

**Department of Economics and Finance**

***THE e-WOM IN THE CUSTOMER JOURNEY: FROM  
THE EVALUATION TO THE INFORMATION  
ADOPTION***

***WITH EMPIRICAL EVIDENCE FROM THE TOURISM INDUSTRY***

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## Introduction

The Internet has revolutionized our lives changing the way in which we do every-day tasks, and one of the greatest change it has brought concerns the availability of information, in fact, nowadays we can access a huge variety of data whenever we want and wherever we are. Online reviews concerning products and/or services are part of the variety of data available on the Internet and many studies have confirmed that consumers largely use them for their purchase decisions. A survey conducted by Murphy (2019) reports that average consumers read at least 10 reviews before trusting a business, 97% of them reads businesses responses, positive reviews can increase the willingness to buy of the 91% and 88% of consumers trust online reviews as much as personal recommendations, this is why the topic is of interest from businesses and consumers.

The user-generated-content represents a tool that both sides of the market can use to their advantage: consumers can form first impressions and avoid disappointing purchases relying on the online word of mouth of pioneer consumers, businesses can use the feedback they receive to improve their product and/or service, establish customer relationships and also expand their customer base.

The purpose of this research is understanding the underlying mechanisms that drive consumers in the selection of online reviews from the evaluation to the information adoption through a literature review and identifying the factors that can make a difference when it comes to online reviews concerning tourism products, in particular hotels, through an empirical analysis.

This work can be divided in three macro areas: in the first two chapters are identified the main elements that influence the process of information search, in the third one these factors are contextualized in the tourism industry and in the fourth one a sentiment analysis conducted on three different hotels by analyzing a total of 135 TripAdvisor reviews leads to the identification of factors that hotel managers could take into account to improve their business. The sentiment analysis is a study of the online interactions between consumers that marketers do in order to know the potential consumer, understand his/her consumption habits, preferences and ideas, and the spread of social networks and opinion exchanging platforms makes it an essential tool for adopting the right marketing strategy.

However, in light of the current situation, a brief research was conducted on the impact that Covid-19 is having on the tourism sector worldwide.

*The word-of-mouth in the Internet era*

## **The context**

The first prototype of what today can be defined as “the internet” was introduced in the late 1960s by the U.S. department to allow multiple computers to communicate on a single network, since then this platform has grown and it has modified many aspects of the everyday- and business-life (Andrews, 2019).

The advent of the Internet over the past two decades represents a change in the competitive landscape and has changed the way in which companies communicate with their consumers, as, for example, traditional (printed) advertising campaigns are being substituted with online content. There are two main driving forces that can explain this significant switch: first, consumers have substituted printed media with online versions of newspapers and magazines and second, online media is more efficient since it enables firms to practice targeted advertising (Chandra & Kaiser, 2014). Targeting of advertisements can increase the probability that the advertisement leads to a purchase and what makes it possible and efficient is the provision by online users of personal information that marketing firms can acquire in order to create precisely fitted messages and purchase advertising spaces to capture customer attention (Kox et al., 2017; Bhatt, 2017). Probably, it would have been impossible to achieve this kind of targeting without the Internet and the enhancement in communication efforts is only one of the gains that it brought about: for example, it enabled firms to gain value chain efficiencies that lead to costs reduction, it helped them creating channel partnership and customer trust and, it became a very useful tool to develop branding strategies (Sultan et al., 2004).

But the efficiency gains accomplished thanks to the Internet are not limited to firms, the creation of the e-commerce has revolutionized the consumer buying experience as well.

Consumers are becoming hasty and “time-starved” and the speed and ease with which they can contact retail outlets largely influence their buying decisions. Online retailers make store locations irrelevant as consumers can shop from any location, 24/7, this is why firms are considering the benefits of providing online shopping convenience. The concept of convenience can denote a measure of time and effort involved in purchasing a consumer product which, in marketing literature, is intended as a non-monetary cost that influences purchasing behaviour (Duarte, P. et al., 2018). To reduce the time and effort involved in the process of online shopping, platforms where consumers can interact with each other exchanging their experiences and rating products or services are spreading out generating the so called “e-WOM”.

Moran G. has divided the steps that consumers do in their journey in “moments of truth”. The moment in which consumers can have a contact with the brand and form their impressions about it is called “moment of truth” (MOT) and it is a crucial instance in which the brand can encounter consumers

with different levels of interest. In 2005 Procter & Gamble defined as the “first moment of truth” (FMOT) the decision of a consumer to purchase a brand and as the “second moment of truth” (SMOT) the actual use of the product. But the fundamental steps for the e-WOM cycle are, as defined by Google in 2012, the “zero moment of truth” (ZMOT) and the “third moment of truth” (TMOT): the former defines the online research action which follows the consumer’s first exposure to an advertising for a certain product and the latter is the decision to share the experience.

Nowadays the TMOT is considered a crucial step in the customer decision-making journey since it can largely influence other consumers through the ZMOT, this is the reason why marketers continue encouraging consumers to spread their e-WOM (Moran et al., 2014).

## **The e-WOM**

When consumers have the necessity to make a purchase, they look for information about the product, the service or the experience they are willing to buy and, according to researchers, what they believe to be the most trustworthy are the suggestions and the experiences of “peer consumers”, in brief, the word of mouth.

Steffes & Burgee define the word-of-mouth communication as a face-to-face communication between consumers regarding a product, a brand or a service, but it is more than just this, it is a consumer dominated channel of marketing communication where the sender is independent of the market and therefore perceived as more reliable and trustworthy by consumers than firm-initiated communications, this is why it is the object of several marketing studies, and many of them have demonstrated that WOM communication can affect consumer behavior better than what personal selling, print advertisement or radio can do (Arndt, 1967; Brown et al., 2007; Steffes & Burgee, 2009).

The rapid growth of the internet and the spread of social networks are changing the way in which consumers communicate among them and with firms. Word-of-mouth communication is restricted to people a consumer knows and personally interacts with but thanks to social network sites they can exchange opinions and reviews with people all over the world (Jinhyun Jun, Jaewook Kim & Liang Tang, 2017). Online word-of-mouth platforms are product review websites, retailers’ websites, brands’ websites, personal blogs, message boards and social networking sites that help people to create, publish and share content and information with others (Lee and Youn, 2009; Ghosh, Varshney and Venugopal, 2014). The online communication that these platforms allow has led to the definition of “e-WOM”, *electronic* word of mouth and it is replacing the role of offline communication. The e-



WOM can be properly defined as “*any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet*” and it can be generated both by consumers and merchants (Yusuf et al., 2018).

Even though the purpose of WOM and e-WOM is the same, that is, sharing information, significant differences between them exist.

First, the offline WOM that, as mentioned earlier is a face-to-face communication, is immediate and intimate while the online WOM is a process in which the sender and the receiver are separated by both space and time and they have little or no prior relationship. The communication can even take place under anonymity which makes consumers share their opinions more comfortably, thus increasing the volume of e-WOM and the likelihood that consumers will find other consumers with product expertise on e-WOM platforms. (Steffes & Burgee, 2009; Lee & Youn, 2009).

Second, the online word-of-mouth can reach a much greater number of consumers than the offline one, in fact, according to a recent study published in 2017 by J. Clement on the German portal “Statista”, there are 2.48 billion active network users worldwide: these numbers make it clear that the e-WOM can also be defined as a one-to-world communication instead of a one-to-one communication which is a definition more pertinent to the offline WOM (Dellarocas, 2003).

Third, as mentioned earlier, the offline WOM occurs among people who have direct contact with each other while the online WOM occurs also among people who have never seen each other. This difference between these two types of communication can have both a positive and a negative aspect: on one hand, the possibility of being anonymous or not known by the final users of the information provided encourages consumers to write reviews, opinions and experiences, on the other hand people may report information that do not correspond to reality arising the problem of “source credibility” that will be discussed later.

The e-WOM may sometimes be unreliable both for consumers when making a purchase decision and for firms when making strategic decisions but it still is a powerful tool that economic agents can use to their advantage (Fay & Larkin, 2017): a research reports in fact that 61% of consumers turn over e-WOM before making a purchase decision and the 80% is willing to make an online purchase once it has consulted online customers’ reviews. Together with Amazon and Yelp, there are many commerce sites that provide the possibility of publishing user-generated reviews, fostering the creation of online communities, moreover, a Google analysis reported that 50% of store purchase decisions were influenced by online reviews. Based on these evidences, Carolyn A. states that “online consumer reviews can function as consumer-generated “sales assistants” to facilitate consumer

searches for products that best match their consumption needs; these reviews have also been used to forecast sales” (Lin & Xu, 2017).

What has just been stated is evidence of how much important is online WOM nowadays and this mechanism of online information search before the buying decision is the foundation of consumption-related online communities. As explained by Jo Brown, Amanda Broderick and Nick Lee in their research on this topic, When people create social relationships with other online participants through long-enough computer mediated non private discussions, online communities form, while consumption-related online communities represent those networks of people whose online interactions are based on a specific consumption activity and they represent e-WOM networks (Lin et al., 2017; Brown et al., 2007).

### **Evaluating the e-WOM source’s trustworthiness**

Why do consumers read reviews before making their purchase decision? The answer to this question can be that consumers do not trust enough the seller to make the purchase without any information other than what can be inferred from the seller’s website and they demand more relevant information and professional suggestions from others’ expertise and experience (Kim et al., 2007; Wang et al., 2017). The problem of this *modus operandi* is that the information on which purchase decisions are made, are often incomplete and far from perfect, making consumers face at least some degree of risk or uncertainty. Researchers are concerned with the reliability of the e-WOM because it lacks the social interaction of the offline WOM that enables communicators to draw upon a wealth of social cues, but recent studies have demonstrated that “individuals can create fully formed impressions of others based solely on the linguistic content of written electronic messages”, thus considering the message trustworthy; but whether or not consumers find the message to be trustworthy depends on how much they believe the source to be similar and somehow close to them. (Kim et al., 2007). The adoption of e-WOM communication and the decision of trusting this particular form of information search depends on several factors that will be examined in detail later in this discussion (Yoon, 2012).

Between the crucial moments of online information search and purchase decision, consumers face two relevant steps: the evaluation of the e-WOM source’s trustworthiness and the information adoption. In the first one, consumers filter the information they gather looking for peer consumers that are akin to them and the three main key elements for doing it are tie strength, homophily and source credibility (Brown et al., 2007).

## **Tie strength**

In order to understand how consumers filter the information they gather online it is fundamental to understand the linkage between pairs of communicators because the way in which they are connected determines the e-WOM processing and its effects.

All WOM communications take place among people who have a social relationship which can be categorized according to the intimacy between the information seeker and the information source, defined as tie strength (Brown et al., 2007; Yoon, 2012). The tie strength is a “*multidimensional construct that represents the strength of the dynamic interpersonal relationships in the context of social networks*” (Money et al., 1998). The reason why social ties are significant for evaluating the trustworthiness of a source is explained by the concept of social distance which is the degree of reciprocity that subjects assume exists in a social interaction (Koo, 2016). Within their social networks, consumers have a wide range of relationships and according to the type and quantity of information exchanged and the frequency with which the exchange occurs, the relational ties can be strong or weak (ibidem).

A tie is strong when the relationship between the communicators is intimate, both have the desire of a companionship with the partner, the interactions are frequent and there is a sense of mutuality of the relationship, in this case the social distance is at a minimum level (Brown, 2007). Given the availability of strong ties, information seekers prefer to rely on strong tie information sources because they believe them to have a better understanding of how likely a product will satisfy the other's needs and wants because of their level of intimacy.

According to a network analysis conducted in 2010 by Lee et al. to examine the quantity of e-WOM, the strength of ties, the opinion leader and the connector can actually have an impact on this quantity. Moreover, the strength of ties influences information streams as individuals with strong ties are more likely to exchange and trust information than those with weak ties. The exchange of information between strong tie links is therefore considered to be more influential over the recipient's choice in comparison to the exchange amongst weak tie links (Steffes & Burgee, 2009). In 2010 researchers Frenzen and Nakamoto, using the social exchange theory, found that the greater the tie strength, the higher the economic value of the information produced and hence, the strength of ties can influence the quantity and the quality of e-WOM communication (Yoon, 2012).

When the social distance increases, people begin to analyse the source using abstract concepts such as stereotypes and this is the case of weak ties. However, weak ties can still play a role in recommendation, in fact, weak ties sources “serve a bridging function, allowing information to travel from one distinct subgroup of referral actors to another subgroup in the broader social system” (Koo, 2016) creating the so-called network effect.

## **Homophily**

Tie strength explains the e-WOM credibility according to the closeness of the relationship among the members involved in an online exchange of data, homophily instead explains this credibility according to the similarity of members' characteristics in terms of attributes such as age, gender, education, lifestyle and culture (Brown et al., 2007). It is in the nature of human interaction to connect with those who are similar to themselves and several studies have demonstrated that there is no significant difference in the *homophilous* nature of strong versus weak ties: this means that the similarity of individuals predisposes them toward a greater level of interpersonal attraction, trust and understanding independently of the strength of their relationship. The more homophilic a tie is, the more likely it is to be used as an information source, but this does not imply that it will be also considered to be more reliable and thus, more influential, over the decision-making process (Steffes & Burgee, 2009).

Among the various *homophilistic* cues, national culture in particular can be considered the one that plays the greatest role since it largely influences the way in which consumers perceive and interpret online reviews (Christodoulides et al. 2012). In order to better understand the way in which national culture can affect the level of homophily, Christodoulides G. studied the different approaches that American and Chinese consumers have with respect to the e-WOM. He found out that American consumers tend to rely mostly on their own experiences while Chinese consumers are more likely to be influenced by e-WOM messages when they see a high level of homophily and sometimes, what Americans perceive as positive and influential, Chinese may find it negative and offensive. Moreover, American users are more involved in information giving than in information seeking, as instead are Chinese users. The difference between these two types of consumers can be explained by the fact that American culture is much more individualistic than Chinese culture. Eventually, homophily plays a role in the evaluation of the source's trustworthiness but the extent to which it can influence this evaluation depends largely on the culture of the individuals (Christodoulides et al., 2012).

## **Source credibility**

Source credibility is defined as the perceived ability of a source to provide accurate and truthful information (Chang et al., 2014). The reader can evaluate the credibility of the source through cues such as the composer's rank awarded by the forum administrators or the profile of the composer (Luo

et al., 2013). The main elements that affect the credibility of a source are the source expertise and the source bias, the former refers to the perceived competence of the source providing the information and the latter refers to the possible bias that could be reflected in the source information: a source should then be perceived as more credible when it reflects a greater level of expertise and it is less prone to bias (Steffes & Burgee, 2009).

The source's level of expertise can be deduced by the source's perceived ability to provide the right answer and its credibility depends on its motivation to provide this expert information without bias (Chang et al., 2014).

The credibility of the source can directly form or change the attitude of the reader and information provided by a highly credible source will generate a greater effect on the perceived information credibility making the reader more disposed to consider trustworthy the point of view of the source. The strength of the argument is a fundamental element to evaluate the credibility of a source: in fact, a highly persuasive recommendation from a highly credible source will have a greater impact on the behaviour of the reader than a less persuasive recommendation from a less credible source, but it is not just this. When an argument is persuasive the reader will select the information source that believes to be the most credible one according to the completeness of the argument. A recommendation provided by a highly credible source with complete information will have a stronger effect on the perceived credibility and on the recommendation adoption. Ergo, when the source credibility is high it is the recommendation persuasiveness and the recommendation completeness that affect the behaviour of the reader and the perceived recommendation credibility (Luo et al., 2013).

In an online context, when recommendations are received from sources with strong ties, a high level of homophily and perceived as credible, they will be considered more persuasive. The three criteria just discussed help readers to make a first assessment of which are the sources they can eventually rely on, but this is only the first step of the process that will lead them to the effective information adoption.

*The information adoption in online settings*

In the previous chapter have been discussed different ways in which consumers can evaluate the trustworthiness of a e-WOM source, but how they decide which information to adopt still needs to be addressed.

Consumers seeking for information about a product, a service or even an experience have the possibility to access and learn from a wide range of opinions from strangers and non and they need to filter the information they find in order to obtain a final set of coherent and useful opinions (Gottschalk & Mafael, 2017).

In this chapter the selective processing and the information adoption process will be analyzed to clarify the way in which consumer achieve the final set or review they take into account for their purchase decisions.

