Using Online Hotel Customer Reviews to Improve the Booking Process

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Abstract

The e-commerce field has developed to the point that more and more hotel companies provide online booking services to travelers as an integral part of their business model. Increasing numbers of hotel companies now provide such services as an integral part of their business model and their guests’ experiences with their hotel. Some third-party services allow customers to add comments on each hotel at the affiliated website. The current search tool features at hotel websites are based on fixed properties, allowing companies to take advantage of the huge number of available customer reviews to provide relevant information to consumers considering new services. The present research focuses on the possibility of linking customer reviews with search tools for online hotel booking and dividing the customers into categories based on their travel aims. This shall be accomplished by: 1) extracting customer reviews using opinion mining and finding hotel features that are frequently mentioned in the reviews, and 2) then analyzing those features to achieve the goal of enhancing booking processes by adding new characteristics, based on customer preferences. This research should improve online hotel booking by building a customized tool that utilizes available customer reviews at the Agoda website and matches them with users’ preferences based on survey results.
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References


Index Terms
Keywords
opinion mining  customer reviews  hotels and features.