

Comparative Analysis of the Online Reputation of Class A and Class B Accommodation in Burgas

Radostina Prodanova - PhD candidate
University of Economics - Varna, Varna, Bulgaria
radostina_prodanova@ue-varna.bg

Abstract

The purpose of this article is to give us an overview via the comparative analysis of some main components of online reputation between two different types of accommodation – hotels and family hotels. With the use of the statistical package SPSS, the ratings, the number of reviews, and the response rate of the two types of objects were studied. The results are showing that family hotels have higher rating scores on Booking.com (8.64%) compared to pure hotels (8.05%). What is also showing that for family hotels, management responses influence pricing, while for hotels, the category and rating of the object are crucial. The response rate for both types of accommodation is still too low: 11.3% for family hotels and 14.6% for pure hotels. Also, the study reports a strong correlation between ratings in Google.com and Booking.com.

Keywords: online reputation, hotel reputation, consumer reviews, rating, response rate, Booking.com, hotel, family hotel

JEL Code: L83, M31, Z30, Z33

Introduction

Nowadays, consumer reviews have established themselves as a primary and reliable source of information in the hospitality industry (Levy et al., 2013). They have a dominant influence on the choice of accommodation (Sparks and Browning, 2011), assist in the purchase process, and are considered as reliable as recommendations from friends and family (Brightlocal, 2020). The interest in online reviews and their strong influence on the purchase of services by potential buyers has encouraged major web-based accommodation portals such as Tripadvisor.com and Booking.com to make a determined effort in collecting reviews from around the world. Thus, in just six years, Booking.com has added over 192 million reviews to its platform and in 2021 reports it has over 232 million verified and proven reviews (Booking.com, 2021). A recent study by ReviewPro, part of Shiji Group, puts Booking.com at the top of review generation for Q1 2022. The study shows the company holds a 63.9% share of all published reviews, followed by Google.com with 17.8% and Tripadvisor.com with 8.5% (ReviewPro, 2022).

Online reviews published on platforms combine two main elements - a rating and a comment, the latter being optional. Different web accommodation platforms use different rating scales. Tripadvisor.com, Expedia.com, Google.com, and Hotels.com use a rating scale from 1 to 5, while others such as Booking.com, Agoda.com, and HRS.com use a scale from 1 to 10. They normally rate indicators such as cleanliness, comfort, value for money, location, staff, etc. In most platforms, these ratings generate the overall rating (rating score) of the object. The different rating scales and the multiple distribution channels have been studied by various scholars all over the world. Most of them believe that irrespective of the indicators being assessed and the scales, the ratings across different platforms have a strong correlation with each other.

The main function of the rating is to show in a quick and accessible way the quality of the service offered (Mauri and Minazzi, 2013) and to shorten the time to choosing accommodation. It has a stronger influence than the official category of accommodation (Öğüt and Taş, 2012) and is the first factor for the selection of the considered accommodations. In BrightLocal's 2020 survey, only 48% of respondents considered the idea of purchasing a good or service with less than 4 stars, and only 19% for one with less than 3 stars (on a scale of 1 to 5). In the hospitality industry, a high rating guarantees more sales and higher occupancy and provides the opportunity to raise prices (Anderson, 2012; Evangelinos and Obermeyer, 2020; Kadieva, 2017; Ye et al., 2011). Research has reported that increasing the rating by just 10% results in an increase in sales volume by 5% (Ye et al., 2011) and that increasing the rating by 1 point (on a scale of 1 to 5) enables an 11.2%

increase in prices (Anderson, 2012). According to Evangelinos and Obermeyer, customers are willing to pay between 12 and 18 Euro more per night when rating is increased by 1 point on a scale of 1 to 10 (Evangelinos and Obermeyer, 2020). All these results definitely put rating at the core of effective hotel management. Comments as a component of reviews also influence the choice of accommodation. They serve to form a more detailed picture of the quality of service in a hotel (Lee et al., 2008; Ye et al., 2011) and often have a stronger influence than ratings (Fong et al., 2017), especially for low-rated objects (Blal and Sturman, 2014). Numerous research studies have shown that reviews influence ratings and sales and improve brand reputation (Amblee and Bui, 2011; Lee et al. 2011; Sparks and Browning, 2011). Their content is used to analyse guest needs and preferences and is a valuable information resource for accommodation managers (Berezina et al., 2016; Li et al., 2013). Integral to the comments are management responses. They also have a strong influence on bookings, the hotel's financial position (Prosperio and Zervas, 2017; Xie et al., 2017), and its competitiveness (Baka, 2016).

