



Module Qualitative Research (SBPD7002_LON)

Part 1: Evaluating Current Research	2546 Words
Part 2: Research Project	3057 Words
Part 3: Reflective Summary	1035

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Program:	DBA
Module:	Qualitative Research (SBPD7002_LON)
Due Date:	04/09/2018
Total Word Count:	6638

Part 1: Evaluating Current Research

**Work–family interface in
the context of career success: A qualitative inquiry**

human relations 2017, Vol. 70(9) 1091–1114 © The Author(s) 2017

Word Count: 2516

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Complete Citation of Chosen Qualitative Article

Beigi, M., Wang, J. and Arthur, M.B., 2017. Work–family interface in the context of career success: A qualitative inquiry. *Human Relations*, 70(9), pp.1091-1114

Study Design

The context of the chosen research article has been adequately described by the authors. The introductory section of the study sets the contextual background about the work and family interface and how it impacts the career success. Though the section is succinct and brief but comprehensive in nature as it provides relevant arguments relating to the topic under inquiry. This section further highlights the real motivation of authors behind this research along with the rationale of the research, which is to evaluate the live experiences of successful professionals in relation to work and life interplay, and how this may impact their career success. The research questions, however, are unclear in the study as there is no specific section or content devoted to underline the key question for readers. More to the point of evaluation, research objectives are not defined in a clear manner in the chosen study by authors. Introductory sections provide a general view of the research topic while emphasizing more on the study implications and contributions made in the field of business psychology.

Philosophy and Theoretical Perspectives Used in the Article

Qualitative approaches are used within several areas of organizational inquiry, together with management behavior, to inspect the meaning of individuals' lives in the context of real world setting, present their opinions and ideas, discover background conditions, identify newfound or further information relating to existing and behavioral ideas, and recognize the contribution of different perceptions as opined by Yin (2015). Qualitative inquiry refers to a set of different approaches rather than a particular one. There are different and unique qualitative methods or perspectives (for example, constructivism, post positivism, and critical theory), all with different fundamental ontological and epistemological presumptions according to Lincoln, Lynham and Guba (2011). Central to all such inquiries is that diverse viewpoints regarding a trend of interest are important and that such stances are best obtained or explored from individuals with experience concerning the observable trend. The key aim of the chosen article is to assess the personal experiences of eminent university lecturers, who are extremely talented university lecturers, to

offer a detailed analysis of their work-family interface and the leading factors impacting it in their job or family over their profession. Considering the qualitative character of this research, the authors do not endeavor to generalize on the subject of the work-family interface of distinguished people.

Evaluating the article in terms of theoretical/epistemological issues, the authors have appropriately used the qualitative approach to answer the research questions. The chosen research approach has also been justified by the authors suitably since the nature of the study seeks to understand the subjective experiences of those being interviewed (Beigi, Wang, and Arthur, 2017). Regardless of wide-ranging literature on the work-family interface and its impacts for comprehending modern careers, organizational career researchers have mostly overlooked the interface between workers' work and family spheres. On the other hand, getting knowledge about the career-long work and family interplay of people - extremely successful ones, in the case of the article - has theoretical implications for the existing analysis of work-family interface and career achievement. This method lets capturing events of experience that can be overlooked if authors were to concentrate on snaps of lived experiences rather than on extended professions. In addition, the chosen article underlines the features (either from career or from familial) that have been important in an effective person's profession.

A wide range of philosophies and theoretical perspectives relating to work and family interface have been presented in the article in order to get broad insight about the problem under inquiry. Several theories like work and family conflict, work and family enrichment, and work and family facilitation have been presented in the article to strengthen the base of literature review and support research findings with the already recognized theories in the context of the work-family interface over career success. The authors have considered different scholarly perspectives to better outline the interplay between a person's career and family spheres. For instance, work and family border premise asserts that the interface of career and familial grounds are not psychological but humanly linked. People are 'border movers' who move between the two areas at regular intervals. It is further than the capacity of this research to critically assess all the career and familial constructs and the theoretical perspectives linked within them. The authors thus restrict themselves to give a generalized view of three major work-family interface conceptualizations that appeared in their

research findings. As a consequence, the article has focused majorly on work and family conflict theoretical ground to present a pessimistic side; work-family enrichment to reveal a constructive side; and work and family facilitations to show the readers scheme - level angle of the phenomena (career and family interface) under inquiry.

Data Collection Method(s) Used

The two most widely used data collection methods are primary and secondary according to Saunders and his fellows (2012). First hand data which is gathered through interviews, surveys, focused groups, and experiments are raw and latest information and are categorized in the realm of primary data collection method. Information which is accessible through online journals, textbooks, magazines, and newspapers are considered as second-hand data and comes under the domain of secondary data collection method as far as the study of Kumar (2012) is considered. For the chosen article, both primary and secondary data collection methods have been applied. The study depends majorly on primary data collection in order to get the latest information relating to work and family balance in the context of a career. To get primary data, the researchers have used interview technique in order to form maximum interactions with the study participants.

