

# Linguistic Strategies in Hotel Management for Effective Response on Negative Comments

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**Abstract---** Nowadays, posting the online reviews regarding an individual's experience about the hospitality providers like restaurants, tourism and Hotels have become a trend in the present century. The review list can possibly contain negative comments as well as positive comments. The most challenging aspect for the Hotel Managers is to provide an effective response on the negative comments so that further seeking customers should not be influenced by the negative comments. The influence of electronic Word-of-mouth (eWOM) in the managerial response and many certain experimental models to deliver effective response to the negative comments has been mentioned in the research paper.

**Keyword---** Hotel, management, Trip Advisor, negative reviews, comment, managerial response, eWOM.

## I. INTRODUCTION

In recent years, Internet has become the major source for acquiring and sharing any kind of information which are useful in daily life of an individual. This innovative computer technology can be also used to carry out various tasks required to be fulfilled every day, wherein the task comprises of billing processes for the daily meal, purchasing groceries, various tools and accessories required at home, clothes, booking hotels, travel tickets and so on. This process can be pursued by using the Application which is available on any Android phones. This technology is also useful for communicating with the relatives, friends and colleagues through the mobile Apps such as Facebook, WhatsApp, Instagram, through email and so on.

Many such separate websites like "TripAdvisor" are available which can be used for the travel bookings and hotel bookings, wherein the people seeking for vacations or hotel rooms, book their hotel room as per their requirement through these websites. They can also share their staying experience at the hotel through the available websites. Number of opinions and reviews were received from the people staying at different hotels through the websites. Internet will help to access these kind of websites, so that people can use it conveniently which can reduce their effort and time required for searching and deciding the hotel to stay at reasonable cost. It is difficult to get the information of the accommodation services before booking the hotel i.e. evaluation of actual services is difficult, so these websites comprises of services which provides the review system, wherein people who have already stayed there in the hotel can share their views and opinion regarding the accommodation services provided by the hotel. And those review can be further viewed by the people who are willing to book the hotel rooms accordingly as per their requirement. Depending upon the reviews people can be sure about the actual accommodation services [1].

In few cases, people share negative comments or reviews on that particular website and that will have significant impact on the people who book the hotel rooms by evaluating the reviews on the websites, it may also affect the reputation of the hotel. Hence, it is the responsibility of the hotel management staff to address these type of negative comments immediately in an effective way. Many complaints and criticism can be seen on the website in the form of online comments, they are need to be replied immediately by the hotel staffs in the form of comment expressing detail rectifications, regret and denying allegation to regain the confidence of the customers and ensure about the recovery or the refunds of the services. A particular framework for review response can be introduced, wherein the resources associated with this framework are framed into three categories: “Hotel Management”, “Potential customers” and “Dissatisfied customers”. Wherein it is responsibility of Hotel Management to give an effective response to the negative reviews on the websites, which helps in managing the reputation of the hotel. Potential customers will be able to view the reviews shared by the people who have experienced the accommodation services before in the Hotel [2]. And dissatisfied customers have an access to complain and condemn through the website, so that they can express their frustration by informing the visitors regarding the weaknesses intervened in the hotel management system.

Speaking about the most popular and reputed hotels, most of the online reviews on their website comprises of positive comments and less negative comments. The main reason behind the posting of negative comments by the consumers is their dissatisfaction with the accommodation services or they have received very less quality of services as compared to the experience they had at the hotels in which they have stayed before. People always expect more when they enter into new hotels which has been never visited by them before [3].

The customers opted to stay in a particular hotel can suffer from a loss which may be in any kind of forms such as economic in which the prices of the meal are costly as compared to other reputed hotels along with the quality of food or any other kind of interpersonal reasons such as rude behaviour of the hotel staff.

The best strategy to be implemented to overcome the challenges faced due to the online reviews is to reduce the minimum impacts of the negative comments by defending them with the effective comments or managerial response given by the Hotel manager. “Word-of-mouth” was used as a communication medium to communicate with the customer, which involves every conversation from “business-to-consumer” (B2C) or “consumer-to-consumer” (C2C). Nowadays people are using “eWOM” to post their opinions and experience in the form of reviews with the help of internet.

Given this, the study meant to create and test a typology of how firms react on the reviews which are in the form of online comment. It additionally intended to portray the diverse correspondence styles received by inns in reacting to these reviews, and to think about top-and base positioned inns on every one of the first factors. A last target was to construct an establishment for future research here through the advancement of a progression of testable suggestions. From a scholarly point of view, the examination propels hypothetical comprehension of administration recuperation, relational equity, and notoriety the executives in an online setting [4].