Management responses are a fast-track resource used by managers to minimize the damage of negative online reviews (Chevalier and Mayzlin, 2018). At the same time, responses to positive comments are the most effective low-cost marketing resource to promote the object of accommodation, which increase customer satisfaction and the possibility of repeat purchase (Xie et al., 2014). The ratio between comments and responses forms the response rate of the object, which is one of the key indicators in online reputation research in the hospitality industry. According to ReviewPro's latest survey for Q1 2022, the response rate of managers in Europe reached 58.6%, which is a reliable indicator that managers increasingly appreciate its importance in effective accommodation management. According to the same survey, European managers prefer to respond more to positive than to negative comments.

Methodology

The purpose of this study is to analyse the online reputation of accommodation of class A-hotels and class B- family hotels in the city of Burgas and based on comparative analysis to identify the sound practices and opportunities for the development of the considered tourist facilities. Data from the National Tourist Register, Booking.com, and Google.com were analysed using the IBM SPSS statistical package and the following research questions were answered:

1. Does the category of class A and class B accommodation influence the price per night?
2. Does the category of class A and class B accommodation influence the booking rating?
3. Does the booking rating of class A and class B accommodation influence the price per night?
4. Does the number of ratings and comments of class A and class B accommodation influence Booking rating?
5. Does the response rate influence Booking rating and price per night?
6. Is there a correlation between the ratings on the different platforms: Booking.com and Google.com?

Anova test, descriptive and correlational analyses were used to answer the research questions. Data from correlation analyses were interpreted using the scales in Table 1.

Table 1. Interpretation Table of Correlation Coefficient

1.00	Monotonic correlation
0.80-1	Very strong relationship
0.60-0.79	Strong relationship
0.40-0.59	Moderate relationship
0.20-0.39	Weak relationship
0.01-0.19	Very weak relationship
0	No correlation

This descriptor applies to both positive and negative relationships.

Profile of the studied objects on the territory of the city of Burgas

On the territory of the city of Burgas according to the National Tourist Register, there are 20 hotels with categories from 1 to 5 stars, offering 2723 beds. Due to the nature of the study, those not offered through the Booking.com platform are excluded. This brings the total number of hotels in the study to 13 with a total capacity of 2,060 beds, representing nearly 76% of the total accommodation capacity in the segment under consideration. A workday of the week (05.09.2022-11.09.2022) is selected for the price per night. The data is taken from the Booking.com platform and shows an average price per night for two persons of BGN 101.62.

Family hotels have been selected as a representative of class B accommodation. The National Tourist Register includes 24 objects with a capacity of 798 beds. Of these, 18 are offered through the Booking.com platform. Their capacity is 611 beds, which forms 76.6% of the accommodation capacity in this segment. The average price per night for two persons in this class of accommodation amounts to BGN 94.17 (Table 2).

Table 2. Profile of the studied objects

Star	Class A - Hotels			Class B – Family Hotels		
	Number and share (%)	Average number of beds	Average price per night for two persons	Number and share (%)	Average number of beds	Average price per night for two persons
1 *	3 (9.7%)	148.00	54.67	-	-	-
2 *	3 (9.7%)	183.67	81.67	5 (16.1%)	29.60	103.40
3 *	3 (9.7%)	100.33	117.33	13 (41.9%)	35.62	90.62
4 *	3 (9.7%)	198.67	113.00	-	-	-
5 *	1 (3.2%)	168.00	221.00	-	-	-
Total:	13 (41.9%)	158.46	101.62	18 (58.1%)	33.94	94.17

Results

1. Does the category of Class A and Class B accommodation influence the price per night?

Descriptive and variance analysis were used to examine the influence of category on price per night. For Class A, the data shows that one-star hotels have the lowest minimum and maximum prices, followed by two-star accommodations. The highest price a tourist has to pay is for a five-star hotel. Particular areas of interest are the indicators for three- and four-star hotels. Four-star hotels reach a higher minimum price per night, but three-star hotels register higher values of maximum and average prices. Despite these differences, the descriptive analysis shows that, except for four-star hotels, the hotel category influence on the price per night for Class A accommodation. For class B accommodation, lower category family hotels reach higher values in minimum, maximum and average prices per night, suggesting that there is no dependence of price per night on the category of the object in this class (Table 3).