For qualitative inquiry, the basic techniques applied are interviews, focus groups and observational methods. The interview is the foremost choice of inquiry since the person-to-person interaction is common. The following article has used semi-structured interview sessions as the key data collection method. Before conducting interviews, the researchers made effort to develop a strong rapport with the respondents so that they trust them and provide with accurate information without having any fear. Prior to the interview session, the authors of the following study read all the respondents' biographies and resumes to get familiar with them. Getting such background information has allowed the authors to have an improved insight into the respondents' experiences and ask them relevant queries in the interview session. At the start of the interview session, all participants were given details concerning the nature and reason of conducting an inquiry and were notified for their consent to record the interviews while signing a consent form. This shows that researchers have identified and considered ethical codes for a successful research project.

The data collection process was clearly described by the authors but pilot tests were not conducted to make sure the legality of the research tool, i.e. interview questionnaire. The data was collected from the esteemed University of United States and it was in a recorded form where participants were well-versed regarding the nature of the research and a consent form was signed before taking interviews from them.

Sampling Method and Strategy

Since the study is based on qualitative reasoning, purposeful sampling is the most suitable choice. The following sampling method is based upon the research rationale and researcher discretion regarding which individuals and contexts would generate the rich data to answer the research questions or problem statement. The following article has adopted a purposeful sampling strategy, which was sufficient to understand the context of study and population. The respondents were chosen from a research centre institute within the US and a particular post of 'Distinguished Professors' was determined by the researchers as the sample population of their study. It represents the high level of faculty including extremely successful candidates. The chosen sample population met the inclusion criteria as decided by the researchers; 1) participants were among the top researchers in their particular discipline; 2) have one influential work that has directed to leading advancements in their area of study; and 3) have finished the work that has had a profound impact on the discipline. The choice of sampling strategy is not clearly justified by the authors since no particular reasons were provided to draw comparison and contrast to other sampling approaches. However, the authors have made clear about the setting and choice of sampling population while considering the nature of research topic and domain.

Critique of the Methods Used

According to a study of Degu and Yigzaw (2006), the idea behind undertaking a research method is to perform scientific investigation whose focus is to gain knowledge about new facts, theories, ideologies, and analysis in order to bring in newfound knowledge to address research question or problem statement. Its focus is to develop new theoretical ideas with the aim of enhancing already established theories relating to a research domain. Evaluating the chosen research article, it has been found that researchers have used a qualitative approach as a research design to study the phenomena of work and family interface in the framework of career achievement. Since the study is based on qualitative reasoning, the research philosophy used in the article is based on

interpretivism, letting the authors get empirical data that is obtained from individual experiences of the study participants. Drawing upon this research philosophy, which claims that realism is developed within a social context and that particular trends have 'different real sides', the study has used phenomenological research method that focuses on outlining the similarities of an observable trend among the respondents' personal experiences.

The methodology section has been splendidly represented in the chosen article and properly justified by the authors. Keeping in mind the research aim and rationale, the researchers have used suitable research methods to proceed with the inquiry in an effective manner. The chosen research design (Qualitative) has been used appropriately to attain the research purpose. The qualitative approach has allowed the researchers to construct a newfound theory in order to investigate the problem under research inquiry.

Role of Researchers

The researchers' role was clearly outlined and they related to the respondents in different manners. First, all authors of the chosen article have already been part of faculty and were quite aware of the scholarly sphere. Secondly, two of the researchers gave extra time at the chosen institute familiarizing them with its educational environment. Thirdly, researchers carried out an organized review of the literature on faculty work-family interplay and obtained a general idea about the phenomenon. To manage perceptions regarding the observable trend in the research activity, these authors have maintained a reflexive journal to record the rich information (Beigi, Wang and Arthur, 2017).

Data Analysis Method

Collected data was analyzed by researchers in a clear-cut manner. Different themes were identified in the data analysis part in order to evaluate the work and family interference and its impact on work achievement of distinguished professors. Such themes include internal motive for job, advocacy, parenthood, non-traditional working timing, work gains, individual life, and familial engagement. The data collected through interviews was analyzed by researchers while following the steps of interpretive phonological analysis technique. This approach was justified by the researcher clearly as it allowed them to develop transcripts of first three interviews and listen to the audio records to bring the respondents to the center of focus and proactively involve with the

collected facts (Beigi, Wang and Arthur, 2017). Moreover, the chosen data analysis technique has enabled the researchers to take notes of different themes the respondents identified during the interview while talking about their work and family interface. These notes and transcripts were then placed into NVivo software to categories and organize themes in an effective manner.

Research Findings

Research findings were reliable and trustworthy since researchers have used three basic approaches to develop trustworthiness among the participants. Researchers made an attempt to develop a strong bond and understanding of the chosen institute's environment, rules, and processes (long-lasting involvement). Moreover, two of the authors have adequate information regarding the qualitative inquiry which helped in peer debriefing and getting feedback over the research findings. A reflexive journal was also maintained by the authors as a way to document the research activity, observation, dealings with the respondents and their personal lived experiences (Beigi, Wang and Arthur, 2017). This approach has allowed the authors to become more informed about the qualitative research expedition and also consider the possible biases they were brought into the data collection and analysis part.

Resembling to other qualitative inquiries, the research findings of the chosen article can never be generalized to a wider range of population; nonetheless. HR experts at target research centre who work with distinguished professors or people who characterize great educational success may get information from these research findings to readdress star performer attempts. The research findings were drawn from the analysis of collated data instead of the authors' preconceived notions. Moreover, a critical discussion has been done in the chosen article to present arguments and quotes on the basis of data collected by means of an interview. However, negative or divergent views of respondent were not clearly discussed in the article rather arguments were given in light of the seminal work of different authors who have already done investigations in this field of interest. The findings are relevant and researchers have critically reflected on their role and influence during this research journey. The research findings seem related to research aim and to some extent have achieved the research purpose of exploring the impact of the work-family interface on career success. The findings have contributed to a new block of knowledge while challenging the old

literature on the career achievement and individual life phenomenon, which is assumed to be still present for talented workers.

