Online Reputation Management in Destination and Hospitality

This page intentionally left blank

Online Reputation Management in Destination and Hospitality: What We Know, What We Need to Know

EDITED BY

RICCARDO RIALTI

University of Milan, Italy

ZUZANA KVÍTKOVÁ

Prague University of Economics and Business, Czech Republic

And

TOMÁŠ MAKOVNÍK

Matej Bel University, Slovakia

United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Riccardo Rialti, Zuzana Kvítková and Tomáš Makovník.
Individual chapters © 2023 The authors.
Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service
Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

ISBN: 978-1-80382-376-8 (Print)
ISBN: 978-1-80382-375-1 (Online)
ISBN: 978-1-80382-377-5 (Epub)

ISOQAR certified Management System, awarded to Emerald for adherence to Environmental standard ISO 14001:2004.

Certificate Number 1985
ISO 14001

INVESTOR IN PEOPLE

To Elena,

The one who taught me how to appreciate everything about this job even amid the worst hardships.
You will be infinitely missed by all of us.

Riccardo

This page intentionally left blank

Table of Contents

List of Figures and Tables *ix*

About the Editors *xiii*

I Introduction

Chapter 1 Online Reputation Management in Tourism: Emerging Themes, Theories, Problems, and Solutions *3*
Riccardo Rialti, Zuzana Kvítková and Tomáš Makovník

II Determinants of Online Reputation in Tourism

Chapter 2 The Electronic Word-of-Mouth (eWOM) Focusing Studies on Tourism Research *29*
Kristína Medeková, Kristína Pompurová and Ivana Šimočková

Chapter 3 How Have Travelers' Needs Evolved Because of the COVID-19 Pandemic? Corporate Reputation Building in Tourism Industry on Digital Platforms *51*
Mirko Olivieri, Elanor Colleoni and Giuseppe Bonaccorso

Chapter 4 Big Data and Online Reputation Management in Tourism: Leveraging the Role of Entrepreneurship *73*
Diletta Vianello, Anna Marrucci, Cristiano Ciappei and Claudio Becagli

Chapter 5 Specifics of Online Reputation Management of Hotel Services Intermediaries and Their Role in Reputation Creation *91*
Zuzana Kvítková and Zdenka Petrů

Chapter 6 Global Impacts of Online Reputation Management of Pre- and Post-Coronavirus Pandemic: Comparative Analysis in Context of Industry 4.0 *111*
Faheem Uddin Syed, Raffaele Donvito and Gaetano Aiello

Chapter 7 Factors Affecting the Tourists' Approach to Health and Safety Information in Reviews During the COVID-19 Pandemic *131*
Martin Vasko, Natalie Volfova and Alzbeta Zikova

III Online Reputation Management Strategies

Chapter 8 How to Boost Reputation in Growing Museums? Evidence From an Italian Case *151*
Silvia Fissi, Elena Gori and Alberto Romolini

Chapter 9 Relevance of Social Media Management in Online Reputation Building in Tourism and Hospitality: Case of Finland *163*
Natalia Kushcheva and Tiia-Mari Eilola

Chapter 10 Reviews on the Internet Marketing Communication of the SPA Tourism Enterprises in Slovakia *175*
Radka Marčeková, L'ubica Šebová and Andrej Malachovský

IV Instruments to Improve ORM in Destination Management

Chapter 11 Does Tourist Pressure Influence the Online Reputation of a Tourist Attraction? Empirical Evidence From the Uffizi Gallery *197*
Camilla Ciappei, Giovanni Liberatore, Paolo Nesi, Gianni Pantaleo, Alessandro Monti and Micaela Surchi

Chapter 12 Triangulating Online Brand Reputation, Brand Image, and Brand Identity: An Interdisciplinary Research Approach to Design the Pathways of Online Branding Strategies in Luxury Hospitality *213*
Silvia Ranfagni and Massimo Rosati

Index *237*

List of Figures and Tables

Chapter 1

Figure 1.1. A Conceptual Model of Word-of-Mouth. 5

Chapter 3

Figure 3.1. Sentiment Valance Associated to LastMinute Pre- and Post-COVID-19. 61

Figure 3.2. Pre-COVID-19 Word Cloud. 63

Figure 3.3. Post-COVID-19 Word Cloud. 64

Chapter 5

Figure 5.1. Role of Tour Operators in Online Reputation Creation in the Tourism Ecosystem. 102

Figure 5.2. Role of PCOs, DMS, and Others in Online Reputation Creation in the Tourism Ecosystem. 103

Chapter 6

Figure 6.1. Thematic Model. 125

Chapter 7

Figure 7.1. When Did You Start Planning the Vacation? 140

Figure 7.2. Responses to "I Can Search for Relevant Information on the Internet." 141

Figure 7.3. Technology Usage. 142

Figure 7.4. Income Groups. 143

Figure 7.5. Education Level. 143

Figure 7.6. I Read Reviews to Ensure Safety and Prevent Health Issues. 144
Figure 7.7. I Read Reviews to Get Information About Current Health and Safety Measures in the Hotel. 145

