

**TREND AND IMPACT ANALYSIS OF THE REVIEW PORTALS ON THE
TRAVEL AND HOSPITALITY INDUSTRY**

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ABSTRACT

The travel and hospitality sector in any country is a channel to promote the local culture and show casing the beauty and serenity of the cheerfulness to the world. The globalization of the trade and commerce has also made the travel and hospitality sector a booming proposition worldwide. The countries especially those developing have more business and economic relevance to the investors from across the world. All this led to the increased mobility of the workforce and trade leaders. The advent of information technology and internet, more and more people got used to the idea of searching for the remote residences for their planned trips whether business or leisure one. This generated the idea of online reviews portals to help them make decision of choosing any particular place to stay or visit. This paper analyses the impact and trend of these review web portals in the travel and hospitality sector.

KEYWORDS: - Online reviews, Travel and hospitality, Online booking, Business travelling

BACKGROUNDER

The time factor has led to the discovery of the idea of looking online in order to reach on a decision of visiting and staying at a particular place. The particular focus of this tendency has paved the way to look for some online solutions for the cause. The online review web portals have come to their rescue for the solution availability. The study focuses on the advent and their impact on the online travel and hospitality scenario. The paper looks on the aspects such as online travel site reviews and hotel reviews and the booking resources. It has been reviewed the critical role of these web portals as to their contribution to the travel and hospitality sector.

**TRENDS AND EVIDENCES IN THE
ONLINE REVIEWS WEB SEGMENT OF
THE TRAVEL AND HOSPITALITY
SECTOR**

EVIDENCES OF ONLINE REVIEWS IMPACTING TRAVEL INDUSTRY IN INDIA



The figure above clarifies the Indian perspective of the travel and hospitality sector. It has been found that 93% of the travellers worldwide think online reviews as worth to be considered while making a booking decision. At the same time, in India as well 97% hotels think the same. 51% of

the worldwide travellers have left reviews on the online reviews web portals. All this has successfully shown that the online reviews are taking momentum in the travel and hospitality industry worldwide.

EVIDENCES OF THE ONLINE REVIEWS IMPACTING TRAVEL SECTOR IN GERMANY, FRANCE AND SWITZERLAND



The figure mentioned above explains the relevance of the online reviews in the travel and

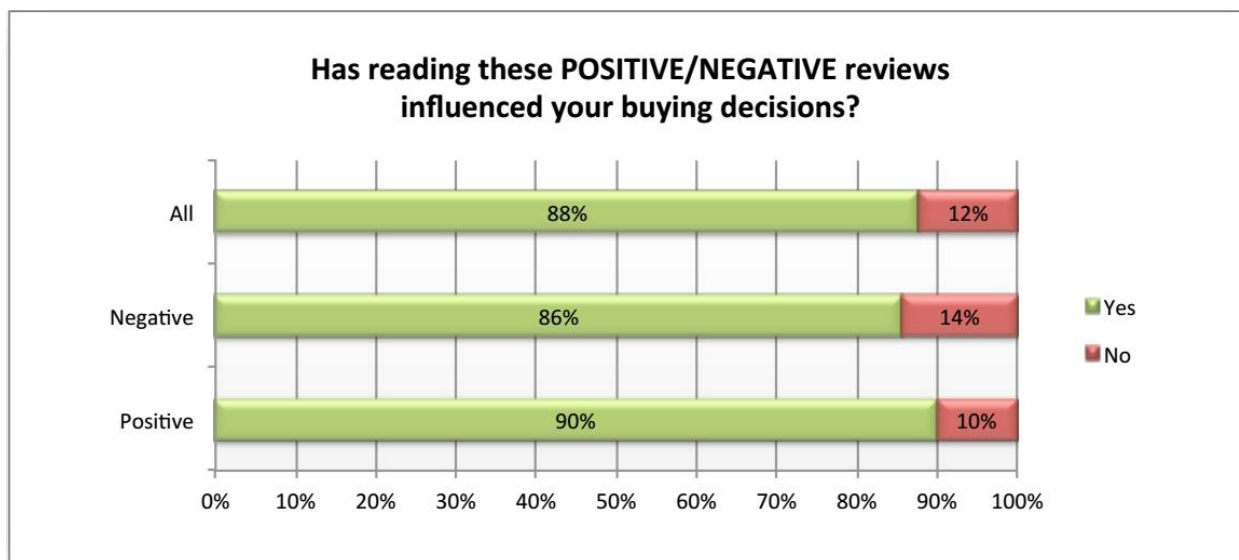
hospitality sector in Germany, France and Switzerland. The figure as to why the online

reviews aren't relevant when they are generating the business leads to the travel and hospitality sector. The web portals have taken the role of traditional yellow pages when it comes to the review of the performance and satisfaction level in the particular properties of the hospitality in Germany, France and Switzerland.