Research Implications

The study links with the practice development processes relating and contributes greatly to the discipline of organizational behavior. Discovering the perspectives of extremely successful professionals, listening to their account and getting information about their personal experience is a new avenue for potential research inquiry (Beigi, Wang and Arthur, 2017). The article has made notable contributions for both work and familial and career achievement research.

Research Ethics and Limitations

The researchers have maintained ethical limits and addressed ethical issues prior to collect primary data from the respondents. A consent form was signed with all respondents to avoid future complexities and purpose of the research was clearly explained to them before conducting interviews. Moreover, the study has faced some sort of limitations in terms of sampling. The mainstream of the participants were men and the attendance of females in the research inquiry was constant with the proportion of woman professors at the local institution of higher education. The authors have realized that an inequity amid the number of men and women respondents may not have let them show a detailed snapshot of female professors' work-family interface. In addition, the researchers aimed to familiarize themselves with study respondents while going through their CVs and biographies prior to meet them in-person. This aspect may have caused some sort of bias and enabled the authors to misjudge the discretion of the participants in their educational choices.

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Part 2: Qualitative Research

**What Guests Really Think of Your Hotel? An Analysis of Online Reviews of The Guests. A
Case of Ibis Styles London Heathrow Hotel**

Word Count: 3057

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Abstract:

Progressively, online customer reviews are gaining importance amongst hotels. Previously, these reviews were mostly about luxury hotels but with time budget hotel reviews are gaining significance as well. In this research, we consider the case of Ibis Styles Hotel which is a budget hotel located in Heathrow, London. It is specifically chosen due to its location. Qualitative in-depth research was chosen over quantitative as online comment reviews were picked up from a well-known hotel reviews website, that is, TripAdvisor due to it being directly linked to the hotel's website. Moreover, respondents were interviewed informally for additional data. Through content analysis, it was revealed that 100% of the customers are satisfied with the location of the hotel. However, services of Ibis Styles are not considered up to the mark, probably because of it being a budget hotel. Mainly customers were satisfied with the core features of the hotel but the peripherals were reviewed negatively. In this paper, sample reviews and interview responses have been analyzed to understand customer insights, to study the factors that affect customer satisfaction and dissatisfaction, and to offer recommendations to managers for further improvement.

Literature Review:

The way tourists search for travel information has changed because of the dominant role of the Internet in today's society (Arsal, Backman and Baldwin, 2009). Electronic word of mouth has a wider scope and creates more rapid exchanges; therefore, it has a much superior consequence on inducing demand than traditional word of mouth (Cantallops and Salvi, 2014). TripAdvisor.com, one of the famous websites that let travelers share their opinions and experiences, exhibits relevant and thorough reviews for other customers (O'Connor, 2008).

Online community member's postings have a major influence on travel decisions. In a qualitative analysis of various traveler's postings, out of 81 threads, 63 depicted confirmation of effect on travelling decisions (Arsal, Backman and Baldwin, 2009). Moreover, the sources of information hold importance. Residents were more dominant in F&B recommendations, travel plan enhancements, and security at the journey's end. Expert travelers were further significant in accommodation recommendations (Arsal, Backman and Baldwin, 2009).

The relationship between online customer reviews (OCRs) and customer perceptions about them is that positive OCRs increase purchase intentions and negative OCRs decrease purchase

intentions (Hong, 2006; Karakaya and Barnes, 2010; Steffes and Burgee, 2009). Core attributes such as cleanliness, location, F&B, fitness center and internet service, are fundamental for customers. Peripheral attributes such as room service, friendliness, and efficiency of staff are like add-ons for the customers (Hutchinson, McCleary and Weaver, 2013). OCRs on core attributes have a more significant effect on lowering the level of consumers' perceived risk associated with online leisure hotel booking (Hutchinson, McCleary and Weaver, 2013). If a customer saw a review about small and filthy room with 74 excellent breakfast service, the service would not seem so excellent as opposed to a review about nice and cozy room with decent breakfast service. (Biwei, 2013).

There are seven key features of a hotel that positively impact customers' overall gratification; bed comfort, room size, and sanitation of bathroom services, approachability, and locality, worth of F&B, add-on services, and performance of the hotel staff (Gu and Ryan, 2008). Supplementary actions such as societal marketing and corporate social responsibility practices also affect client approval. (Lee and Heo, 2009).

Sparks and Browning (2011), used the target of the review, positive or negative reviews, framing of reviews that come first (positive or negative), and whether the clients produced numerical rating along with the qualitative comments. It was found that consumers get affected if the negative reviews are displayed before the positive reviews and if the overall rating is negative. If the overall rating is positive and the framing is such that positive reviews are displayed before the negative reviews, consumer confidence is constructed. The results showed that consumers depend upon easily understandable data when assessing online hotel reviews (Sparks and Browning, 2011).