### **The selective e-WOM processing**

In 2017 the “Kindle paperwhite” had more than 14.000 reviews on amazon.com and a consumer that wanted to know some information about it had to face this huge amount of e-WOM information. Even though there is no specific definition for identifying a situation in which there is this much availability of information, researchers widely use the term “information overload” to describe a situation in which an individual’s efficiency in using information is impaired by the amount of potentially useful information (Gottschalk, 2017). The information overload may represent a threat for consumers’ attention, this is why they are known to go through a process defined as selective e-WOM processing pattern which is the combination of e-WOM information cues that a consumer processes as part of his/her decision making while deliberately disregarding other available information cues (Gottschalk & Mafael, 2017). The starting point of the selective information processing is the selective exposure, that is, “any systematic bias in selected messages that diverge from the composition of accessible messages” (Knobloch-Westerwick, 2015), consumers are in fact considered to select the media content that fits best their expectations (Camaj, 2019). This attitude is explained by the cognitive dissonance theory according to which consumers are predisposed to seek exposure to information they agree with and avoid information that contrast their initial point of view, but this is not always the case: in fact, the degree at which consumers seek and, eventually, trust, the information they want depends on their goal. According to the motivated reasoning theory consumers are driven by two different goals, that is, accuracy goals and directional goals. Consumers that seek information and that are moved by accuracy goals tend to look for accurate information that they will

then process and evaluate more even-handedly while those that are moved by directional goals tend to trust all the information that support their initial conclusion (Camaj, 2019).

A study reported on the Journal of Interactive Marketing conducted by Sabrina Gottschalk and Alexander Maefel in 2017 on a sample of 2295 online review readers has produced significant insights on this matter. First, consumers undergoing the process of selective patterns are somewhat familiar with the online review context and they have previously relied on it for their decision making and, second, they are perfectly aware of their selectivity. Through an exploratory study in which consumers were asked to think aloud while carrying out a decision task it was verified that elements such as the number of reviews available on a product or service and their titles, the structure and the shortness of the text itself as well as ratings play an important role in the selective process as proved by the following statements made by some of the respondents taken from the before mentioned study:

- *“If it [the online review] is structured, you are able to see a common thread. That is maybe the most crucial aspect*
- *(...) When I start looking at the reviews, I always look at the most negative reviews to get an idea about what is going wrong. (...) Also, I usually look at the very positive ones (...).*
- *I always skip the moderate [three stars] ones, because you should really decide whether it [the hotel] is good or bad. Those airy-fairy reviews are of no use to me.*
- *“[First of all] the headline has to be interesting (...) like a short summary or already pointing out specific disadvantages (...) Then I look at reviews of five to ten lines, not longer. (...) You want to see quickly what was good or bad and not read some literary diffusions.”*

According to these findings it can then be inferred that there are four e-WOM information cues that readers can exploit in order to avoid the information overload and they are the online review title, the online review shortness, the online review text structure and argument quality. Even though these elements can help researchers to understand the way in which consumers self-select the information they want to trust, they are not enough to understand what leads consumers to effectively adopt a certain information and, for this purpose, is in fact necessary analyzing consumers' behaviors towards e-WOM information (Erkan & Evans 2016; Gottschalk & Mafael, 2017).

## **The information adoption**

The adoption of an electronic word-of-mouth message is the acceptance of the information and recommendations contained in a e-WOM message that will consequently influence consumers' cognitive and behavioral tendencies toward pertinent products or services; this information adoption



process represents the mechanism through which the experience or information about a product or a service of another consumer is transformed into internalized knowledge and meaning. When consumers adopt the arguments and the recommendations of a e-WOM message toward their decisions then it is considered an *effective* e-WOM message (Qahri-Saremi et al., 2019). According to the Theory of Reasoned Action and the Technology Acceptance Model the intention of people to adopt a behavior or a technology depends on their beliefs about the consequences of the adoption and their evaluation of these consequences (Sussman et al., 2003).

At this point in time researchers have different opinions regarding the process and the elements that influence the information adoption in online contexts, some of them argue that source credibility is the most relevant factor that consumers evaluate in their adoption of information, instead others believe that the antecedent of e-WOM adoption is the influence of negative versus positive messages. For this discussion, the main source is the study conducted by Hamed Qahri-Saremi and Ali Reza Montazemy in 2019 and published on the *Journal of Management Information systems* which identify the perceived helpfulness of the e-WOM message as the main antecedent for the information adoption and Figure 1 sums up their findings.

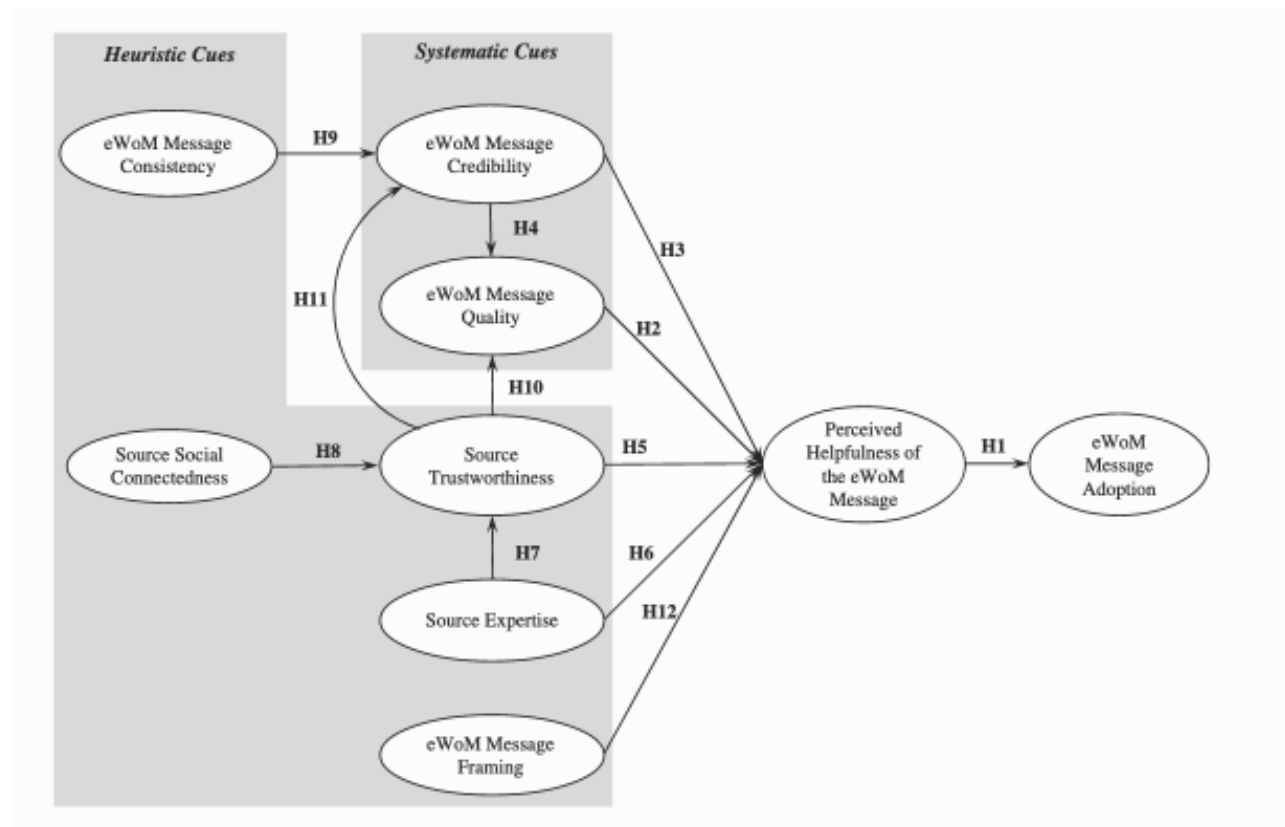


Figure 1: Proposed e-WOM adoption model, Qahri-Saremi et al., 2019

From the Theory of Reasoned Action and the Technology Acceptance Model it can be inferred that a fundamental aspect of the process by which individuals adopt a certain behavior is the extent to which they believe the information contained within a message to be helpful: helpfulness is defined as the extent to which a given piece of information enables the reader to distinguish between alternative choices. A message is helpful when it is task-related, that is, it is related to the purchase or the consumption of the good or service at hand and it may include referrals and product recommendations and a task-related message helps reducing uncertainty (Sussman et al., 2003, Qahri-Saremi et al., 2019, Adjei et al., 2010).

As it can be observed in Figure 1, the perceived helpfulness of e-WOM messages is influenced by a variety of cues that are classified in systematic cues and heuristic cues according to the information processing modes used. Systematic cues derive from a systematic processing that, according to Qahri-Saremi et al., involves “effortful attention to the content of a message and careful scrutiny of the quality and credibility of its arguments (referred to as systematic cues) toward determining the helpfulness of a message for the decision at hand” while heuristic cues derive from an heuristic processing in which consumers evaluate the arguments according to their thought based on cues that can be extrapolated from the message source and surface features of a message (Qahri-Saremi et al., 2019).

### **Systematic cues**

As it was briefly outlined earlier, systematic cues are the result of a systematic processing of persuasive information. This process, together with the heuristic processing, has been discussed by Gerd Bohner, Gordon Moskowitz and Shelly Chiken (“The interplay of heuristic and systematic processing of social information”, 1995) and according to their study “when systematically processing a persuasive message individuals actively attempt to evaluate the arguments and issues raised in the message by actively thinking about this information in relation to other knowledge they possess” (Bohner et al., (1995).

The systematic cues that help evaluating the helpfulness of an e-WOM message and that in turn influence the information adoption are the message credibility and the message (or argument) quality. The e-WOM argument quality describes the strength of the arguments contained within the message, that is, how convincing and persuasive they are, and it includes various components such as relevance, timeliness, accuracy and comprehensiveness where relevance is the extent to which the information is applicable, timeliness refers to how much up-to-date the information is, accuracy is defined as the correctness of the information presented and comprehensiveness describes the extent to which the

information is overall understandable and informative (Teng et al., 2014). The argument quality is considered to be one of the main antecedents of the information adoption and it can be dismantled into information-fit-to-task and trusting beliefs: the former refers to the extent to which the information provided can be useful for the specific purpose at hand and the latter refers to the beliefs of the readers that the third party is being honest, benevolent and competent (Lee, 2017).

According to the accessibility-diagnostics model, when consumers perceive an input information as clear and relevant for helping them to categorize a product or service, they will be likely to use it in their decision-making process (Ismagilova et al., 2019). Assessing the quality of an argument requires “diligent scrutiny and systematic processing” of the content of the message and whenever an online content is perceived as valid, the receiver is likely to develop a positive attitude toward the review and the product reviewed and in turn the argument will be perceived as a credible information (Teng et al. 2014).

Previous research has demonstrated that higher quality of the argument reduces ambiguity and can reduce uncertainty in the decision-making process (Qahri-Saremi et al., 2019).

The credibility of a message depends on the extent to which consumers perceive the information believable, trustworthy and valid and it is largely influenced by the credibility of the source discussed in Chapter 1 (Qahri-Saremi et al., 2019; Teng et al., 2014). Assessing the credibility of a message in online settings is particularly interesting for researchers and important for consumers because in contrast to face-to-face communication that take place among groups of people known to each other, consumers have to analyze and interpret the content meticulously, a process that in fact belongs to the systematic processing of information. The evaluation of the credibility of a message therefore depends upon several elements that are the heuristic cues: consumers collect these cues and elaborate them in a meaningful way to evaluate the credibility of the message. Moreover, message credibility can directly influence argument quality because when readers perceive a lack of validity in the review, they will be less likely to assess the information as meaningful and accurate (Qahri-Saremi et al., 2019).

### **Heuristic cues**

Heuristic cues derive from the heuristic processing that, as described by Gerd Bohner, Gordon Moskowitz and Shelly Chiken (“The interplay of heuristic and systematic processing of social information”, 1995), “is proposed to entail only minimal information processing [...]. People preserve their processing resources by relying on a relatively superficial assessment of available information [...], they use *heuristics* to interpret the current situation rather than effortfully dissecting that situation to its unique and individuating components”. Whether an individual uses the heuristic or the

systematic processing depends on the level of the motivation and ability to scrutinize the information: when motivation and ability to scrutinize information are low the heuristic processing predominates, when they are high the systematic processing will predominate. Indeed, these two modes can co-occur creating three different effects referred to as *additive effects*, *bias effects* and *attenuated effects* (Bohner, G., et al., 1995; Qahri-Saremi et al., 2019). Additive effects occur when heuristic and systematic processing lead to conclusions that are independent but consistent from a judgmental point of view, in this case heuristic cues will influence consumers' judgements adding to the influence of systematic cues; bias effects occur when heuristic cues create very strong expectancies related to systematic cues to a degree that they exceed the effects of systematic cues on consumers' perceptions of a message, therefore leading to a biased systematic processing; attenuated effects occur when systematic and heuristic processing produce cues that are not congruent and judgmentally independent, in this case systematic cues attenuate heuristic cues (Qahri-Saremi et al., 2019).

The main five heuristic cues, as outlined by Qahri-Saremi et al., are source trustworthiness, source expertise, source social connectedness, e-WOM message framing and e-WOM message consistency. Source trustworthiness and source expertise are factors of the source credibility and they are defined respectively as "the perceptions of the communicator's motivation to tell the truth about a topic" and the "communicator's qualifications or ability to know the truth about a topic" (Metzger et al., 2003). Moreover, source expertise together with source social connectedness (i.e. the number of connections and relationships a source has with other consumers on a e-WOM platform) can act as heuristic cues in assessing the trustworthiness of a source.

Since both the trustworthiness and the expertise of a source depend on how recipients interpret the e-WOM message, two types of bias can arise, the reporting bias and the knowledge bias. The former refers to the belief that the communicator is not reporting an accurate version of the reality and the latter refers to the belief that the communicator knowledge of the matter at hand is not correct. Hence, whenever consumers are able to assess the trustworthiness and the expertise of a source, they can establish the helpfulness of the information (Qahri-Saremi et al., 2019).

e-WOM message consistency, which is the extent to which the argument within a review is consistent with the arguments in other reviews, is a heuristic cue that largely influences the information adoption. In fact, when consumers can assess that other consumers agree altogether on a certain matter, they will perceive the argument to be more credible and hence, more helpful.

The last heuristic cue to be examined is message framing which refers to the valence of the message, that is, its positivity or its negativity. It seems that negative e-WOM message are perceived to be more credible than positive ones because social norms stimulate consumers to produce positive e-

WOM messages even when they don't match the reality. For this reason, a coherent message framing can help readers to evaluate the trustworthiness of a review and, in turn, its helpfulness for the information adoption (ibidem).

The effects of a negative message framing can include the formation of negative attitudes, the switch to other brands and the decrease in the purchase intention. However, if consumers are not willing to accept the received message, nothing will change in their attitude toward the product despite the exposure to a negative framing (Chang, 2014).

Finally, when consumers have collected a sufficient number of information that enables them to formulate coherent and complete opinions, they will adopt the information influencing their purchasing intentions. However, it has to be recognized that this is not always the case. Even though consumers usually follow the pattern just discussed, sometimes in fact, despite the accuracy of the information provided, consumers moved exclusively by directional goal will collect and trust only the information that support their initial thesis, exposing them to the risk of undertaking wrong purchase decisions (Qahri-Saremi et al., 2019).

*Smart tourism: the influence of e-WOM on travelers' information  
adoption*

Consumers have access to a variety of information concerning a huge variety of products and they have the possibility to gather information online before eventually going to a physical shop and see the product with their eyes. This is something that cannot be done when it comes to tourism products and services because they are not accessible until the moment of effective consumption, increasing the risk and uncertainty associated with it (Abukabar, 2016). In order to avoid this problem, in the past years many platforms for exchanging information related to experience products have been created (e.g. TripAdvisor, Yelp) and consumers can also use social media to see unbiased photos and videos of hotels, destinations and more, changing the way in which travelers search information (Del Chiappa, 2015). As these virtual interactions between tourists are increasing, tourism researchers pointed out that the e-WOM “plays an important role in the acquisition and retention of tourists in the e-commerce era” (Jalilvand, 2012) and Compete (2007) reported that one-third of tourists visited an online community, blog or forum prior their travel purchase since they find online reviews to be helpful in the information gathering stage of their purchase decision process, in fact it has been revealed that “reviews can help consumers move from a universal set of choices to a consideration set” (Torres & Singh, 2016).

According to a research conducted by the Market Intelligence Centre, online travel product category is the Internet’s largest commercial area, generating a worldwide revenue of 446 billion U.S. dollars, moreover, researchers estimated that 74% of travelers consider comments of others as information sources when planning pleasure trips, 84% of them is actually persuaded by the user generated content they read and roughly 35% of online spending is related to travel (Jalilvand, 2012; Ye et al., 2011; Agag et al., 2017).

These data show that consumers are increasingly relying on user generated content when planning a trip and this phenomenon has been defined as “smart tourism”, a new buzzword that refers to the increasing reliance of the tourism industry on developments in information and communication technology” (Li et al., 2019).

