

BEYOND REVIEWS: A SYSTEMATIC INVESTIGATION INTO TOURISM INTELLIGENCE THROUGH THE ANALYSIS OF USER-GENERATED CONTENT

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CONCEPTUAL FRAMEWORK

This investigation examines how the intangibility of tourism services heightens consumer uncertainty and how online reviews help to reduce that uncertainty using up-to-date data from the past years. It builds on several key pillars:

- A broad research base exploring the concept of digital tourism and consumer behavior.
- The notion of "tourism intelligence", understood as the capacity to analyze large volumes of user-generated content (UGC) to support informed decision-making.
- An in-depth look at the relationship between the quantity and quality of online reviews and the credibility of review platforms.

OBJECTIVES

- 1 Examine how user experience levels on review platforms influence rating behavior for tourist attractions and hotels, distinguishing between publicly and privately managed sites.
- 2 To assess the differences between reviews solicited by hotels and those written organically by users on TripAdvisor
- 3 To develop a standardized, transparent, and reliable global index for objectively evaluating the reputation and service quality of tourism providers on online review platforms
- 4 Explore the willingness of Generation Z users to generate online reviews with the assistance of artificial intelligence

METHODOLOGY

1st & 2nd Objective

1. Data scrapping from Tripadvisor Octoparse
2. Data analysis with SPSS program



3rd Objective

1. Data collection with Delphi method
2. Data analysis with SPSS program



4rd Objective

1. Data collection with two different surveys
2. Data analysis with SPSS program



EXPECTED RESULTS

- Preliminary results will suggest differentiated effects of review solicitation practices, potentially benefiting some types of establishments more than others. Also, we expect to see significant differences in ratings between solicited and organic reviews, as well as disparities between ratings given by expert and novice reviewers on TripAdvisor, suggesting the potential for biases that may influence consumer perceptions.
- A consensus regarding key criteria for designing a transparent and reliable reputation index based on online reviews.
- Explore the motivations behind users' use of generative AI to write reviews, particularly in relation to the presence or absence of incentives.

ACKNOWLEDGEMENTS



This work was supported by the Spanish Ministry of Science and Innovation MCIN/AEI/10.13039/501100011033/ FEDER, UE within the RevTour project "Use of online reviews for tourism intelligence and for the establishment of transparent and reliable evaluation standards" (Ref: PID2022-138564OA-I00).