table 5, a significant difference was found between happy and unhappy customers on one attribute only namely clean. More customers were happy on that attribute, indicating that the hotel is performing good on cleanliness. No significant differences were found between happy and happy customers on 7 attributes involving food, room, pool, kids, spa, view, and car. Nevertheless, more customers were unhappy on the spa and this implies that the hotel should develop and

improve its spa facilities and services. It is worth mentioning that the number of happy and unhappy customers in relation to kids, view, and car is equal and this indicates that the hotel should give attention to those attributes to avoid customer dissatisfaction. Nevertheless, no significant differences were discovered on the attributes of food, room, and pool and this implies that the hotel should give much attention to those attributes otherwise customer dissatisfaction will increase.

Table 6: Attributes' Happiness Percentages, Chi Square and P-values across the Four investigated Hotels.

Review	Jaz Little Venice	Movenpick Resort	Stella Di Mare	Grand Ocean	Chi-square	p-
Food	74.29%	62.39%	55.17%	47.05%	3.02	0.082
Beach	79.17%	73.75%	72.00%	100.00%	1.06	.303
Room	31.25%	46.97%	25.00%	66.67%	0.44	0.509
Pool	72.22%	55.41%	63.64%	57.14%	0.19	0.665
Clean	61.11%	63.04%	47.06%	90.91%	0.81	0.368
Location	90.91%	97.18%	95.24%	100.00%	0.35	0.552
Kids	16.67%	6.67%	42.86%	50.00%	2.70	0.100
Bed	42.86%	94.92%	40.00%	100.00%	0.84	0.358
Restauran	75.00%	57.69%	22.22%	100.00%	0.19	0.665
Check in	100.00%	58.33%	28.57%	100.00%	0.17	0.677
Wi-Fi	0.00%	100.00%	0.00%	0.00%	0.25	0.618
Spa	0.00%	66.67%	75.00%	20.00%	0.03	0.859
View	100.00%	94.91%	62.50%	50.00%	1.35	0.246
Quiet	100.00%	100.00%	88.89%	100.00%	0.05	0.832
Bathroom	0.000	7.14%	33.33%	100.00%	6.33	0.012
Noise	20.00%	12.50%	0.00%	0.00%	0.76	0.384
Balcony	80.00%	33.33%	20.00%	----	3.50	0.061
Car	55.56%	-----	-----	50.00%	0.02	0.892
Bar	33.33%	25.00%	7.14%	-----	1.71	0.191
Suite	100.00%	-----	-----	-----	-----	-----

Table 6 illustrates the happiness percentages, Chi-square and p-value calculations for 16 attributes across the four hotels. Insignificant differences existed across the four hotels in terms of 15 attributes. Nevertheless, a significant difference was found to exist on the bathroom attribute. It has to be mentioned that attributes that scored 0% means that they only had unhappy customers and those that scored 100% only had happy customers. Additionally, some attributes were neither rated by happy nor unhappy customers such as the car in Jaz Little Venice Golf Resort and Movenpick Resort El Sokhna. It is worth noting that the average percentage of happy guests was calculated across the four hotels. Accordingly, it was found that the Grand Ocean El Sokhna, Jaz Little Venice Golf Resort, Movenpick Resort El Sokhna, and Stella Di Mare Grand Hotel scored 75.45%, 66.61, 58.61, and 48.66 respectively. Interestingly, that order is different from the one depicted in Table 1. Hence, it is quite essential for hotels not to only judge their properties based on broad guest reviews but also on a detailed analysis of their individual attributes

4. Conclusions, Limitations, and Future research Implications

This paper aimed to determine 2019 (i.e. from the 1st of January to the 14th of August) hotel online reviews and which factors would be important to address to help five-star hotels, in the destination of Ain Sokhna in Egypt, to succeed and reduce the potential damage to the brand and reputation of the hotel and the holiday destination. In line with this, an overall analysis of hotel guest reviews was undertaken across the four hotels of Grand Ocean El Sokhna, Jaz Little Venice Golf Resort, Movenpick Resort El Sokhna, and Stella Di Mare Grand Hotel. Also, the number of happy and unhappy customers was determined in each hotel and the p-value was calculated to underscore any significant differences between guests across several attributes. Furthermore, the percentage of happy guests, Chi-square and p-values were calculated for attributes across the four hotels. The results of the study could help hotels maintain their strengths and develop the areas that had a high percentage of unhappy customers. Doing this could help hotels enhance their guest satisfaction rates and repeated business.

