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Lia Medina

Universidade Técnica do Atlântico

Edinélda Coelho

Universidade Técnica do Atlântico

Anaísa Lopes

Universidade Técnica do Atlântico

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Deciphering Tourist Satisfaction: A Comprehensive Analysis of Accommodation Experiences Through TripAdvisor Reviews

Ricardo Alexandre Correia¹; Ângela Junqueiro²; Aida Carvalho³; João Paulo Sousa⁴ e Ruta Fontes⁵

¹ Instituto Politécnico de Bragança, ricardocorreia@ipb.pt

² Instituto Politécnico de Bragança, ajunqueiro@gmail.com

³ Instituto Politécnico de Bragança, acarvalho@ipb.pt

⁴ Instituto Politécnico de Bragança, jpaulo@ipb.pt

⁵ Universidade de Aveiro, ruta.jasulaityte@gmail.com

ABSTRACT

Abstract: This study delves into tourist satisfaction with accommodation services in a Portuguese rural destination, leveraging TripAdvisor reviews. The primary aim is to discern foreign tourists' contentment and discontent patterns, emphasizing key factors influencing their experiences. Employing Leximancer software for text mining, we analyzed TripAdvisor reviews focusing on accommodation and restaurants. This study shows that in accommodation, satisfaction and dissatisfaction are mixed around specific issues, namely the human factor. The human element is pivotal in shaping positive and negative evaluations. This research pioneers a comprehensive analysis of tourist satisfaction in rural destinations, unravelling distinct themes and commonalities in accommodation experiences. The study underscores the centrality of the human factor in influencing customer perceptions and provides actionable managerial recommendations for heightened service quality and targeted improvements.

Keywords: Satisfaction; Dissatisfaction; TripAdvisor; Accommodation; Rural Destination.

1. INTRODUCTION

Tourism is an increasingly globalized, competitive sector with a continuous need for innovation, and it is up to tourism destination management organizations to develop innovative and sustainable strategies that guarantee the best possible results over time (Sigalat-Signes et al., 2020). This innovation in the tourism sector is strongly linked to information and communication technologies, which have transformed the sector, whether through new forms of organization, processes, and products from companies providing tourism services, or through demand from the tourist consumer. The development of online information sources, social media, and user-

generated content also have an increasingly important influence on tourists' perceptions and expectations of destinations online (Yuan et al., 2022), as well as on the constitution of their reputation and image. Social media users create and share texts, images, and videos and value or recommend products, people, or services and express their opinions about their experiences (Agüero-Torales et al., 2019).

The online reputation of tourist destinations has gained enormous importance in recent years (Carrasco-Santos et al., 2021) and constitutes an extremely useful database for public and private managers. In (Egresi et al., 2019) the authors suggest that hotel managers should encourage their guests to write reviews about their stay, as the number of reviews is positively correlated with the rating of the hotel on Booking.com and TripAdvisor. A hotel's rating increases as more reviews are left, and the likelihood of positive reviews increases. Also several studies (Xie et al., 2014; Ye et al., 2009) show that positive online reviews influence sales and have a positive impact on financial performance.

In fact, through online platforms and UCG sources, it is possible to gain an insight into the factors of tourist satisfaction and dissatisfaction (Meneses et al., 2023). Satisfaction is a multifaceted concept that consists of a series of independent components or dimensions, in which the tourist's satisfaction or dissatisfaction is likely to be accumulated through satisfaction with the individual elements or attributes of all the products and services that make up the tourist experience and thus results in overall tourist satisfaction (Yuksel & Rimmington, 1998).

Given the relevance of this topic, this study analyses online reviews of the TripAdvisor platform to understand the satisfaction of foreign tourists with the accommodation services of a Portuguese rural destination with a low population density to identify the reasons for satisfaction and dissatisfaction and suggesting measures that might lead to increased satisfaction.

This exploratory study will use a qualitative approach, using netnography as the analysis methodology. The online reviews will be analysed using Leximancer, a text mining software that provides qualitative analysis by identifying the main narratives associated with the experiences found on the TripAdvisor platform.

2. LITERATURE REVIEW

More than ever, destinations need to develop innovative ideas to meet the growing needs of tourists and add value to their visit experience. The growing complexity of tourists and the development of technology and digitalization drive innovation in the tourism industry and create new types of relationships between stakeholders and tourists, giving rise to innovative solutions and strategies in tourism marketing (Bigné & Decrop, 2019; Purchase & Volery, 2020) mainly digital marketing (Sánchez-Teba et al., 2020).