There are two types of travel purchase intentions which are the planned purchase, when travelers need to move because of family or job reasons, hence the destination is fixed, and the unplanned purchase, when travelers are moving mainly for leisure trips and reviews can really influence their ultimate decisions regardless of their initial intention (Lee, 2017)

According to the information adoption model illustrated in Chapter II, consumers follow systematic and heuristic cues when evaluating the e-WOM content, the purpose of this chapter is to provide an example of how some of those cues, in particular argument quality and message credibility, play a

role when consumers are buying experience goods, in particular in travelers decisions transforming their pre-travel intentions into actual travel planning (Chong et al., 2018).

### **The antecedent: the role of trust**

The consumer decision-making process, once a need is recognized, begins with the information search.

When it comes to travel decisions and consumers have to choose their hotel, apartment, restaurant or whatever type of experience good, they can gather information either from the firm's website itself or from third parties such as e-WOM platforms and user generated contents. Several studies have shown that the majority of consumers prefers third parties for two main reasons: the lack of trust and the need for additional information. Consumers lack trust in firms' websites because "they are trying to sell you something" (Cheng et al., 2015) and therefore the content could be manipulated and not corresponding to reality and they look for additional content because it is what can make the difference in their evaluation of alternatives (Cheng et al., 2015; Edwin et al. 2016). But once the potential traveler lands on a travel review website, such as TripAdvisor, for example, she faces three main risks, that are choosing a less-than satisfactory hotel, taking in consideration a fraudulent review and being unable to differentiate honest from counterfeit reviews and suitable from unsuitable hotels. in order to face these risks, the reader has to build trust, in particular she must have trust in the site, believing that the site will actually provide the information she looks for, trust in the reviewers, relying on the fact that the reviewers will provide real and truthful information and trust in self, confiding on her own ability to search, discriminate and decide (Duffy, 2017). Recent studies pointed out that travelers that have experience in purchasing holidays online are more prone to have the three types of trust just mentioned because they believe to have sufficient knowledge and skills to intercept and avoid unreliable websites while first-time online holiday purchasers tend to be more cautious because they believe to be unable to distinguish between trustworthy reviews and non-trustworthy ones. It therefore seems appropriate to state that the level of experience positively influences the level of trust toward online travel websites (Agag et al., 2017). There are three more elements that can influence the level of trust in a travel website, these are the perceived ease of use, the perceived usefulness and the website quality.

The perceived ease of use is defined as the extent to which the customer can use the website without any particular effort while the perceived usefulness is the extent to which the website can be helpful for the task at hand and these two elements are crucial for the acceptance of a new technology and are highly correlated with the trust level: a high degree of perceived ease of use and perceived usefulness implies a high level of trust in the website. The third variable is the website quality which



has been defined as “users’ evaluation of whether a web site’s features meet users’ needs and reflect the overall excellence of the web site” (Chang et al., 2008). The quality of a website in a travel context is determined by the information quality, the system quality and the service quality, these comprehend information quality, privacy and security of the online travel website as well. The website’s quality can positively influence the level of trust (Agag et al., 2017).

Once the consumer has built a relevant level of trust, her attitude toward the website will be positive, influencing also her intention to purchase a holiday on the website itself (ibidem.).

### **The systematic cues in travel purchase decisions**

As outlined in the previous chapter, a consumer seeking form information can rely on systematic and heuristic cues, where systematic cues are argument quality and message credibility. An individual evaluating the argument quality has to scrutinize the quality of the argument before framing an attitude toward the topic at hand through critical thinking, while and individual evaluating the credibility of an argument will rely more on environmental (heuristic) cues.

In this section the argument quality and credibility will be analyzed in the context of a travel purchase.

#### **Argument quality**

In the field of social psychology, argument quality is considered to have a great influence on persuasion since when an argument is well-structured and comprehensive it can help the receiver to evaluate the information as highly qualified increasing the possibility of effective information adoption. In an online context this concept is defined as the persuasive strength of arguments in the e-WOM reviews and for the purpose of an online travel purchase it is determined by timeliness, review accuracy, argument strength and review sidedness (Lee, 2017; Chong et al., 2018).

The review timeliness refers to whether messages are current and up-to-date and in a travel context is fundamental: a resort may have been restructured within the last couple of years, a restaurant may have changed its management and so on, moreover, from a consumer point of view, as time elapses the validity of the message decrease and more recent reviews usually receive more attention, eventually increasing the benefits of a seller. Hence, readers prefer reviews that are recent and up to date, which increases the argument quality (Zhao et al., 2015).

The review accuracy refers the reliability of the e-WOM content: when readers find a positive claim in a review, they find it more credible, more reliable, when a picture is posted to support that claim,

making the content of a higher quality and increasing its credibility. Moreover, this could stimulate the desire of the reader to go to the destination and in turn increase the perceived helpfulness of the review and the probability that the information will be adopted (Lee, 2017; Chong, 2018). A study conducted in 2015 by Cheng supports the major role of images in reviews. Among the people he interviewed to conduct his research and understand what role images played in their decision-making process, some of them reported what follows:

*“I put more emphasis on images than descriptions when I look for a holiday”*

*“I look at the picture before I read anything”*

*“Hotel pictures look good – larger rooms, more peaceful settings, better facilities. That could be misleading. I prefer looking at snapshot from others that actually were there”*

This makes clear that for consumers that are buying a holiday online a visual proof of what is stated is relevant and can really make the difference when evaluating the e-WOM credibility, furthermore the statements above prove that there is a lack of trust in firms' websites (Cheng et al., 2015).

Argument strengths is the extent to which consumers find the review convincing or valid in supporting their positions, in fact they usually tend to trust more reviews that confirm their previous knowledge in cases in which consumers have surfed other websites and formed their ideas upon what they have found or when someone they know have told them something about the destination (WOM). The strength of the argument can be increased, as for the accuracy, when images are uploaded because for the reader it is then easier to believe that the information comes from someone that actually has actually experienced the service (Chong 2018; Cheng, 2015).

Review sidedness refers to whether the review contains both positive and negative messages. It is an important factor because it can increase the quality of the review. Travelers are aware of the fact that there is no perfect holiday and a review that contains only positive messages may have been written by the hotel owner or a guest who was asked to do so. Since the decision-making process largely focuses on the quality of the argument the negative message within the review can weight more for the evaluation (Chong, 2018; Zhao et al., 2015).

### **Message credibility**

As discussed earlier, the credibility of the message is the result of the collection of the heuristic cues included in the message and its evaluation is a complex process. Companies are constantly trying to update their websites and improve them in order to overcome the problem of credibility, for example, in 2013 TripAdvisor created a partnership with American Express: throughout this partnership American Express members can link their card to their TripAdvisor profile and whenever they decide to review a service purchased with that card, the review will be designated as an “Amex Card Member

review”. In this way people that read the review know that the reviewer actually bought the service (Torres & Singh, 2016). But when this type of information is not available, smart tourists have to rely on other cues, that is, source trustworthiness, source expertise, message framing and message consistency.

The strategic decision of TripAdvisor to create a partnership with American Express help simplifying the process of assessment of source trustworthiness but whenever the “Amex verification” is not available the trustworthiness can be assessed through the presence of personal information. A study by Xie et al., (2011) showed that reviews with personal information were deemed to be more trustworthy. Filieri et al., (2016) reported that readers “may also look at the reviewer’s profile picture (real vs. default) and registration date (recent vs. old profile)” because “a one-time poster with a default profile picture who has created an account and has submitted an extreme review, her/his review is most likely to be perceived as untrustworthy by consumers”.

Source expertise strongly influences consumers and a recent study demonstrated that there is a positive correlation between the perceived source expertise and the online hotel booking. (Xie et al., 2018). To ease the assessment of the level of expertise many third parties have created a system intend specifically to this purpose: for example, TripAdvisor recognizes different levels of expertise according to factor such as how long the reviewer has had her/his membership, the status badge and the number of helpful votes obtained, similarly, Yelp’s users that frequently leave helpful reviews and that engage with the community can obtain an “elite” badge (Xie et al., 2018). According to the source credibility theory, a high level of expertise can make the information be perceived as more credible, increasing the probability of information adoption.

Message framing refers to the way in which information is presented and it can influence the way in which the information is processed and used in the decision making as explained by the “framing effects”, a theory suggesting that individuals react to the same problem in different ways according to how the problem is presented. Message framing plays a major role in travelers’ attitudes, destination image formation and visit intentions. When consumers read reviews, they involuntary make associations based on the emotions that the message arouses that contribute to the image formation and if the message generates a positive emotional state, individuals will develop positive associations. Framing is the variable that have the greatest impact on consumers’ attitude towards risk, a message can be positively framed or negatively framed, the former enhances positive attributes of, for example, a destination, the latter enhances the negative ones a message that is positively framed and that ensure gains makes consumers more risk-averse while they are more inclined to take risks when the possibility of losses is presented. Previous studies have shown that “people are more likely

to act when presented with a choice expressed in terms of the negative consequence of not acting on it, relative to the positive consequence of acting on it” (Zhang et al., 2018; Rahman et al., 2018). Arifur Rahamn’s research investigating why negatively framed messages can influence consumers’ behavior more than positively framed messages when making booking decisions revealed that they are more sensitive to differences in losses than to the same differences in gains hence a negatively framed message can influence the decision making more than a positive framed one (Zhang et al., 2018).

The last variable taken in consideration in this study that influences the message credibility is message consistency. Consumers find reviews to be more credible when a large number of reviewers reports the same opinion concerning a certain issue both in cases of positive and negative reviews. The reason why this is so, is that consumers know that the hotel manager, for example, can herself leave a positive review. In assessing the consistency of messages, the volume of reviews, which represents the number of comments from reviewers, is also important. In online communities, in fact, higher volumes of comments attract information seekers and increase product awareness. A high reviews volume, especially for tourism products that are intangible and present unique features, helps reducing the perceived risk.

Consistency among messages and high reviews volume ensure that the review is more credible and reliable, increasing the possibility of information adoption.

*The impact of Covid-19 on the tourism industry*

Tourism industry accounts today for 3.3% of the total global GDP and 4.4% in OECD countries and in Spain, Italy and Greece it represents the 14%, 13% and 18% of the GDP respectively, these data make it easy understanding what an important role this sector has for many economies, and, it must be said, for individuals that now may lose their activities, in fact this shock has placed at risk up to 75 million jobs within this industry (Hamilton, 2020; Maniga, 2020).

This is considered to be the sector that was hit the most by this crisis and that will take the longest to recover due to the strict limitations imposed by many countries and because of the reduced consumer confidence, it is in fact expected to take more than 10 months to go back to a sustainable level and it still depends on how long this situation will last.

Out of the top 10 destinations, France, Spain, United States, China, Italy, Turkey, Mexico, Germany, UK and Thailand, 8 have suffered the greatest impact and therefore are considered to be the ones that will recover at a very slow pace; among these countries, China is expected to face the greatest loss, followed by Europe where the loss is considered to amount to €1 billion per month, with Italy and Spain being the most affected countries.

The Small Island Developing States are also going to face a very hard time for what concerns their tourism sector, in fact, in the countries that are part of this group, tourism represents 30% of their economy and without alternative sources of foreign exchange revenues necessary to service external debt and pay for imports it will be difficult managing this shock, however, the IMF has renewed the Catastrophe Containment and Relief Trust (CCRT), a tool for granting short term debt relief to some of the countries in the SIDS (Maniga, 2020; Hamilton, 2020).

But giving up is not an option, people need to work and figure out a way to keep the tourism business active somehow, marketers are studying ways to do so. Even if online holiday purchases have experienced a significant drop, there still is space for opportunities.

In the past months of lockdown, countries all over the world have showed their support to the most affected countries and also to doctors, through initiatives such as illuminating buildings with the Italian flag colors or projecting the doctors' white coats on the Christ Redeemer in Rio.

Marketers must keep on creating a space within customer minds for travels and they can do so by exploiting the online media advertising, however they have to be careful and find the right path to avoid being inappropriate. At the moment many restaurants, hotels and similar structures (beside offering the possibility of food delivery) are trying to interact with their customers by launching cooking challenges on social media or even fitness activities online.

But even under these conditions there still is the chance for advertising destinations: people are scared of going outside their countries, taking plans or cruises, this opens up the possibility of focusing on

“driving distance” destinations. Advertising these kinds of destinations is quite difficult as it involves a very detailed study of the potential customer segments and figure out the right targeting strategy, but it can turn out to be profitable (Mitra, 2020).

*Empirical evidence: sentiment analysis*



With the purpose of having at hand an example of the online review mechanism, a sentiment analysis was conducted. Such analysis was done considering three hotels located in different Italian regions, these are the “Hotel Cala di Volpe, a Luxury Collection Hotel” in Sardinia, the “Alpin Panorama Hotel Hubertus” in Trentino Alto Adige and the “Relais Santa Croce” in Tuscany. The assumption that drove the selection of these (at least 4 stars) hotels is that clients pay more attention to details and have expectations as high as the price they pay, so they would be willing to write reliable positive reviews if their expectations are satisfied and negative ones if not. Moreover, the decision of selecting hotels in different locations was made thinking that they could accommodate different types of tourists, in Sardinia those that want to relax at the beach, in Trentino those that want to do some sports and in Tuscany those that want to have cultural trips, allowing to identify a more general pattern for writing a review, however, this is an assumption.

## **Method**

The analysis was conducted on a total of 135 reviews that were left between 2017 and 2019, with an average on 15 reviews per year that were selected from TripAdvisor in the order reported on the website, however the choice of the individual review was random.

The factor that have been analyzed are the following:

- a) The review type: whether it was positive, negative or neutral. The classification was done according to the number of stars that the reviewer left: above the three stars the review was considered as positive, below as negative and exactly three stars as neutral;
- b) The number of words: to measure the average length of the reviews;
- c) The post type: whether the reviewer was writing about the exclusiveness of the hotel, its location, accessories, structure, food or sustainability. With “accessories” is intended the overall service (e.g. staff availability) or the additional features;
- d) The post content: whether it was a “only text” review or a “text and photo” or “video” review;
- e) The post’s date;
- f) The likes: that is, the number of other reviewers that found the review useful
- g) Reply from the host: to see the interactions between clients and hotels “post-consumption”;
- h) The comment text: to classify the type of review;
- i) The customer sentiment (computed out of the TOTAL number of reviews of each hotel) followed the same criteria of the review type, the positive reviews were all those that had four or five stars and the negative ones were those with less than three stars.

For each hotel it was measured the customer sentiment and they have a dedicated file in which are reported the comment text, the number of words, the type of review, the post content and the reply from the host, while in a “summary” file are reported the post date, the post type, the likes and the customer sentiment.

## **Findings**

The three hotels have a positive customer sentiment, it is in fact above the threshold of 0,5, meaning that overall the customers were satisfied with their experience and are willing to recommend the hotel they stayed in.

The analysis of the findings will begin from the summary report.

### **Post date**

For what concerns the date of the reviews it should be said that in several cases the review was left even months following the stay, however the greatest number of reviews per month for the “Hotel Cala di Volpe” and the “Hotel Hubertus” was left during the seasons in which they are visited the most, that is, summer for the first and winter for the second. The Relais Santa Croce instead has a more homogeneous pattern as the reviews are spread more or less evenly during the year, but this can be explained by the fact that the hotels accommodate different types of visitors, for example for those that choose the Relais Santa Croce the season is not a key driver for their stay.

### **Post type**

The post type is an interesting factor as it can give us an overview of which are the most reviewed elements of the hotels.

For the accommodation in Sardinia the mode showed that guests were more concerned about the “accessories”. In this specific case the accessories were the access to the beach, the possibility of renting a boat or the ease of access to the small private pear were guests could be picked up by friends on their private boats, and also the courtesy of the staff.

The most cited element for the Hotel Hubertus was instead the structure. The hotel is in fact renowned for its external infinity pool that guests can use also in winter thanks to its heating system. But the pool isn’t the only element that is discussed, in fact, from the comment texts, it comes out that the rooms, the SPA and in general the areas of the hotel are creditworthy.

For the Relais Santa Croce, located in Florence, the most commented element was instead the location that, according to the reviews, is its “competitive advantage”.

These results could support the fact that, as people stay in these hotels for different reasons, have also different needs and their attention goes to different details.

The mode computed considering the post type of all the hotels together shows that the accessories are still the elements with which guests are most concerned with, in this case it is intended as staff and general service.

Amongst all the reviews analyzed none has mentioned the element of exclusiveness or sustainability. I can hypothesize that one reason why no one has mentioned the exclusiveness factor is that it is “given for granted”, as the price of the structures at hand make them quite exclusive, but the absence of the sustainability factor is interesting, considering nowadays attention to this topic. Since a couple of years, people are beginning to be concerned with the impact of our actions on the planet and the fact that out of 135 reviewers no one has mentioned this factor is disappointing, maybe, this same analysis will show different results if conducted in a couple of years from now.