One limitation of this study is the small number of hotels. However, this study is exploratory in nature and hence, future research work could focus on destinations that have more hotels such as Sharm El Sheikh and Hurghada. Another limitation is that the current study has focused on general reviews and number of happy and unhappy customers. Accordingly, it is recommended that future scholarly research work should focus on the content analysis of guest reviews to gain deeper insights.

REFERENCES

Agušaj, B., Bazdan, V. and Lujak, D. (2017), "The Relationship between Online Rating, Hotel Star Category, and Room Pricing Power, Ekonomska Misaoi Praksa, 1, 189-204.

Anderson, J.R. (1996), The Architecture of Cognition, Harvard University Press, Cambridge, MA.

Bansal, H. S., &Voyer, P. A. (2000). Word-of-Mouth Processes within a Services Purchase Decision Context. Journal of Service Research, 3(2), 166-177.

Bronner, F., & de Hoog, R. (2011). Vacationers and eWOM: Who posts, and why, where, and what? Journal of Travel Research, 50(1), 15-26.

Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. Journal of Interactive Marketing, 21(3), 2-20.

Browning, V. So, K. & Sparks, B. A. (2013). The Influence of Online Reviews on Consumers' Attributions of Service Quality and Control for Service Standards in Hotels, *Journal of Travel & Tourism Marketing*, 30 (1-2) 23-40.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of e-Tourism research. Tourism Management, 29(4), 609-623.

Chan, E.S.W. (2013), "Gap analysis of green hotel marketing", International Journal of Contemporary Hospitality Management, Vol. 25 No. 7, pp. 1017-1048.

Chatterjee, P. (2001), "Online reviews: do consumers use them?", in Gilly, M.C. and Myer-Levy, J.(Eds), Advances in Consumer Research 2001 Proceedings, Association for Consumer Research, pp. 129-133.

Chevalier, J.A. and Mayzlin, D. (2003), "The effect of word of mouth on sales: online book reviews", Journal of Marketing Research, Vol. 43 No. 3, pp. 345-354.

Chevalier, J. A., and Mayzlin,D.2006. "The Effect of Word of Mouth on Sales: Online Book Reviews". Journal of Marketing Research 43 (8): 345–354.

Chintagunta, P. K., Gopinath, S., & Venkataraman, S. (2010). The effects of online user reviews on movie box office performance: Accounting for sequential rollout and aggregation across local markets. Marketing Science, 29 (5), 944-957.

Dellarocas, C., Zhang, X. M., & Awad, N. F. (2007).Exploring the value of online product reviews in forecasting sales: The case of motion pictures. Journal of Interactive Marketing, 21(4), 23-45.

Dev, C. S., J. D. Buschman, and J. T. Bowen. 2010. "Hospitality Marketing: A Retrospective Analysis (1960-2010) and Predictions (2010-2020)". Cornell Hospitality Quarterly 51 (4): 459-69.

Dickinger, A. (2011), "The trustworthiness of online channels for experience-and goal-directed search tasks", *Journal of Travel Research*, Vol. 50 No. 4, pp. 378-391.

Duan, W., Gu, B., &Whinston, A. B. (2008). Do online reviews matter?—An empirical investigation of panel data. Decision support systems, 45 (4), 1007-1016.

Duverger, P. (2013). Curvilinear effects of user-generated content on hotels' market share: A dynamic panel-data analysis. Journal of Travel Research, 52, 465-478.

Etcnewmedia.com. 2009. New media review – from the European travel commission: online travel market.

http://www.newmediatrendwatch.com/world-overview/91-online-travel-market. Accessed 20.11.09.

Filieri, R. 2015. "What Makes Online Reviews Helpful? Diagnosticity – Adoption Framework to Explain Informational and Normative Influences in e-WOM". *Journal of Business Research* 68 (6): 1261-1270.