ANALYSIS OF THE ONLINE REVIEWS IMPACTING THE BUSINESSES' FORTUNES WORLDWIDE

Now come to the analysis of the online web portal reviews as to whether they hold the same

relevance worldwide as shown above or they hold and exception to the effect. The online reviews are basically something which endorses the satisfactory level of the product or service. The reviews may be of two types- positive or negative. We can conclude the fact that the positives one can bring the new check-ins while the negatives one can do otherwise. Herein below give figure explains the acceptable relevance of the online reviews for the check-in decisions of the travellers worldwide: -



The figure suggests that reviews of any type influence the check-in decisions as much as 88% and this percentage is 86% in case of negative reviews and 90% in case of positive reviews. This all shows how important and vital are the reviews for the internet age travel and hospitality sector. The web portals which are offering these online review services are summarized as follows:-

- TripAdvisor.com
- Trivago.com
- Booking.com
- Travel.yahoo.com
- HolidayIQ.com
- ClearTrip.com
- Oyster.com
- Orbitz.com
- Funsherpa.com
- Trippy.com
- Hipmunk.com
- Expedia.com

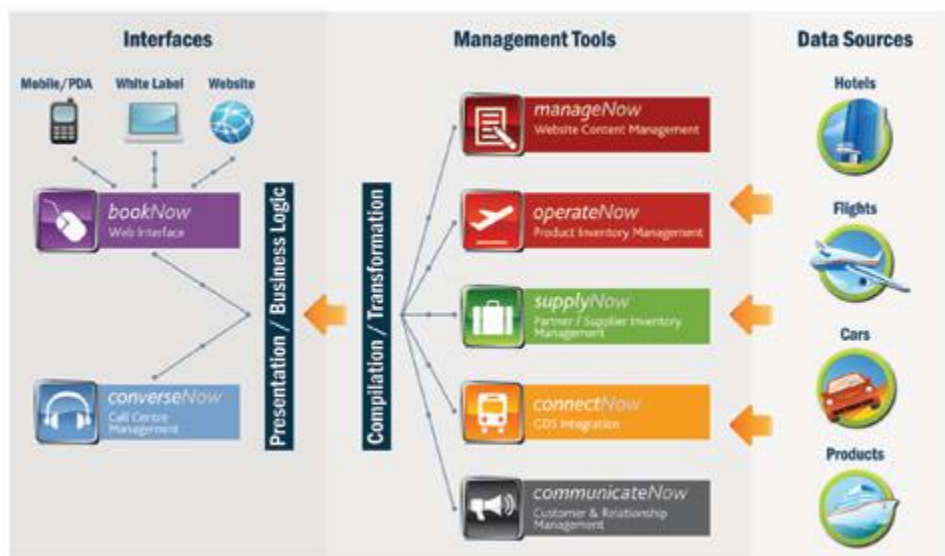
- Hotels.com

The above mentioned are some of the leading online reviews and booking web portals which has reshaped the travel and hospitality business worldwide. It can always be summarized that the reviews hold a critical role when it comes to decide upon ant check-in anywhere but everywhere in the background of advented stage if Information and Communication Technology and Internet.

USER INTERFACE OF ONLINE REVIEWS AND FINAL CHECK-INS (BOOKINGS)

The reviews web portal play in the background of the decision making processes of the visitors. The recent time has witnessed in the sharp acceptance of the online reviews. *Even the online web portals such as TripAdvisor.com and HolidayIQ.com have started certifying the hotel properties based on the reviews collected from the past visitors.*

The following is adopted user interface of the reviews and the travel industry players: -



The figure shows the user media such mobile phones, laptops and websites as the user counter of the user interface of the web portals of the online reviewers. The user interface then collects the preferences of the reviews checkers and compiles the data for the supply to the hotel properties so as to deliver the services as demanded by the users of the informations. It can be summarized that the online reviews web portals have emerged as the multiple services providers under one digital roof.

CONCLUSION

The role of the increased reviews websites has emerged as beneficial not only for the users but for the hotel properties as well. The reviews have provided the services providers the chances and opportunities to re-look on their processes and services responses. The reviews have played an important role in the check-in decisions of the prospective visitors to the places of tourism and hospitality. The study has suggested that the reviews should be taken as the service improvement opportunities and to respond to the market crisis.

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