2.1. The importance of Information and Communication Technologies in tourism and destination marketing

Digital communication tools have made it possible to create large volumes of data in tourism. This Big Data in tourism is essential for destination management as it provides information supporting tourism planning and decision-making. All the data published online can be used by marketing, as it allows for information anytime, anywhere and can influence the entire travel process, before, during, and after the trip: from planning, booking, experiencing, and sharing it (Buhalis, 2019). Big Data research materials in tourism include textual content and multimedia content (images, videos, audio) from a wide range of sources (social media, for example) that increasingly originate from users (Wang et al., 2020). The abundance of user-generated content provides enormous potential for marketers and destination managers in that it identifies consumption patterns and makes it possible to predict future behaviour (Jyotsna & Maurya, 2019).

Mobile devices have changed how people communicate, interact, and mediate the tourism experience, enhancing real-time interactions when consumers are willing to engage with destinations (Sharmin et al., 2021). In this way, both collective performance and competitiveness are optimized, which makes it possible to generate agile solutions and add value for everyone involved in tourism in each destination, from suppliers and intermediaries, the public and private sectors, to consumers.

From a marketing perspective, social media is thus a fundamental tool in tourism promotion, creating a direct relationship between tourist destinations and tourists (Yuan et al., 2022). Social media allows marketers to stimulate conversation and encourage interaction, increasing consumer engagement, sharing, collaboration, and positive eWOM (Lee et al., 2021) while mitigating negative WOM, which has a greater impact compared to positive WOM (Chatterjee, 2001). Social media platforms effectively promote destinations, allow interactions with key players, residents, and tourists, and create positive images of places. Their enormous potential to enable active user participation and the creation of user-generated content, as well as technological advances, has increased the power of stakeholders to influence the shaping of smart tourism destinations.

2.2. The influence of user-generated content

Nowadays, it is very easy to share information, as everyone with access to the internet can publish, comment, and share their ideas online, and as a result, millions of users will have access to them, creating an inevitable influence on other people's decisions through electronic word of mouth (eWOM). The importance of user-generated content (UGC) in the form of online reviews has grown exponentially in recent years. These online reviews have proven more reliable than any similar material published by tourism products and/or service providers (Egresi et al., 2019; Tetzlaff et al., 2019).

Online reviews represent important narratives that allow for wide dissemination and are transformed into a reliable source of eWOM, significantly influencing the decisions of other customers (Cassar et al., 2020; Perez-Aranda et al., 2021). Although UGC and eWOM are closely

related, these concepts are distinct from each other, (Cassar et al., 2020) since for UGC to become eWOM, it has to be transmitted or seen by other users. Thus, UGC without dissemination, only as eWOM, has little influence, but successful dissemination of UGC results in effective eWOM. In the case of social media platforms such as TripAdvisor, eWOM occurs when UGC posted by one user is read by other users, generating ongoing interest.

In a study on what motivates consumers to write content in online reviews, Yoo and Gretzel (2008) consider that consumer-generated content websites only work if the motivations for generating the content are well understood. Thus, tourists write online reviews to share their experiences with a product and/or service and describe their satisfaction levels to help other travellers (Fileri & McLeay, 2014). Banerjee et al. (2017) also conclude that trustworthiness in those who write online reviews is positively associated with six characteristics: positivity, involvement, experience, reputation, competence, and sociability. User-generated content thus creates opportunities for accommodations to better understand their customers and guests (Barreda & Bilgihan, 2013).

2.3. Satisfaction and dissatisfaction of tourist consumers

According to (Atabeb, 2019), tourist satisfaction is related to the quality of the destination, i.e., the quality of the entire tourist offer in a given destination. A tourist destination is therefore considered to be of high quality if the whole service, or tourist offer, meets the needs of tourists and ultimately satisfies their expectations. Tourist satisfaction is, therefore, an extremely strategic variable for tourist destinations, and to this end, it is essential to know the dimensions inherent in satisfaction, as argued by (Pizam et al., 1978).