Filieri, R., and F. McLeay. 2013. "E-WOM and Accommodation an Analysis of the Factors That Influence Travellers' Adoption of Information from Online Reviews". *Journal of Travel Research* 53 (1): 44-57.

Floyd, K., R. Freling, S. Alhoqail, H. Cho, and T. Freling. 2014. "How Online Product Reviews Affect Retail Sales: A Meta-analysis", *Journal of Retailing* 90 (2): 217–232.

Fong, S., Kian, T., Fern, Y, and Quan, S. (2018). "The Impact of Online Consumer Review to Online Hotel Booking Intention in Malaysia", International Journal of Supply Chain Management, Vol. 7, No. 2, pp. 140.

Gal-Oz, N., Grinshpoun, T. and Gudes, E. (2010) 'Sharing Reputation Across Virtual Communities.' Journal of Theoretical and Applied Electronic Commerce Research 5(2): pp. 1-25.

Gretzel, U., Yoo, K. H., & Purifoy, M. (2007). Online travel review study: Role and impact of online travel reviews.

Gretzel, U., and K. Yoo. 2008. "Use and Impact of Online Travel Reviews". In Information and Communication Technologies in Tourism, vol. 2, edited by P. O'Connor, W. Höpken, and U. Gretzel, U. 35–46. Wien/New York: Springer-Verlag.

Guillet, B.D. and Law, R. (2011), "Analysing hotel star ratings on third-party distribution websites", International Journal of Contemporary Hospitality Management, Vol. 22 No. 6, pp. 797-813. Lee, J., Park, D. and Han, I. (2008), "The effect of negative online consumer reviews on product attitude: an information processing view", Electronic Commerce Research and Applications, Vol. 7 No. 3, pp. 341-352.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., &Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates

consumers to articulate themselves on the Internet? Journal of Interactive Marketing, 18(1), 38-52.

Herr, P.M., Kardes, F.R. and Kim, J. (1991), "Effects of word-of-mouth and product-attribute information on persuasion: an accessibility - diagnosticity perspective", Journal of Consumer Research, Vol. 17 No. 4, pp. 454-462.

Hsieh, Y.C.J. (2012), "Hotel companies' environmental policies and practices: a content analysis of their web pages", International Journal of Contemporary Hospitality Management, Vol. 24 No. 1, pp. 97-121.

Ip, C., Leung, R. and Law, R. (2011), "Progress and development of information and communication technologies in hospitality", International Journal of Contemporary Hospitality Management, Vol. 23 No. 4, pp. 533-551.

Lee, H. A., Law, R., & Murphy, J. (2011).Helpful reviewers in TripAdvisor, an online travel community. Journal of Travel & Tourism Marketing, 28(7), 675-688.

Lee, J., Park, D. and Han, I. (2008), "The effect of negative online consumer reviews on product attitude: an information processing view", Electronic Commerce Research and Applications, Vol. 7 No. 3, pp. 341-352.

Leung, D., R. Law, H. van Hoof, and D. Buhalis. 2013. "Social Media in Tourism and Hospitality: a Literature Review". Journal of Travel Tourism Market 30 (1–2): 3–22.

Li, C., & Bernoff, J. (2008). Groundswell: Winning in a world transformed by social technologies. Boston, MA: Harvard Business Press.

Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008), "Electronic word-of-mouth in hospitality and tourism management", Tourism Management, Vol. 29 No. 3, pp. 458-468.

Martin, C. L., & Bennett, N. (2008, 10 March). Corporate reputation: What to do about online attacks: Step no. 1: Stop ignoring them. Wall Street Journal p. R6.

Melián-González, S., Bulchand-Gidumal, J., & López-Valcárcel, B. G. (2013). Online customer reviews of hotels as participation increases, better evaluation is obtained. Cornell Hospitality Quarterly, 54 (3), 274-283.

Mintel. (2013). Holiday planning and booking process – UK. Mintel Report, November.

