Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Guest Services in the Hotel Industry

Reputation Management

Hotel Standards

Lecture will start at 9:30

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Today's Content

Reputation Management

- Social media influences
- TripAdvisor
- Digital management responses
- Guest reviews management





Reputation Management

Group Discussion



What is reputation management?

Reputation Management is "*the practice of influencing stakeholder perceptions and public conversations about an organisation and its brands. It includes monitoring perceptions and conversations, responding to reputation threats and proactively seizing opportunities to boost reputation*" (Gartner, 2023).

It can affect the following business functions:

Communications, Marketing, Legal, Customer experience, Sales and loyalty

(Gartner, 2023)



- **Online reputation** refers to the image of a brand or business that is projected on the internet.
- **Online reputation management** helps businesses to protect their reputation by identifying and managing both positive and negative mentions across the internet.

Group Discussion



Strategies to manage your online reputation



What is TripAdvisor?

TripAdvisor is a website that contains advice, opinions, reviews and information on travel destinations and related products and services worldwide.

Its main purpose is to assist customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums.

TripAdvisor “Traveller Ranking”: ranks places of interest and/or tour operators on TripAdvisor, based on traveller reviews in accordance with the Popularity Index, using the same method as stated above.



TripAdvisor's Impact on the Hotel Industry



(NUS Business School, 2016)

TripAdvisor's Impact on the Hotel Industry



It comes down to one simple fact: consumers trust other consumers.



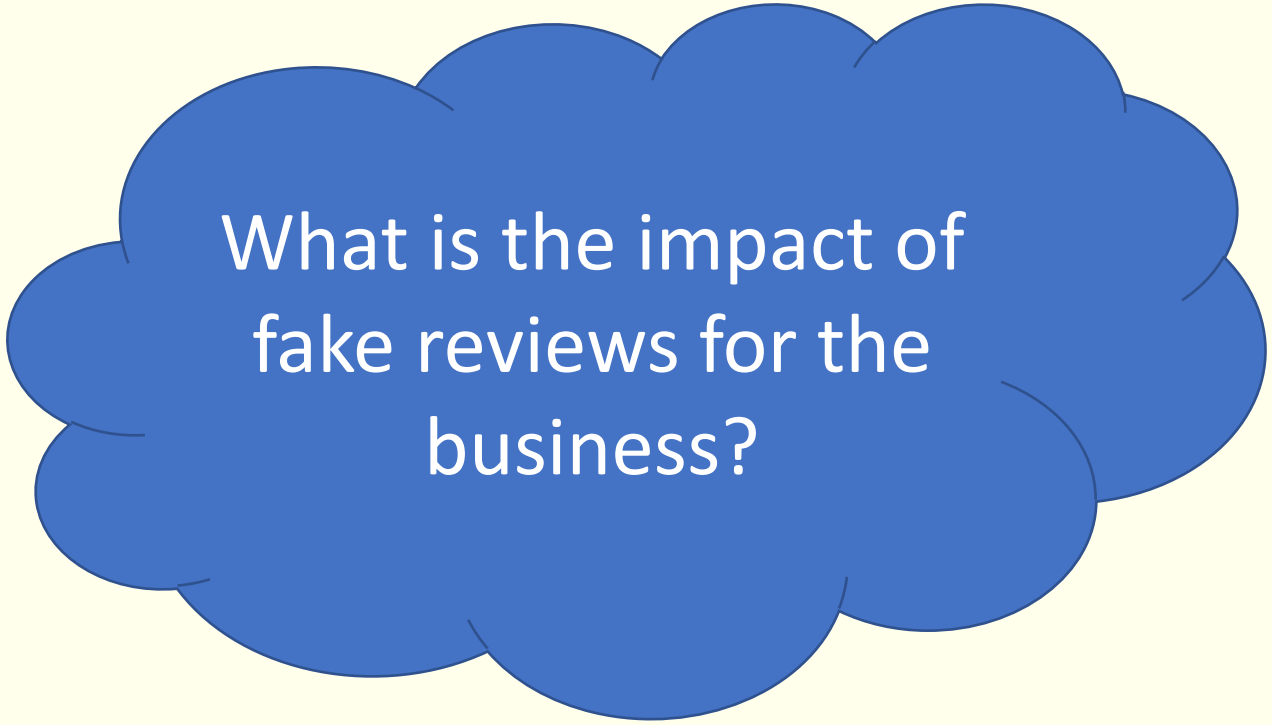
Your volume of TripAdvisor reviews impacts your competitive positioning



Negative reviews always outweigh positive ones: which is why responding is critical

(Revenue Hub, 2023)

Group Discussion



Fake Reviews – Negative Impact

1. Fake reviews can destroy trust

Customer will lose faith in online shopping.

