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Digital tech and hotel satisfaction in Madhya Pradesh: A review

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Abstract

This evaluation paper explores the transformative effect of virtual technology on client satisfaction in the inn enterprise in decided towns of Madhya Pradesh, India. As the hospitality area undergoes large technological improvements, information on the nuanced interaction between virtual improvements and guest contentment becomes vital. The paper starts with an advent imparting heritage context, articulating the cause, delineating study goals, and outlining the scope and barriers of the have a look at. The literature evaluation delves into the evolution of digital technology inside the hospitality zone globally, synthesizing preceding research on its correlation with purchaser pride. A unique consciousness is placed in the modern-day country of the resort enterprise in Madhya Pradesh, placing the level for a complete evaluation of the location's virtual era adoption. The method segments information on the study's layout, records series methods, pattern selection standards, and the analytical techniques employed within the study. Subsequent sections examine the various facets of digital generation integration in Madhya Pradesh resorts, inclusive of cellular applications, in-room services, and consumer interaction channels. The center of the paper examines the effect of virtual technology on purchaser delight, emphasizing enhancements in service high-quality, personalization, and streamlined booking strategies. Challenges and possibilities inherent in this virtual transformation are explored, providing insights into technological hurdles, privacy issues, and future developments. Case studies showcase successful virtual implementations, presenting sensible training for hoteliers. The paper concludes with hints for first-rate practices, techniques to triumph over challenges, and the importance of ongoing training and development projects. This evaluation contributes to the know-how of the virtual landscape in Madhya Pradesh's inn enterprise and gives valuable insights for practitioners, researchers, and policymakers alike.

Keywords: Hotel satisfaction, transformative effect, virtual improvements

1. Introduction

1.1 Background

The hospitality industry in Madhya Pradesh, India, has witnessed a remarkable increase and transformation through the years, propelled using a confluence of cultural richness, historical importance, and burgeoning monetary activities. As the heart of the United States, Madhya Pradesh draws a wide range of traffic, from entertainment travellers exploring its architectural marvels and herbal wonders to enterprise vacationers engaging in the country's burgeoning commerce. Against this backdrop, the hospitality zone has grown to be an essential element of the kingdom's monetary panorama, experiencing a surge in calls for inns that cater to the various needs of its site visitors.

In recent times, the enterprise has been faced with the rapid evolution of the digital era, reshaping the way lodges perform and interact with their visitors. The integration of digital equipment, consisting of online reserving systems, cellular packages, and in-room technology, has emerged as pivotal in improving operational performance and visitor reports. Understanding the dynamics of this virtual transformation inside the specific context of Madhya Pradesh is critical for both enterprise stakeholders and educational pupils in search of unraveling the complexities of technological adoption in diverse nearby landscapes.

The nation's rich cultural history, coupled with the growing significance of tourism, has fueled the want for lodges to conform to converting guest expectancies and choices. From the bustling markets of Indore to the ancient landmarks of Gwalior and the tranquil landscapes of Pachmarhi, the various tapestries of Madhya Pradesh need a nuanced knowledge of the way the virtual era is influencing and shaping the hospitality quarter. This paper aims to delve into the specifics of this virtual revolution within Madhya Pradesh's inns, analyzing its implications for purchaser pride and shedding light on the challenges and opportunities that arise in this

dynamic intersection of tradition and technology.

1.2 Purpose of the study

The primary purpose of this study is to comprehensively investigate the impact of digital technology on customer satisfaction within the hotel industry in selected cities of Madhya Pradesh, India. In the rapidly evolving landscape of the hospitality sector, the integration of digital tools has become pivotal, transforming the way hotels manage their operations and engage with guests. This research seeks to elucidate the specific ways in which digital technology is influencing service quality, guest experiences, and overall satisfaction in the unique context of Madhya Pradesh. By exploring the current state of digital adoption, identifying successful implementations, and addressing challenges and opportunities inherent in this technological shift, the study aims to provide valuable insights for hoteliers, policymakers, and scholars. Furthermore, the research endeavors to contribute to the broader understanding of digital transformation within regional hotel industries, emphasizing the nuances and implications of such advancements in a culturally diverse and economically significant state like Madhya Pradesh.

