

A netnography on tripadvisor reviews that influence the hotel occupancy

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Abstract

The Online Travel Agencies (OTAs) increasingly depend on consumer-generated content as a valuable resource for making decisions about booking their rooms. Individuals share their opinions, ratings, and feedback on various products and services through these platforms. Hotels should leverage online customer reviews to gain insights into their clientele and improve operational efficiency. However, interpreting guest reviews can be difficult due to the vast amount of data present. This paper aims to analyze the online reviews from Tripadvisor and hotels using a netnography approach, identifying the hotel features that guests discuss based on Tripadvisor reviews and assessing guest satisfaction based on these online evaluations. The findings indicate that the majority of hotel guests who left feedback were international travelers. These attributes include amenities, location, pricing, service, cleanliness, food and drink options, as well as the atmosphere of the hotel and rooms. The research indicates that guests posted both favorable and unfavorable feedback across a few commonly recognized categories like cleanliness of the hotel, overall ambiance, and amenities offered. Among the various attributes, guests who were satisfied typically left positive remarks regarding the cleanliness and setting of the hotel and rooms, whereas those who were dissatisfied focused on issues related to amenities. The results of this study provide important theoretical and managerial insights into identifying hotel features that contribute to guest satisfaction and offer a deeper understanding of the perspectives of both satisfied and dissatisfied guests based on their reviews. The paper wraps up by acknowledging its limitations and proposing directions for future research.

Keywords: Ota; Netnography; Hotel Occupancy; Online Reviews

1. Introduction

This study examines the experiences of travelers participating in daily local-guided shopping tours provided through a sharing economy platform, utilizing a netnography methodology. Feedback from travelers engaging in these shopping tours across various destinations was collected and analyzed. Consequently, seven key elements of the experiences related to these daily local-guided shopping tours emerged: guide, shopping companion, learning opportunities, enjoyable experiences, memorable moments, interactions with locals, and characteristics of the shops. The research significantly enhances the understanding of the shopping experience and contributing factors within the sharing economy literature by offering insights into travelers' shopping experiences during local guided tours organized via sharing economy platforms. As countless baby boomers near retirement, they will encounter one of the most crucial and potentially transformative choices they've ever faced – embracing a retirement lifestyle centered around travel. When individuals confront such significant decisions, it is natural for their core desires to be triggered, and it is likely that they will experience conflicting goals. A vast body of research has focused on analyzing travelers' motivations, yet this investigation has seldom explored how individuals navigate the conflicts that accompany travel-related choices. This study offers an ideal natural setting for examining these decisions. In this research, we employ netnography – a technique for observing consumer interactions online – to identify the tensions that emerge when aspiring travelers