In a study on motivation in the workplace, (Herzberg, 1959) developed the two-factor theory, arguing that satisfaction and dissatisfaction at work are two extremes on two continuums, where one continuum that of motivation is satisfaction versus non-satisfaction, while the other that of hygiene is dissatisfaction versus non-dissatisfaction. In the opinion of these authors, the variables whose presence or absence cause satisfaction or dissatisfaction are not the same as those that cause dissatisfaction or non-satisfaction. Satisfaction and dissatisfaction are thus two different dimensions in which one emphasizes satisfaction with the attributes and the other emphasizes dissatisfaction (Alegre & Garau, 2010).

Later, (Noriaki et al., 1984) evolved this two-factor theory into three independent satisfaction factors that influence satisfaction in different ways, highlighting the non-linear nature of customer satisfaction. For (Matzler & Sauerwein, 2002), this three-factor theory of consumer satisfaction is based on the following factors: basic (mandatory requirements), arousal (attractive requirements), and performance (linear requirements). In (Matzler et al., 1996) the authors considers that if the mandatory requirements are met, the customer will be delighted. However, as the customer takes these requirements for granted, meeting them will not increase their satisfaction because, as they are the essential criteria of a product, meeting them will only lead to a state of "no dissatisfaction."

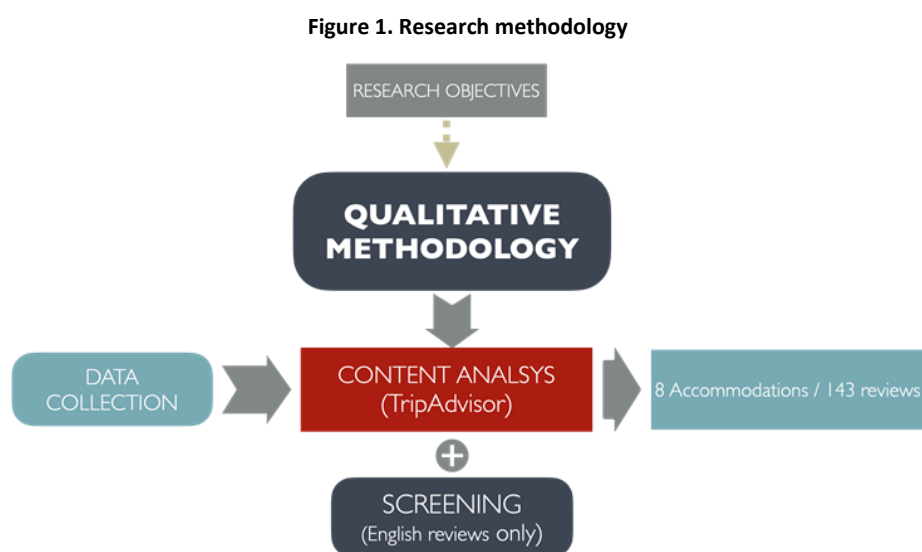
One of the main approaches to customer satisfaction questions in tourist accommodation is service quality (Berezina et al., 2016; Marković et al., 2013). In the research by (Manolitzas et al., 2022), four aspects are essential for guests' overall satisfaction when staying in tourist accommodations: location, cleanliness, service, and value for money.

3. Research Methodological Framework

The main objective of this research is to assess the overall satisfaction of foreign tourist consumers with the services provided by the accommodation operators in the rural tourist destination of Vila Nova de Foz Côa, based on online reviews on the TripAdvisor platform. Thus, the research question to be answered is: What are the dimensions associated with the satisfaction of international accommodation stakeholders in the tourist destination of Vila Nova de Foz Côa?

In this research, the strategy adopted is based on the qualitative research method. The type of research adopted was netnography, also known as internet ethnography. According to (Fortin et al., 2009), ethnography is a qualitative approach that makes it possible to study the common cultural behaviour of individuals or groups. In turn, netnography is a qualitative research methodology that aims to adapt ethnographic research techniques to study online cultures and communities (Kozinets, 2002). Given that several online platforms, including TripAdvisor, are becoming social communities with their own values and beliefs (Yoo & Gretzel, 2008), the type of methodology chosen for this study is considered the most appropriate.

This strategy was formalized in the research process represented in figure 1, which includes the main stages of data collection, screening, content analysis, and will be explained in the following sections.



Source: (elaborated by the authors.)