An experimental design suggests that in reviews evaluating a hotel, comments associated with basic facilities are more likely to encourage positive service quality attributions. The conclusions put forward the significance of handling the principal service and the requirement for managers to perform sharply in solving client service problems (Browning, So and Sparks, 2013).

In another study, customer discernments related to online reviews of thermal hotels were focused on. It was examined that customer perceptions towards value, location, sleep quality, rooms,

cleanliness, service depend on the ratings given to the hotel, the location of the hotel and even the nationalities of the participants were of importance. Content analysis method revealed that the most significant feature was the cleanliness of the hotel. Moreover, the customer fluctuated between domestic and foreign visitors, nationalities, location and the ratings of the hotel (Bertan, Bayram, and Yozukmaz, 2015).

Research Objectives:

Hotels must recognize the customer needs and customer's frame of mind, so that they not only meet those prospects but exceed them, in order to prosper within the hotel businesses (Lu et al., 2015). To understand the mass market's insights, online comments and reviews must be focused upon. Commonly these reviews target the full-service and luxury hotels, although they have been multiplying progressively. The discernment towards budget hotels like Ibis Styles London Heathrow Hotel (ISLH) is hence unidentified. This study circles around the following objectives and research question.

1. To recognize customer's perception of the ISLH through online reviews.
2. To study the aspects that add to the contentment and discontentment of ISLH guests during their visit; and
3. To deliver appropriate recommendations for ISLH managers to evolve the value of the services provided.

What are the discernments of customers towards the budget hotel such as Ibis Styles London Heathrow Hotel given that their concerns during their visit?

Methodology

In order to achieve better understanding of the suggested objectives, the qualitative approach has been used due to the exploratory nature of the study. For this research study, inductive approach is used to analyze the results. The inductive research approach is considered to be one of the flexible approaches with a reason of no condition of pre-determined theory for gathering information (Kothari, C.R., 2004). This study was limited to online reviews as well as informal interviews because the participants are the visitors of ISLH hotel. The informal interview approaches the informational content of the participant and can be taken as one on one meeting with a flexible approach of environment.

The researcher has used content analysis with the line of reasoning having constructive approach of information provided significance of acknowledging the analytical approach in the textual form to examine the text without any influence from previous theories or models, which would aid in discussion of the finding exclusive to this study.

Source of Data:

Most of the data were in textual form and was gathered mainly from comments posted on one of the largest travel site called TripAdvisor (<http://tripadvisor.com>) because it is the only source of accurate and effective reviews with the higher competitor advantage level. TripAdvisor consists of 456 million monthly average website visitors with 661 million reviews of hotels exclusively, covering 7.7 million hotels, airlines and restaurants around the globe (tripadvisor.com, 2016). TripAdvisor has its own distribution system which allows its user to book their holidays (accommodation, flights, car rentals etc.) and provide a platform to its user to leave comments after staying in any hotel which was booked through their website. TripAdvisor was considered appropriate for this study because of two main reasons. First, reviews on TripAdvisor were consistent, reliable and suitable for the analysis as well as website has sufficient comments to support this study and secondly, Ibis Styles London Heathrow hotel which is the main target of this study, has linked TripAdvisor's comments directly on their official website.

Another source of data has obtained by conducting informal interviews with the five guests staying in ISLH hotel. The short number of participants were selected for the interview because of their long-term experience of visiting the Ibis hotel. These interviewees include four males and one female, who have a long-term experience as a visitor to Ibis Hotel. The answers were recorded during the informal open-ended conversation. All the questions were directly related to the keywords selected from the online comments so both data sources could complement each other.

Data Gathering and Study Site:

Merely comments on Ibis Styles London Heathrow (ISLH) hotel were analyzed, which is an airport hotel and located very near to Heathrow Airport and considered one of the busiest airports in the world. An airport hotel was selected for its greater level of maturity in term of greater numbers of guests who come for a short stay, mostly during the transact flights and due to this reason, more travelers choose to stay in budget hotels like ISLH rather than luxurious hotels (Nazir et al., 2014).

ISLH comes under Accor groups of hotels and therefore, the brand is well established in the Heathrow area and becomes a choice for many travelers.

Due to précised nature of this study, only 20 comments were selected because of small nature of research study along with the reason of limited time and these twenty comments on the Ibis Styles London Heathrow hotel were used for the analysis, which were not older than ten months and two random comments from each month were selected. Only comments written in English were used and other languages were ignored. The comments posted on TripAdvisor for ISLH hotel typically includes rating from 0 to 5 as well as written review. Two sample reviews, one negative and one positive about ISLH hotel are provided below.

Sample comment 1 (Positive)

“Had a very enjoyable stay at the ibis, effortless booking in! The room was very clean and tidy with aircon (that was running) The bathroom was very clean an interesting roof angle over the bath and shower, not too much of a hindrance! It was a great stay.”

Sample Comment 2 (Negative)

“The staff at the registration desk was very unfriendly and not customer oriented. made me feel like I was a bother and not a customer. They need training in customer relationships! after it’s all about the customer.”

Data Analysis and Findings:

The data was compiled in the form of positive and negative online comments. The data contains the name of the customer, the comment, nature of the comment and duration of the customer staying in the hotel and factors that influence the customer. Keywords from comments such as cleanliness, comfort, location, rooms, facilities, staff, value for money and services were picked. Some sample comments consisted of one or two of these keywords while some consisted of more. For instance, the positive feedback of the guest in the following comment expresses the attributes of the services, features of the room, quality of the food and facilities which include elevator, WIFI, taxis, and behavior of staff members.