Money, R.B., Gilly, M.C. and Graham, J.L. (1998), "Explorations of national culture and word-of-mouth referral behaviour in the purchase of industrial services in the United States and Japan", The Journal of Marketing, Vol. 60 No. 4, pp. 76-87.

Mudambi, S. M., &Schuff, D. (2010). What makes a helpful review? A study of customer reviews on Amazon. com. *MIS quarterly, 34* (1), 185-200

Murphy, L., Mascardo, G., & Benckendorff, P. (2007). Exploring word-of-mouth influences on travel decisions: friends and relatives vs. other travellers. International Journal of Consumer Studies, 31(5), 517-527.

Noort, G., & Willemsen, L. M. (2011). Online damage control: The effects of proactive versus reactive web care interventions in consumer-generated and brand-generated platforms. Journal of Interactive Marketing, 26(3), 131-140.

O'Connor, P. (2010). Managing a hotel's image on TripAdvisor. Journal of Hospitality Marketing & Management, 19 (7), 754-772.

Öğüt, H., &Taş, B. K. O. (2012). The influence of internet customer reviews on the online sales and prices in hotel industry. The Service Industries Journal, 32 (2), 197-214.

Papathanassis, A., & Knolle, F. (2011). Exploring the adoption and processing of online holiday reviews: A grounded theory approach. Tourism Management, 32 (2), 215-224.

Parikh, A., Behnke, C., Vorvoreanu, M., Almanza, B., & Nelson, D. (2014).Motives for reading and articulating user-generated restaurant reviews on Yelp.com. Journal of Hospitality and Tourism Technology, 5 (2), 160-176.

Park, S, Nicolau, J. L. (2015). 'Asymmetric Effects of Online Consumer Reviews'. Annals of Tourism Research, 50, 67–83.

Phillips, P., Barnes, S., Zigan, K. and Schegg, R.(2016)."Understanding the impact of online reviews on hotel performance: An empirical analysis". *Journal of Travel Research,* 56 (2): 2-5.

Podnar, K., and P. Javernik. 2012. "The Effect of Word of Mouth on Consumers' Attitudes Toward Products and their Purchase Probability". *Journal of Promotion Management* 18 (2): 145–168.

Riegner, C. 2007. "Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions". *Journal of Advertising Research* 47 (4): 436-447.

Senecal, S., & Nantel, J. (2004).The influence of online product recommendations on consumers' online choices. Journal of Retailing, 80 (2), 159-169.

Serra C, A., and F. Salvi. 2014. "New Consumer Behaviour: A Review of Research on eWOM and Hotels". International Journal of Hospitality Management 36: 41–51.

Sigala, M. (2009), "E-service quality and Web 2.0: expanding quality models to include consumer participation and inter-consumer support", The Service Industries Journal, Vol. 29 No. 10,pp. 1341-1358.

Sparks, B. A., & Browning, V. (2010).Complaining in cyberspace: the motives and forms of hotel guests' complaints online. Journal of Hospitality Marketing & Management, 19(7), 797-818.

Sparks, B. A., & Browning, V. (2011).The impact of online reviews on hotel booking intentions and perception of trust. Tourism Management, 32 (6), 1310-1323.

Smith, A. (2013) Civic engagement in the digital age. Pew Research Center.

Stebbins, L. (2015). Finding reliable information online: Adventures of an information sleuth.1st edn. Washington: Rowman & Littlefield Publishers.

Torres, E. N., Adler, H., Lehto, X., Behnke, C., & Miao, L. (2013). One experience and multiple reviews: the case of upscale US hotels. Tourism Review, 68 (3), 3-20.

Tuominen, P. (2011), "The Influence of TripAdvisor Consumer-Generated Travel Reviews on Hotel Performance", University of Hertfordshire Business School Working Papers are available for download from https://uhra.herts.ac.uk/dspace/handle/2299/5549 and also from the British Library: www.mbsportal.bl.uk.

Tussyadiah, I. P., Park, S., &Fesenmaier, D. R. (2011). Assessing the effectiveness of consumer narratives for destination marketing. Journal of Hospitality & Tourism Research, 35(1), 64-78.