Table 3. Prices per night for class A and class B accommodation

Star	Price per night/ Hotels			Price per night/ Family hotels		
	Avg.	Min.	Max.	Avg.	Min.	Max.
1 *	54.67	36.00	65.00	-	-	-
2 *	81.67	68.00	91.00	103.40	63	221
3 *	117.33	80.00	155.00	90.62	55	187
4 *	113.00	93.00	131.00	-	-	-
5 *	221.00	221.00	221.00	-	-	-

The Anova test was applied to confirm the findings and it found that for **Class A accommodation, the category of the hotel influences the average price per night**. This conclusion is grounded on the fact that the characteristic $F = 10.642$ with significance level $\text{Sig. } F = 0.003 < \alpha = 0.05$. In the case of family hotels, the characteristic $F = 0.297$ has a significance level $\text{Sig. } F = 0.593 > \alpha = 0.05$, which means that the price per night of these accommodation is determined with a greater weight by other factors than by their categorization (Table 4).

Table 4. ANOVA test-1 results

Hotels	Family hotels																		
F = 10.642	F = 0.297																		
Sig. F = 0.003 < $\alpha = 0.05$ Has influence	Sig. F = 0.593 > $\alpha = 0.05$ No influence																		
<table border="1"> <caption>Mean of Price vs Star (Hotels)</caption> <thead> <tr> <th>Star</th> <th>Mean of Price</th> </tr> </thead> <tbody> <tr> <td>1 звезда</td> <td>55.00</td> </tr> <tr> <td>2 звезди</td> <td>85.00</td> </tr> <tr> <td>3 звезди</td> <td>115.00</td> </tr> <tr> <td>4 звезди</td> <td>110.00</td> </tr> <tr> <td>5 звезди</td> <td>220.00</td> </tr> </tbody> </table>	Star	Mean of Price	1 звезда	55.00	2 звезди	85.00	3 звезди	115.00	4 звезди	110.00	5 звезди	220.00	<table border="1"> <caption>Mean of Price vs Star (Family hotels)</caption> <thead> <tr> <th>Star</th> <th>Mean of Price</th> </tr> </thead> <tbody> <tr> <td>2 звезди</td> <td>102.5</td> </tr> <tr> <td>3 звезди</td> <td>91.0</td> </tr> </tbody> </table>	Star	Mean of Price	2 звезди	102.5	3 звезди	91.0
Star	Mean of Price																		
1 звезда	55.00																		
2 звезди	85.00																		
3 звезди	115.00																		
4 звезди	110.00																		
5 звезди	220.00																		
Star	Mean of Price																		
2 звезди	102.5																		
3 звезди	91.0																		

2. Does the category of Class A and Class B accommodation influence the booking rating?

Once again, descriptive and variance analysis were used to test whether a high accommodation category also determines a higher rating on Booking.com's platform. According to the descriptive analysis, the average rating score of A-class accommodation is 8.046. The minimum rating is 5.2 and belongs to a one-star hotel, while the maximum reported on the platform is 9.2 and belongs to a four-star hotel, followed by 9.1 and belongs to a three-star hotel. The descriptive analysis again reports differences between three-star and four-star class A accommodation. The average rating of three-star hotels is 8.7 or 9.46% higher than the rating of four-star hotels, which explains to some extent the higher average price per night that was noted at the beginning of the study. Similar results are found in the 2014 Ilieva and Ivanov study. In it, four-star hotels showed a lower rating than three-star hotels in Bansko, which according to the researchers is an indication that hotels in this category fail to meet the expectations of their guests (Ilieva and Ivanov, 2014). Based on the same study, it should be noted that four-star hotels in Burgas achieved a higher average rating than those in Bansko. Significantly higher scores were reported for B-class accommodation. Family hotels have an average rating score of 8.644, with no significant differences in the categories of objects in their class. The high rating is also because six of the family hotels (33.3%) have a rating above 9 (Table 5). From the results of the descriptive analysis for both classes of objects, it can be assumed that there is no relationship between the category of objects and the rating scores.