3.1. Case selection

Vila Nova de Foz Côa is a small rural municipality located in Portugal's northern interior, part of two World Heritage Sites. It has an extraordinary historical and cultural heritage, including the Prehistoric Rock Art Sites of the Côa Valley, inscribed by UNESCO on the World Heritage List in 1998 (UNESCO - Text of the Convention for the Safeguarding of the Intangible Cultural Heritage, n.d.). This territory is also covered by the Alto Douro Wine Region, which was inscribed on the World Heritage List in 2001. UNESCO considered this region to have a unique cultural landscape, the result of ages of work by men and women who shaped the steep slopes in search of the best fruit from the vines (UNESCO - Intangible Heritage Home, n.d.).

3.2. Data collection

This study involves the analysis of reviews on TripAdvisor, the platform and website that offers users the possibility of evaluating their experiences in the field of tourism through comments and ratings (Barreda & Bilgihan, 2013). As the aim is to study foreign tourist consumers, as in previous studies (Agüero-Torales et al., 2019; Brochado, 2019; Cassar et al., 2020; Egresi et al., 2019; Jyotsna & Maurya, 2019; Meneses et al., 2023; Miguéns et al., 2008) only online reviews written in English were considered. As for the timeframe of the analysis, it was initially set between August 2018 and August 2023. However, to cover as many reviews as possible in this study, all reviews from the Hotels and places to stay on the Tripadvisor.com website were considered, covering reviews from the last 15 years, from 2008 to September 15, 2023. As for accommodation units, on September 15, 2023, 44 accommodation units were registered in the National Tourism Register (RNT) (Turismo, 2024) in the municipality of Vila Nova de Foz Côa. However, the search on Tripadvisor.com showed only ten tourist accommodation units, with 143 reviews in English. Because they didn't have any reviews in English, two accommodation units were eliminated from this study, leaving a total of eight accommodation units in the sample.

Data extraction from the TripAdvisor travel platform was carried out using a web scraping software tool (Web Scraper, 2023), an internet scraping technique freely available online, used to collect tourist reviews of all the tourist accommodations listed by TripAdvisor for Vila Nova de Foz Côa, in English. The software extracts qualitative data from reviews and comments and quantitative data in the form of ratings. These ratings consist of the overall satisfaction index, based on the four satisfaction attributes listed by TripAdvisor, i.e., location, cleanliness, service, and value (quality-price). The extracted data was then organized in spreadsheets according to the degree of quantitative satisfaction: reviews 4 and 5 correspond to overall satisfaction and 1 and 2 represent overall dissatisfaction. The data obtained was then imported into the Leximancer v5.0 software (Leximancer, 2023) to analyse the contribution of the texts about the criteria investigated (location, cleanliness, service and quality-price) to overall satisfaction through content analysis (Manolitzas et al., 2022).

According to the User Guide (Leximancer, 2023) Leximancer is text mining software used to analyse the content of collections of textual documents and visually display critical concepts and

how they are related. Leximancer uses both conceptual analysis and relational analysis (Smith & Humphreys, 2006). In conceptual analysis, the text is measured by the occurrence and frequency of concepts; that is, Leximancer defines concepts, which correspond to the set of weighted terms, automatically learning the meaning of the text itself. Seedwords, or concept seeds, represent the starting point for defining such concepts. The Leximancer guide (Leximancer, 2023) explains that the software automatically identifies the seeds of concepts by looking for the words that appear most frequently in the text. By measuring the frequency and relationships of concepts found in the document, the results are provided visually as a two-dimensional map, with statistical data that can be exported and used for further analysis (Cheng & Edwards, 2019).

Leximancer has already been used in several scientific and academic investigations in the field of tourism (Angus et al., 2013; Brochado, 2019; Cassar et al., 2020; Fine et al., 2017; Lopes, 2021; Meneses et al., 2023). In this case, the aim is to code, organize, and classify the information resulting from online reviews of accommodation and catering establishments in the municipality of Vila Nova de Foz Côa, which appear on the TripAdvisor website. In (Cassar et al., 2020) is considered this software a reliable tool as it provides the possibility of obtaining a qualitative interpretation using statistical methods, without the need to introduce manual coding, thus avoiding human bias, unlike other qualitative data analysis tools.

4. DISCUSSION

To develop the analysis and discussion of the data, the main themes and concepts that emerged from the tourists' online reviews and the evaluations of their experiences in terms of satisfaction and dissatisfaction in the accommodation units will be presented.