'The room that we had booked was in the building that was undergoing lift maintenance-meaning all lift services were down. The receptionist offered a free upgrade in their new building after realizing that we had three heavy suitcases. The room was amazing and very comfortable. Would stay again.' (TripAdvisor.com, 2018)

Markedly, the above comment approached to the positive nature of the whole factors related to the Ibis Hotel. As the customer satisfaction depends on the keywords which highlight the positive vibe of the hotel. Therefore, the guest commented on the cleanliness of the room, comfort level, convenient location, and cooperative staff. Moreover, Rebecca gave 5 scores in terms of rating. Conversely, the negative nature of the comments was also recorded which elaborate the poor services of the hotel in the context of the non-operating elevator, bad quality of food, and unsatisfactory room condition.

'Location is really good. But not happy with the room. The lift was not working. Room side table missing...instead of a trolley food box with water and all, was used as a side table' (Debiduta, 2018)

The research evaluated the percentage of the factors with having the positive responses and the negative responses altogether.

Table 1: Data recorded through online reviews

	Positive response	negative response	Positive %
Cleanliness and Comfort	19	1	95%
F&B	9	11	45%
Location	20	0	100%
Rooms	16	4	80%
Facilities	9	11	45%
Staff	16	4	80%
Value for Money	18	2	90%

Services	3	17	15%
Total Responses	20		

The above table presents the data which was gathered from the travel sites such as TripAdvisor considering their current online reviews. The repeated keywords in the online comments were chosen from the reviews of the guests because they linked to the research study. Reportedly the 100% of the customers seem to be satisfied with the location of the hotel as it is located near the Heathrow Airport. Despite it being a budget hotel, 19 out of 20 guests were satisfied by the clean atmosphere in the hotel and the room. Conversely, the 15% of customers were unsatisfied with the services of Ibis due to refurbishment, inappropriate services and the down-size of the elevator. The services may not be up to the mark due to Ibis Style's Hotel being a budget hotel. Lower prices equal lower services. However, from the comfort (85%), rooms (80%) and staff (80%) takes, there were highly positive reviews. This depicts good value for money which is highlighted by 90% of the sample reviews being positive regarding the "value". However, only 45% of the guests were satisfied with the quality of F&B which includes complimentary breakfast. The facilities and services have 40% and 15% positive reviews only. This may also be due to the fact that Ibis Style's is a budget hotel and it is unable to provide services and facilities such as a 24-hour gym, banquet hall, room and porter services. It can be deduced that Ibis Styles' online reviews reflected satisfaction of clients with the core features of a hotel such as location, rooms, and cleanliness. However, due to it being a budget hotel, peripherals were reviewed negatively such as services and facilities.

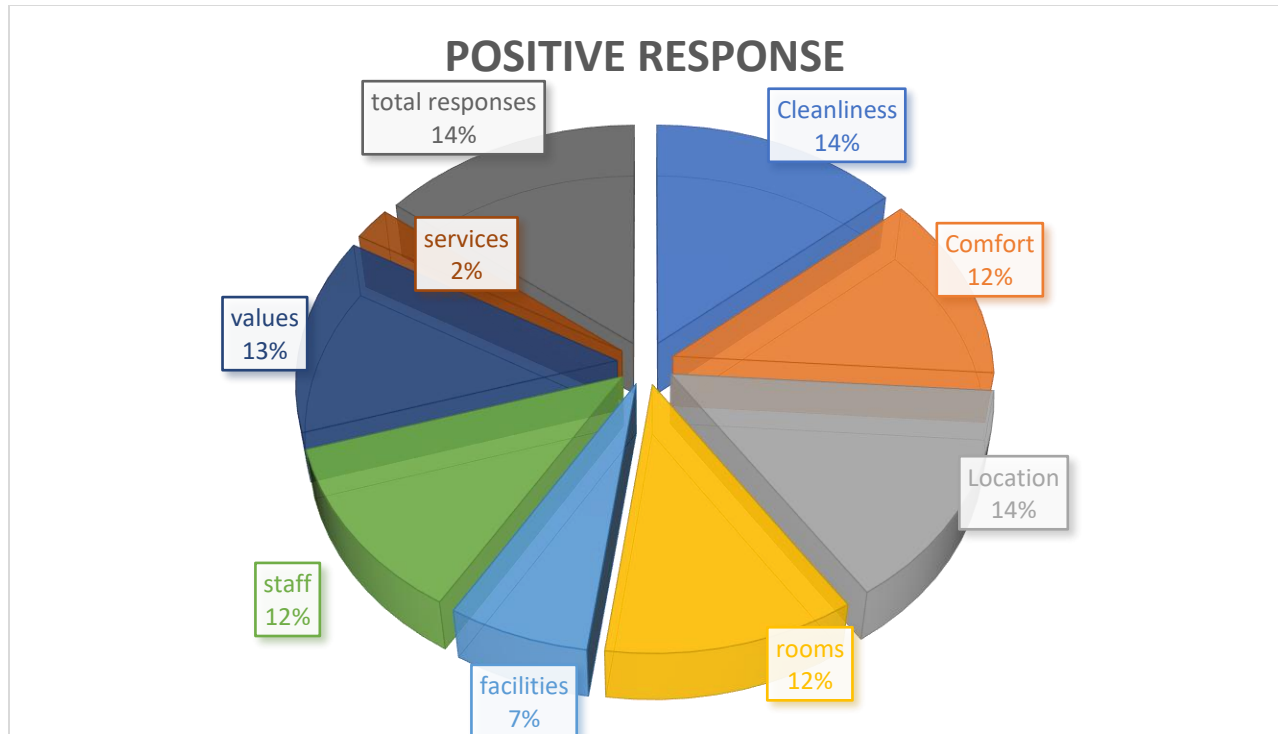


Figure 1: Positive Response (%)