2. Your Local Search Traffic Can Drop

Google is based on data. Once Google knows that you are trying to game the system, they will be less likely to rank you for relevant local search terms.

3. Fines

Expect to see this type of behaviour punished more regularly in the future.

4. You may appear too good to be true

If your page is filled with nothing but glowing 5-star reviews, consumers are more likely to suspect you of gaming the system.

Case Study: Travelodge

In 2019, Travelodge made headlines as part of TripAdvisor's fake review scandal.

Some Travelodge hotels received hundreds of 5-star reviews

At two Travelodge hotels, almost half of the hundreds of 5-star reviews – 48% and 40% respectively – came from first-time contributors. In contrast the figure for once-only 3-star reviews was much lower.

A red warning badge is issued to warn travellers that reviews may have been manipulated by the business.

(Lake, 2019)



Fake Reviews – What Does the Law Say?

- Fake reviews are a violation of the terms of service of all business review sites.
- Trading practices in the UK are covered under the **Consumer Protection from Unfair Trading Regulations 2008.**
- Trading watchdog, the Competition and Markets Authority (CMA), **took its first action against a company for posting fake reviews in 2016.**

Fake Reviews - Reasons

Online reviews heavily influence purchase decisions, but not every review is real. The problem of fake reviews can affect companies of all types and sizes.

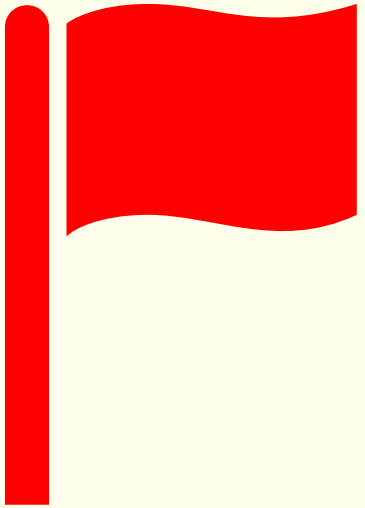
Where do these fake reviews come from? Here are some common sources:

- **Service providers or vendors** that sell both positive and negative reviews, such as what you will find when you try to buy Google reviews;
- **Business owners and marketers** who write their own fake reviews to attract customers, including fake negative reviews of their competitors;
- **Former employees** who post negative reviews of their employees in retaliation for being fired or laid off;
- **Friends, family, and employees** who write positive reviews on behalf of a company or brand they are closely associated with;
- **Customers** who write negative reviews in order to get a refund, a discount, or some other benefit.