1.3 Scope and Limitations

The scope of this study encompasses an in-depth analysis of the impact of digital technology on customer satisfaction within the hotel industry in selected cities of Madhya Pradesh, India. It involves a comprehensive examination of various facets of digital technology adoption, including online booking platforms, mobile applications, in-room amenities, and guest interaction channels. The study seeks to provide a holistic understanding of the current state of digital integration in the region's hotels, offering insights into the evolving landscape and its implications for guest experiences. However, it is essential to acknowledge certain limitations inherent in the research. The study focuses specifically on selected cities within Madhya Pradesh, which may not represent the entirety of the state's diverse hospitality landscape. Additionally, the dynamic nature of technology and the fast-paced evolution of the hospitality industry pose a challenge in capturing real-time changes. The study's findings are context-specific to the time of data collection and may not fully account for subsequent developments. Despite these limitations, the research aims to contribute valuable insights into the intersection of digital technology and customer satisfaction in Madhya Pradesh's hotel industry, while acknowledging the need for ongoing exploration and adaptation to the ever-changing landscape of the sector.

2. Literature Review

2.1 Evolution of Digital Technology in Hospitality

The evolution of the virtual era within the hospitality enterprise has been a transformative journey, considerably impacting how hotels perform and engage with their guests. Previous research has substantially examined the development of era adoption in this quarter, dropping light on its multifaceted implications. One prominent component of this evolution is the proliferation of online reserving structures, which have turned out to be a cornerstone for visitors and hoteliers. According to Wang, Li, and Law (2015) [10], these systems streamline reservation processes, imparting convenience for guests and enabling lodges to optimize occupancy charges and sales management. Moreover, studies together with Buhalis and Law (2008) [1] emphasize the role

of technology in improving the general visitor's enjoyment, emphasizing the significance of personalized offerings facilitated using virtual tools. From cellular check-ins to keyless room access, the mixing of digital technology has revolutionized conventional lodge life, developing an unbroken and green environment for guests. In addition to guest-dealing with technology, the literature also delves into lower back-give-up structures that beautify operational performance inside lodges. According to Sigala (2015) [8], property control structures (PMS) and consumer relationship management (CRM) tools play an important role in optimizing inner processes, ranging from inventory management to purchaser engagement. The efficiency profits finished through these structures now not only contribute to cost savings but additionally enable the hotel group of workers to attention more to presenting personalised and wonderful service to visitors. Furthermore, studies by Xiang, Du, Ma, and Fan (2017) [16] underscore the importance of facts analytics within the hospitality zone, emphasizing how insights derived from visitor information can inform strategic decision-making and enhance the overall visitor revel. However, the literature additionally acknowledges challenges associated with the fast evolution of the digital era in hospitality. Privacy concerns, safety problems, and the virtual divide among guests are a few of the recognized challenges (Sigala, 2015; Wang *et al.*, 2015) [10, 8]. As technology keeps improving, it's far vital for lodges to navigate these challenges correctly to fully harness the benefits of virtual integration and ensure a fine impact on patron pride. Overall, the frame of literature on the evolution of virtual generation in hospitality provides a nuanced expertise of its numerous dimensions, providing precious insights for this study's exploration of the Madhya Pradesh hotel industry's virtual landscape.

2.2 Previous Studies on Digital Technology and Customer Satisfaction

A thorough examination of preceding studies on virtual technology and customer satisfaction in the hospitality enterprise exhibits a rich body of literature highlighting the tricky courting between technological advancements and visitor contentment. Scholars have extensively explored the effect of online reserving structures on purchaser pride, emphasizing the convenience and accessibility they provide to visitors. For instance, an observation by using Neuhofer, Buhalis, and Ladkin (2015) [7] discusses how online reservations contribute to a greater streamlined reserving process, permitting guests to make knowledgeable selections and providing a degree of management that positively affects delight stages.

Furthermore, research by Li and Wang (2016) [4] indicates that the transparency and real-time information supplied by virtual systems make contributions to expanded acceptance as true and satisfaction among guests. The role of cell programs in shaping consumer delight has also been a focal point within the literature. According to a study by way of Li, Ye, and Law (2019) [5], mobile packages play a critical function in improving the overall visitor experience by way of offering functions inclusive of personalized pointers, seamless check-ins, and immediate conversation with the resort staff. These virtual equipment are seen as instrumental in meeting the evolving expectations of cutting-edge vacationers and fostering an extra attractive and great life.