Table 5. Booking rating for class A and class B accommodation

Star	Hotels			Family hotels		
	Mean	Min.	Max.	Mean	Min.	Max.
1*	6.933	5.2	8.4	-	-	-
2*	8.000	7.5	8.7	8.640	7.7	9.2
3*	8.700	8.2	9.1	8.646	7.9	9.6
4*	8.233	7.7	9.2	-	-	-
5*	9.000	9.0	9.0	-	-	-
Total	8.046	5.2	9.2	8.644	7.7	9.6

Anova test was used to confirm this assumption. With $F = 1.537$ and significance level $\text{Sig. } F = 0.280 > \alpha = 0.05$ for class A-hotels and $F = 0.000$ and significance level $\text{Sig. } F = 0.984 > \alpha = 0.05$ for class B-family hotels, the test confirmed that the **category of objects does not affect the rating score of both types of objects** (Table 6), thus confirming the conclusions of the descriptive analysis.

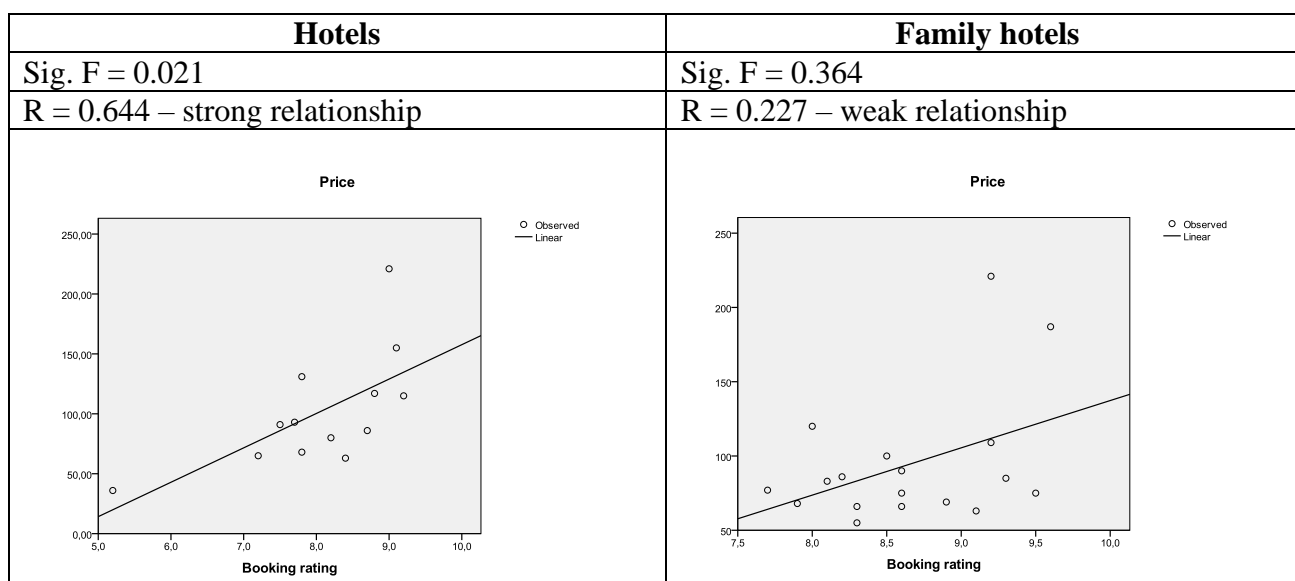
Table 6. ANOVA test-2 results

Hotels	Family hotels
$F = 1.537$	$F = 0.000$
$\text{Sig. } F = 0.280 > \alpha = 0.05$	$\text{Sig. } F = 0.984 > \alpha = 0.05$
No influence	No influence

3. Does the booking rating of class A and class B accommodation influence the price per night?

The Spearman rank correlation coefficient ρ_o was used to investigate the existence of a relationship between Booking rating and price per night for class A and B accommodation. The results for Class A accommodation show that there is a strong relationship between the two indicators examined. This conclusion follows from the fact that $\rho(13) = 0.644$, $p < 0.05$. For class B accommodation with $\rho(18) = 0.227$, $p > 0.05$ a weak influence is observed. In both analyses, the rank correlation coefficient is positive, indicating that an increase in the Booking rating implies an increase in room rates, **but a significant influence is only observed for hotels** (Table 7).