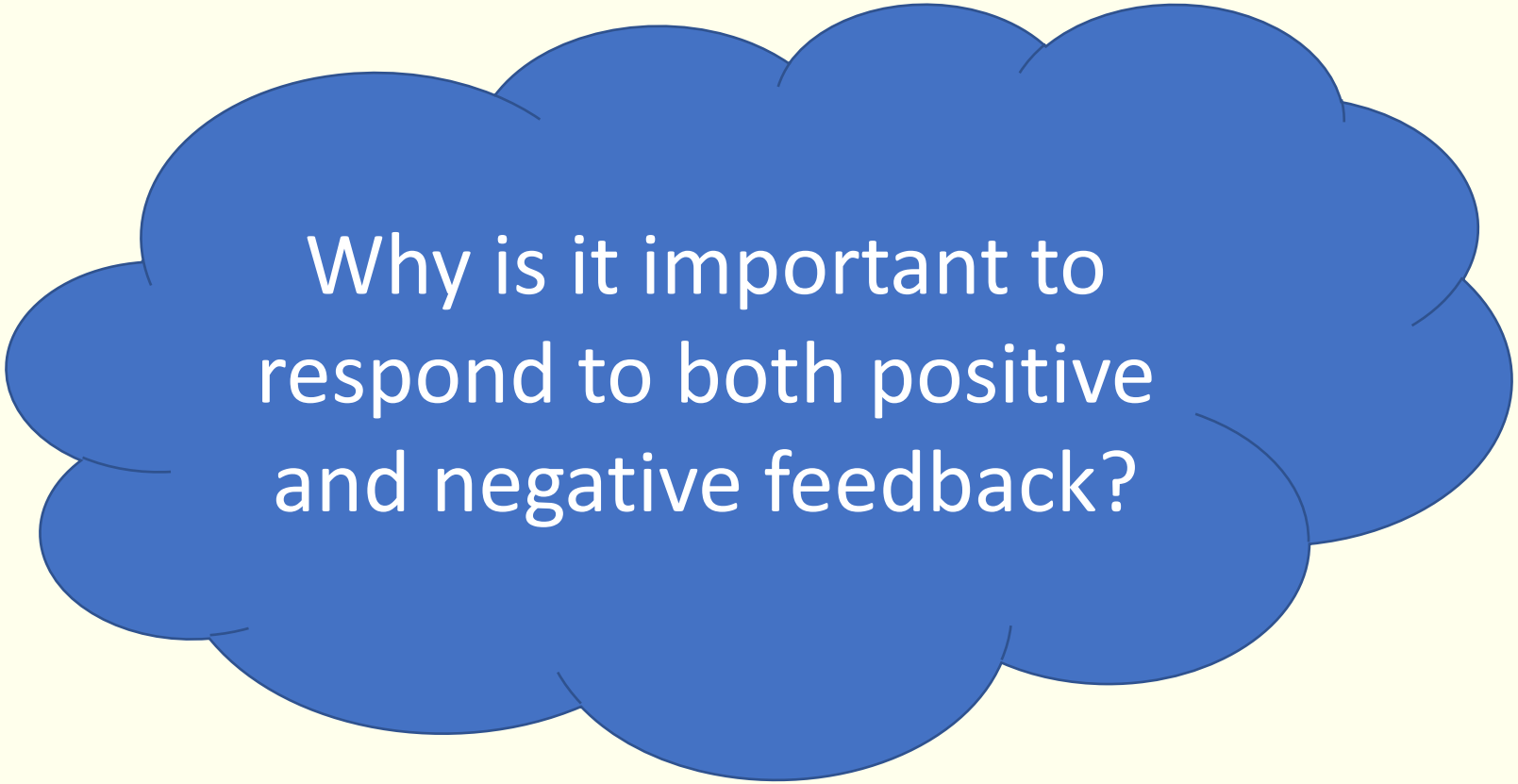
How to Spot Fake Reviews

Watch out for red flags:

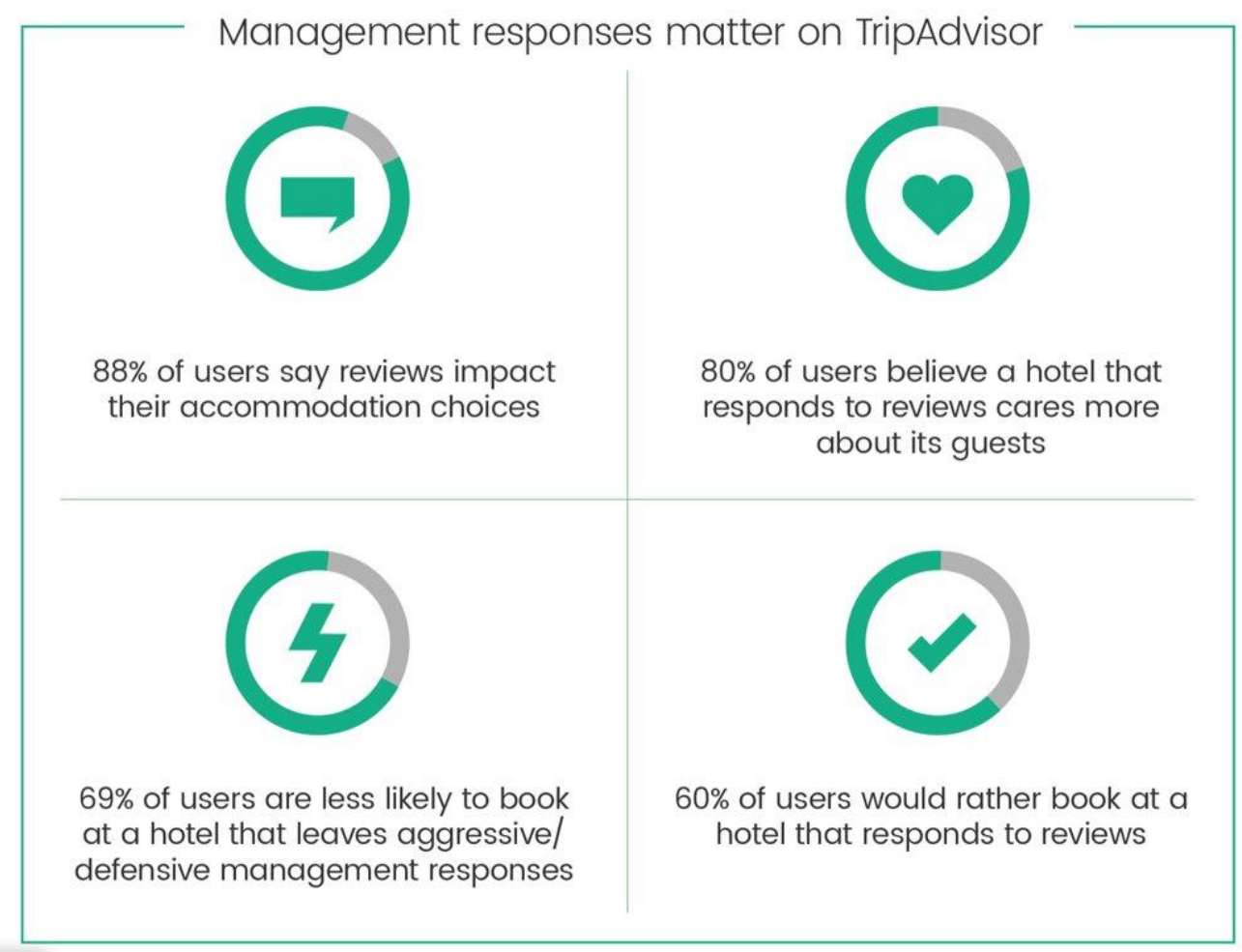
- Do not rely on ratings alone
- Check for a large number of reviews during a short period of time
- Check if the reviewers are legit
- Read independent product reviews from established sources