Chapter 9

Figure 9.1. Consumers' Travel Planning Process. 166
Figure 9.2. Active Social Media Penetration in Selected European Countries in 2020. 167

Chapter 10

Figure 10.1. Word Cloud of the Most Common Terms in the Statements of Representatives of Spa Enterprises in Slovakia. 188
Figure 10.2. Sankey Diagram of the Most Used Terms in the Context of Online Reputation Management in Medium and Large Spa Enterprises. 189
Figure 10.3. Sankey Diagram of the Most Used Terms in the Context of Online Reputation Management in Spa Enterprises, Which Achieved a Positive and Negative Economic Results in 2020. 190

Chapter 11

Figure 11.1. PCA on Data Analyzed for the Period 2018–2019 and Metrics Defined in Table 11.1. 205

Chapter 12

Figure 12.1. Triangulation Between Brand Identity, Brand Image and Brand Reputation. 220

Chapter 2

Table 2.1. Forms of Data Collection of the Reviewed Studies. 32
Table 2.2. Respondents of Realized Surveys. 33
Table 2.3. The Geographical Location of the Conducted Research. 34
Table 2.4. Examined Determinants of eWOM. 35
Table 2.5. Websites the Authors Focused on Individual Studies. 36

Table 2.6. The Focus of Studies in the Field of eWOM in Tourism. 37

Chapter 3

Table 3.1. Most Recurring Emotional Words Pre- and Post-COVID-19. 61

Table 3.2. Pre-COVID-19 Topic Extraction. 62

Table 3.3. Post-COVID-19 Topic Extraction. 62

Chapter 6

Table 6.1. Qualitative Themes' Protocol. 119

Table 6.2. Qualitative Interviews Protocol. 120

Chapter 7

Table 7.1. Correlation Coefficient Between Statements. 146

Chapter 8

Table 8.1. Activities of PM During 2021. 157

Table 8.2. Social Media Activities. 158

Chapter 10

Table 10.1. Profile of Spa Enterprises in Qualitative Research Represented by Interview' Participants. 180

Chapter 11

Table 11.1. Definitions of the Assessment Metrics Estimated by Month in the Period. 206

Table 11.2. Selection of Multilinear Regressions Performed on the Identified and Collected Metrics. Mean Values Have Been Computed in the Observation Period. 208

This page intentionally left blank

About the Editors

Riccardo Rialti, PhD, is an Assistant Professor of Management at the Department of Economics, Management and Quantitative Methods at the University of Milan (IT). Previously, he has been a Research Fellow and Adjunct Professor of Management. He obtained a PhD in Business Administration and Management from the University of Pisa (IT) in 2019. He has been a visiting faculty at the University of Lincoln (UK), Middlesex University London (UK), Sophia University (JAP), and ESCP Europe (FR). His main research interests are related to digital technologies for management and marketing. In detail, over the years his research focused on big data, organizational dynamic capabilities, knowledge management, and ambidexterity. His papers have been published in international journals such as JBR, IEEE-TEM, TFSC, MD, BPMJ, CIT, BFJ, JGM, and WREMSD. In recent times, Riccardo has also started to work as a strategic consultant for SMEs wishing to digitalize and to expand their business.

Zuzana Kvítková, PhD, is an Assistant Professor at the Department of Tourism at the Prague University of Economics and Business (CZ). Her main focus is marketing with application on tourism – hospitality, travel agencies, and destinations. Her main interests are marketing plans, online marketing, social media, online reputation management, and modern marketing approaches including content marketing, storytelling, and influencer marketing. She has also been invited as a guest speaker to several universities in Europe (Budapest, HU, Lille, Quimper, FR, Banska Bystrica, SK, Florence, IT). Zuzana gained her work experience as a Secretary of the Association of Tour Operators and Agencies, and at the position of Marketing Manager in a four-star conference hotel. In the last few years, she has been cooperating with several tourism businesses on marketing projects. She has also been a manager of the Erasmus+ and Visegrad projects.

Tomáš Makovník, PhD, is an Assistant Professor at the Department of Tourism, Faculty of Economics, Matej Bel University in Banská Bystrica (Slovakia). His major specialization is hotel management with a special focus on dispositional solution, material and technical equipment and technological processes, communication with guests, and guest relations and reputation. Tomáš teaches Hospitality Management, Tourism Infrastructure, Animation in Tourism, Congress Services in Tourism, Culture of Communication, and Social Protocol.

He participates in providing the professional praxis (internship) in tourism companies, especially in accommodation and hospitality facilities. His main research interests so far have been related to strategy for the development of tourism in Slovakia in the conditions of the united European market, formation of organizational culture, and management system of companies with international representation in an intercultural environment and the platform economy as an opportunity for sustainable and competitive development of tourism in destinations in Slovakia.