## **Likes**

Out of all the 135 reviews analyzed, none has more than 8 likes. According to the data analyzed, a relationship between the number of like and the presence of pictures in the review can be established, even if it is a weak one, in fact, even if the likes don't follow a specific trend, the reviews that have pictures are those that most frequently have a relatively high number of likes.

From this point on the analysis will be directed towards the elements analyzed in the individual files.

## **Post content**

As previously explained, this element refers to the presence of pictures or videos in the review. In Chapter 2 is explained why the importance of pictures for the information adoption plays a significant role but what I found out conducting this analysis is quite disappointing. In fact, only in the reviews of the Hotel Hubertus the majority is accompanied with pictures (26 out of 45), for the Hotel Cala di Volpe and the Relais Santa Croce only 13 and 9 respectively of the reviews have pictures.

This result led me to the conclusion that, even if pictures are important for readers when are making their accommodation choice, guests are reluctant to post pictures.

Out of the reviews consider no one was accompanied with a video.

## **Number of words**

In all the three hotels' reviews there are outliers for what concerns the number of words, and hence for the length of the reviews and for this reason the median was the preferred measure, however, both the media and median are following:

	<i>MEDIA</i>	<i>MEDIAN</i>
<i>Hotel Cala di Volpe</i>	130,2	94
<i>Hotel Hubertus</i>	109,8	73
<i>Relais Santa Croce</i>	97,98	77

*Table 1: Measures of number of words*

According to these data, the median value for the length of the reviews is roughly 10 lines.

### **Comment text**

Instead of identifying specific words used in the reviews, I chose to identify the most used concepts that reviewers expressed.

In the following table the concepts are divided according to the post type.

	POSITIVE	NEGATIVE
EXCLUSIVENESS	X	X
LOCATION	<ul style="list-style-type: none"> <li>- Close to a specific place;</li> <li>- The beautiful view;</li> <li>- The peaceful surrounding</li> </ul>	
ACCESSORIES	<ul style="list-style-type: none"> <li>- The kindness of the staff;</li> <li>- The organized trips;</li> <li>- The efficient room service;</li> <li>- The availability of the staff for suggestions and helps;</li> </ul>	<ul style="list-style-type: none"> <li>- The rudeness of the staff;</li> <li>- The inefficient cleaning service;</li> <li>- The need of asking something many times before it is done;</li> </ul>

	<ul style="list-style-type: none"> <li>- The possibility to organize transfers from and to the airport or from the hotel to the beach and vice versa;</li> <li>- The attention to details;</li> <li>- The availability of additional services</li> </ul>	
STRUCTURE	<ul style="list-style-type: none"> <li>- The furniture of rooms and of the hotel in general;</li> <li>- The presence of a pool, a gym or a SPA;</li> <li>- The dimension of the room and of the bathroom;</li> </ul>	<ul style="list-style-type: none"> <li>- The non-correspondence between the pictures of the rooms and the rooms themselves;</li> <li>- The tricky planimetry;</li> <li>- The style of the furniture;</li> </ul>
FOOD	<ul style="list-style-type: none"> <li>- The possibility of asking for “out-of-menu”</li> <li>- The taste and the presentation;</li> <li>- The waiting time;</li> </ul>	<ul style="list-style-type: none"> <li>- The waiting time;</li> <li>- The price;</li> <li>- The rigidity of the menu;</li> </ul>
SUSTAINABILITY	X	X

Table 2: Most reviewed elements

### Reply from the host

In all the reviews examined the hosts have always replied.

The possibility of replying is an important tool both for hotel owner and potential guests.

When they reply to positive reviews, they establish a relationship with the guest and it may be a factor that induce him/her to re-book a room in the hotel, but the usefulness of the replies comes in cases of negative reviews. In fact, owners have the possibility of contextualizing what is blamed in the review, therefore potentially offsetting the impact that the negative review could have on other readers. In replying hosts should be careful in using the right tone and words since, with it, potential guests can formulate a first impression.

## **Empirical data report**

In the following pages the data collected for the sentiment analysis are reported in excel tables and are grouped according to the hotel, per each one there will be the summary report and the extended analysis.

## Hotel Cala di Volpe, a Luxury Collection Hotel

Table 3: Summary report Hotel Cala di Volpe

Hotel Name+A8:I54	Post index	post date	post type	LIKE=number of customer found useful	Pos=# of positive comments	Neg=# of negative comments	Neut=number of neutral comments	customer sentiment=(Pos-Neg)/Tot
Hotel Cala di Volpe, a Luxury Collection Hotel					255	34	34	0,68421053
	1	November 2019		1	1			
	2	October 2019		3	0			
	3	October 2019		2	0			
	4	September 2019		1	3			
	5	August 2019		1	2			
	6	August 2019		5	0			
	7	August 2019		4	0			
	8	August 2019		2	3			
	9	July 2019		4	5			
	10	July 2019		3	6			
	11	July 2019		4	1			
	12	June 2019		4	0			
	13	May 2019		5	3			
	14	October 2018		2	4			
	15	October 2018		4	1			
	16	October 2018		4	1			
	17	September 2018		3	1			
	18	September 2018		2	2			
	19	September 2018		3	0			
	20	September 2018		5	1			
	21	August 2018		4	1			
	22	August 2018		3	2			
	23	August 2018		2	0			
	24	August 2018		3	0			
	25	July 2018		4	1			
	26	August 2017		3	1			
	27	August 2017		2	4			
	28	August 2017		5	3			
	29	August 2017		5	2			
	30	July 2017		5	3			
	31	July 2017		3	1			
	32	July 2017		5	2			
	33	June 2017		2	1			
	34	June 2017		5	3			
	35	June 2017		3	0			
	36	June 2017		4	1			
	37	June 2017		3	1			
	38	September 2017		4	0			
	39	September 2017		4	2			
	40	September 2017		3	2			
	41	September 2017		1	1			
	42	September 2017		2	5			
	43	September 2017		5	3			
	44	September 2017		3	0			
	45	August 2017		3	0			

Table 4: Extended analysis Hotel Cala di Volpe

Post index	Post content (A=text only; B= text and photo, C=video)	Comment text	Number of words	Positive	Negative	Neutral	Reply from the host
1	A	Three days of absolute luxury and pampering. Not one negative aspect about this hotel. Seamless from start to finish and wish I could have stayed for two weeks. I thoroughly recommend coming here if you wish to relax in the most beautiful of surroundings and be thoroughly spoilt by this amazing hotel. We cannot wait to return and thank you so much for a memorable stay for all the right reasons. Perfection	72	X			YES
2	A	From the moment you enter the Hotel you experience the total customer commitment. Very Friendly Staff, Nicely Designed Rooms, A Great Garden. SaltWater Swimming Pool, Great Private Beach, Nice Transfer with Super Gommone to this Beach, Nice Place for Aperitivo and great dinner!	43	X			YES
3	A	Beautiful hotel which has retained its charm. All the staff is very professional and friendly. Wonderful rooms with a lot of attention to detail and well-appointed art pieces. Very well-equipped outdoor gym and a very large pool. The views from the rooms and the terraces is magnificent. Fantastic food and beverage offer with an amazing breakfast buffet that leaves no wish open. One of the best hotels we have ever stayed at	72	X			YES
4	B	Caveat: I am not an Russian oligarch and my wife and I don't try to Americanize whatever location we visit (this is in response to some prior TA criticisms of this wonderful place); we respect the customs and habits of the countries we visit and in fact learn couple of phrases in language of our host country and we try our best to speak that language despite our struggles everyone smiles as we attempted language (everyone I mean EVERYONE does not try they just speak in English as if that is the national language). In addition, we are Marriott titanium and former SPG-ites (we aren't too crazy about Marriott as feel it has cheapened the brand and forced hotels to take away prior perks and cut down on water bottle availability for example.) Still we feel the value of Marriott (and accumulating points by staying at "lesser brands," and/or using Marriott exclusively branded credit cards for purchases) truly comes across when you visit outside continental USA in general and Europe in particular and particularly stay in Luxury collection hotels like Hotel Cala di Volpe as the luxury collection truly is the crème de la crème. With that as a background, our experience here was phenomenal. I used points exclusively for our stay and in end, there was a promotion for 5th night free (stay four or more and get 5th night free) so we paid 50 euros in taxes TOTAL for stay (I believe going nightly rate was 500 euros a night or so) and we got breakfast for free (complementary platinum perk) and I used my 5 night suite upgrade perk and yes this place is expensive (drinks were 30 euros each) and probably the breakfast was expensive (dont know cost as I got it free as titanium) but you can stay here and have great time (I am talking to all you non-oligarchs out there). Keep in mind this place is expensive in expensive area (prices are norm for drinks and food etc in comparable hotels as we checked other comparable places) however you can save money and strategically plan your trip (i.e. use points, travel on shoulder season like Sept, and do rent a car as cabs are expensive). We did find wonderful places to eat (and inexpensive) in surrounding nearby area but you have to drive there (10-15 min drive but worth it). We knew this place was expensive but it was a special trip for special occasion. Would we have paid 500 bucks a night and then complain too expensive: no we never do that as we always strategically plan our trips (use points a lot from accumulation via purchases or staying at lesser brands so then we can splurge on wonderful places like this wonderful luxury collection hotel). Look I too was aghast at 30-35 euro cocktail drink prices as I have never seen that in all our travels but in the end I bit the bullet told myself this is special occasion (wasnt going to all of sudden become frugal when I full well had read reviews and knew it was expensive but it still shock to system :) ) and in end didnt turn out too bad: total damage for entire stay was 400 euros (we had	985	X			YES



5	B	My wife and I travel often and usually stay at luxury hotels. I can only say that this hotel is ultra luxury . The entire experience from a room surrounded by water (canal on one side and bay on the other) to the daily boat ride to the beach was spectacular. Luca and everyone on the staff were warm, friendly and accommodating	62	X			YES
6	A	We were in 2 for drinks total 112€. Min spending 50€ per person.They served us: rotten olives, cheap peanuts, basic chips and dips bad service and they treat us without any kindness, very disappointing. Sad to see a place with such heritage doing so poorly	46		X		YES
7	A	I went there with my wife and another couple in July 2019,,,,We both booked at see time and checked in at same time...He got a beautiful room and mine was. how can I say this nicely.....a crappy room.....It was at the end of the hallway. walk up 2 flights of a winding Starway..into a room the size of a large closet....	61		X		YES
8	A	Our visit to Cala di Volpe was one of the most beautiful and enjoyable ones of our lives. Just arriving to the hotel gives you a sense of delight and awe; the picturesque views, the blue color of the sea, the wonderful Italian food, pool, and luxurious atmosphere is perfect in itself. The service is simply fantastic, always ready to help and indulge your needs with a touch of kindness and flair. The food is Italy's best, both at the restaurant and bar, accompanied by a wonderfully pleasant and calming ambience. The rooms are spacious with gorgeous terraces displaying the indescribable views, the surrounding Sardinian areas such as Porto Cervo are adorable, and the sun is immortal, always shining and spreading joy. Every moment spent here is relaxation and beauty, for the eyes, body, and mind, and every part of the resort is simply perfect, I wouldn't change a thing. If you ever have a chance to come to Cala di Volpe, do not hesitate - it will be filled with the most special and magical moments of your life	89	X			YES
9	A	I was dining with my family at the Matsuhisa restaurant and my son and his friends have gotten his sushi, my wife hers, then my sons and his friends has sashimi. Me? Still nothing. I've gotten nothing and the rest of everyone has finished. Outrageous	45		X		YES
10	A	Possibly the most glamorous location in Costa Smeralda, offers a great aperitivo with a view on the bay and one of the best people watching you will ever have.My Bellini was just perfect and came with an extensive array of little tapas.Obviously expressive, but definitely worth it	47	X			YES
11	B	We loved our stay at the Cala Di Volpe.The rooms are a classic style so coming from the St Regis in Rome which was renovated 2 months ago made our first impressions a little challenging. But once we got settled in it was lovely.The Staff is wonderful. The Breakfast buffet that was included in our stay was very nice too. The hotel is immaculate and well appointed.The Pool is a Big saltwater pool. The Pool attendants are very helpful and nice. The beach club is nice and beautiful. They are working on adding a restaurant at the beach.The food is quite expensive so we opted to go out for lunches and dinners and explore the island. Where we went to several great restaurants.The setting of the hotel is terrific and we will definitely be back	135	X			YES
12	B	The pictures say it all, the incredible views all around, the furniture is an old italian style, very nice. Fishes were very good and also the desserts.	27			X	YES

13	A	Some years ago I was also a guest of the Cala di Volpe hotel, of the restaurant, to be more precise. Although the Location is great, lying in The historical and geographical region, known as Gallura (or Stony Area-Costa Smeralda), one of the master works of architect Jacques Couelle, whose nick name was the " Architect of billionaires", and also known for his closeness to nature, his buildings fitting perfectly into their natural environment because they borrow their forms of natural structures. About our diner night in the restaurant, we were brought by a small boat from our ship, so our clothers were wet upon arrival, which was no problem for me, but... my friend flipped out. The silence of the hotel, the beautiful gardens nicely lightened and the food were delicious, still at the end of the night some miss understanding again, by that time i did not understand very good french, so i can assume it was something about The Bill. It s a shame, as a one Time in life experience can turn into a "NEVER AGAIN" experience in a second. Still, i ve learned on my own expences (and my Friend s) that the most expensive diner in The most beautiful and romantic place in The world can turn into a nightmare, while a simple risotto on our boat watching the sun down, prepared by the Captain of our ship, can be really delicious. Smile smile! I shall book costa smeralda, porto cervo, porto rotondo Once again in this life, as Sardengnia it is a place that you cannot forget, Once you ve been there: YOU KNOW! About Cala di volpe, i don t know, i guess for me personally was that " one Time experience", if you know What i mean. Or maybe i shall just watch the scenes from old movies like :In the Beginning", the Black Stallion, Red Desert, Swept Away, and James bond's: The Spy Who Loved me, just to remember the beautiful scenary Costa Smeralda has to offer. To end my comment, as I usually do, i ll just add a song, actually it s a concert, for me personally is a story of life, and now that is translated from French to English is more easy to understand: Stromae-Racines Carres	370		X		YES
14	B	If your looking for the most charming, romantic, luxurious paradise on earth- this is it!! This is also a child's paradise! Perfect for a family holiday, recharge and return home in good health. Your senses are in heaven the minute you arrive, your eyes see only beauty and the scent is unique. If only I could take this scent with me, a mixture of the sea, nature and the best food. The staff are impeccable and you feel like you are royalty. The bar serves the most exceptional delicious drinks. The lunch buffet is one of a kind! The reception and conceirge do all they can to make your stay perfect and the word 'NO' is rarely said. Easily top 5 hotels in the entire world. Worth every penny!! If I had to stay in once place for the rest of my life this would be the place I would choose	150		X		YES
15	A	The views are what this place is about. The rooms and bathrooms are average. Breakfast is really good. The dinners likewise while somewhat expensive are spectacular. The key is to get the dinner plan. two meals a day should do it. Also buy wine at a store and have your drinks on your deck and not at the restaurant which is overpriced for beverages. That just leaves the water for 15 euros. Why they try to fleece the guests is beyond me. The concierges are great. The pools and beaches are lovely. We went in September which is probably cheaper and were upgraded due to Marriott status. It's best to tell them about that before arrival	116		X		YES
16	A	The price for hotel guest for the sumptuous lunch buffet is 110 euros not including drinks- high but not outrageous. When we got the bill, we were unpleasantly surprised to learn that the price for our 4 guests was double ours- 220 euros each before wine or even coffee. We complained but without result. Were they sending a message that non-hotel guests are unwelcome or are they just taking advantage? Either way, we won't go back	105			X	YES
17	A	Stayed here 9/9-9/15 great location but the hotel. Hosted a 18th birthday party for some very wealthy People without advance notice. The outdoor band Played till 1:45am. Although the artists were great We had to get up early the next day for our flight home. On top of it all three drunk kids tried breaking into our ground level room at 4:00am! They actually Hit the door so hard it cracked and partially broke Open. When we complained the hotel claimed we Got to hear free music. They offered us nothing. The morning breakfast buffet food was good but the service was very slow	95			X	YES
18	A	A superb elegant place, we had a romantic dinner on the sea side, light music behind and perfect pasta with truffles, it was lovely to watch to sunset from the terrace of the main restaurant. A unique place to visit	40		X		YES
19	A	The Hotel Cala Di Volpe, Roger Moore who was able to take to the big screen in The Spy Who Loved Me, which took place in the gorgeous Costa Smeralda in Sardinia, Italy. Stayed there one day to get the feeling of Bond location	43				X YES