Group Discussion



Online Reputation Management



(TripAdvisor, 2022)

How to respond to a review

1. Responding to positive reviews:

Be grateful and appreciative, thank them and tell them you hope they will consider you on their next visit to your area.



2. Responding to negative reviews:

Show empathy. Reply with tact, and do not get defensive. Apologise and offer compensation if necessary, and say how you will make sure it does not happen again. Even though you feel some reviews are unfair, you need to take the high road and be professional at all times.

What Pandemic?

Review of **Elounda Heights (Adults only)**

Reviewed Sep 13, 2020 via mobile

When you visit Crete and particularly Elounda Heights, for the most part, it is hard to believe the current pandemic is upon us. This is because of the welcoming, accommodating and genuine wish by everyone to make your stay as Normal as possible.

At no point did we feel in the slightest bit uncomfortable, unsafe or reminded of the woes going on worldwide (save for the constant news feed on the pool bar TV). Okay, so all the staff wear masks as mandated, but even though you cant see their mouths, you can tell by their eyes and actions that they are pleased to see each and every guest.

The standards of accommodation, food and cleanliness are as good as ever. In fact their standards are normally so good that it would be hard for them to do much more.

Natalia, Kostas and all the team are going a fabulous job in the face of these unprecedented challenges. We enjoyed our stay as much as ever, and probably more as we thought at one point we wouldn't get to go. Having moved our stay from July to August we were lucky enough to get our holiday at our much loved Elounda Heights.

To those of you dithering over going this year, I say do it. If you can afford to take two weeks more off work when you get home thanks to our idiotic government, or are retired, just do it, you won't regret it.

Show less

Date of stay: August 2020

Trip type: Traveled as a couple

3 Thank Guy J

pool heights, Ιδιοκτήτης at Elounda Heights (Adults only), responded to this review

Responded Oct 11, 2020

Dear Guy,

We are incredibly grateful that you took the time out to leave us a 5-Star review! We take pride in knowing our customers are happy with their experience in spite of the situation. Thanks for your support, we really appreciate it! Looking forward to seeing you again soon,

Regards, Natalia & Kostas.

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Terrible experience

I decided today with my husband and an elderly friend to visit this hotel for lunch. We had our two well behaved black labradors with us and thought that there would be an outside area to have lunch. We were shown to a windy outside area and told that this was the only option as we had dogs with us. We stay at a number of hotels and are normally allowed to at least sit in a bar area with them. Therefore as we had a 94 year old lady with us our only option was to put the dogs in our car.
We then sat in the bar and waited some time before we were served with drinks. Our food order was eventually taken and we shown into the restaurant . We were eventually served with our food. We had ordered an onion soup with a croute and a ham sandwich. Normally when a soup is ordered you would expect a bowl of hot steaming soup, what arrived was a bowl with a spoonful of caramelised onions in the base which was tepid and in the centre was cold piece of bread with cheese on it, there was no liquid. The sandwich was on a round of bread that was so hard you could barely bite through it and has clearly been microwaved. My elderly friend soldiered on through hers. I was asked if the food was ok and said it wasn't so the food was taken away and replaced with another soup which I would have originally preferred but was told it had run out . The sandwich was replaced by another one on white bread. When I received the bill there was no food charged.
From our arrival it took an hour and half which considering our simple request and the fact that the hotel was quiet seemed unreasonable.
I feel there is a lot of work to be done on the service and especially the food offered.