Five guests were informally interviewed to assess their satisfaction. The questionnaire consists of structured questions which include customer background and information, services and customer satisfaction with regard to the Ibis Styles hotel, factors of services of Ibis Styles hotel, and open discussion questions.

Table 2: Data of Interviewers

Respondent Id	Gender	Interview Date	Location
01	Male	17 August 2018	UK
02	Female	17 August 2018	Russia
03	Male	17 August 2018	Bangladesh
04	Male	17 August 2018	UK
05	Male	17 August 2018	UK

Therefore, the responses of the respondents were recorded through an indication of the features and services of the Ibis Hotel. The services and features include accessible location, cleanliness,

early check-ins, check-outs late, fitness center, food menu services, free cancellation of booking, free access to Wi-Fi, and sound-proof rooms.

The 73 responses related to the information of interviewees were examined as the positive aspects and the 12 responses were related to the negative vibes. Therefore, the positive aspects were more than the negative. The accessible location and transport, as mentioned in the online reviews, was an especially favorable factor for the guests. Another core feature, safety, and hygiene was reviewed positively. Moreover, interviews showed that sound-proof rooms added to the core features such as the comfortability of the room. Peripherals such as free Wi-Fi, free cancellation and early check-ins and late check-outs were an added bonus although Ibis Styles is a budget hotel. However, facilities such as a fitness center received negative reviews, which is again, not a core aspect. 24-hour room service is suggested by a respondent as well for the improvement of the hotel. However, as mentioned above, guests must keep in mind that Ibis Style's is a lower cost hotel so it may be difficult for them to provide services equivalent to a luxury hotel.

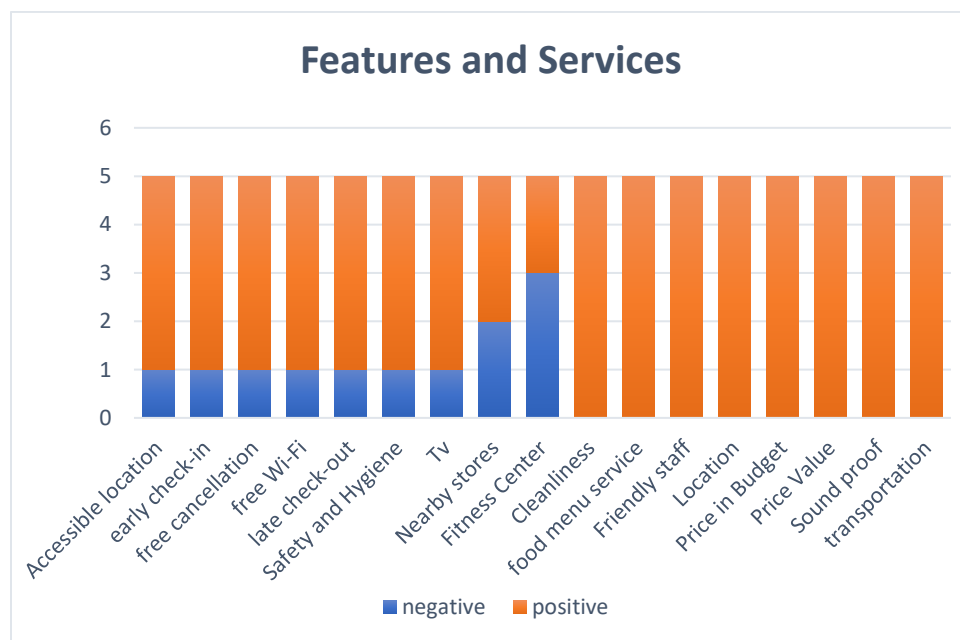


Figure 2: Negative and Positive Responses of Interviewees'

Discussion and Recommendation:

A set of features and services that have to investigate in this research study follow the analytical framework in such a way that all the raw information gathered in one location in the form of a table and ready for interpretation. The analytical framework consisting of themes and matrix of the categories which has been used and state the precise information that linked with objectives of research.

The core elements of ISLH hotel were pointed out by most of the reviews. Those reviews have revealed the précised needs of the guests. The guests were primarily concerned about the cleanliness of the room, comfortability of the beds, accessibility, and location of the hotel, affordability, and quality of F&B and staff behavior. Most of the positive comments reflected the above-mentioned keywords in their reviews. However, absence of basic hotel services, below average F&B service quality and lack of facilities have created uncertainties about ISLH. As mentioned earlier, ISLH is an airport hotel and most of the guests have a short stay. Absence of hotel services like room service and porter service give a negative impact to the overall rating of the hotel. Even though ISLH is a budget hotel but with efficient labor management, the managers should consider an option to provide these services to its guests as they are not very costly to deploy. Moreover, guests are concerned about the lack of facilities provided by hotel, particularly fitness center. It might be costly for the hotel to offer such facility, however, offering this facility would provide a competitive edge over other budget hotels around the area and ultimately would increase the overall rating.