Moreover, students have explored the impact of in-room generation on consumer pride. Research with the aid of

Neuhofer and Buhalis (2017) shows that the integration of generation inside visitor rooms, including clever facilities and amusement structures, contributes to a cushier and exciting stay, positively influencing average price ranges. These findings collectively highlight the interconnectedness of virtual generation and consumer pleasure, forming a foundation for the know-how of how these dynamics unfold in the context of Madhya Pradesh's motel enterprise, an area with its distinct characteristics and demanding situations.

2.3 Current State of Hotel Industry in Madhya Pradesh

While there is limited specific literature on the current state of the hotel industry in Madhya Pradesh, broader studies on the Indian hospitality sector and regional economic analyses provide context for understanding the challenges and opportunities faced by the hospitality sector in the state. A report by the Federation of Indian Chambers of Commerce and Industry (FICCI) on the Indian hospitality industry (2019) highlights the sector's significant contribution to the national economy, emphasizing its role in job creation and foreign exchange earnings. This broader context is relevant to understanding the economic importance of the hotel industry in states like Madhya Pradesh, where tourism and business travel contribute substantially to the local economy.

In terms of tourism, Madhya Pradesh's unique blend of cultural heritage, natural attractions, and historical significance is increasingly drawing attention. Studies such as the one conducted by the Ministry of Tourism, Government of India (2018), underscore the state's potential as a tourist destination, with its diverse offerings ranging from the UNESCO World Heritage sites of Khajuraho to the wildlife-rich national parks like Kanha and Bandhavgarh. This growing tourism interest has likely influenced the demand for accommodations and services in the hotel industry in Madhya Pradesh, impacting its current state and necessitating a closer look at how digital technology may be leveraged to meet evolving guest expectations.

However, the current state of the hotel industry in Madhya Pradesh may also face challenges. For instance, a study by Chauhan and Kaur (2018) examining the challenges faced by small and medium-sized enterprises (SMEs) in the hospitality sector in India identifies issues such as regulatory complexities, infrastructure constraints, and competition. While this study is not specific to Madhya Pradesh, it provides insights into challenges that may be relevant to the region and its hotel industry. Understanding the current landscape, encompassing both opportunities and challenges is crucial for evaluating the impact of digital technology on customer satisfaction in Madhya Pradesh's hotels.

3. Digital Technology in Madhya Pradesh Hotels

3.1 Overview of Digital Technology Adoption

The adoption of digital technology in hotels, especially within the context of Madhya Pradesh, is a multifaceted and evolving phenomenon. Prior research has shed light on the broader trends in digital technology adoption within the global hospitality sector, providing a foundational understanding of how these technologies manifest in hotel settings. According to a study by Neuhofer, Buhalis, and Ladkin (2015)^[7], hotels globally are increasingly incorporating digital platforms for reservations, mobile applications, and in-room technology to enhance the overall guest experience. This global perspective forms a backdrop for understanding the specific nuances of digital adoption within Madhya Pradesh's hotels.

Within the Indian context, studies such as those by Li and Wang (2016)^[4] and Li, Ye, and Law (2019)^[5] emphasize the

growing significance of mobile applications in the hotel industry. Mobile apps not only facilitate seamless booking processes but also contribute to personalized guest interactions and services. This trend aligns with the broader movement toward smart hospitality, where digital technologies are leveraged to create more efficient and guest-centric environments. Such insights are invaluable when considering the current state of digital technology adoption in Madhya Pradesh's hotels, especially as mobile technology becomes increasingly pervasive among the state's diverse visitor demographics.

Furthermore, exploring the specifics of in-room technology adoption within hotels in Madhya Pradesh is essential. The study by Neuhofer and Buhalis (2017) highlights the role of technology in enhancing in-room amenities, from smart TVs to automated climate control systems. This aligns with the broader global trend of hotels investing in smart room technology to meet guest expectations for convenience and modernity. Understanding the extent and nature of in-room technology adoption in Madhya Pradesh hotels is crucial for gauging the industry's readiness to leverage digital tools for enhanced customer satisfaction.

Despite these global and national trends, it is important to recognize that the adoption of digital technology in Madhya Pradesh's hotels may present unique challenges and opportunities influenced by the state's cultural, economic, and infrastructural factors. This localized perspective will be instrumental in uncovering the intricacies of digital technology adoption in the region's hospitality landscape.

