



TRIPADVISOR'S INFLUENCE ON CUSTOMERS BOOKING INTENTIONS IN 5 STAR HOTELS

Bachelor Thesis Proposal for Obtaining the Degree
Bachelor in Business Administration
in Tourism, Hotel Management and Operations

Submitted to Eva-Aileen Jungwirth-Edelmann, MA

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Affidavit

I hereby affirm that this Bachelor Thesis Proposal represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

Switzerland, 30.05.2022

Wehner

Abstract

Topic: TripAdvisor's influence on customers booking intentions in 5 Star hotels

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Content:

The main aim of this thesis is to critically analyze and evaluate TripAdvisor's influence on the customers booking intentions in 5 Star hotels and how bias in online reviews might manipulate or change the decision-making process. Furthermore, the influence of online reviews on the number of bookings a hotel receives will be investigated. This will be accomplished by an extensive literature review and a quantitative approach that includes a survey which collects information about the opinion of individuals regarding their usage of online reviews and how this influences their booking decision.

The conducted survey supported how relevant online reviews are regarding the customers booking decisions as 92% of the participants indicated reading reviews before making their booking decision. Moreover, responders read 5.3 online reviews before conducting a booking and expect 5 Star Hotels to have positive reviews. Most participants use booking.com, TripAdvisor and Airbnb to research and read about the experiences of other users. The importance of managing online reviews appropriately and the result of bias in reviews will be critically addressed as well as the future outlook for the importance of online reviews in this web-based world.

Supervisor: Eva Aileen Jungwirth-Edelmann, MA