Vorvoreanu, M., Almanza, B., & Nelson, D. (2014).Motives for reading and articulating user-generated restaurant reviews on Yelp.com. Journal of Hospitality and Tourism Technology, 5 (2), 160-176.

Vermeulen, I. E., &Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. Tourism Management, 30 (1), 123-127.

Werthner, H., & Klein, S., 1999. *Information technology and tourism: A challenging relationship.* Vienna: Springer

Woodside, A. G., & King, R. I. (2001).An updated model of travel and tourism purchase consumption systems. Journal of Travel & Tourism Marketing, 10(1), 3-27.

Xiang, Z., Wöber, K., & Fesenmaier, D. R., 2008. *Representation of the online tourism domain in search engines.* Journal of Travel Research, 47(2), 137–150

Xie, H. J., Miao, L., Kuo, P.-J., & Lee, B.-Y. (2011). Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition. International Journal of Hospitality Management, 30 (1), 178-183.

Xu, Q. (2014). Should I trust him? The effects of reviewer profile characteristics on eWOM credibility. Computers in Human Behavior, 33, 136-144.

Yang, J., and E. Mai. 2010. "Experiential Goods with Network Externalities Effects: An Empirical Study of Online Rating System". *Journal of Business Research* 63 (9–10): 1050–1057.

Ye, Q., Law, R., &Gu, B. (2009). The impact of online user reviews on hotel room sales. International Journal of Hospitality Management, 28 (1), 180-182.

Ye, Q., Law, R., Gu, B, and W. Chen. 2011. "The Influence of User-Generated Content on Traveller Behavior: An Empirical Investigation on the Effects of E-Word-Of-Mouth to Hotel Online Bookings". *Computers in Human Behavior*27 (2): 634–639.

Yoo, K. H., & Gretzel, U. (2008). What motivates consumers to write online travel reviews? Information Technology & Tourism, 10, 283-295.

Zhang, Z., Q. Ye, R. Law, and Y. Li, 2010. "The Impact of E-Word-Of-Mouth on the Online popularity of Restaurants: A Comparison of Consumer Reviews and Editor Reviews". *International Journal of Hospitality Management* 29 (4): 694–700.

(Zhao, X., Wang, L., Guo, X. and Law, R. (2015)."The Influence of Online Reviews to Online Hotel Booking Intentions". International Journal of Contemporary Hospitality Management. 27. 1343 - 1364.

Zhou, L., S. Ye, P. Pearce, and M. Wu. 2014. "Refreshing Hotel Satisfaction Studies by Reconfiguring Customer Review Data". International Journal of Hospitality Management 38: 1–10.

Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. Journal of Marketing, 74 (2), 133-148.

دراسة أراء عملاء الحجز الإلكتروني: بالتطبيق على فنادق الخمس نجوم بالعين السخنه فى مصر

نبذه مختصره : -

تعد صناعة الفنادق أحد أهم الصناعات والتى يتم الإعتماد عليها بشكل كبير لما لها من تأثسر مباشر وغير مباشر على البنيه الرئيسيه والمجتمع.

الغرض الأساسى للدراسه هو التعرف على مدى تم نسبة رضاء العملاء فنادق الخمس نجوم بمنطقة العين السخنه ، وذلك حول مدى رضاهم من الخدمات المقدمه بالفندق مثل على الطعام، الإقامه والإعاشه وخدمة الشاطئ، ، الموقع، والنظافه العامه وقد شمل مجتمع الدراسه عدد آربعة فنادق من فئة خمس نجوم بمدينة العين السخنه ، والحدث الرئيسى من هذه الدراسه إلقاء الضوء على الإيجابيات والسلبيات التى تقدمها تلك الفنادق للخروج منها ببعض التوصيات من شأنها الحد من السلبيات وصولاً لتشغيل أفضل لهذه الفنادق والحصول على رضاء النزلاء وروادى تلك الفنادق.

وقد تم أستخدام الدارس أساليب تحليل البيانات الإحصائيه كما أستخدم موقع الحجز الفندقى الأشهر Booking.com وقد خرجت الرساله بجموعه من النتائج والتوصيات من شأنها لتحسين الخدمه لتلك الفنادق وتطورها.