3.2 Mobile Applications and Booking Platforms

The considerable adoption of cellular applications and online reserving structures in the hospitality zone has been a focus of research, reflecting the transformative impact of virtual technology on visitor interactions and reservation processes. Studies have consistently highlighted the importance of mobile applications in shaping the visitor's enjoyment and streamlining reserving tactics. According to Li and Wang (2016)^[4], cell apps serve as effective equipment that not simplest facilitates reservations but also makes contributions to more desirable visitor engagement and pride. The comfort and accessibility offered by using these programs empower guests with actual-time facts, permitting them to make knowledgeable selections approximately their stays. Moreover, research by Xiang, Du, Ma, and Fan (2017)^[16] underscores the role of online booking platforms in optimizing hotel sales management and occupancy prices. These platforms offer inns a right-away channel to reach ability guests, decreasing reliance on 1/3-party reserving marketers and increasing profitability.

The performance and value-effectiveness of online reserving systems contribute significantly to the overall performance of hotels, making them essential additives to the modern-day hospitality panorama. Understanding the implications of that technology is essential whilst assessing the present-day state of the resort industry, especially in areas like Madhya Pradesh, in which tourism is a growing quarter. Recent research additionally delves into the impact of cellular applications on customized carrier delivery. Li, Ye, and Law (2019)^[5] argue that cellular apps permit accommodations to provide tailor-made offerings and pointers based on character guest preferences. This personalization not simplest complements the visitor's enjoyment but also contributes to elevated delight and loyalty.

The particular cultural and economic context of Madhya Pradesh may also shape how lodges inside the vicinity

leverage mobile programs to cater to the unique needs and expectancies of their diverse consumers. Despite the evident advantages, demanding situations related to protection and privateness have been recounted in the literature (Wang *et al.*, 2015) ^[10]. As lodges in Madhya Pradesh navigate the adoption of cellular programs and reserving structures, it turns critical to cope with these issues to build consideration amongst visitors. This nuanced understanding of the interaction between mobile generation and guest pride is instrumental for scholars and industry practitioners seeking to optimize the adoption of virtual equipment inside the location's hotel area.

3.3 In-Room Technology and Amenities

In-room technology and amenities within the hotel industry have undergone significant transformation in recent years, and scholarly research has extensively examined the impact of these innovations on guest satisfaction. Studies by Neuhofer and Buhalis (2017) highlight the growing importance of in-room technology in enhancing the overall guest experience. The integration of smart amenities, such as in-room tablets, smart TVs, and automated climate control systems, has become increasingly prevalent, contributing to guest comfort and convenience. This trend aligns with the broader global movement toward smart hotels, where technology is leveraged to create a more personalized and efficient stay for guests.

Moreover, research by Sigala (2017) ^[9] emphasizes the role of in-room technology in fostering guest engagement and satisfaction. Interactive features, such as in-room tablets providing local information, services, and entertainment options, contribute to a more immersive and enjoyable stay. Additionally, the customization of in-room amenities based on guest preferences, as discussed by Li, Ye, and Law (2019) ^[5], adds a layer of personalization that resonates positively with guests. Understanding these dynamics is crucial when evaluating the current state of in-room technology adoption in Madhya Pradesh's hotels, as cultural and regional preferences may influence the effectiveness of such personalized features. The literature also delves into the potential challenges associated with in-room technology. Wang *et al.* (2015) ^[10] identify concerns related to security and privacy as key considerations in the adoption of smart technologies within hotel rooms. Striking a balance between providing innovative in-room amenities and addressing these concerns is vital for hotels in Madhya Pradesh as they navigate the integration of technology to enhance guest satisfaction.

The localized context of the region may necessitate tailored approaches to ensure that in-room technology aligns with guest preferences while respecting privacy expectations.

Furthermore, the influence of in-room technology on operational efficiency is discussed in studies such as that by Xiang, Du, Ma, and Fan (2017) ^[16]. Automated systems for climate control and room service requests can optimize hotel processes, allowing staff to focus on delivering high-touch, personalized services. This understanding is pertinent for hoteliers in Madhya Pradesh as they explore ways to enhance guest satisfaction through the strategic adoption of in-room technologies, aligning with global trends while catering to regional needs.

4. Case Studies

4.1 Successful Implementations

Examining successful implementations of digital technology in the hotel industry provides valuable insights into strategies that have effectively enhanced guest satisfaction. One noteworthy case study is Marriott International, which has been at the forefront of leveraging technology to elevate guest experiences. The implementation of the Marriott Mobile App,

as explored by Lee and Lee (2017) ^[3], allowed guests to check in and check out seamlessly, customize their room preferences, and even use their smartphones as room keys. This not only streamlined operational processes but also offered a level of convenience and personalization that significantly contributed to heightened customer satisfaction. The success of Marriott's digital initiatives underscores the potential impact of strategic technological integration in enhancing overall guest experiences.

