



## Cross-Cultural Posting Online Review Behavior: Service Attributes for Hotels in Cambodia

---

Raksmey Sann and Pei-Chun Lai

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

March 29, 2019

## **Cross-Cultural Posting Online Review Behaviour:**

### **Service Attributes for Hotels in Cambodia (Paper 25)**

**Raksmey, Sann<sup>1</sup>; Pei-Chun, Lai<sup>2</sup>**

**<sup>1</sup>Department of Tropical Agriculture and International Cooperation,  
National Pingtung University of Science and Technology, Taiwan**

**<sup>2</sup>Department of Hotel and Restaurant Management,  
National Pingtung University of Science and Technology, Taiwan**

#### **Abstract:**

The objective of the paper is to analyze the cross-cultural posting behavior of online guest reviews in TripAdvisor differing between geographical characteristics. 4,000 online reviews that represent of 7 different regions with 47 nationalities of travelers were content-analyzed with Nvivo 11. The results show that European travelers post the greatest portion of comments on the online travel agencies' (OTA) website, accounting for 28.30%, followed by North American (24.93%), Asian (24.58%) and Australian and Oceania (20.83%). By comparing satisfaction drivers for travelers from each region, the results reveal that *Service*, *Cleanliness*, and *Room* are the factors of satisfaction that are most important to travelers from all regions. The implications of the divergences in the abstracted themes are discussed within.

**Keywords:** Online Reviews, eWOM, Service quality, Posting Behavior, Cambodia, Geographical Characteristics

### **1. Introduction and Research Background**

Travel & Tourism contributes 12.2 per cent to direct Cambodian GDP in 2016; and is expected to grow by 10.7 per cent in 2017 (Travel & Tourism, 2017). Tourism industries brings country's economic growth and reflects the economic activity generated by industries such as hotels, travel agents, airlines, and other passenger transportation. This industry keeps gradually growing at the ascending rates. Oftentimes tourist travel patterns in Cambodia are characterized by short stays, 2 to 3 days in duration and comprising of all-day temple visits (Global Hospitality Service [HVS], 2015). From 2000 to 2016, the average length of stay was between 5.5 to 6.8 days (MoT, 2017). A study by Phnom Penh Post (2015) revealed that hotel average occupancy rates in *Phnom Penh* city reached 68 per cent in 2016; while in *Siem Reap* city, the rate was 66 percent. With respect the reasons why international visitors travel to Cambodia, in 2016 the records show that 88 per cent went for holiday travel, 6.82 per cent for business travel; and 5.08 per cent for other purposes (MoT Cambodia, 2017).

In order to fill vacancies, more than 50% of Cambodian hotels rely on online bookings through websites or online travel agencies (OTAs) (Phnom Penh Post, 2015). Mauri and Minazzi (2013)

revealed that globally 30 per cent of the total travel market depended on online bookings. Meanwhile, more than 60 per cent of travelers are seeking advice and feedback from customers before making travel decisions. Research has also shown that, following the recommendations of friends and family members, the online reviews are considered to be the next most reliable source of information; and consumers rely heavily on this source of information when making purchasing decisions (Nguyen & Coudounaris, 2015; Poddar, Banerjee & Sridhar, 2017; Gavilan, Avello, & Martinez-Navarro, 2018).

Park and Nicolau (2015) argue that 86 percent of travelers using online resources claim that online reviews are a useful information source when it comes to making hotels reservations in the United Kingdom. When consumers evaluate online reviews, considerations are largely dependent on four factors, including overall rating (66 percent), the ratio of positive and negative reviews (63 percent), review detail (62 percent), and reviewer status (40 percent) (Guerreiro & Moro, 2017). In the restaurant industry, one-third of diners are making decisions based on online reviews when deciding where to dine; and when limiting the sample to 18-34-year-olds, that number increases to more than one half (Nakayama & Wan, 2018).

Therefore, in the tourism industry especially hotel sector is strongly influenced by online reviews (Cantallops & Salvi, 2014). With considerations given to the growing influence of eWOM in the hotel industry, this study aims to bring new knowledge to the topic by analyzing the posting behavior of online guest reviews from different culture of origins in the hotel review website, TripAdvisor, differing between geographical characteristics, and also to understand the guests' perceived important assessment of various hotel features staying at Cambodian hotels. The result of this study will serve to help with the development of essential strategies for hoteliers in which online reviews are used for the creation and reinforcement of brand images and improvement of service quality.