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face conflicting goals. Additionally, we explore how seasoned travelers within the online community provide moral support, guidance, and recommendations that assist aspiring travelers in navigating these goal conflicts, thereby alleviating decision-making strain and guiding the decision-maker toward adopting a travel-oriented lifestyle. The results contribute to a deeper comprehension of pursuing multiple goals in travel, where aspirations function as overarching objectives in the travel planning process. Travelers manage several goals that frequently lead to conflicts, highlighting the crucial role of online communities in giving advice as proposed solutions to meet objectives and address goal conflicts. In today's highly competitive landscape, hotels must distinguish themselves from their rivals. A significant challenge in the hotel industry is maintaining a competitive edge in its fragmented and intricate environment [1]. Additionally, the increasing standardization of hotel offerings complicates the competition for hotels. Given this scenario, it is essential to identify what cultivates guest loyalty, what encourages them to recommend the hotel to others, what brand image needs to be conveyed, and what features would enhance customer value. To achieve these objectives, hotels must utilize various strategies to evaluate and improve customer satisfaction, as guest satisfaction is key to success in the hotel sector. Traditional approaches consist of placing feedback cards in guest rooms, implementing service recovery strategies to rectify on-site issues, sending guest satisfaction surveys after departure, and introducing follow-up measures for unresolved problems. Despite hotels investing time to measure and enhance customer satisfaction efforts, the rise of technology has led travelers to share their experiences through online means, encompassing both positive and negative reviews. One such method is via online travel agencies (OTAs), including platforms like OTA, Expedia, and Ctrip. These Tripadvisor do not own any hotels but provide websites filled with a broad range of hotel information, price comparisons, discounts, and user reviews. This shift has also influenced the operational strategies of businesses due to advantages like cost-effectiveness, 24/7 accessibility, limitless geographical reach, and minimal entry and exit barriers, among others. Simultaneously, it benefits consumers by reshaping how travelers access tourism information, plan their trips, and reserve accommodations. This platform allows guests to share their reviews, which serve not only the interests of hotel managers but also aid other consumers in making informed purchasing choices based on online feedback. While a substantial amount of research has highlighted the significance of customer satisfaction for both hotels and guests, studies focusing on hotel customer satisfaction have primarily concentrated on service quality attributes as perceived by guests, with a limited investigation into hotel customer satisfaction characteristics from the perspective of online reviews — the authentic feedback from hotel patrons. Therefore, this study uses reviews of Tripadvisor about luxury five-star establishments, as a study to analyze online reviews of the hotel through an ethnographic lens, to assess guest satisfaction attitudes derived from those online reviews, and to identify the hotel features that guests comment on based on the online feedback. The structure of this paper is as follows the current section outlines the motivations for the research, followed by a second section reviewing the related literature. The third section describes the research methodology and leads into the fourth section which presents the findings [2]. The final section concludes by discussing the contributions of the study as well as its limitations and potential future research directions. In the end, the implications and limitations of this study are discussed.

2. Literature Review

There has been an increasing dependence on consumer-generated content as a means of informing decisions about hospitality products. Individuals share their opinions, scores, and feedback about products and services on various platforms, which has led companies and research institutions to take an interest in analyzing and extracting these comments. It is essential for hotels to leverage online customer review data to gain a better understanding of their clientele and enhance operational effectiveness [3]. However, the analysis of guest reviews poses difficulties due to the vast amount of data available. Using The St Regis Kuala Lumpur as a case study, this paper aims to profile online hotel reviews through a Netnography approach, pinpoint the hotel features commented on by guests based on the reviews, and assess guest satisfaction attitudes reflected in these reviews. A total of 388 reviews from Tripadvisor were gathered [4]. The results indicated that the majority of the guests who provided feedback were international travelers and couples, many of whom rated the hotel highly. The findings identified nine frequently mentioned attributes, including amenities, location, pricing, service, cleanliness, food and beverage, as well as the hotel and room environment. It was also found that guests left both positive and negative feedback in several common categories, such as cleanliness, hotel ambiance, and amenities. The study employed sentiment classifications to evaluate customer reviews of hotels on OTA [5]. A total of 9,286 written reviews from hotel customers across 442 hotels in Malaysia were collected. Text analytics was performed, followed by the development of a theoretical framework based on a hybrid approach. AMOS software was utilized to explore the relationship between customer sentiments and overall review ratings. Results from Structural Equation Modelling (SEM) and clustering techniques revealed a list of sentiment drivers, including location, room condition, service, sleep, value for money, and cleanliness. Among these factors, service quality and room facilities were found to be the most significant. The sentiment drivers identified in this research offer valuable insights for hotel operators to enhance their services. Research limitations include the fact that the hotel reviews analyzed were drawn from a single online review platform. Even with a substantial sample size to support the findings, the scope for generalization was limited. Future research should consider expanding to other types of online review platforms.

Therefore, it is necessary to investigate data from various social media applications, such as Facebook, Instagram, and YouTube [6].

This study underscores the importance of a hybrid predictive model in analyzing unstructured hotel reviews. According to the developed hybrid predictive model, six sentiment drivers emerged from the analysis: location, service quality, value for money, sleep quality, room design, and cleanliness. This emphasis is crucial given the growing volume of unstructured data available online. It explores the potential for employing data analytics techniques more efficiently to extract customer insights for hotel management considerations. This research analyzed customer sentiments related to hotels in Malaysia using predictive text analytics techniques. The primary contribution of this study is the identification of sentiment drivers and the insights necessary for improving hotel conditions in Malaysia. Furthermore, the findings provide stimulating insights from various methodological perspectives and offer hoteliers recommendations for enhancing their review ratings [7].