20	B	Lovely traditional hotel set in beautiful grounds. The rooms are lovely with high quality furnishings and bedding etc. The staff and concierge were extremely helpful. The cocktail evening which we were invited to in the ' James Bond room' was lovely and had a fabulous Italian opera singer as entertainment. A couple of observations which was that the beach wasn't 'great', the beach club had a very limited menu, the drinks in the hotel were verging on extortionate!! ( 18 euros for a bottle of beer) and 220 euros for a buffet lunch. If you dare get a taxi from this hotel to costa Esmeralda... prepare to feel like you have been robbed!!! A ten minute taxi journey will cost 35 euros. If you eat at any of the restaurants in Porto cervo, expect highly inflated prices.... this area of Sardinia is not for people holidaying on a 'budget' Overall a lovely few days at the hotel	153	X			YES
21	A	An incredible restaurant that has been on my bucket list for years; it didn't disappoint. Gracia mille to the entire staff for making it a dinner if a lifetime. And thank you to king Felipe for the fire works	35	X			YES
22	B	Fortunately, a unique place appreciated only by the right people. Expensive but a wonder !!! Congratulations to those who have chosen to place the gym outside, the view of the bay and the smell of the Sardinian sea is priceless	39	X			YES
23	A	Very nice location, wonderful sea, quiet and well-frequented place, the structure is a bit outdated, certainly in a typical Sardinian style but for being a 5-star hotel with little attention to detail, I noticed some neglect and above all the service is not all height of the cost, a single kitchen that serves the entire structure, restaurant bar brunch ... not comparable to the service standards of other 5-star structures located outside Italy	73		X		YES
24	B	Exceptional structure, very kind and professional staff, they offered us an upgrade to a higher level room with a magnificent view. Olympic-size swimming pool with fantastic sea water, the beach is five minutes from the hotel and the shuttle service takes place with a boat every half hour. On the evening of arrival we were offered an aperitif in the pier where the 007 film "The spy who loved me" was also shot with Roger Moore, a truly suggestive location. Impeccable room cleaning, bathroom with Acqua di Parma products. We also tried the restaurant, good and well prepared dishes although not memorable, perhaps in my opinion too personal that it was overlapping in the tasks creating a little confusion but the view from the terrace was special. I highly recommend this property, one of the best I know	138	X			YES
25	A	Always a pleasure, however I know that in the last few years the efforts of the staff to satisfy the customers have evolved considerably keeping in mind individual tastes and characteristics offering a highly personalized service	36	X			YES
26	A	The room is large and well furnished, with a pleasant furnished terrace. The bathroom is spacious with double bath and shower facilities and, above all, very clean and welcoming. The hotel is beautiful in construction, overlooking the sea with a breathtaking view. The staff is polite and professional: well trained. The service is also excellent at the bar. Breakfast is rich and diverse. Only note: the hairdresser / spa is not up to the really exorbitant prices ... It should be modernized and adapted to the style of the hotel. In general, wonderful holiday	94	X			YES

27	A	Must say super luxury hotel, with so many brands in it , it was super nice , Italian people are amazing, our room was having the most amazing views and it was really nice and clean. There is always so many celebrities so it was extremely interesting	51	X			YES
28	B	We had such a wonderful time that one of the couples in our group disappeared one afternoon during lunch. They came back and told us they had booked another week to come back for her birthday two weeks later! Thats how good this place is. Tis couple could ahve gone any place in the world and they opted to come back ALONE.The place is gorgeous,chic, quiet, tastefully appointee everything that's why people come here.Exceptional service - Outstanding location and property.I cannot day enough about this gorgeous laid back place. Pool is a bit of a fashion show so bring (or buy) some great pieces!	103	X			YES
29	A	Pop up restaurant in Cala Di Volpe of matsuhisaPlace has no atmosphereFood is simple and mostly come cold from kitchenPrices are two to three times more than any other Nobu etcNot worth the money..really poor place at a rate of 250 euro per person	44		X		YES
30	A	My friend suggested that we stay at the Cala di Volpe because it would be easy for us to board his yacht in the harbour there. We decided it would be fun to stay for a couple of nights as part of our Sardinian holiday.We paid 2,000 euros a night for a 20 square meter room with a cheap plastic shower curtain in the bathroom and didn't contain a bathtub. Not only was the hotel and it's grounds tired so were many of the staff. I have never seen such lazy pool and poolside restaurant staff. And the inclusive breakfast reminded me of something you would get at a motel in the United States or Canada.On our last day we ordered pasta for lunch at the bar. It was the worst overlooked pasta I have ever eaten in Italy and you can get some really bad pasta in Italy these days. The waiter was embarrassed but insisted the chef was Italian. I still can't believe it. To add insult to injury we ordered some grilled vegetables that were served cold. My guess is they were grilled yesterday, kept refrigerated and they didn't leave them in the microwave long enough. The best part was the bill of over 200 euros that included 15 euro Coke's - the 6 ounce ones.	236		X		YES
31	A	My friend suggested that we stay at the Cala di Volpe because it would be easy for us to board his yacht in the harbour there. We decided it would be fun to stay for a couple of nights as part of our Sardinian holiday.We paid 2,000 euros a night for a 20 square meter room with a cheap plastic shower curtain in the bathroom and didn't contain a bathtub. Not only was the hotel and it's grounds tired so were many of the staff. I have never seen such lazy pool and poolside restaurant staff. And the inclusive breakfast reminded me of something you would get at a motel in the United States or Canada.On our last day we ordered pasta for lunch at the bar. It was the worst overlooked pasta I have ever eaten in Italy and you can get some really bad pasta in Italy these days. The waiter was embarrassed but insisted the chef was Italian. I still can't believe it. To add insult to injury we ordered some grilled vegetables that were served cold. My guess is they were grilled yesterday, kept refrigerated and they didn't leave them in the microwave long enough. The best part was the bill of over 200 euros that included 15 euro Coke's - the 6 ounce ones.I can't believe this place is as highly rated as it is. Well it's Italy isn't it!	235		X		YES

32	A	Stayed at other SPG hotel therefore stopover here to check out the beach and had lunch at the Lobby bar. The food pasta and drink coffee were tasty. Pleasant service experience overall. For those who enjoy a leisure quiet afternoon	45			X	YES
33	A	I always stay in 4 and 5 star hotels (e.g. Four Seasons, Ritz). My stay at Cala di Volpe was the first time I felt ripped off. First of all the hotel needs an upgrade. We had rooms on the first floor that smelled of mildew. The style is charming but the carpets, bedding and overall environment is not 5 Star. The service is good but not great. The beach is tiny! Why come to an island and pay exorbitant rates to not have a view of the sea and a tiny beach?! The worst part is the limited choice of food for dinner. There is only one restaurant and one choice on it. A fixed price 5 course meal for 220 euro! And that doesn't include water or any beverage! If you are a guest of the hotel it is half price which is still crazy expensive. Again I love good food and am happy to pay for it. The food is good but not worth the price. Taking a taxi into Porto Cervo to go to another restaurant cost 30 euro each way! Again a super expensive charge to drive 7 km. Overall I was left underwhelmed by the hotel and Porto Cervo. Sardinia has loads of natural beauty but they haven't figured out how to pair that beauty with a truly great local resort experience. I left feeling like the entire hotel and town has been built for Russian oligarchs. For the money, I would go to the French Riviera or the Amalfi Coast. Much easier to get to, lots more choices at the high end and truly quaint villages with fabulous food at all price points. Only go to Costa Smeralda and Cala di Volpe (and all their related hotels Romazzino) if you get a kick out of throwing away money for average experience.	308		X		YES
34	A	I visited Cala Di Volpe for the first time this month and wanted to write a review to recommend it. I was made aware of it by my friend who has a house in the area and later realised that another friend (Luciano from Harrys Bar in London) did a pop up there last year! It certainly did not disappoint. From the very first minute we arrived, the service was absolutely fantastic - exceptionally helpful, with a complimentary upgrade and prosecco brought to our room. The resort is beautiful - some on here seem to say it is somewhat dated, but in my opinion it is a well preserved landmark which has been kept in perfect shape and true to the original design and style, without becoming trashy or over designed (as so many hotels in Italy have become). It has one of the best hotel gyms I have been to for a long time, and there is a half hourly shuttle to the wonderful private beach, which is truly spectacular.	171	X			YES
35	B	It was long time without spending a break in Cala di Volpe. What a pity ... the only good things about the Hotel is the Location. Everything else is like in the 80's .. same design , everything looks old.. if you arrive at 10:30 pm like we did , you cannot eat a warm dish ...only cold platters ... is this a 5 star Hotel I asked ? Appalling ... we have had a Gala Dinner in an Hotelier event and that was like a rural meal in any cheap Charlie Restaurant out there on the streets ... pictures can tell you the level of this poor quality food..prices are ridiculous expensive ... certainly set to rip off people in July / August ...trust the same Management over 20 years has no made any improvement over the years .... food for thoughts .... stay awa	146		X		YES
36	A	This resort was absolutely gorgeous but more importantly the staff throughout the hotel was amazing. It's an expensive resort but worth it. We had bad luck in terms of uncharacteristic rainy weather the week we were in Sardinia but being at a beautiful resort made it tolerable. Thank you for making our vacation unforgettable.	54	X			YES
37	A	The grounds of the hotel are beautiful, but almost everywhere else it leaves a lot to be desired. Nowhere more so than in the rooms. We were staying in the highest category of room (just below a suite) - but everything just felt stale and dated. There was even a horrible smell emanating from the toilet and really poor ventilation. Also the sound proofing is terrible. From early morning you could hear everything going on outside including the incessant lounge music from the bar. The one redeeming feature was the great housekeeping which was genuinely done to a very high standard - but otherwise, just not worth the money	107		X		YES

38	A	We checked out of this hotel on 19 May 2018, having paid all the monies owed. However, my partners' bank account is still showing pending transactions relating to the pre-authorisations the hotel put through on 18th & 19th May. I have had to constantly chase the hotel to deal with this and yet 18 days after leaving we still do not have a satisfactory conclusion. Also, some advice when visiting the hotel in May. Not everything at the hotel is open and nothing was mentioned about this on the website when booking. There was also decorating work being carried out. You would think that this would have been undertaken in the close season considering it is a 'luxury' hotel. My partner and I have stayed in hotels all around the world and have never had this problem with payments before. This experience has ruined what was an otherwise lovely holiday in a beautiful location	152			X	YES
39	A	I am writing this a little late but I certainly wanted to make sure this hotel got the review it should get. I have to say before I booked this hotel I was worried about some of the comments made from previous posts. So much so I emailed the hotel and told them of my concerns. I was immediately impressed by the same day response from the manager to my email and how they would address any concerns I had before and upon arrival. When we arrived I have to say just one word. "breathtaking". This hotel is beautiful. Our room was clean and elegant with wonderful bedding and toiletries. Everything you possibly would need was there. The people in the hotel couldn't do more for you. From the front desk to servers to higher management. Everyone makes you feel like your special. This place is stunning and would come back in a heart beat. The food is amazing, the drinks are yummy and the complimentary bar food was a lovely touch. I have stayed in many beautiful hotels. Four seasons being my go to. But this hotel is right up there with service and luxuries you would expect from a high end resort. This place is not cheap but you get what you pay for. If your budget can afford it don't look back you will love it from the minute you arrive. Special thanks to concierge for all their wonderful advice and to Mr Frank Mulas who took time in his busy schedule sit down with us and share a few drinks	265	X			YES
40	B	From arrival we were stunned with the beautiful location and the design - it is a postcard perfect type of place. The colourful walls and little towers reminisce a fairy tale castle. Absolutely well preserved and immaculate with manicured lawns and emerald water bay. Staff are extremely courteous and helpful. The food is fresh and plenty. Few suggestions: • I would recommend more fresh vegetables at breakfast buffet and a selection of healthy seeds to top up the porridge or the fruit salads. • It will be nice to have some service around the main swimming pool during the day. • We could hear our neighbours through the wall every morning and maintenance staff speak loudly in the mornings on corridors. • The room card was addressed to Mr only despite that Mr and Mrs were booked and checked in :) The rooms are airy with beautiful decor and plenty of space. Beds are uber comfortable and cleanliness overall is spotless. Everything is immaculate and beautiful. We shall definitely come again and can't recommend it enough. Massive thanks for your great work!	173	X			YES
41	A	We've travelled many times to Italy, but this was our first visit to Sardinia. Hotel picked us up at the airport and we were very pleased to learn that they had upgraded our room to a beautiful suite with a terrific view in honor of our 30 year wedding anniversary (they also surprised us with a bottle of prosecco). The overall property was beautiful, staff very professional, attentive and in particular the daytime concierge Annalisa and Giovanni were terrific. We were recommended to non-touristy restaurants and interesting towns to visit plus shown the highlights of the island including sunset at Phi Beach, hiking trails and shopping at Porto Cervo. Cala di Volpi delivers a luxury 5 star experience with an international flair and I would definitely recommend it to worldwide travelers	130	X			YES

42	A	This ultra luxury resort is a beautiful hotel with picturesque views of the sea with mountains in the background. They have a quiet secluded beach which can be accessed by foot on a sandy path in about ten minutes or 5 minutes by complimentary boat service leaving every twenty minutes. They have two serviceable fitness centers, a spa and a lobby full of the finest and most dear Jewelers , leather and other boutiques all manned by fashionable staff and security guards.....a bit creepy as they dominate an otherwise immaculate decor.Aside from the beach and complimentary breakfast nothing else is rationally priced. I have never ever had a \$30 scoop of average gelato, a 220 euro per person price fixed dinner (alcohol, water , etc. extra)We thought we were getting a good deal at \$1000 per night but they get you on everything else!!Bottom line: if you have to ask the price, you can't afford it	156		X		YES
43	B	The Cala di Volpe bay offers most probably one of the best sea view in the world. The hotel is located right in front of this fantastic corner of the planet. The flavor of the surrounding nature and the peaceful atmosphere give to the place a magical touch which is hard not to fall in love with	57		X		YES
44	A	You'd think that if you shell out a lot of money per night you must be in for a treat. Wrong! Not here at least. My wife and I are in our early 30s and we checked into the hotel by someone who seemed to despise his job. The concierge is pretty pathetic and they do not want to assist. Their attitudes were so distasteful and certainly not what one would expect. None the less the rooms were nice but nothing amazing - just simple old fashioned rooms. The grounds are kept well which is probably due to the great landscaping service they have- they should work in the reception and concierge!We at the exorbitantly priced lunch on our first day and there were flies and wasps everywhere around the food. Every breakfast was the same. Flies and wasps everywhere go in and out of the food that is left open. They have done absolutely nothing to fix this issue. They placed a zapper near a corner in the buffet area- where tons of flies are dead but they are still all over the food. That is extremely unhygienic! I don't recommend this hotel at all! I do recommend Sardinia- we rented a car and made sure we were out of this hotel as much as we could and we enjoyed our time that way	225		X		YES
45	B	My wife and I stayed in this corner of paradise, a wonderful place and a super relaxing holiday. The manager is very very kind, but we can't forget the always helpful and friendly staff.	30		X		YES

## Alpin Panorama Hotel Hubertus

Table 5: Summary report Alpin Panorama Hotel Hubertus

Hotel Name	Post index	post date	post type	LIKE=number of customer found useful	Pos=# of positive comments	Neg=# of negative comments	Neut=number of neutral comments	customer sentiment=(Pos-Neg)/Tot
Alpin Panorama Hotel Hubertus					476	14	3	0.95740365111
	1	December 2019		5	4			
	2	October 2019		4	1			
	3	May 2019		3	0			
	4	March 2019		3	2			
	5	August 2019		4	1			
	6	September 2019		4	1			
	7	September 2019		4	3			
	8	September 2019		4	4			
	9	December 2019		3	2			
	10	December 2019		3	2			
	11	December 2019		3	3			
	12	December 2019		4	2			
	13	December 2019		4	1			
	14	December 2019		2	0			
	15	December 2019		2	1			
	16	December 2019		3	0			
	17	December 2019		4				
	18	May 2018		4	3			
	19	May 2018		2	3			
	20	August 2018		3	0			
	21	July 2018		2	3			
	22	May 2018		4	3			
	23	March 2018		4	7			
	24	March 2018		4	2			
	25	February 2018		4	4			
	26	February 2018		2	0			
	27	February 2018		3	1			
	28	January 2018		3	0			
	29	January 2018		2	4			
	35	January 2018		4	0			
	36	October 2017		3	1			
	37	October 2017		2	1			
	38	November 2017		3	0			
	39	November 2017		4	1			
	40	November 2017		4	1			
	41	December 2017		2	1			
	42	December 2017		3	0			
	43	December 2017		4	1			
	44	December 2017		3	1			
	45	December 2017		2	1			