Similarly, Hilton Hotels & Resorts has been a trailblazer in successful digital implementations. The introduction of the Hilton Honors app, detailed in studies like that by Sigala (2017) ^[9], facilitated mobile check-ins, room customization, and even the ability to use the smartphone as a room key. Hilton's emphasis on leveraging technology to provide guests with a seamless and personalized experience has been pivotal in cultivating guest loyalty and satisfaction. These cases highlight the importance of not only adopting technology but also strategically aligning it with guest needs and preferences to create a cohesive and positive impact on the overall guest journey. The success stories of Marriott and Hilton offer valuable lessons for hotels in Madhya Pradesh seeking to enhance customer satisfaction through effective digital integration.

4.2 Lessons Learned from Digital Transformations

A compelling case study illustrating training discovered from virtual differences within the inn industry is the experience of AccorHotels, an international hospitality institution. AccorHotels launched into a complete virtual transformation adventure aimed toward improving guest studies and operational efficiency. As tested by Sigala (2017) ^[9], AccorHotels strategically invested in digital technologies such as mobile apps, statistics analytics, and customer dating control systems. The implementation of the AccorHotels mobile app allowed visitors to get the right of entry to several offerings, from booking and test-in to customized recommendations and loyalty software integration. Through this transformation, AccorHotels now not only stepped forward in visitor satisfaction but additionally finished operational advantages by gaining precious insights into guest choices and behaviors.

One of the important thing lessons derived from AccorHotels' virtual transformation is the significance of a holistic and guest-centric method. By focusing on the complete visitor journey and leveraging era to cope with ache factors and enhance touchpoints, AccorHotels successfully created a seamless and personalized experience for visitors. This case study highlights the importance of aligning virtual strategies with the company's broader desires and values, demonstrating that successful virtual ameliorations cross past the adoption of technology by myself. The training found out from AccorHotels' adventure offers precious insights for lodges in Madhya Pradesh, emphasizing the need for a strategic and visitor-centered approach to digital integration for sustainable improvements in purchaser pride.

5. Conclusion

In conclusion, this comprehensive review has explored the multifaceted impact of digital technology on customer satisfaction within the hotel industry in selected cities of Madhya Pradesh, India. The literature has provided insights into the evolution of digital technology in the global and national hospitality sectors, emphasizing the transformative role of mobile applications, online booking platforms, and in-

room technologies. The case studies of successful implementations by industry leaders such as Marriott and Hilton, as well as lessons learned from the digital transformation of Accor Hotels, underscore the strategic importance of aligning technology adoption with guest-centric approaches for optimal results. The current state of the hotel industry in Madhya Pradesh, characterized by its cultural richness and diverse tourism offerings, positions it as a dynamic landscape for digital integration. However, challenges, including privacy concerns and regional variations, necessitate thoughtful consideration for successful implementation. As the hospitality sector continues to evolve, the findings from this review provide a valuable foundation for hoteliers, policymakers, and researchers aiming to navigate the intersection of digital technology and customer satisfaction in the unique context of Madhya Pradesh.

6. Implications for Future Research

The exploration of digital technology's impact on customer satisfaction in the hotel industry in selected cities of Madhya Pradesh has uncovered a rich landscape for future research endeavors. First and foremost, there is a need for in-depth investigations into the specific cultural and regional nuances that may influence the adoption and effectiveness of digital technologies in hotels within Madhya Pradesh. This includes understanding the preferences and expectations of diverse guest demographics in the region. Furthermore, as technology continues to evolve, future research could delve into emerging trends such as artificial intelligence, blockchain, and augmented reality in the hospitality sector in Madhya Pradesh. Exploring the long-term effects of digital technology on sustainability initiatives and the environmental impact of hotel operations would also be a pertinent avenue for future studies. Additionally, the ongoing challenges of privacy and security should be continuously addressed, guiding researchers to develop innovative solutions and frameworks that ensure a balance between technological advancements and guest protection. Overall, future research should aim to provide a deeper understanding of the evolving relationship between digital technology and customer satisfaction in Madhya Pradesh's hotel industry, guiding practitioners and policymakers toward more informed and effective strategies.

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