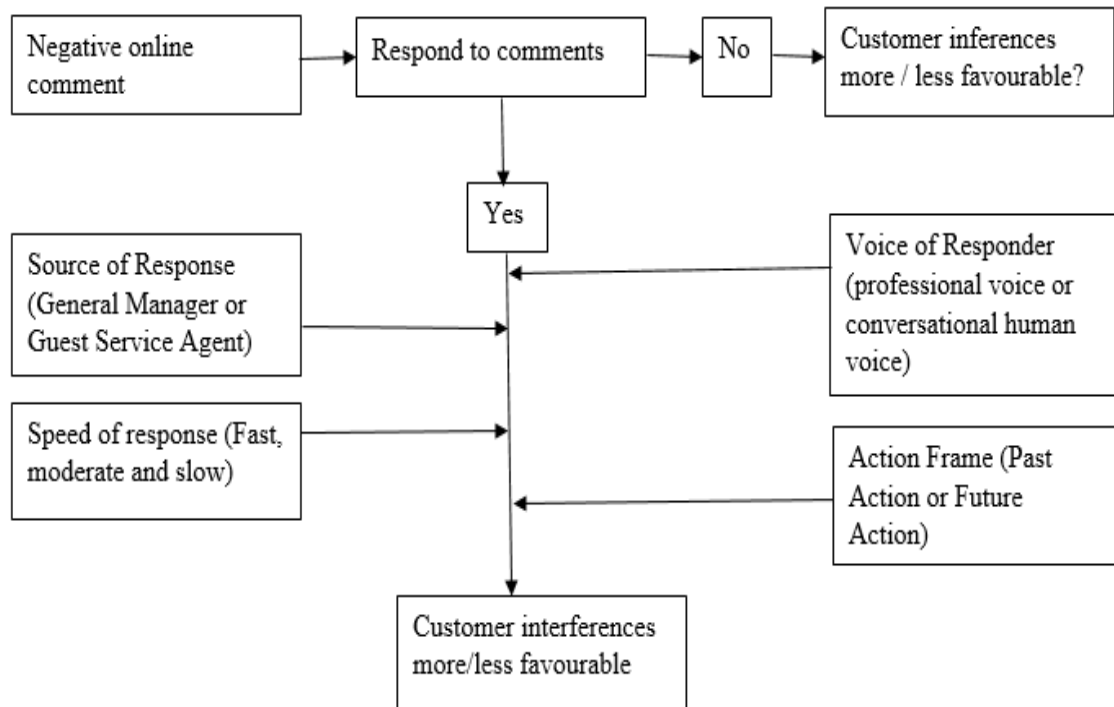
Many such studies were taken into considered, where the analysis has been conducted through an interview approach of the customers and the Managers of the Hotel, the data was collected and the results were plotted accordingly, wherein it includes the attentiveness of the service providers, the manner of responding the customers by taking care of their needs. This is totally depended upon the quality of service provided to the customers along with

their satisfaction [5]. Some of the experimental research done by various researchers' shows that the customers were unhappy due to the delaying of the services when they were staying at the hotel and later dissatisfaction with the recovery or refund services. Due to which the customers get frustrated and they express their frustration by putting their reviews in the form of online comments on the websites regarding the particular experience in the Hotel. This can possibly bring down the reputation of the Hotel. To overcome this, the managerial response should be in a polite manner so that the customer will get convinced with their response. The timing of responding is also an important aspect, after how long the response is given to a particular comment does matter [6].

People have adopted the "eWOM" in a wide range for sharing their experience regarding the services provided in the hospitality sector. Certain analysis were conducted based on how the customers (seeking for Hotel to stay) are influenced by the information shared online and along with the content of the response [7]. Managing the Hotel's reputation and the "eWOM" has been a growing concern in the study. To solve this problems, many such experimental models have been adopted by the researchers to examine the way of response to the negative reviews provided by the managerial staff in the Hotel and their effect on the customers [8]. Where in the major factors involved in this experimental model are: The style of communication, the source of response (General Manger or Guest service Agent), Speed of response, and action frame (depending upon the past experience of the responding person). The overview of this model has been illustrated in Fig. 1.