Table 6: Extended analysis Alpin Panorama Hotel Hubertus

Post index	Post content (A=text only; B= text and photo, C=video)	Comment text	Number of words	Positive	Negative	Neutral	Reply from the host
1	A	We stayed for seven nights and I can say that the main advantages of the hotel are infinity pool which is really nice and views to the mountains and valley from the room. We stayed in the most expensive room Alpen, however it was a bit outdated with unpleasant smell, old carpets and sofas. Consider booking rooms Belvedere which are large and renovated. What was a real disappointment is FOOD. 90 percent is really disgusting, but served by the waiter as high cuisine. What a surprise for Italy, where we have been to 20 times and always stunned by gastronomic experience! Around 10 percent of dishes (all different every evening) were eatable, but only 5 percent were tasty. The waiter told us so many times how amazing is their chef Christian, but honestly after being in many hotels and restaurants all over the world, this is not the level. Even the quality of ingredients was low. Instead of rib-eye in menu we were served regular cheap beef, lamb was not tender, but smelly piece of old meat. Pasta was very far from Italian one. At lunch there were often strange dishes, such as Russian salad with mayonnaise wrapped in ham etc. Maybe for 3* hotel such food would be ok, but I really suffered from those dinners 7 days which took 2 hours of trying to pretend eating all the "masterpieces" of the famous chef and answering questions of the waiter whether we liked it. The waiter explained that the problem is that we were not used to such special high cuisine :))) I would recommend to improve the quality of ingredients, make less dishes but of higher quality.	277		X		YES
2	B	No words can fully describe the stay we had at Hotel Hubertus. Every little detail - from booking to meals to our entire stay- were all carefully cared for. The resort was amazing. The food was simply decadent. It is without saying, with any 5 star hotel you would expect great facilities, accommodation and amenities... but what sets these 5 star resorts apart is the customer service. The moment you walk into the hotel you could tell the staff truly love where they work. Their hospitality isn't just for show. They were genuine. The front desk staff was beyond amazing. Always so friendly so patient and so helpful. Our room was amazing and every morning we were pleasantly greeted by the Hubertus family bunnies on the lawn. Our stay was truly relaxing and def very memorable. What a great way to end our 7 day hike thru the Dolomites! Bravo, Hubertus! I can't wait to be back	157	X			YES
3	A	One of the most amazing stays I have ever had. an unforgettable experience with truly breathtaking pools. The staff were amazing the the owners were great and showed great hospitality during the holiday season, the created the perfect atmosphere for the perfect holiday	43	X			YES
4	A	A truly wonderful time experiencend at this well run and efficient family owned hotel. Absolutely everything about the stay was excellent from the wonderful cuisine to the helpful staff. Rooms were very comfortable and the facilities were excellent. One of the best hotels I have stayed in during another Ski holiday. Most definitely would like to return	53	X			YES
5	A	Fantastic relaxing environment with impeccable service from start of stay to end. The outdoor swimming pool allows you to appreciate the beauty and vastness of the surrounding environment, the advice early in the morning and evening is surrounded by high snow-capped peaks in my case illuminated by the moon	48	X			YES
6	B	We stayed in this hotel for 3 nights in December. It is a beautiful place! The pools are all at 33 ° (even the spectacular skypool) and a shuttle takes us immediately to the ski slopes! For us it was half skiing and half relaxing! The staff is amazing and the food fantastic -not to mention the breathtaking views	58	X			YES
7	B	We stayed for a week from December 15, and since the arrival we have been "pampered" until the end of the holiday! Impeccable service, bright rooms, well equipped and super clean! The kitchen and the restaurant hall amazes every day with a vast and nothing short of amazing menu! Spa area, and dream Sky pool! We will certainly be back! It is a pleasure to experience the serene atmosphere of the staff	72	X			YES

8	A	I fully agree with all the excellent reviews read so far! In addition to the crazy location in a perfect position with a breathtaking view of the valley, I appreciated the super attention to detail, delicious and abundant food, very kind and always available staff. Guided excursions are included in the price every day. Large and quiet belvedere room. Maniacal cleaning. I have not found a fault.	67	X			YES
9	B	Very nice experience, we were guests of the hotel with dog and child following and I must say that it was all very nice. We were lucky enough to have a very favorable meter and therefore we were able to enjoy 100% of the space outside the hotel. I must say that for a structure of this caliber and price, I expected greater attention to detail and a minimum of extra space, intent, dedicated to children (at least a closet with games). I am well aware that this is not a family hotel and indeed, it is dedicated more to those who come to enjoy relaxation, but I expected more. During dinner and breakfast there was a seat and, on the first evening, the child's cover was covered with 3 forks, three knives, glasses etc., from the next zero breakfast, not even a glass from which he could drink, ditto for dinner. Dinner started at 7pm, almost late for a little one. We found the "Italian evening", as if we were not in Italy, and the dishes on the menu had very little Italian and alas also palatable. From this point of view, given the price, I expect not only beautiful dishes, but also delicious ones. Our order has arrived wrong twice, perhaps the language barrier does not help. The price for the stay of the dog is 25 €, really excessive. Unfortunately there is only one indoor swimming pool, we have had luck over time, but if it were bad weather it would be a really small space to share with the many hotel guests. The other outdoor pools are all heated, but the large outdoor one is at risk of lightning strikes. Saunas for every taste! Overall I liked it, but on certain aspects so much appearance and little substance	302			X	YES
10	B	5 times in 14 months ... Am I crazy? Yes, of them! Because I am completely "in love" with this hotel. Kindness, friendliness, professionalism. They have it all. A gem? The planned excursions are made even if there is only one person registered. And not many hotels offer this (perhaps unique) service. The food is excellent and, being intolerant, I never found myself in difficulty in choosing the dishes that, if not present on the menu, are made personalized. The attention to the customer is wonderful. Always attentive to every need. Day and night. I have been in all seasons. Every season is amazing. Both for everything they organize and for everything that takes you home in the heart. Screaming landscape! It is in an optimal position for those who, summer and winter, want to climb Plan de Corones. Less than 10 minutes from the Valdaora train station. Parking always available	144	X			YES
11	B	Beautiful hotel with very nice infinity pool and ditto all the saunas, standard room comparable to a huge suite with large bathroom! We also had dinner there and the refurbishment is excellent with sophisticated dishes. Definitely has to go back	40	X			YES

12	B	Truly a real treasure for an activity like that, ready to meet the various problems related to food. Perfectly soundproofed rooms. Because in the period I chose there were almost invisible dogs of various sizes, but nothing was heard. Of course, they are excluded from some locations inside the hotel. I said the rooms with all the comforts. I recommend the number one. Wonder of creation. All that nature that surrounds it. Let yourself get involved in their activities. And you will have a unique experience of hospitality and professionalism. Pass your relaxation at the HUBERTUS and a unique experience trust me.	94	X			YES
13	B	The hotel is nothing short of magnificent !!! With an infinity pool in the mountains and a truly authentic and well-kept spa, the hotel ensures relaxation from the daily frenzy. The activities included are really many and not trivial !!!!! So for sure you will not be bored !!!! Food and service are also good. We will come back for sure.	57	X			YES
14	B	Fabulous hotel located a few meters from a ski lift to Plan de Corones. We stayed in the Belvedere room, with a lovely view of the valley. Very kind staff. Quality cuisine and food. Exceptional spa and relaxation area, there are both indoor and outdoor panoramic saunas. Hotel gem: sky pool, it seems to swim suspended in the void.	59	X			YES
15	A	Movement and relaxation. My vacation was like this. I took advantage of the walks in the mountains with a guide organized by the Hotel, and relax in the beautiful saunas, a panoramic swimming pool, and a garden with sunbeds. Excellent cuisine like the breakfast buffet in the morning. Courteous staff. I will certainly return in September.	56	X			YES
16	A	What can I say, my experience at this hotel was perfect, it is worth all the money spent, from the careful attention from the staff, to the wonderful atmosphere that you find when entering this hotel. For me a weekend to be redone, as soon as I have the opportunity I will definitely be back. The best money spent on a mini vacation.	61	X			YES
17	A	The outdoor swimming pool allows you to appreciate the beauty and vastness of the surrounding environment, I recommend it in the early morning and evening you are surrounded by high snow-capped peaks in my case illuminated by the long	39	X			YES
18	A	We stayed as a family of five for 2 weeks. Everything was excellent - the pools but especially the skypool!, the saunas and steam areas, the fitness, the food, the hotel ambience, the food, the activities - every detail is covered. This is why this hotel has so many 5* ratings. The guides were wonderful and we had some amazing hikes. All staff are exceptionally friendly. All round, a wonderful place - highly recommended.	73	X			YES
19	B	Such a great experience ! It's a lovely hotel. The geographical position is the best : what a view ! It's spectacular ! Everything well organized, clean and comfortable. The food is delicious and bio. The staff welcomed and so polite. The strong point is the pool, it's magical, it's not enough describing by words. It's such a big dream. I'll suggest to everyone an experience like this.	71	X			YES

20	A	<p>An Amazing pool upgrades this hotel at least 0,5 star up. But with few glitches its still very nice 4 star hotel. First and by far the biggest problem I see in wellness closing time. They close all the sauna sections and pools at 19:30 every day !!!! So you cannot see the city lights from one of the most amazing pool I have ever seen. Can you believe that ? I ve seen many luxury hotels throughout the Alps and usual time when to close is around 21:00. Sometimes even 22:00. Not this one. Shame. Second glitch is about the bed and pillows. Too thick, so much, that you cannot sleep. Good thing, that they can be changed when ask. Also bed was little bit bumpy, but OK. Third glitch is about the restaurant. If you want to change the table and for example be seated near the window, you cannot do that just like that, you have to go to the reception and ask for it, even if the restaurant is not full. Strange. But still, the staff was excellent, fluently speaking several languages, including CZ, SK, which was an amazing benefit. I liked the place, I liked the wellness and of corse the pool, but I have seen couple of hotels even little bit better. Still I recommend this hotel. Its nice experience</p>	226			X	YES
21	A	<p>Truly fabulous hotel! One of the best I've ever been to, and I travel a lot, so that means something. The location of the hotel allows for wonderful views, and they certainly make the best use of it. There is an absolutely fantastic pools' and saunas' area, with great choice of saunas, cozy relaxation zones, healthy snacks/herbal teas, heated swimming pools and, of course, the unbelievable huge heated panoramic pool with the view of the Alps! The pool even has a glass insert in the floor, which is such a cool feature. The rooms are spacious and cozy, with breathtaking panoramas. Beds are bigger than often found in hotels and are quite comfy. Lovely free-standing bath in each room. Good housekeeping. Easy and fast access to ski lifts via hotel's shuttle. Big car parking. Nice presentation of food. Nice toiletries, especially the body lotion, and slippers. Professional reception staff. Generous and hearty afternoon snacks. Great design inside and outside. Excellent high-quality printed newsletters each morning. Thematic decorations on the tables every evening. Complimentary prosecco is a nice touch. As I've written above, I think Hubertus is an excellent hotel overall, but here are some things that should be improved: 1. Wi-Fi is poor. Constantly disconnecting from my and my friends' iPhones and MacBooks, low speed as to modern standards. Hardly possible to even send photos, let alone do any work (mostly due to disconnecting). Often had to use very expensive mobile data instead. 2. The layout of the hotel corridors, turns and stairs is a bit complicated. Would appreciate more navigation signs (maybe some funny ones acknowledging the problem). 3. Food from the dinner menus is rather dull and uninteresting in terms of taste (though nicely presented). Some dishes were simply not tasty at all. I wasn't planning on mentioning this as it's subjective, but then asked some of my friends from our big group and they had the same sentiment. Also, many reviews mention this, too, so I think management should take notice. No complaints about the buffets. 4. Some of the restaurant and bar staff don't speak even the simplest English like numbers, which is incredibly unusual. Housekeeping staff don't speak English too, but I guess this is more acceptable. Also, we've had a couple of incidents with the spa staff. One time a lady housekeeper burst into a naked-area sauna (the big one outside) without apologizing 3 minutes before closing time to remind us to leave. Another time a different housekeeper came into the Peace Pavilion (a relaxation area) 4-5 minutes after closing time when we were just getting ready to leave and the light turned off. I still hope it turns off automatically and this was simply a coincidence because if it's not, that was downright rude, even though we were in the wrong. Neither of the ladies spoke any English. which would have been very helpful. The ladies at the reception are all professional and accommodating. but</p>	561			X	YES
22	B	<p>When it comes to pools with a view this place is up there with the best (think Villa Honegg in Switzerland or Marina Bay Sands in Singapore). During a road trip round Austria we could not resist nipping over the border to relax here for a few days. Service was exceptional throughout our stay but the obvious star attraction here is the overhanging infinity pool (which thankfully was never overcrowded). Even during busier periods there are plenty of places around the resort to relax (in or out of the water). The only slight negative I can point out is the short cycle time of the jacuzzi (around 40 seconds) but this may have been changed since our visit. The rooms were bright, spacious, comfortable and spotless. At both breakfast and dinner there was plenty of delicious choices. If I can remember correctly there were also a few snacks available as afternoon tea. We even got round to using the gym which was relatively small but well equipped to help break a sweat. If you're looking for a relaxing few days away from the city, book here now</p>	115	X			YES

23	B	Great hotel, good food, amazing views from spa facilities. Skypool with window in the bottom. Hotel rather for adults, in saunas a lot of nude areas. Most of the saunas are accessible from the outdoors. Very kind owner and service team. Big rooms with stunning valley view.	45	X			YES
24	B	I've been for the third time in Kronplatz this year and I found a wonderful hotel. Hubertus offers you everything you need for a ski holiday. Even it's not on the slopes the shuttle bus comes in minutes after you call. All the staff were very kind and helpful. The most impressive swimming pool I've seen in Europe and the food was so diverse that you can find something even for the most demanding guests.	75	X			YES
25	A	Hotel Room: Very clean and nice layout, comfy beds too. The temperature regulation is optimal too. Service: The staff here are incredible, they are very accommodating and attentive. Although a minor indiscretion was experienced the owners provided more than adequate compensation and for this, I would like to extend a sincere amount of gratitude. I believe it is this that separates Hubertus from a lot of hotels - that the staff help to give a very enjoyable experience and make sure that is the priority. Food: We had the 5-course meal and breakfast, both of which were fantastic. There was a great amount of choice regardless of eating requirements - my friend and I are particularly fussy eaters and we enjoyed the majority of what they had to offer. Skiing: Hubertus gave a 10% discount for ski rental and a bus service that ran every 20 minutes. I would say it was a shame the bus stopped at 5pm, however, that's because the skiing was excellent and we wanted to ski for longer. Facilities: The facilities here are incredible. The infinity pool is by far the most impressive I have ever seen. The spa facilities are clean and are very good. For this reason alone I would most certainly return. Overall this hotel is very well thought through and I personally would find it difficult not to have a pleasant experience	227	X			YES
26	A	We have spent 3 lovely days in this hotel. I really like the wellness and the pool view. Very friendly staff and lovely equipped rooms (We stayed in the new build apartments). Lovely idea with backpack free for use for the whole stay. I would wish for longer opening hours at the pool and sauna area. Overall a great stay	60	X			YES
27	B	Thanks to the Gasser family and to all the hotel staff for welcoming and treating us in a professional but also friendly way. Impressive structure for design and functionality. Cleanliness and comfort are adequate for the category. The skypool is very attractive as is the SPA with outdoor saunas. Fantastic short but intense Aufguss. The activities organized by the team of guides are complete and varied. Kitchen and table service always denote attention to guests, even the smallest ones and great quality. A good wine list accompanies surprising and unusual menus. It is easy to understand how some guests have chosen this hotel repeatedly for many years and we will definitely be returning	105	X			YES
28	B	Here we are again .. We stayed at this hotel last year in August for the first time and we fell in love immediately, so we are back now, March 2019. I must say that in summer it is very beautiful, you can sunbathe in the solarium and the temperature is excellent, but to be honest it makes much more in the winter or in any case when it is still cold; the reason is that outside there are sometimes -3 or even -10 degrees and the pools are all hot so you can enjoy the temperature change, you can also access the nearby ski slopes and therefore spend half the day skiing and half to relax at the spa! As for the staff, the courtesy and helpfulness, the attention to detail and the familiarity with which you are welcomed, from the reception to the restaurant is incredible. Well speaking of the restaurant, how can we fail to mention the excellent dishes served at dinner, which are rigorously cared for in the service and the rich breakfast! Not to mention the breathtaking views that can be admired while you are comfortably immersed, for example, in the hotel's long panoramic hot pool. In short, I could list millions of positive things, but the best option is to come here and have a practical confirmation of what I have described. A fairytale place, negative notes? ZERO!	242	X			YES