Table 7. Correlation analysis 1/ Booking rating and Price per night



4. Does the number of ratings and comments of class A and class B accommodation influence Booking rating?

For the period considered June-August 2022 for Class A accommodation, 2,392 guests posted reviews on the Booking.com platform, with 966 of these also posting comments, meaning that approximately 40% of travellers took advantage of this opportunity. During the same period, 1128 guests of family hotels rated their stay on Booking.com, with 44% of them commenting on their stay. To check the influence of the number of ratings and comments on the Booking rating of accommodation, the Spearman rank correlation coefficient ρ was again used. For Class A accommodations, the coefficient shows a weak correlation of booking rating to the number of ratings with $\rho(13) = 0.335$, $p > 0.05$ and comments with $\rho(13) = 0.329$, $p > 0.05$. For Class B accommodation, the coefficient also reports a weak dependence (Table 8). It can therefore be concluded that **the number of ratings and comments does not significantly affect the rating of accommodation.**

Table 8. Correlation analysis 2/ Booking rating, reviews, and comments

	Booking rating hotels	Booking rating family hotels
Reviews (N)	Sig. F = 0.264 R = 0.335 Weak relationship	Sig. F = 0.398 R = -0.212 Weak relationship
Comments (N)	Sig. F = 0.272 R = 0.329 Weak relationship	Sig. F = 0.633 R = -0.121 Very weak relationship

5. Does the response rate influence Booking rating and price per night?

Management responses for Class A accommodation were 141 or a response rate of 14.6%, with seven hotels, or more than half not posting a single response. It should be noted that the hotel with the highest response rate (82.3%) is a two-star hotel and is part of a hotel chain. For family hotels, 56 responses were posted and accounted for 11.3% of comments left by guests. Family hotels that did not post any responses form 42%. Descriptive analysis for both classes of hotels shows that there is a difference in the rating and price of objects that post responses. Those doing that activity have a higher average price and a higher average rating. For Class A accommodation, the price per night of hotels that publish responses is 30.8% higher than those that do not. The ratings also show differences in favour of objects that publish responses. Their rating is 12.96% higher. Similar results are observed for family hotels (Table 9, Table 10).

Table 9. Price per night according to manager responses

Price per night (mean)		
	Hotels	Family hotels
With responses (N)	121.83 (6)	101.55 (11)
Without responses (N)	84.29 (7)	82.57 (7)
Total (N)	101.62 (13)	94.17 (18)

Table 10. Rating of hotels according to manager responses

Booking rating (mean)		
	Hotels	Family hotels
With responses (N)	8.650 (6)	8.818 (11)
Without responses (N)	7.529 (7)	8.371 (7)
Total (N)	8.046 (13)	8.644 (18)

To check how much the response rate influences the Booking.com rating, the Spearman rank correlation coefficient ρ was used. For class A accommodation with $\rho(13) = 0.383$, $p > 0.05$ a weak correlation is reported. For class B accommodation with $\rho(18) = 0.450$, $p > 0.05$ a moderate dependence is reported, which may be an indication that managerial responses in family hotels lead to increased satisfaction with the service offered, and hence increased ratings (Table 11). The analysis of the relationship between response rate and price per night shows similar results. Pearson's correlation coefficient was used to examine the relationship between the two indicators. For class A accommodations with $r = 0.272$, Sig. F = 0.369, $p > 0.05$ again no correlation is found, while for class B with $r = 0.556$, Sig. F = 0.017, $p < 0.05$ there is a positive correlation (Table 12) Certainly the results derived for this research question show that **response rate affects family hotels more than hotels, both on rating and price.**

Table 11. Correlation analysis 3/ Response rate and booking rating

	Response rate hotels	Response rate family hotels
Booking rating	Sig. F = 0.197 R = 0.383 Weak relationship	Sig. F = 0.061 R = 0.450 Moderate relationship

Table 12. Correlation analysis 4/ Response rate and price per night

	Response rate hotels	Response rate family hotels
Price per night	Sig. F = 0.369 R = 0.272 Weak relationship	Sig. F = 0.017 R = 0.556 Moderate relationship

6. Is there a correlation between the ratings on the different platforms: Booking.com and Google.com?

The average Google rating for Class A accommodation is 4.069, with a minimum of 3 and a maximum of 4.6. For Class B accommodation, Google.com ratings are again higher, as is Booking.com. The average Google rating of family hotels is 4.9, the minimum - 3.7, and the maximum reaches 4.9 points (Table 13). Spearman's rank correlation coefficient was used to test whether there was a relationship between the two coefficients across platforms. **The results show an extremely strong correlation** between the two coefficients (Table 14) or regardless of the different evaluation scales, the evaluations in the different platforms are unambiguous for both accommodation objects. Similar results were found in the study by Ilieva and Ivanov, 2014 which reported a strong correlation between ratings on Booking.com and Tripadvisor.com (Ilieva and Ivanov, 2014).