Although, F&B is an additional service for a budget hotel the quality of complimentary breakfast is also very important for the guest of ISLH. The ISLH hotel may have underestimated the importance of this service. A poor or low-quality breakfast may ruin the overall experience of the guest. The F&B manager should focus on delivery of the quality food experience to the guests.

Limitations and Ethics:

Due to exploratory and qualitative nature as well as its research scope, the generalization is limited in this study. Due to a shorter period of time, only 20 reviews were selected from the wide range of reviews. Further research may expand the research scope and authenticate the findings by investigating the vast range of data which is not just limited to TripAdvisor's comments but also

consider other travel websites like booking.com and hotels.com as data sources to triangulate the findings of this study.

While conducting the research study, ethics have been considered on the priority basis. Permission from the managers had been approved prior to taking informal interviews from the guests. The participants in this research study belong to different cultures and backgrounds. So, the language for communication is considered only English language. Moreover, their personal information was not revealed under the rules of ethics of research study such as their role in business, name, age, and education level. In addition, the consent form has been signed by participants.

Interview Code		Date		Participant Code	
Transcript		Venue		Review	
Participant's Department		Age		Gender	
Interview Language		Education Level/Degree		Years with the organization	

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Appendix

Consent form:

The Informed Consent Form

Kindly go through this form carefully, if you are willing to participate in this research, please sign in the end of this form.

Researcher Profile:

I, Hammad Qureshi, studies in the University of West London. The title of my research project is “What Guests Really Think of Your Hotel? An Analysis of Online Reviews of the Guests. A Case of Ibis Styles London Heathrow Hotel”.

Purpose of Study:

The purpose of this research project is to intricate the determinants of the customer satisfaction level in concern to the budgeting hotel Ibis Styles Heathrow London hotel. The research study focuses on the factors that militate the services of hotel.

Confidentiality:

You will be asked certain demographic information particulars, which will reflect your basic profile, followed by interview questions that will be provided to you, it would take approximately ten minutes to complete. It is assured that information which will be shared through interviews will be treated confidentially. The responses that will be gathered through interview questions will be strictly used for the research project only.

In case of any Queries:

In case of any issues or further details you can contact to the researcher directly upon getting this information.

Name of Researcher	Contact Details
Hammad Qureshi	07944665565

Opportunities to Withdraw:

It is ensured that your participation in this research study is voluntary. At any time, you may withdraw from it without having penalty being levied on you.

It is declared that my participation in this research project is voluntary, and I am intentionally taking part in this project.

Signature of Research Participant	Signature of Researcher	Date

Interview Questions:

Question ID	Structured Questions	
	Draw ground understanding of the interviewee. And, open an entrance for the following questions	
1	Introduce yourself, background and your experience with the hotel?	
1.1	On which event do you prefer to stay in a hotel?	
1.2	What are your sources for selecting this hotel?	
1.3	What features do you require to consider when you select a hotel?	
1.4	Mention the top 5 offers of your interest in this hotel.	
	Services and Customer Satisfaction in regards to Hotel	
2	Enlist the services of the hotel by its importance	
2.1	Mention the additional services which you expect from the hotel.	
2.2	Can you describe why you interested in this hotel?	
2.3	Kindly describe some of the benefits which you get from the hotel.	
2.4	Are you satisfied with the services of a hotel?	
3	Is the location of the hotel is reachable for you in all circumstances?	
3.1	Can you share with me any example of Situation/Issue/Relation related to the staff services?	
3.2	Are you satisfied with the price and value for your package?	
3.3	How is your experience with the cleanliness and the tidiness of your room?	

4	Which are the best services for your room e.g. soundproofing of rooms, electronic appliances or other	
4.1	Can you share your views about the noisy environment around the hotel?	
Factors of services of Hotel		
5	What is the main source of your transportation that would be convenient?	
5.1	What do think about the nearby facilities of the hotel?	
5.2	What do you think that is it easy to locate?	
5.3	In your opinion, how would you and your friends and family be benefitted from the services of the hotel?	
5.4	Do you think of any improvement to be done?	
5.5	In your opinion, would you consider the next choice of your hotel is the same?	
5.6	Is there any case to be shared?	
5.7	Do you like to add anything more?	
6	In general, are you satisfied with the improvement in the hotel, if any?	
6.1	Is there any recommendation to be shared, if any?	
Open Discussion - Space		
7	How do you see the role of management of the hotel?	
7.1	From your point of view, why hotel services are difficult to maintain?	
7.2	What do you think what are the factors of failure for maintaining the hotel?	
7.3	What should be the targeted services you expected from the hotel management?	