29	B	A hotel that keeps its promises! Structure with attention to every detail, kind staff always available to satisfy any request, excellent food and a dream Spa! Let us spoil you and enjoy the landscape	34	X			YES
30	B	I have been to this fantastic place 3 times within 7 months.Friendliness, professionalism, friendliness are only a small part of the characteristics of this place.The hotel is very clean, has a lot of activities during all seasons (excursions every day). During the winter holidays for those who love skiing, they provide a shuttle that takes you to the closest lifts (not even 5 minutes by shuttle).Yes, it eats wonderfully and, for those like me who have food intolerances, they are careful to propose alternative dishes.I can't find a fault.You will be fascinated by the panoramic swimming pool, but you will return for the rest.My second home.	106	X			YES
31	B	The swimming pool is one of a kind. It faces suspended in the void in the heart of the Dolomites.At sunrise and sunset the intense colors of the mountains envelop you in a 360 degree embrace.The saunas are also at the top with breathtaking views, among the best I have ever tried.Friendly staff, two minute ski slopes, great breakfast.If you want to disconnect and escape from everyday life this is the right place	73			X	YES
32	A	All perfect . From the welcome of the Gasser family to the professionalism of all the service staff. The kitchen staff and all the dining room professionals from Annamaria to Claudio and Patrick pampered us at the restaurant. The excursions organized by the hotel (unique in the Dolomites) and organized by Werner and Ebherard made us spend wonderful moments. Not to mention the wellness area with swimming pools and saunas always at our disposal, with attention to detail, functionality and cleanliness. Rooms well above a 4s. All the staff are highly trained and attentive to all customer needs. We have probably forgotten a few names, but we thank everyone for giving us a corner of paradise. See you soon	119	X			YES
33	A	We stayed for 5 days in this beautiful structure, hotel with attention to every detail and very kind staff !!! Beautiful suite with stube and every kind of comfort .... wonderful spa area with internal and external part and the Sky pool which is a real pearl !!! we were really good, pure relaxation !!! Fabulous	56	X			YES
34	B	I wanted to relax and I found it. Interesting location on the valley ... certainly not Gardena ... Organized wellness area and spa likewise. Excellent cleaning and courteous staff. The architectural solutions of the structure are beautiful. Pleasant catering even if with gourmet demands for dinner. Overall well structured and pleasant hotel. There are many opportunities for wellness, wellness and above all relaxation	63	X			YES

35	B	We returned after a couple of years and with joy I confirm my previous review. There is nothing out of place, everything is taken care of and functioning without being ostentatious or rigid. Everything is of quality, from the rooms to the restaurant, from the staff to the relaxation areas ... A fantastic hotel in an equally fantastic setting. Highly recommended	60	X			YES
36	B	Spacious and comfortable rooms, kind and attentive staff, excellent wellness center with a splendid outdoor swimming pool where you can comfortably swim in the sun and even in the snow, attractive the various saunas in the outdoor park. Too bad that Italian guests are a bit neglected: in the reading room only books in German and the same in the various relaxation rooms where it is impossible to find magazines in Italian. Even staff sometimes find it difficult to understand requests in Italian, so they happen to order an omelette and receive scrambled eggs. Another area to improve the kitchen which is good but not exceptional with frequent slips in the choice of ingredients (they also offered us hallibut), unfortunately it has not fully adopted the choice of km 0, despite the happy location in an area that has a lot to offer. The table assigned for breakfast and dinner then in the evening was unpleasant due to the excessive heat in the room, which we have reported but have not found any solution. Another flaw is there is no possibility to park the car indoors with consequent inconvenience after a few days of detention	195		X		YES
37	B	A wonderful place! We felt pampered from the first moment we arrived, a welcome drink offered at the bar and a bottle of prosecco with chocolates in the room. Spacious rooms with bay windows offering spectacular views of the valley. Huge bathroom with tub and shower. Everything super clean! Wonderful outdoor and indoor pools with fruit, vegetables and herbal teas available in the relaxation area. Wellness center and saunas that live up to everything else. The dining rooms with creative menus and perfect equipment are beautiful and welcoming. The various car parks and ski storage are convenient. Even those who do not ski have no way of getting bored. Outdoor sports holiday enjoying the surroundings with different walks to be done independently or even with excursions organized daily by the hotel. Dear all staff members	135	X			YES
38	A	I state that the hotel is truly beautiful but, given the price you pay, it is easy to see details that could be improved. There have been various forgetfulnesses / gaps on the part of the service (eg. Let us sit down for the welcome drink and ask for it, unkind comments in German, list the extras ordered at check out also with other customers nearby) which unfortunately brought a little discomfort. In addition, the evening menu is good and well presented but below expectations for taste. However, I recommend the structure and would certainly return in the future hoping to see improvements! The room, breakfast and wellness area were top notch	112			X	YES
39	A	Very nice and nice hotel like all the belvita visited. Very close (2 min.) To the ski lifts which can be reached by the shuttle provided by the hotel. Large and well equipped ski room. Well-kept, clean wellness areas, attention is paid to not missing anything from customers, staff very prepared, available and smart. Nothing is missing! The only flaw I can find is the somewhat labyrinthine path to reach the rooms	72			X	YES

40	B	wonderful break of a few days in a relaxing atmosphere. received with a beautiful smile, pampered already upon our arrival with a welcome drink we were accompanied to our room listening to the detailed information from the restaurant to the swimming pools and saunas, from the gym to the spa. comfortable and functional room. high catering service. interesting wine list. all very professional and, like the owners, a kindness and affectionate welcome. excellent tips also for getting around by public transport for free and daily suggestions for trips, visits, healthy programs. I have recommended to friends and will definitely come back	101	X			YES
41	A	The hotel is very nice, clean, impeccable service. The thrilling skypool, beautiful with breathtaking views over the valley. Refined cuisine like novella cousine. The only flaw is that when the appetizers are finished, that dish, not even that large, has no longer replaced mussels au gratin, even after request. In a place like this I think there must be for everyone	61	X			YES
42	B	Returning for the third consecutive year we can only confirm our opinion of excellence for this structure. Really regenerating holiday; all the activities are excellent, with great attention to detail. Merit certainly goes to the owner Mr. Gasser, attentive and very present; we want to remember the excellent Kathrin, authentic guarantee of quality at the reception, the service of Eva and Annamaria, the beautiful excursions led by Eberhard. Thanks, therefore	70	X			YES
43	A	Excellent hotel, spotlessly clean and with excellent quality cuisine. Dream sky pool, kindness and professionalism of all the staff, friendliness of the owner, make this hotel a pearl in the beautiful Val Pusteria. Two unique notes. The hotel would be even more beautiful if the balconies were filled with geraniums, also to break the monotony of the brown facade. Some things that ended up in the breakfast and snack buffet were not promptly replaced and the trays remained empty. Aside from these two small things, the hotel still deserves a full 5	92			X	YES
44	B	Excellent location located in the splendid setting of the Dolomites, Suite impeccable in style and comfort, very qualified staff, starting with the receptionists who welcomed you with real smiles, great professionalism of the dining room staff and floors, a special applause to our guide Flo always exhaustive to our many questions and proud to be part of this team, a hug and a arrival to the Gasser family who masterfully manages this beautiful structure. Thanks Walter and Elisa	78	X			YES
45	B	Just returned from Hubertus and we already miss it ..... everything is perfect. Spectacular outdoor park with a wonderful Skypool with panoramic views. Professional and very friendly staff who immediately made us feel at home. Cuisine with special dishes but always quality. If we consider, then, that the Val Pusteria offers, perhaps, more in summer than in winter, the holiday in this Hotel is wonderful. If I can afford it, a tip to reach the top: a shuttle to the country, at the request of the guests.	87	X			YES



## Relais Santa Croce

Table 7: Summary report Relais Santa Croce

Hotel Name	Post index	post date	post type	LIKE=number of customer found useful	Pos=# of positive comments	Neg=# of negative comments	Neut=number of neutral comments	customer sentiment=(Pos-Neg)/Tot
Relais Santa Croce					458	29	23	0.8546169
	1	November 2019		4	0			
	2	October 2019		3	1			
	3	October 2019		2	0			
	4	September 2019		3	1			
	5	September 2019		4	0			
	6	September 2019		5	1			
	7	August 2019		2	1			
	8	July 2019		2	1			
	9	July 2019		3	0			
	10	June 2019		2	0			
	11	June 2019		2	2			
	12	June 2019		3	1			
	13	May 2019		2	2			
	14	May 2019		4	2			
	15	March 2019		2	3			
	16	February 2019		2	2			
	17	November 2018		3	0			
	18	November 2018		2	1			
	19	November 2018		2	1			
	20	October 2018		4	0			
	21	October 2018		4	3			
	22	October 2018		5	3			
	23	October 2018		4	2			
	24	September 2018		2	3			
	25	September 2018		2	0			
	26	August 2018		3	0			
	27	June 2018		5	2			
	28	June 2018		4	1			
	29	June 2018		2	3			
	30	March 2018		5	2			
	31	February 2018		3	2			
	32	December 2017		2	2			
	33	November 2017		2	0			
	34	November 2017		2	3			
	35	September 2017		2	0			
	36	July 2017		3	0			
	37	July 2017		2	1			
	38	May 2017		3	0			
	39	May 2017		2	3			
	40	May 2017		2	1			
	41	May 2017		3	1			
	42	March 2017		2	1			
	43	March 2017		2	1			
	44	February 2017		3	0			
	45	February 2017		3	0			

Table 8: Extended analysis Relais Santa Croce

Post index	Post type (A=text only;B= text and photo, C=video)	Comment text	Number of words	Positive	Negative	Neutral	Reply from the host
1	A	We stayed here two nights while in Florence. The room was an average size, the bathroom was very large and had a built in Turkish Bath. The linens were exceptional as well. The hotel staff was attentive and very eager to help. We enjoyed our stay at this unique property	50	X			YES
2	A	There are 2 Baglioni's in Florence. The St. Croce being the better one. The moment you arrive you know this is going to be great. Welcome staff are fantastic. Unsure if the name "Vinar" from Sri Lanka is correct, however he is an asset to the property as is Demina at reception. We got a hotel tour and history lesson about the building before reaching our junior suite with a great view. Staff go to exceed guest expectations. We are very likely to book this hotel again. Thanks to everyone for taking good care of us	96	X			YES
3	A	The Hotel, situated in an old "palazzo" is wonderful, ideally sized to provide a very homely experience. The location could hardly be better, within walking distance of all places of interest. Breakfast is very good.Staff is welcoming and went out of their way to make me feel special on my birthday. I would definitely warmly recommend staying at the Baglioni and will return	63	X			YES
4	A	A perfect location to explore Florence. This hotel was wonderful. The staff were extremely helpful and even able to arrange a private city tour at the last minute. The room was comfortable and the steam shower was refreshing after a long day exploring. Every aspect of this hotel was as we hoped. I can't recommend this hotel enough	58	X			YES
5	A	This magnificent hotel exceeded our expectations in every way. The guest rooms, and the main rooms, are all exquisite. The main sitting room (with 30 foot ceilings) is truly awe inspiring. The location could not have been better - just five minutes from the Uffizi Gallery and next to Santa Croce -- and all much more quiet than just a few blocks away. The beauty of the hotel is matched by the superb staff, who welcome you like family and care for you as a family member	87	X			YES
6	B	We had a great stay at this beautiful property. The staff is polite and very helpful.The restaurant is excellent so is the food, I would definitely recommend this property.I look forward to visiting in the near future	37	X			YES
7	A	A wonderful and extremely grand hotel in every way. This hotel is 5 minutes walk from the centre which makes it very peaceful. It is 5*+ for service, care and quality. The building is steeped in history and the staff proudly tell you it's story when you arrive. We absolutely loved it and will stay nowhere else when in Florence in the future.	63	X			YES
8	A	Wonderful boutique hotel which provides a perfect city centre base to explore Florence. Perfect for a few days and a special occasion. Not cheap but very exclusive. Rooms are small but elegant. Staff super friendly and helpfu	37	X			YES
9	A	I had the opportunity to be a guest at this luxury hotel. It is beautiful and well located, but that doesn't make up for being treated poorly by hotel staff. They were rude and acted like they were doing us a favor by allowing us to be there. A true 5-star hotel would treat everyone with dignity and respect. I won't be returning	63		X		YES
10	A	took my daughter for three nights and it was in the perfect location for Renaissance tourists, comfortable, clean and definitely stylish	21	X			YES

11	A	The staff was extremely lovely and helpful always smiling. Made it feel special. Most memorable evening for us was our cooking class with Chef Niccolo! True highlight of our stay in Relais Santa Croce. The hotel is situated in the perfect part of town. Easy walking to all the major sites, restaurants and shopping. The perfect home base when in Florence	60	X			YES
12	A	We recently enjoyed a 4-night stay at the elegant Relais Santa Croce, near the Basilica of the same name, in Florence. We felt like we actually lived in this palace hotel, where everyone greeted us by name and went out of their way to make us feel totally at home. Our lovely room had a wonderful view of the facade of Santa Croce and we often found fruit or desserts in our room at the end of a day walking in Florence. We enjoyed cocktails in the cozy bar as well as in the elegant Music Room, a gourmet dinner in the Guelfi & Ghibellini Ristorante, special exhibits including Leonardo da Vinci's "dome" construction of the ceiling above the Music Room and the bronze hands of Andrea Bocelli sculpted by Roman artist, Dante Mortet. We cannot recommend this hotel highly enough. General Manager Marco del Llama was a most gracious host along with his staff of wonderful professionals. We can't wait to return	163	X			YES
13	A	We stayed at Relais Santa Croce for just 2 nights but wish it could have been more. The entire staff from the bellman to the front desk are warm, gracious and professional. This is a small (which we like) hotel in the very heart of Florence. You are within walking distance from most of the important sites to visit. The hotel is situated in the shadows of the Santa Croce church where Michelangelo, Galileo and Machiavelli are buried. The hotel is incredibly designed with impeccable taste and style. The rooms are spacious and well appointed. The breakfast spread is ample with many choices. We dined at the hotel our first night and the food was terrific with a great selection of wines. Before dinner have a Negroni or an Aperol Spritz at the bar. The hotel is as historic as it is beautiful. Make sure to go to the third floor above the music room to see "DaVinci's architectural work." You could certainly stay at the much larger Baglione Hotel but if you want to experience the true feel for Florence, this is the place. I highly recommend it	189	X			YES
14	A	The building is in a great location not too far from the Duomo. It is a beautiful palazzo with an outstanding living room/ballroom on the first floor. The service is also great and the staff is very polite and welcoming. Shame about the room...very 'generic' looking and a bit too minimal...you wouldn't certainly expect that from a 5 star hotel. The bathroom in the bedroom was very well designed, spacious and luxurious and so was the massive walk in closet	80		X		YES
15	B	We found the hotel to be well run and very comfortable. The staff are extremely helpful. It is a small hotel trying to maintain a feeling of 'home' amongst grand surroundings. The walls and ceiling have amazing artwork. There are often complimentary concerts in the music room. The hotel is in a great position for walking to all the major sites	58	X			YES
16	B	I like this hotel very much its classic design and the candle smell around the atmosphere, in the During the burning of the fireplace the pianist has a wonderful cut of Mozart. The location is perfect	36	X			YES

17	A	We stayed for 2 nights at the end of our destination wedding. The hotel was charming, luxurious, and perfectly located! The staff was overwhelmingly kind and generous, the room beautifully appointed with all the best amenities, and the food delicious. Our room had a lovely view of the Santa Croce Basilica, a huge bathroom, as well as generous turndown services with snacks/drinks. The staff went out of their way to help us out with an early morning flight (checkout, transportation arrangement, breakfast to go, 4am espresso, etc). We have always been impressed with R&C hotel properties and this one definitely lived up to the reputation. We would love to stay here again on our next visit to Florence	118	X			YES
18	A	We stayed here for three nights in September 2018 as part of a 35th anniversary trip. This is a classically elegant hotel. It is beautiful, quiet, and sophisticated. The breakfast is awesome The restaurant should not be missed because the food is out of this world. The location is close to many tourist attractions, and very convenient. We just loved this hotel, and we are recommending it to all of our friends! We had a great stay!	77	X			YES
19	A	Can't say enough good things about this beautiful gem of a hotel. From the moment I checked in until I left I was overwhelmed by the helpful charming staff. The building is beautiful and located on a quiet street a little bit away from all the tourists. Stunning city views from my room. Everything about it is perfect, can't wait to go back. Lovely bedroom and bathroom. Excellent breakfast with wide choice of delicious food. Highly recommend it	78	X			YES
20	A	Facility and service is unsurpassed. Beautiful large music room where you can relax with friends while the piano is played. Breakfast is plentiful with lots of choices. Rooms are quite comfortable. Formerly a palace where the Pope would stay. Amazing	40	X			YES
21	A	The Relais is a lovely hotel, the staff are genuine, service focussed and accommodating. The building is stunning and it's the setting for a lovely vacation for anyone. Our experience was somewhat mixed unfortunately. Our room 212 was very small, smaller than any of the pictures in this review, it had a window but no view worth mentioning. The bathroom had no bath, just a shower (which couldn't go above warm) and the toilet seat was broken, the tv didn't work and the floor especially underneath the window wasn't in the best condition. Basically it looked tired and where they put the tourists. We were offered another room for an additional charge of Euro 200 per night but we declined. We had some nice welcome sweets which were a nice touch. We reported the loo seat and we were told later that it has been fixed but in reality it broke again soon again. The receptionist offered for us to swap to a similar room which we declined as we couldn't be bothered repacking and moving, but it was a nice gesture. The breakfast was very nice, varied and fresh ingredients. The bar was welcoming and Matteo was a very friendly member of staff whom was especially helpful. Checkout includes a small gift, again a thoughtful and kind gesture. The hotel does lots of things nicely, would I stay again? Probably not, the room was really small, almost claustrophobic and without a bath it's not luxurious as you'd hope when you take your partner away for a weekend in Florence. Lovely hotel but check in advance your room allocation and if you want a bath, ask for one in advance	276		X		YES
22	A	We are a family of 4, 2 adults and 2 teenagers. We absolutely loved everything about our stay. The service was warm and friendly, yet always professional. The breakfast was quaint and satisfying. Our room was clean, bright and comfortable. The small details were all there, including the delicious biscotti treats always available in the reception area! We also booked an 8 person family dinner at the hotel restaurant. We could not have been happier with the service, the entrees and the overall experience. We had the honor of meeting the chef at the end of our meal, he wanted our true feedback in order to be properly informed of our impressions. We had only praise and compliments to give him and his team. Wherever we travel, we prefer Baglioni	130	X			YES