Table 13. Booking rating and Google rating

	Hotels		Family hotels	
	Mean	Std. Deviation	Mean	Std. Deviation
Booking rating	8.046	1.0744	8.644	0.5731
Google rating	4.069	0.4590	4.328	0.3140

Table 14. Correlation analysis 5/ Booking and Google rating

Hotels	Family hotels
Sig. F = 0.000 R = 0.901 Very strong relationship	Sig. F = 0.000 R = 0.905 Very strong relationship

Conclusions

The results of the comparative analysis of the online reputation of Class A and Class B accommodation are summarised in Table 15.

Table 15. Results

Research question	Class A	Class B
Does the category of Class A and Class B accommodation influence the price per night?	Yes	No
Does the category of Class A and Class B accommodation influence the booking rating?	No	No
Does the booking rating of Class A and Class B accommodation influence the price per night??	Yes	No
Does the number of ratings and reviews of Class A and Class B accommodation influence Booking rating?	No	No
Does the response rate influence		
1. Booking rating?	No	Yes
2. Price per night?	No	Yes
Is there a relationship between the ratings on the different Booking.com and Google.com platforms?	Yes	Yes

From the conclusions drawn so far for Class A accommodation, we can conclude that the hotel category and rating influence the price per night and therefore on the revenue of accommodation. At the same time, a high category of the object does not condition a high rating, which poses a serious challenge, especially for managers of high-category hotels. In this sense, a high rating brings benefits to lower-category hotels by providing them with the opportunity to raise prices. On the other hand, a low rating of high-category hotels can result in lower prices and the unprofitability of accommodation.

For Class B accommodation, in particular family hotels, the category of the object does not influence the price per night, meaning that for family hotel guests, differences in material attributes across categories are not of key importance to their choice and satisfaction. Similar to hotels, the object category does not influence the rating. At the same time, it should be added that the average rating of family hotels is higher than that of A-class accommodation, suggesting that this type of object manages to satisfy the requirements of their guests to a higher degree. Considering that

family hotels have a closer and tailor-made approach to each tourist, we can conclude that personalization has become an important factor of satisfaction in this type of object. The rating for class B accommodation does not take into account a correlation with the price per night, i.e. other more significant factors form it.

The number of ratings and comments for both classes of objects does not take into account the influence on ratings because it is their quality, not quantity that matters (Blal and Sturman, 2014). To this end, managers should make more effort to motivate their guests to post reviews, especially those who are satisfied with the service offered.

The study reported a response rate of 14.6% for hotels and 11.3% for family hotels. These rates are still significantly lower than the European average of 58.6% (ReviewPro, 2022). Descriptive analyses for both types of objects show that accommodation that publish responses have higher prices and higher ratings than those that do not. At the same time, correlation analyses report a strong influence of response rate on booking rating and price per night for family hotels, further indicating that a tailor-made approach, in the form of manager responses, is essential for this type of object.

A strong correlation is reported between the Google.com and Booking.com ratings of both types of accommodation, even though the two platforms use different rating scales. This strong correlation can certainly be taken as an indicator of the credibility and reliability of online reviews across the different platforms on the internet.

This study has some limitations. First of all, it is the territorial scope. The study only included accommodation in the city Burgas. Secondly, the data included in the study is taken from only one platform - Booking.com. In the third place, the online reputation indicators of the two types of objects- hotels and family hotels - were examined. In future studies, data from other platforms as well as other types of accommodation - villages, guest houses, guest apartments, hostels, etc. could be included for a more in-depth analysis.