4.1. Accommodation

Figure 2 shows the conceptual map obtained from the UGC texts of online reviews with a quantitative rating of 4 (Very Good) and 5 (Excellent), corresponding to overall satisfaction with tourist accommodation. The conceptual map shows five themes associated with satisfaction: pool, breakfast, place, couple, and vineyards, which in turn are associated with the following concepts, which are presented below with the respective frequency in which they are identified and their relevance in percentage terms:

Pool: pool (60; 100%), beautiful (46; 77%), wine (50; 83%), river (42; 70%), hotel (60; 100%), stay (53; 88%), views (39; 75%), stayed (38; 73%), Douro (36; 60%), room (36; 60%), food (29; 48%), experience (27; 45%), amazing (30; 50%).

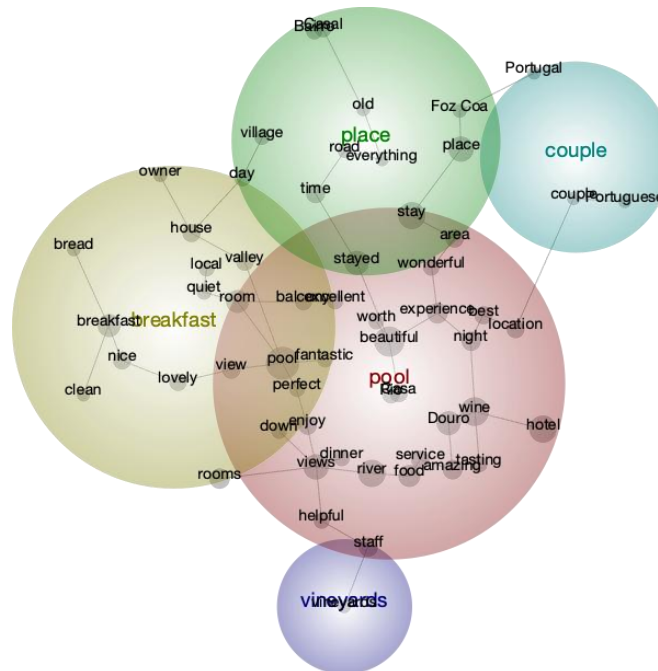
Breakfast: breakfast (46; 77%), rooms (36; 60%), view (26; 43%), house (22; 37%), nice (29; 48%), valley (19; 32%), lovely (25; 42%), local (16; 27%), quiet (16; 27%), owner (15; 25%), bread (14; 23%), clean (15; 25%);

Place: place (59; 98%), time (28; 47%), area (26; 43%), day (21; 35%), Bairro (19; 32%), Casal (19; 32%), village (15; 25%), road (13; 22%), Foz Coa (15; 25%), old (13; 22%), everything (12; 20%);

Couple: couple (14; 23%), Portugal (14; 23%), Portuguese (14; 23%);

Vineyards: vineyards (14; 23%).

Figure 2: Conceptual Map of Satisfaction: Accommodation



Source: prepared using Leximancer software.

The three most prominent themes appear in association, indicating a clear co-occurrence when customers narrate their experience expressing their satisfaction with the accommodation, in which they praise the physical facilities, especially the swimming pools, and the location, but also, the breakfast offered and all the activities provided, from the swimming pool to wine tastings, for example, as can be confirmed by the following testimonials, presented with a rating of 5 (Excellent):

“This is the best hotel I have ever stayed.

Stunningly beautiful; sophisticated; amazing staff; amazing food and obviously the wine. One night was not enough to enjoy all that the property has to offer: the pool(s); the wine tasting; the dinner; the sunset stunning views; kayaking in the river Douro. (...).”

“A place of seclusion and peace in paradise

It's definitely off the beaten track. Main attraction in this area are recent paleontological discoveries of early man as well as wine and nature walks (...)."

"Douro Valley

Beautiful home host and breakfast. The perfect beginning to a tour of Douro Valley. Start here and work your way to Porto on N222. Also the tourist office here is extremely helpful and everyone walks you to your destination to make sure you find it. We will return."

"Unique experience at (...) in the heart of the hills forming the Douro Valley

was our second stop (after Oporto) in a seven-week trip by train through Portugal and Spain. After a couple of days there, my wife predicted that this was likely to be the absolute highlight of our trip."

"Nature; fabulous luxury

Probably the best place to rest a few days in Douro. Surrounded by Vineyards; peaceful but at the same time with lot of activities to do. The pool is great, and the staff is wonderful. (...)."