A paper explores the major reasons for negative online hotel reviews and how hotel managers respond to these reviews, using the Marriott Hotel Group in Beijing as a case study." A quantitative content study of customers' online reviews and hotel managers' responses to these on OTA was conducted through a netnographic analysis process. the authors aim to analyze in greater detail the effects of hotel attributes on hotel business performance considering customers' voice as expressed through their negative reviews. Reviews. It was found that employees' lack of empathy is the main factor underlying customer complaints, followed by reliability, tangible factors, amenities and availability. " The study used a qualitative content analysis or thematic analysis approach to analyze customer reviews and hotel management responses on OTA, in order to identify the key factors underlying customer complaints. Qualitative observational case study. This explores the major reasons for hotel customers' complaints on social media. Discuss how hotel managers respond to negative customer reviews. Analyze the effects of hotel attributes on business performance based on negative customer reviews, qualitative content analysis [8].

The research conducted focused on how ratings and comments significantly impact online reviews. A key question arises regarding the consistency of consumer perceptions of these reviews and how they may shape future choices. The study analyzed 2,000 comments from 20 different hotels listed on OTA to see if previous guests' comments influence the decisions of prospective guests. Two hundred human raters were tasked with evaluating 20 reviews and assigning a rating to each hotel based on those reviews. For statistical analysis, the research utilized Pearson correlation, Cohen's Kappa, and SPSS software. It aims to identify differences in the satisfaction ratings marked as "excellent" across hotels of varying star ratings. The findings offer insights into consumer preferences that transcend hotel star ratings for future inquiries. Previous studies have typically focused on a single hotel or a limited number of hotels, whereas this research encompasses analysis across 20 hotels. The existing literature has not evaluated the agreement between ratings provided by human raters and those given by original reviewers without disclosing the star ratings of the hotels to the human raters, emphasizing the emotive language found in hotel reviews. The ratings assigned by human raters to hotel reviews were analyzed, revealing the correlation between OTA's positive ratings and the ratings given by human raters, as well as the correlation with negative OTA ratings. The study highlights the level of agreement between the judgments of human raters and the OTA ratings, underscoring the influence of website feedback such as OTA on consumer decision-making [9].

This research investigates hotel guest satisfaction in Singapore by applying both quantitative and qualitative methods to identify key features affecting guest satisfaction, with the goal of providing recommendations for hotel management to improve operations and set themselves apart from competitors. The text analytics revealed that hotel guests prioritize having a comfortable room, access to a swimming pool, and quality service. The analysis of ratings identified Rooms, Value for Money, and Location as the most crucial factors contributing to guest satisfaction. Data obtained from the OTA website was utilized to compare and evaluate customer reviews and ratings of five hotels. Various statistical data analysis techniques were employed to pinpoint the attributes vital for hotel selection and to ensure that guest satisfaction levels are met. Furthermore, a text analysis of customer feedback was conducted to glean deeper insights into the positive and negative sentiments expressed by hotel guests. The focal point of this paper is to delve deeper into hotel guest satisfaction and the elements that hotel management can modify to achieve better results. To achieve this, an analysis comparing hotel guest satisfaction ratings to factors like Location, Sleep Quality, Rooms, Service Quality, Value for Money, and Cleanliness was performed. The text analysis of customer feedback was also executed to provide a clearer understanding of the positive and negative emotions experienced by hotel visitors [10].