References

1. Amblee, N. and Bui, T. (2011) Harnessing the influence of social proof in online shopping: The effect of electronic word of mouth on sales of digital microproducts. *International journal of electronic commerce*, 16(2), pp.91-114.
2. Anderson, C.K. (2012) The impact of social media on lodging performance. *Cornell Hospitality Report*, pp. 4–11.
3. Baka, V. (2016) The becoming of user-generated reviews: Looking at the past to understand the future of managing reputation in the travel sector. *Tourism Management*, 53, pp.148-162.
4. Berezina, K., Bilgihan, A., Cobanoglu, C., and Okumus, F. (2016) Understanding satisfied and dissatisfied hotel customers: text mining of online hotel reviews. *Journal of Hospitality Marketing and Management*, 25(1), pp.1-24.
5. Blal, I. and Sturman, M. C. (2014) The differential effects of the quality and quantity of online reviews on hotel room sales. *Cornell Hospitality Quarterly*, 55(4), pp.365-375.
6. Booking.com. The Most Welcoming Cities on Earth for 2022. Available from: <https://globalnews.booking.com/the-most-welcoming-cities-on-earth-for-2022/>, [Accessed 01/10/2022]
7. World's Travellers Uncover Booking's Best. Available from: <https://globalnews.booking.com/worlds-travellers-uncover-bookings-best/>, [Accessed 01/10/2022]
8. BrightLocal.com. Local Consumer Review Survey 2020. Available from: <https://www.brightlocal.com/research/local-consumer-review-survey-2020/#how-reviews-impact-behavior>, [Accessed 01/10/2022]
9. Browning, V., So, K. K. F., and Sparks, B. (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), pp.23-40.
10. Chevalier, J. A., Dover, Y., and Mayzlin, D. (2018) Channels of impact: User reviews when quality is dynamic and managers respond. *Marketing Science*, 37(5), pp.688-709.
 11. Evangelinos, C., Obermeyer, A., and Bartel, A. (2020) The individual monetary valuation of online hotel ratings (No. 3/2020). *IUBH Discussion Papers-Tourismus & Hospitality*.
 12. Fong, L. H. N., Lei, S. S. I., and Law, R. (2017) Asymmetry of hotel ratings on TripAdvisor: Evidence from single-versus dual-valence reviews. *Journal of Hospitality Marketing & Management*, 26(1), pp. 67-82.
 13. Ilieva, D. and Ivanov, S. (2014) Analysis of online hotel ratings: the case of Bansko, Bulgaria. Bulgaria (September 15, 2014).
 14. Kadieva, S. (2017) Some Aspects of Reputation Management in the Hospitality Business. *Izvestiya. Journal of Varna University of Economics*, 61(2), pp.174-186.
 15. Lee, H. A., Law, R., and Murphy, J. (2011) Helpful reviewers in TripAdvisor, an online travel community. *Journal of Travel & Tourism Marketing*, 28(7), pp.675-688.
 16. Lee, J., Park, D. H., and Han, I. (2008) The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7(3), pp. 341-352.
 17. Levy, S. E., Duan, W., and Boo, S. (2013) An analysis of one-star online reviews and responses in the Washington, DC, lodging market. *Cornell Hospitality Quarterly*, 54(1), pp.49-63.
 18. Li, H., Ye, Q., and Law, R. (2013) Determinants of customer satisfaction in the hotel industry: An application of online review analysis. *Asia Pacific Journal of Tourism Research*, 18(7), pp.784-802.
 19. Mauri, A. G. and Minazzi, R. (2013) Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International journal of hospitality management*, 34, pp.99-107.
 20. Ögüt, H. and Onur Taş, B. K. (2012) The influence of internet customer reviews on the online sales and prices in hotel industry. *The Service Industries Journal*, 32(2), pp.197-214.
 21. Proserpio, D. and Zervas, G. (2017) Online reputation management: Estimating the impact of management responses on consumer reviews. *Marketing Science*, 36(5), pp.645-665.
 22. ReviewPro.com. ReviewPro's Global Hotel Review Benchmark Report. Available from: <https://www.reviewpro.com/blog/global-hotel-review-report-2022/>, [Accessed 01/10/2022]
 23. Sparks, B. A. and Browning, V. (2011) The impact of online reviews on hotel booking intentions and perception of trust. *Tourism management*, 32(6), pp.1310-1323.
 24. Xie, K. L., So, K. K. F., and Wang, W. (2017) Joint effects of management responses and online reviews on hotel financial performance: A data-analytics approach. *International Journal of Hospitality Management*, 62, pp.101-110.
 25. Xie, K. L., Zhang, Z., and Zhang, Z. (2014) The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43, pp.1-12.
 26. Ye, Q., Law, R., Gu, B., and Chen, W. (2011) The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human behavior*, 27(2), pp. 634-639.