The reviews with a 4 - Very Good rating also show the same correlated concepts, as confirmed by the following testimony:

"Best place in town

We arrived on a hot day, and the pool was very inviting. By far, the best place to stay is in Foz Coa. The rooms are large, and the beds comfortable. The breakfast is quite good with homemade cakes and lots of local fruit."

However, some of these reviews contain a few observations justifying why the maximum rating was not given, as can be seen in the following comment:

"Amazing! Just a few details...

First, the positive, the service is top (...). They make you feel welcome as far as they can. The lady in reception was a bit grumpy the check-out day but I'm letting that one go. The food is very good (...) The rooms are very comfortable, and they clean it quite often, so it feels quite tidy and cozy. The view and the pools are a dream come true."

As for the couple theme, it is associated with reviews that praise the owners and/or managers of accommodation units, as shown below:

"An unanticipated delight

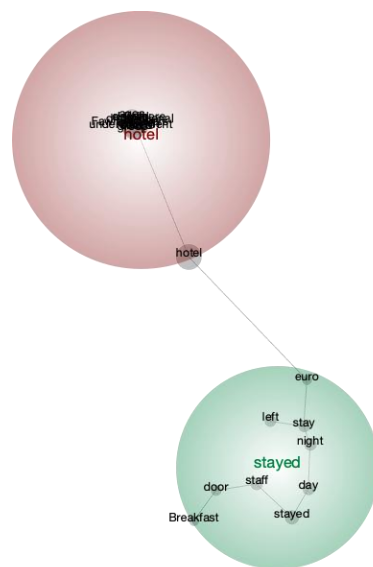
Staying at (...) was one of the most unique and delightful vacation experiences we have ever had. (...) What an incredible couple! Thank you so much for giving me the opportunity to meet you."

Regarding the sample of reviews that revealed dissatisfaction with the accommodation, this proved to be extremely low, as out of a total of 143 reviews, only four corresponded to a negative quantitative assessment, one of which was rated 1 - Terrible. Figure 3 shows the Conceptual map obtained from the UGC texts of TripAdvisor's online reviews, which have a quantitative evaluation of 1 (Terrible) and 2 (Poor), corresponding to general dissatisfaction with the tourist accommodation experience. This conceptual map shows two themes associated with dissatisfaction: stayed hotel, which have the following associated concepts:

Hotel: hotel (6; 100%), ages (1; 17%), chaos (1; 17%), check-in (1; 17%), cycling (1; 17%), details (1; 17%), dinner (1; 17%), dysfunctional (1; 17%), liked (1; 17%), understatement (1; 17%), Fawly Towers (1; 17%).

Stayed: stayed (5; 83%), day (3; 50%), night (3; 50%), left (2; 33%), staff (3; 50%), door (2; 33%), euro (2; 33%), Breakfast (3; 50%).

Figure 3: Conceptual Insatisfaction Map: Accommodation



Source: using Leximancer software.

The reasons for dissatisfaction are mainly related to the management and/or staff, the physical facilities, and the breakfast, as can be seen from the transcripts of the reviews. Thus, the review with a quantitative rating of 1 - Terrible, has the following text about its experience:

“Not Good

We stayed at this hotel because we had toured the prehistoric art in Coa Valley late in the day. There isn't much available in Vila Nova de Foz so we settled for this hotel. They do not accept credit cards - cash only but there is an atm next door. Breakfast was awful.”

The remaining three reviews, with a quantitative rating of 2 - Weak, reveal the dimensions of dissatisfaction with the accommodation, mainly related to management, physical facilities, and staff, as can be seen from the comments:

“If you liked Fawlty Towers

You'll like this hotel If you liked Fawlty Towers, disfunctional would be an understatement. We were a cycling group, sent our details before but check-in took ages just chaos! They wouldn't do dinner so had to go elsewhere. Breakfast was ok most things ran out.”

5. CONCLUSIONS, RECOMMENDATIONS, LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

Text mining using Leximancer produced four concept maps corresponding to satisfaction and dissatisfaction in tourist accommodation. Once the central themes and concepts obtained were recognized, it was possible to identify the reasons associated with satisfaction/dissatisfaction about the accommodation actors analysed.

5.1. Conclusions

As for the accommodation data, the analysis yielded five themes associated with customer satisfaction: pool, breakfast, place, couple, and vineyards. As can be seen in Table 1, the three most prominent themes were pool, breakfast, and place, indicating satisfaction with the accommodation, namely the physical facilities and activities offered, the location, and the breakfast provided.