Read less ^

Response from Retreats_GroupLtd, General Manager at Twr y Felin Hotel

Responded Aug 13, 2016

Thank you for choosing to dine at Twr y Felin Hotel. I was so pleased that you accepted my offer to waiver the cost of your meal as French Onion Soup is not to your taste and allowing our chefs to prepare a fresh batch of Pea and Mint Soup which you were happy to wait for. I was also pleased to receive your positive feedback about the tailor made Ham Sandwich you and your husband chose to share between the two of you.

To reassure future guests, Twr y Felin Hotel, Penrhiw and Roch Castle are uniquely hypo-allergenic properties in Pembrokeshire. As much as we all love pets, it would not be acceptable to our guests with allergies to allow dogs. (guide and assistance dogs are accepted of course). There is an inviting al fresco dining area outside our Oriel Lounge where dogs are most welcome to sit alongside their owners. As we did with these guests, we are happy to offer water to our canine visitors.

Sincerely, Paula Elllis, Group General Manager.

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AVOID! RUDE, ANGRY OWNERS

Review of **Charlesworth Hotel**

●○○○○ Reviewed 12 Aug 2020

Rude, narrow minded, racist owners!

Me and my husband Leroy arrived at reception having paid in advance (against booking.com policy) * happy to send policy details to anyone who wants to see it? (PLEASE IGNORE OWNERS RESPONSE) Wendy and Bryan (owners), were very rude, ignorant, judgement,. They didn't believe that Leroy and I were a couple (even though we have been married 4 years!!!) Bryan said "it's is their policy to only allow couples and family into hotel. (Completely ignored ourr weeding rings) sad to say we completely convinced that Wendy and Bryan refused our entry because my HUSBAND is back! Or maybe because we are gay Please ignore any response to this review from the owner Wendy and Bryan. Happy for anyone to contact me direct!

Please avoid!!* Gobsmacked and devastated by this complete ignorance of discrimination!

Show less

Brian Daniels, Owner at Charlesworth Hotel, responded to this review

Responded 18 Jul 2021

TOTALLY FALSE IN ALL RESPECTS SO NOT WORTHY OF OUR TIME TO RESPOND TO THIS MENDACIOUS REVIEW.

Wendy.

Task – Practice responding to a review

30 MINUTES



Using the Microsoft Forms: (*link in the chat)*

- Read the different reviews
- Write an appropriate response to each review

Reputation Management: Key Findings

Respond	Hoteliers must respond to both positive and negative guest reviews alike
Guest	Guest reviews impact purchase decisions (bookings)
Damage	Fake reviews can damage hospitality businesses' reputation

Social media review (influencers)



Social media review (influencers)



Using Social Media Influencers

Advantages

Increased Reach and Visibility

Influencers have large, engaged audiences, helping to amplify your hotel's exposure to new demographics.

Enables targeted promotion to specific niches, such as luxury, family, or adventure travel.

Authenticity and Trust

Followers often trust influencer opinions more than traditional advertising.

Their personal experiences add credibility to the hotel's reputation.

Cost-Effective Marketing

Collaborating with micro or mid-tier influencers can be more affordable than traditional campaigns.

Real-Time Engagement

Influencers often share live updates, generating excitement and interest in real time.

Enhanced Online Content

High-quality photos, videos, and reviews created by influencers can be repurposed for the hotel's marketing efforts.

Using Social Media Influencers

Disadvantages

Risk of Misalignment

Influencers may not fully align with your brand's values or target audience, potentially damaging credibility.

Unpredictable Return on Investment (ROI)

Results can vary, and not all campaigns lead to increased bookings or direct revenue.

Potential for Negative Publicity

If the influencer's experience does not meet expectations, it could result in negative reviews or posts.

Dependency on Influencer Reputation

Scandals or controversies involving the influencer could reflect poorly on the hotel.

Cost and Resource Allocation

Partnering with high-profile influencers can be expensive, and managing collaborations requires significant time and effort.

Any Questions?



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