The issue regarding whether arrangement of a reaction to a negative online comments emphatically influences the deductions potential clients draw about a firm is a long way from settled. From one perspective are contentions that an organization may limit fault by basically making no move in light of negative occasions. Researchers in advertising recommend that such key quiet is destined to be viewed as adequate by individuals who have unequivocally positive sentiments of the organization. Some exploration has discovered that giving an authoritative reaction can negatively affect client buy goals and inn execution. Then again, non-activity procedures may enable negative data about the association to stand unchallenged, accordingly conceivably harming the organization's reputation.

The "offline" administration recuperation writing recommends that neglecting to react to visitor grievances brings about poor fulfilment evaluations and low return expectation levels. So also, in managing a help disappointment, the nonattendance of a conciliatory sentiment is related with customer view of low interactional equity. Stretching out this line of thought to online grumbling practices and authoritative reactions, study propose that organization reactions that incorporate offering an statement of regret, remuneration, or remedial activity may help re-establish the organization's certain picture. In their investigation, spectators who were presented to an accommodative reaction to online objections were bound to decidedly assess the organization than were those getting no reaction. All the more as of late, specialists shown that the effect of authoritative reactions is directed by the degree of agreement present in a lot of customer surveys, with impacts of hierarchical reactions (versus no reaction) more grounded under states of low (versus high) accord. Scientists have given further contentions for the board giving an online reaction to support disappointments provided details regarding outsider destinations: for instance, arrangement of a reaction will lessen the probability of per users of client reviews drawing their own negative, yet conceivably wrong, deductions. Most of past WOM investigate has concentrated on its authoritative predecessors. Our examination expands the writing by looking at authoritative reactions to client eWOM.



**Fig. 1 – Conceptual model for responding to the negative reviews**

## II. LITERATURE REVIEW

The field of research is divided into various categories, wherein the reports regarding the conducted experiment have been introduced to recognize the effect of management response to the negative comments. The report stated that the people or the expecting customers react in much favourable way to accusation of negative comments posted by travellers and also the way of replying the negative comments may also treated as significant to influence the attitude of the consumers towards the hotel management. Several suggestions were provided to improve the management system regarding the current context [9].

Several studies have proposed the method to evaluate the managerial response on the consumer electronic word-of-mouth (eWOM) and the performance of Hotel. Wherein a group of consumers were selected for the analysis and their reviews were collected along with the response given by the hotel management which was taken from the website of “TripAdvisor”. It was concluded that the effective managerial response results in increasing the ratings of Hotel near about 0.2236 stars under the rating list of “TripAdvisor” in addition with 18.2 % increase in subsequent consumer “eWOM”. The continuous engagement of the customers results in increase in ratings of the hotel [10].

Intervention of “Consumer Generated Media” (CGM) in the hospitality sector have been discussed in the study, wherein the records of travellers have been gathered regarding their expectations about the kind of services provided by the hospitality sector. The survey was conducted regarding the travel bookings of the travellers, the views and opinions regarding travelling the accommodation services were also recorded. Based on this, the framework was designed [11].

There has been increase in trend of posting online reviews regarding the consumer's experience of their accommodation services received from the hotels, about the restaurants and other such service providing hospitality sectors. The report states that there exist few hotel managers that can respond in well and effective manner to the negative comments posted by the consumers on their website along with the refunding process or service recovery process of the consumers with the help of "eWOM" literatures. A framework has been introduced by evaluating this method of responding to the negative reviews of the consumers. And it was named as "Triple A" typology which includes 18 specific forms of the managerial responses which was categorised in three different levels such as "Actions", "Accounts" and "Acknowledgement" [12].

Some case studies have been studied regarding the "TripAdvisor" to understand the influence of the social media in the tourism or hospitality sector in concern with "Open Innovation in Tourism". There have been introduced innovation approaches and business models of "TripAdvisor" for the analysis, wherein the value added services of the models have described briefly. The Literature analyse the co-creation system of the "TripAdvisor" by exchanging of various integrated resources. The major challenges faced in the management of the tourisms industries have been discussed by the researchers [4].

### III. CONCLUSION

Replying to the negative reviews posted by the customers has becoming a challenging aspect for the Hotel Managers to maintain the reputation of their organization in the market. Many experimental model which includes the techniques of delivering effective replies to the negative comments given by the customers through online websites of the organizations has proven to be essential for the Hotel Management. Many reasons have been mentioned in the research paper which are responsible for the negative reviews commented by the customers. Customer should be satisfied with the services provided by the Hotels. All the needs should be fulfilled in an effective manner. Many experimental models have been proposed by the researchers that are proved to be essential to manage the "eWOM" and performance of the Hotel.

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