23	B	Absolutely fantastic! From the moment we arrived, Dorian greeted us warmly. We were given a tour of the property and had all our questions answered while enjoying a glass of Prosecco. We were provided with a map, given suggestions of different tourist attractions. She even offered to call ahead to reserve our museum tickets. The service provided was 5 star. The property is incredibly beautiful which is a historical site, a former theatre. It has a gorgeous musical room with amazing acoustics, there was a piano player when we arrived. Our stay was truly magical. We were very happy with our accommodations. Our room was spacious, comfortable with a view overlooking the Maria Santa Croce church. Our room was kept extremely clean and organized. We were also provided with complimentary snacks from the chef on a daily basis. Our experience was so lovely we considered extending our stay in Florence. We will absolutely be back. Thank you for such a wonderful experience.	162	X			YES
24	B	My husband and I stayed here for four nights in September. The entire property is elegantly decorated, with tones of orange, brown, gold and cream (with wood and leather; very appropriate for Florence). This is an older hotel that has been renovated and it set the perfect tone for our time in Florence. We stayed in a Classic Suite, which was spacious and beautiful. As for the bathroom, I wasn't totally enamored with the shower; the water pressure was strong but had a narrow stream, so you had to stand directly underneath it, which then resulted in a feeling that you were drowning a bit. The shower was also partially open via a clear glass partition, so if you didn't close the bathroom door all the way, you could easily get cold. Maybe this comment seems picky, but after long days of touring, a solid shower is really important. The room otherwise was very comfortable. We enjoyed resting on the orange leather couch at the start and end of our days. The staff is friendly and helpful. As the hotel has a limited number of rooms, the staff is lean. Most days, there is only one individual at the front desk. On at least two occasions, the front desk was occupied with another hotel guest when we needed to ask for assistance and we needed to wait 10 or so minutes for our turn. The good news is that once you have the attention of the staff, they give you their full attention and the service is wonderful. The location of the property is excellent. We were located near many restaurants that we had bookmarked. And there was a yoga studio just five minutes away, which we loved (we practice yoga a lot, even on the road). The biggest critique - and not necessarily the fault of the hotel or within their ability to change - is the fact that there is a 3-star Michelin restaurant that has been there for years and shares the same entrance as the hotel. Entering and leaving during the evening is a bit strange, as there is both hotel staff and restaurant staff at the front entrance. We felt a bit "second class" for not being restaurant patrons. For reference, the hotel has its own restaurant (Guelfi E Ghibellini), which is different from the one that I referenced above. We ate there on our first night and it was delicious. Service was wonderful, too. In summary, the stay was lovely, with some areas for improvement. As it is a Relais & Chateaux property, I expect just a little bit more in the level of support and pampering from the staff	440		X		YES
25	A	My husband and I spent 10 days in Florence at this beautiful property. Location is excellent, staff extremely nice and helpful. The place is spotless and we were treated extremely well. We highly recommend this hotel	36	X			YES
26	A	Our last hotel during our wine tour of Tuscany. Such a delight to end the tour here, but sad we only stayed a couple of days. The hotel's decor is very comfortable while being very ornate at the same time. The staff did go out of their way to make our stay most memorable. I always love being greeted with the complimentary drink after a long day of travel and touring. The room was large with the bathroom offset which made it seem more private. The hotel provided welcome petit fours for us too. The breakfast had many of the normal choices which was all excellent. We didn't eat a meal there, but when we had a drink in the bar, we were also served some appetizers which was wonderful since we weren't planning on eating a heavy dinner. Great memories!	141	X			YES

27	A	The former palace of a treasurer to the Pope, this hotel is stunning and elegant. The staff is exceedingly attentive and helpful. They bent over backwards to help us in every way. The rooms are spacious and well appointed. Every night, we were given fresh fruit and scrumptious sweet delicacies. The breakfast was extraordinary. Our agent, Essence of Italy (Marco Palermo) - also highly recommended - booked this hotel for us and we are so glad he did	78	X			YES
28	B	We came to celebrate a special birthday for a short four day trip and took a nice suite. So what was it like?The staff, all the staff, tried really hard to make our trip memorial. On the first day I asked can you get us a reservation tonight (Saturday night) at a 3* Michelin starred restaurant? Answer yes! Lots of similar questions later, the answer was already the same, YES.All the communal rooms have lovely ceiling frescos (as did our suite) and the building itself shows that it was built in the 18th century. It's also conveniently located for lots of Florence's best attractions, like Uffizi, Galileo, Palazzo Vecchio, etc.All within walking distances.Our room was classically decorated, with tasteful furniture. Large, but not massive.On our anniversary they tried really hard and added rose petals throughout the suite. Nice touch.	139	X			YES
29	A	Perfect location. The staff could not have been more welcoming from the moment we walked in the door. Historic and beautiful! The breakfast was great and the restaurant and bar were quite elegant! Our bartender was the best! The rooms are lovely and the bed very comfortable. We can't wait to comeback to this enchanting city and this beautiful hotel	60	X			YES
30	B	What a wonderful hotel. It truly deserves its 5 stars. From morning breakfast to tea, drinks, dinner & night cap the service & hospitality was extraordinary. Added plus it is right next to what we consider the top Ristorante in the world - Enoteca Pinchiorri- 3 Star Michelin	48	X			YES
31	B	I couldn't have chosen a better hotel in Florence. Relais Santa Croce spells utmost luxury right from the moment you enter the hotel.After a very warm welcome with a complimentary glass of Prosecco, I was escorted to my room which was very spacious and features excellent, fine furnishings. There was a personal welcome note from the hotel manager which accompanied a cake and welcome fruit platter and sweets.The bathroom has sauna in the shower, which was kind of complicated, but nothing a call to the front desk can't fix.I asked the front desk for the best places to visit and dine in, and was given great recommendations, all within walking distance from the hotel, which is centrally located, with quiet streets surrounding it. Walking around Florence is enjoyable with the nice surprises that await at each turn. Just make sure you have the most comfortable footwear.Breakfast had top-quality selection, especially their breads. Coffee was excellent too!I stayed during a cold month so the fireplace at the Music Room, lit in the afternoons, was perfect. There was also live piano music which provided for the most luxurious tea time.I will stay again in this hotel when I revisit Florence	198	X			YES
32	A	The Relais Santa Croce was in a great location in Florence just a short walk to many of the top places to visit in the city. The staff was extremely helpful and happily recommended things to do, restaurants, and shopping. The hotel was previously a small palace and although our room was modern, they kept some of the history of the hotel in the public spaces. A great combination of new and old. Highly recommended	75	X			YES

33	A	Great hotel, incredible building, decoration and rooms. The staff is amazing, very helpful and nice. The location of the hotel is very good at 1 minute walk from Santa Croce plaza and 10minutes walk to The Domo. The hotel executive room is spacious and comfortable. The lounges at the hotel are very well decorated.highly recommended it is really a great experience	61	X			YES
34	B	We liked everything about this hotel. The location was close enough to everything but not congested or noisy. The hotel staff really added to the experience. The doorman greeted us by name upon arrival and check in was personalized versus standing in a long line. We had a jr Suite with a terrance which gave us plenty of room and a nice place for a glass of wine in the evenings. I would stay here again	76	X			YES
35	A	This hotel was the second stop for me and my husband's Italian honeymoon. I'm so glad we chose this hotel as it was so lovely, chic and beautiful. The location in Florence is convenient, it's on a quiet street but still within walking distance to Santa Croce Church, the Duomo, Uffizi Gallery and across the river to Piazza Michaelangelo. It also houses Enoteca Pinchiorri - which is a 3 star Michelin restaurant. This was easy since we had a reservation the second night and were able to get back to our hotel quite easily.	94	X			YES
36	A	We stayed at the Relais Santa Croce in early July. The hotel has loads of character and is beautifully decorated, well maintained and immaculately clean. The staff were extremely helpful and friendly. A special mention to Valerio who ensured that we were treat to 2 amazing meals in the hotel restaurant. We have been fortunate to eat in some nice restaurants over the years but I can honestly say this was the best service we have ever had ... and the food is excellent too! All round - fantastic hote	90	X			YES
37	A	Relais Santa Croce is a wonderful hotel with great location - all attractions are nearby. Beautiful building - common areas and the room. All members of staff were very friendly and helpful and provided excellent service. Good breakfast with decent selection of high quality food. Room rates are very reasonable and I do believe Relais Santa Croce Hotel is a very good alternative to Four Season's or St Regis. Highly recommended	71	X			YES
38	A	This is hotel has a fantastic location, is stunning inside and the staff could not have been any more attentive or friendly. We stayed here as part of our honeymoon and would definitely come back and also recommend this hotel to anyone	42	X			YES
39	A	This is a nice hotel in an excellent location, 2 blocks from Santa Croce and convenient to the Duomo. The staff were outstanding but the rooms - despite my upgrade - were very small. The bathroom was even smaller. The hotel itself has a small footprint, so there is not much room on any floor. I did not try the restaurants, and some of the common areas were closed during my stay. The shower had low water pressure and was a little hard to figure out and the TV was very temperamental - I had to get the bellman to come fix it (which required powering down the whole room, resetting the TV, and powering it back up)...Nevertheless, the staff were all so friendly and helpful, I would consider staying there again	132	X			YES

40	A	Absolutely amazing experience - warm welcome, professional services, attentive and smiley personnel, great room with the fantastic view- everything was perfect. We have received recommendations on the dining, coffee and lunch place,s our car was parked, room ready early... it felt good and it's a pleasure to share this feedback with the demanding customers	54	X			YES
41	A	Stayed for 3 nights and loved it! On arrival the receptionist could not have been more helpful upon check-in - gave us maps and information- even booked a table at a local restaurant for us for our first evening there. Breakfast was fine and although you can pay extra for more choice/ variety but the included menu was just fine. Good location and the hotel has great decor and historic splendour - like stepping back in time! All the staff were friendly, helpful, courteous and pleasant- can't fault it	89	X			YES
42	A	Breakfast was sufficient but we have routinely been offered better in other high end hotels. The buffet offerings are fairly basic and egg dishes are cooked to order. However, if you want cooked breakfast items other than scrambled, fried, boiled eggs or a plain omelette than a supplement has to be paid.In summary, the interior of the hotel is elegant and historic and well maintained. The staff are welcoming, helpful and professional. The location is central to many of the sightseeing attractions of Florence. The reason I did not give a rating of 5 is that I was disappointed with the size of the room which for the price we paid I did not think was spacious given that it was a 'deluxe room'. I know good hotels in Florence are not cheap but for the room charge we paid I had higher expectations (eg,there was no balcony, no view, small cluttered bedside tables	154			X	YES
43	A	The entire team at relais Santa Croce was outstanding. They exceeded every expectation one could possibly have while on a trip. The room was extremely clean with excellent views of Santa Croce. The window opened like a large balcony and the wind flowed in naturally set to a picturesque setting of organic Firenze life. The GM Marco placed a special invitation for a classical concert that the hotel was hosting with an opera singer and guitarist. It was splendid and the entire atmosphere of the hotel is one of taste, character, elegance and class. I recommend wholeheartedly	97	X			YES
44	A	We've visited Florence in February and stayed 2 nights at Relais Santa Croce.what a wonderful place. The interior was amazing and the staff was very welcoming and accommodating. We were welcomed and offered some water and a glass of prosseco . After they walked us to hour beautiful room and made us feel like we're at home. Breakfast was also absolutely delicious and had everything you need if you're a healthy eater.	72	X			YES
45	A	Beautiful lobby and great staff. Was very disappointed at the condition of the bathroom. It is in desperate need of a renovation. The shower was very small and water didn't drain resulting in water accumulating and overflowing. Water stains were throughout the back. Arriving for breakfast in the morning had only a few tables occupied but there was not a clean table to sit at. Dirty tables needed to be cleared and although it was only 9:30 AM, there was a lack of food and the fruit was not ripe.Upon checking out, we were given a gift of soaps as an apology.Relais Santa Croce is in a great location but not worth the high price of a 5 star hotel	120			X	YES



## Conclusions

The e-WOM plays a central role in purchase decisions since, as explained, it can directly affect our choices as consumers. The empirical research conducted is of support to the literature review and it brings some evidence that can be of help both for hotel and online platforms managers and for consumers.

The sentiment analysis is a tool that marketers can use to have an overview of what consumers think about the product or service are offered, in this research it was conducted on a total 135 reviews left on the TripAdvisor page of three luxurious hotel located in different Italian regions, the reviews belong to a time span of three years (2017-2019) and were randomly selected. The location of the hotels corresponds to customers with different needs since they choose the hotel depending on the activities they're willing to do once there, and this could explain why the content of reviews (here intended as descriptions and general comments) is overall heterogeneous between hotels and homogenous within them. Even though the analysis was conducted with the purpose of understanding the sentiment of consumers, by reading the languages in which reviews were written, it was possible to obtain an overview of the type of flow of tourism per each hotel: in fact, the reviews of Hotel Cala di Volpe and Relais Santa Croce have a great variety of languages (there are reviews in Chinese, Spanish, English, Italian, Russian) demonstrating that Sardinia and Tuscany are popular destinations known internationally while those left for the Hotel Hubertus are written mainly in German and Italian reflecting that tourists there come mainly from Italy or the neighboring countries.

For what concerns the aspects on which guests focused the most when writing their reviews, accessories are the most reviewed elements, this makes clear that hosts should focus on the service they provide in their structures as well as on the attitude that the staff must have in order to positively impress guests and make them willing to leave positive reviews. The structure is the second most mentioned factor and it should not be undervalued. The reviews for the Hotel Hubertus are those that have the greatest number of posts with pictures of the pool, the SPA and the gym and to this point the concept that pictures can positively influence purchase decisions should be clear and managers should take into account the fact that a good-looking structure makes people willing to take nice pictures, generating a positive e-WOM, in fact, although the three hotels have a positive customer sentiment, Hotel Hubertus is the one with the highest (0.95740365111 against 0,68421053 and 0.8546169 of Hotel Cala di Volpe and Relais Santa Croce respectively).

Moreover, online interactions between guests and hosts are fundamental. Hosts have replied to all the reviews analyzed, this is because their answer is their chance to establish a relationship with the

customer but also to recover from and reduce the effect of a negative review since 97% of consumers read businesses responses (Murphy, 2019).

But consumers as well have something to learn from this research. As studied by Gottschalk & Mafael (2017), they want to see reviews with pictures, the number of likes of a review influences their perception of the trustworthiness of the review and of the reviewer and they expect punctual reviews. But data show that their attitude doesn't reflect their expectations. In fact, the reviews with pictures represent only 35% of those analyzed, the number of likes never exceeds 8 and in some cases, reviews are left even months after the stay and many of them are of very few words, far from being exhaustive. Online interactions between consumers are as important as those between hosts and guest because they can significantly increase the speed on information collection.

A disappointing evidence that comes from the sentiment analysis is that no one has focused on the sustainability factor. Nowadays brands are trying to create sustainable products and offer services that can impact our planet the least and marketing campaigns are more and more involved in this topic. What could explain this lack of reviews concerning this topic could be the fact that even though people are beginning to pay attention to reduce the use of plastic bottles or straws for example, or to reduce pollution by using electric cars, their mind set doesn't make them notice or consider noteworthy the efforts that hotels may be doing for being sustainable.

It could be of interest for following researches to see how in a couple of years from now these findings will change also in light of the impact that Covid-19 is having on the habits of consumers and on what they look for in hotels.

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