The purpose of the article is to explore the distinctions between satisfied and dissatisfied hotel patrons by evaluating the content of their online reviews through text mining techniques. The findings reveal that satisfied guests, who would recommend a hotel to others, more frequently mention non-tangible elements of their stay, such as the hotel staff, compared to dissatisfied guests. Conversely, dissatisfied customers tend to refer more often to the tangible features of

their experience, such as the furnishings and costs. This study employed text mining analysis on 2,510 online hotel reviews sourced from OTA for Sarasota, Florida, where the researchers examined common themes and categories present in both positive and negative hotel feedback. The thematic analysis presented in this paper involved contrasting the content and themes in online reviews from both satisfied and dissatisfied customers, identifying shared categories referenced in both positive and negative feedback, as well as analyzing the frequency and emphasis on intangible versus tangible aspects of the hotel experience between the two groups. The main outcomes assessed in this study were the variations in the content and emphasis of online reviews from satisfied and dissatisfied guests. The study seems to be a retrospective, observational investigation that utilized a text-mining framework to analyze and compare the online reviews of satisfied and dissatisfied hotel patrons. This research provides clear theoretical and managerial insights into the understanding of satisfied and dissatisfied customers by employing text mining and hotel ratings derived from review websites, social media, blogs, and other digital platforms [11].

The study examined hotel guests' views on green hotel initiatives and discovered that while many of these eco-friendly practices are viewed favorably, some are perceived as disingenuous marketing strategies or are not well received by patrons. In total, 7,370 comments were gathered, and 737 comments related to green practices were analyzed based on OTA's list of the top ten green hotels. The findings indicate that most green initiatives are regarded positively by hotel guests. This suggests recommendations for hotel operators on how to authentically implement eco-friendly practices and approach them to establish environmentally sustainable branding strategies. The primary objective of this research is to analyze guests' perceptions of green hotels through a content analysis of online reviews. The findings suggest that the majority of eco-friendly practices are perceived favorably. The study's design appears to be an observational, non-experimental content analysis that focuses on guests' perceptions of green hotel initiatives in order to assess which practices are viewed positively or negatively. As a result, the conclusions offer guidance for hotel operators on the sincere implementation of green practices and how to develop environmentally friendly branding strategies. The research employs content analysis methods to evaluate user-generated hotel reviews on OTA, aiming to uncover the primary themes and frequently mentioned factors that encourage consumers to share their hotel experiences online. This thematic analysis utilized content analysis techniques to discover significant themes and categories from the examination of 17,357 user-generated hotel reviews on OTA. The researchers employed NVivo 8 software to scrutinize the qualitative review data and to extract the essential topics and areas commonly discussed by travelers regarding both positive and negative hotel experiences. The study focuses on how travelers articulate their positive and negative hotel experiences online. It aims to pinpoint the main themes that drive consumers to assess hotel experiences in online settings. Additionally, it aims to classify the most often cited areas in online hotel reviews [12].

The analysis of reviews and comments, demographic data, and ratings (qualitative data) utilizes content analysis techniques to further understand consumers' motivations for evaluating hotel experiences in digital environments and to categorize the most commonly mentioned areas in online hotel reviews. The study investigates how various aspects of online consumer reviews, such as quality, quantity, consistency, and recency, influence hotels' offline popularity, measured by occupancy rates. It was found that the quality of online consumer reviews has a more prolonged impact on a hotel's offline popularity (occupancy) than other review aspects like quantity, consistency, and recency. Other factors related to online reviews typically have more short-term effects on hotel popularity. The results may assist hotel managers in enhancing their online presence and strategically leveraging key review factors to increase their hotel's popularity. This analysis utilized time-series data from 56,284 hotel reviews on OTA. It examined the effects of review quality, quantity, consistency, and recency on offline hotel popularity (occupancy rates), controlling for various hotel characteristics in the empirical assessment. The objective was to investigate how online consumer reviews influence offline hotel popularity. The study aims to estimate the impact of online consumer review factors, such as quality, quantity, consistency, and recency, on offline hotel occupancy rates. It also assesses the quality and quantity of online consumer reviews in relation to offline hotel occupancy and popularity. The findings offer a managerial framework for enhancing hotels' online visibility on social media platforms by effectively employing important review factors [13].

