

# USE OF ONLINE REVIEWS FOR TOURISM INTELLIGENCE AND FOR THE ESTABLISHMENT OF TRANSPARENT AND RELIABLE EVALUATION STANDARDS (TOURREV)

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## INTRODUCTION & HYPOTHESES

Current system of online reviews of tourism establishments constitutes a reliable quality standard, which objectively reflects the situation of establishments in this sector.

(a) Online review collection platforms, which reflect tourist satisfaction, are transparent and objective (or not), have significant biases (or not) and have a significant number of fake reviews (or not).

b) Online reviews are equivalent to official hotel rating systems, so they could be used (or not) as an equivalent or alternative to traditional star classification systems.

## OBJECTIVES

### Main Objective 1: Platform Reliability



1A Identify fake reviews and biases



1B Understand data collection methods



1C Segment-specific review needs

### Main Objective 2: Reputation Standard



2A Compare reviews with official classifications



2B Identify trustworthy platforms



2C Scoring for unrated services

## METHODOLOGY

**Data Source:** Massive user-generated data from online review platforms such as Booking.com, TripAdvisor, AirBnB, Yelp, and Google Maps.

**Data Collection:** Use of web scraping tools like Octoparse to automate large-scale data downloads.



### Data Analysis Techniques:

- Text mining and content analysis
- Machine learning
- Compositional data analysis (CoDa)
- Agent-based simulation
- Scale development
- Structural equation modeling

## EXPECTED OUTCOMES AND RESULTS

New knowledge for the management of online rating systems in the tourism sector, and their use as reliable official or unofficial quality standards.

- 12 articles
- 26 conferences
- 2 Phd Thesis
- 5 Awards
- 11 dissemination activities

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