Appendix 2:

Table 3: responses of Interviewees

Features	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
location	p	p	p	p	p
transportation	p	p	p	p	p
sound proof	p	p	p	p	p
free Wi-Fi	p	p	p	p	n
TV	p	p	p	p	n
Services					
Fitness Centre	p	p	n	n	n
food menu service	p	p	p	p	p
price value	p	p	p	p	p
early check-in	p	p	p	p	n
late check-out	p	p	p	p	n
free cancellation	p	p	p	p	n
accessible location	p	p	p	p	n
friendly staff	p	p	p	p	p
price in budget	p	p	p	p	p
cleanliness	p	p	p	p	p
Safety and hygiene	n	p	p	p	p
Nearby stores	p	p	n	p	n

Appendix 3:

Table 4: Responses of Interviewees

Features & Services	Negative responses	Positive responses	Grand Total
Features			
accessible location	1	4	5
cleanliness		5	5
early check-in	1	4	5
Fitness Centre	3	2	5
food menu service		5	5
free cancellation	1	4	5
free Wi-Fi	1	4	5

friendly staff		5	5
late check-out	1	4	5
location		5	5
Nearby stores	2	3	5
price in budget		5	5
price value		5	5
Safety and hygiene	1	4	5
sound proof		5	5
transportation		5	5
TV	1	4	5
Grand Total	12	73	85

Part 3: Reflective Summary

My research study has the perspective of scientific investigation with the research methodology whose objective depends on the theories, modified facts, analysis, and ideologies. My research project “What Guests Really Think of Your Hotel? An Analysis of Online Reviews of the Guests. A Case of Ibis Styles London Heathrow Hotel” has the clear approach of budgeting hotel located near the Airport. The beneficial approach of my research project has the aim of generating new theoretical framework which has some sort of link to the research domain. The stellar objective of my research study was to investigate the customer’s perception of the selected hotel, that is, Ibis Styles London Heathrow hotel. The line of objectives of my research study was comprised of several factors which include: to examine the aspects that add to the approval and disapproval of the services related to the ISLH guests during their visit and to provide the suitable and applicable recommendations for ISLH top leadership to modify the services offered. The research question of my project was to determine the discernments of customers towards the budget hotel such as Ibis Styles London Heathrow Hotel given that their concerns during their visit.

For this research project proceeding, I have gathered information regarding my research artifacts and methods that have to be taken for evaluations. In this way, I have selected the Ibis Styles Heathrow hotel that is considered to be the busiest hotel because of the easy approach to Heathrow Airport. In this regard, selecting the topic of research project was perhaps the most crucial part in a research study. So, my professor helped me with the topic to ease by stressed level that would be very beneficial for me to research on specific topic. For this research study, I personally visited Ibis Styles Heathrow Airport Hotel to acknowledge the role of management towards their customers and also observed the behavior of their staff members towards their services. I gathered the data and all information by the source of the official website of Ibis Styles Heathrow airport hotel and some other related online sites where visitors gave their reviews both in a positive and negative sense. My professor also helped me with time to time by giving me feedback and guided me throughout the research. I have also gathered the information through interviews of visitors. Therefore, I have collected the data from both sources, primary and secondary data. The analysis of the information proceeded with the statistical approach related to the research perspectives. The research perspective was to investigate the discernment level of customers towards the budget hotel. I have designed the questions for the interviewees’ and in addition, collected the twenty

recent reviews from the online site that is TripAdvisor.com where visitors expressed their perception by posting their comments. So, I composed twenty comments from the recent visitors of the hotel. In compiling these comments it was very difficult to cover all the comments in a short span of time.

With the purpose of analysis, I collected the data through online site TripAdvisor, that was comprised of twenty most recent comments at one location on the excel sheet to distinguish the approach of features which have been included by the visitors. I analyzed the nature of the comments in the positive and negative theme by scrutinizing their keywords in the form of a textual approach. Analyzing the nature of comments was one of time consuming task in this research. I distinguished the approach of the content of reviews through repetitive keywords including in the comments. Further, the other information of the research was gathered through the interview questions that was conducted during an interview of visitors and through their comments, I investigated their nature of comments that was compiled in the form of positive and negative sense under the context of features and services provided by the Ibis Styles Heathrow hotel to their customers. The interview questions were designed which were related to the evaluation approach of the research project objectives.

The hardest part of the research was to identify the philosophy of the research which it belongs to. It was also puzzling part to determine the approach of the methodology, that this research piece related to, for this, I studied many journals, articles, online research, and books that elaborate the approach of the study. I have faced many challenges due to irregular time of the guests in the hotel. The only time I could gather data from the guests when they were sitting in the bar and enjoying their drinks. I seek their permission through consent form. I also informed them on the prior basis about interview. Afterward, I analyzed all the responses and reviews of the data through the keywords related to the criticisms and answers that were obtained through the interview questions. I premeditated them with the help of charts and pie diagrams of the responses. I created charts by putting the relevant information against each response and reviews. Hence, in this way, I wrapped all the research findings in an appropriate and significant way to implement strategies on them. After identifying the results and artifacts of the research, accurate figures have been estimated to acknowledged the discernment of the customers towards the hotel services.

I learned from my research study objectives that factors played an essential role in maintaining and sustaining the competitive advantage for any business. The factors that militate the performance and regular activity of the hotel rapidly disrupt the response of the customers. With the beneficial approach of this research key findings, I acknowledged that the services of the management could also affect the preference of the visitors. I may find better results and findings if I have appropriate time to increase the number of my comments related to reviews on the sites and also it could be more constructive in evaluating the precise results after cumulative the number of interviewees also. But I have left with a limited timeframe, so in this case, the greater number of reviews and respondents ignored.

In the end, I am honored for my noteworthy piece of research. I believe it wraps all the objectives and research interrogation with the support of new perspective and precise evaluated results.