The research indicated that negative feedback carries more weight in a guest's overall rating of a hotel than positive feedback does. This disparity in weighting implies that simply averaging the positive and negative ratings may not accurately reflect guests' perceptions of the hotel. The analysis revealed that ratings tend to decrease when guests provide lengthy reviews focused on a limited set of hotel features, while shorter reviews that consider a broader perspective of the hotel generally receive higher ratings. A regression analysis was applied to explore the relationships of 18,106 distinct terms associated with five specific attributes—amenities, experience, location, transactions, and value. Reviews across different hotel tiers assigned different importance to these attributes. The guest experience was more frequently mentioned in reviews of higher-tier hotels, whereas amenities and location were more commonly discussed for mid-tier motels compared to other hotel categories. The thematic analysis in this research involved identifying and assessing the key themes or attributes that guests highlighted in their online hotel reviews, which included amenities, experience, location, transactions, and value. The researchers utilized regression analysis to

investigate how the focus on these themes varied across different hotel tiers, and how the length and specificity of the reviews were connected to the overall ratings, delving into the text of online customer reviews. The research employs content analysis methods to evaluate user-generated hotel reviews on OTA, aiming to uncover the primary themes and frequently mentioned factors that encourage consumers to share their hotel experiences online. This thematic analysis utilized content analysis techniques to discover significant themes and categories from the examination of 17,357 user-generated hotel reviews on OTA. The researchers employed NVivo 8 software to scrutinize the qualitative review data and to extract the essential topics and areas commonly discussed by travelers regarding both positive and negative hotel experiences. The study focuses on how travelers articulate their positive and negative hotel experiences online. It aims to pinpoint the main themes that drive consumers to assess hotel experiences in online settings. Additionally, it aims to classify the most often cited areas in online hotel reviews. The analysis of reviews and comments, demographic data, and ratings (qualitative data) utilizes content analysis techniques to further understand consumers' motivations for evaluating hotel experiences in digital environments and to categorize the most commonly mentioned areas in online hotel reviews. The study investigates how various aspects of online consumer reviews, such as quality, quantity, consistency, and recency, influence hotels' offline popularity, measured by occupancy rates. It was found that the quality of online consumer reviews has a more prolonged impact on a hotel's offline popularity (occupancy) than other review aspects like quantity, consistency, and recency. Other factors related to online reviews typically have more short-term effects on hotel popularity. The results may assist hotel managers in enhancing their online presence and strategically leveraging key review factors to increase their hotel's popularity [14].

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3. Conclusion

Ensuring that hotel guests have high-quality and meaningful experiences is undeniably crucial for any hotel establishment. Understanding what leads to guest satisfaction necessitates an awareness of the aspects that guests consider important when assessing their hotel experience. Although pinpointing the elements that influence a guest's hotel selection can be complex, recognizing which hotel features are seen as significant by guests helps hoteliers make informed decisions regarding hotel development and pricing strategies. This understanding not only benefits hotels but also enhances the likelihood of guests sharing positive reviews about their stay with friends and family, leading to increased customer loyalty. Therefore, grasping the expectations and perceptions of hotel guests is essential for achieving customer satisfaction in the hospitality industry. This study uses the occupancy of luxury hotels to identify the attributes that foster customer satisfaction based on online reviews from Tripadvisor and hotel guests. In contrast to many previous studies, this research explores both satisfactory and dissatisfactory elements at St Regis Kuala Lumpur by analyzing guest feedback on OTA platforms. Utilizing netnography methodology, the study discovered nine key dimensions contributing to customer satisfaction at this hotel: amenities, location, price, service, cleanliness, food and beverages, hotel atmosphere, and room ambiance. Among these attributes, service quality, room ambiance, and amenities received the most comments, followed by the hotel atmosphere, food and beverages, location, cleanliness, and facilities. The attribute mentioned least frequently by guests was the price of luxury hotels. Guests perceived that

the higher price they paid correlated with superior service quality, as demonstrated by the majority of favorable feedback regarding service attributes.

3.1. Future Research

The Future research may utilize a comparative study between OTA platforms Eg. Tripadvisor and Makemytrip or Trivago as a quantitative method to explore the relationship among service quality, guest satisfaction, and positive word-of-mouth in the luxury hotel sector. Investigating the variations in satisfaction and dissatisfaction between domestic and international guests represents another area for potential study.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict-of-interest to be disclosed.

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