Table 1: Accommodation: Main themes and concepts

Satisfaction		Dissatisfaction	
Pool	Pool Hotel Stay	Hotel	Hotel Check-in Disfunctional
Breakfast	Breakfast Rooms View	Stayed	Stayed Staff
Place	Place Time		Breakfast

Area

The themes that emerged from the Leximancer analysis regarding general dissatisfaction with the tourist accommodation experience were hotel and stay, with the concepts identified relating to management and/or staff, physical facilities, and breakfast. Although these themes appear on the Conceptual Map as isolated and uncorrelated, they were analysed together given the scarcity of data. Knowing that consumers consider the attributes related to accommodation to be the most important in their decision-making process compared to other tourist services or products (Barreda & Bilgihan, 2013; Yoo & Gretzel, 2008), it is possible to conclude that the common reasons that cause the greatest satisfaction in the accommodation experience are also those that cause the greatest dissatisfaction: the physical facilities, the human factor associated with the quality of service and the breakfast offered, which correspond to the leading products and services of tourist accommodation. According to the three-factor model of (Noriaki et al., 1984), these represent performance factors, considered to be hybrid since they have a symmetrical and linear influence on customer satisfaction, i.e., a high performance of these factors leads to satisfaction, while a low performance generates dissatisfaction (Bi et al., 2020; Matzler & Sauerwein, 2002).

5.2. Managerial implications

Faced with an increasingly competitive tourist market, the managers of these establishments must try to increase the excitement factors and attractive requirements, as presented in the model by (Noriaki et al., 1984). These factors increase consumer satisfaction if they are met, as they are not expected, surprise the consumer, generate delight, and consequently have a more significant impact on the level of customer satisfaction.

By analysing the online reviews, it was possible to confirm that the human factor associated with the quality of the service provided stands out in terms of both consumer satisfaction and dissatisfaction. Thus, reliability, namely the ability to perform services reliably and accurately; responsiveness, through the willingness to help customers and provide a quick service; assurance, conveyed through the knowledge and courtesy of the staff, as well as their ability to convey trust and security; empathy, through the provision of careful and individualized attention to customers; and the tangibility provided by the physical facilities and their equipment are also the dimensions inherent in the satisfaction of tourist consumers of accommodation in Vila Nova de Foz Côa.

It is essential and urgent to make owners and managers of tourist accommodations aware of this issue and to make them aware of the possibility of extracting information about their customers' satisfaction through public data that can be found online so that they can make targeted plans to improve the services they provide. Companies are advised to use reviews to improve their brand and image, allocating resources to areas that need further improvement. To this end, UGC

analysis is essential, and companies must define strategies in line with customer expectations about the service provided in accommodations.

Regarding the human factor, namely employees, owners, and managers, companies must focus on hospitality and communication skills. The better the service provided by professionals in the sector, the greater the satisfaction of tourists (Silaban et al., 2019). The relationship between professionals in the tourism sector and tourists is significant in managing tourist accommodations. Investing in professional training, developing technical skills, and obtaining motivated employees (Torres & Kline, 2006) is fundamental to providing high-level services to a tourist consumer who yearns for a fast, fair, and helpful service to respond to their needs. needs (Atabeb, 2019). Managers must also be oriented towards providing their employees with customer feedback through monitoring online reviews so that they can respond with correct services aligned with their real needs, meeting their expectations and exceeding them to have more satisfied customers (Čuić Tanković et al., 2023). These strategies will guarantee the improvement of the company's brand image (Barreda & Bilgihan, 2013).

5.3. Limitations and future work

Given the exploratory nature of this study, it has several limitations. The main limitation came from the data source, as only TripAdvisor online reviews were considered, not considering consumers who don't use this platform to evaluate their experience. The fact that it only analysed online reviews written in English by foreign tourists is a limitation, and future research could be carried out in this direction. Regarding the analysis of online reviews, to avoid any human intervention in the study of the textual content of the reviews, there needed to be cleaning or correction of the texts, which may have interfered with the results obtained by the software. Lastly, the study could have been more comprehensive in analysing the overall satisfaction of this tourist destination if it had looked at the entire tourist offer and not just accommodation. Future research may include evaluations in multiple languages and address more platforms and other touristic services.

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