## **2. Literature Review**

### *2.1. Most frequently mentioned words in hotel online reviews*

Barreda and Bilgihan (2013) conducted a study on how travelers communicate in the cyberspace in relation to their positive and negative experience after their stay in a particular hotel. The results displayed that *Cleanliness* of the hotel usually is a common concern in travelers' expectation. The deficiency of word *Cleanliness* (dirty) appeared more frequency when travelers write negative reviews on the webs. Similar results were also founded by Stringam and Gerdes (2010) when they conducted a research by exploring what factors drive consumer ratings of hotels. The results shown that word related lack of *Cleanliness* (*dirt, smell, stain, smoke, and mold*) appeared more frequency when travelers giving a lower rating. When travelers gave hotel a high rating, the word *dirt, smell, stain, and mold* were mentioned in less than 0.5% of the comments. Meanwhile, Chaves, Gomes and Pedron (2012) conducted a study related to a characterization of online reviews for small and medium hotel (SMH) in Portugal. The study found that *Room, Staff, and Location* were the most frequency words appeared in the

reviews, with *Cleanliness*, *Friendliness*, and *Helpfulness*. Moreover, Geetha, Singha, and Sinha (2017) aimed to establish a relationship between customer sentiments in online reviews and customer ratings for hotels. The study illustrated that the most common words in reviews in both the categories including *Hotel*, *Good*, *Staff*, and *Service*. Furthermore, Xu and Li (2016) studied on a comparison the determinants of customer satisfaction and dissatisfaction toward various types of hotels. The findings displayed that *Location*, *Staff Performance*, and *Room Quality* were the determinants of customers' satisfaction; however, *Wi-Fi*, *Facilities*, *Parking*, *Bathroom*, *Noise*, *Swimming Pool*, and *Room Cleanliness* were the determinants of customer dissatisfaction toward various hotel types. Last but not least, the study by Hu et al. (2017) tried to identify the top-*k* most informative sentences of hotel reviews. The results illustrated that the primarily information contained *Location* and *Price* but rarely included *Room* and *Service* information. For instance, “*great location or the price-great staff*”; “*good location and price average place*”; and “*most hotel staff are professional and many are even polite, but few are also kind and personable*”.

### 3. Methodology

Online reviews have been attracted many tourism scholars using of this data source for conducting research (Liu, Batra, & Wang, 2017). The data collection was conducted in the fourth quarter of 2017. All the available information was retrieved and saved for TripAdvisor-listed Cambodian hotels. TripAdvisor is one of the largest and the most popular online review sites world widely (Hu et al., 2017). It also provides researchers with access to massive amounts of user-generated reviews which could greatly increase the external validity of the research (Raguseo, Neirotti & Paolucci, 2017).

As November 2017, TripAdvisor-listed Cambodian hotels (2- to 5-star hotels) were 683 hotels in both cities (Siem Reap and Phnom Penh) (TripAdvisor, 2017)<sup>a,b</sup>. Due to the limitation in a number of comments in 2- to 3-star hotels, this study collected data from four- to five-star hotels. Thus, the total population remained 186 hotels. Manual screening technique was applied to sample hotels. However, nearly about 80 per cent of total population hotels are few in comments. Finally, the sample size was drawn 21.50 per cent (40 hotels) from the total population as the representatives. To ensure the credibility of the source and size of the sample, this study restricted the subject hotels to those with more than 500 reviews; and 100 recently posting reviews were retrieved from each hotel. Also, reviews from travelers whose nationalities were not listed in their profiles were excluded.

The content analysis approach with 4,000 online reviews that represent of 7 different regions with 47 nationalities of travelers from 40 hotels located in Cambodia were utilized with the assistance of the software tools Nvivo 11.

All the online reviews from TripAdvisor are textual data. Textual data or textual mining refers to “*the process of extracting useful, meaningful, and nontrivial information from unstructured text to overcome information overload*” (Xu & Li, 2016, p. 60). To obtain the data used in this

study, traditional approach was applied. Every single review was extracted: qualitative data in the form of reviews and comments; and quantitative data in the form of demographic information, number of comments, length of stays, traveler types, and variable ratings (*Service, Cleanliness, Room, Sleep Quality, Location, Value, and Overall*) as shown in Fig. 1.

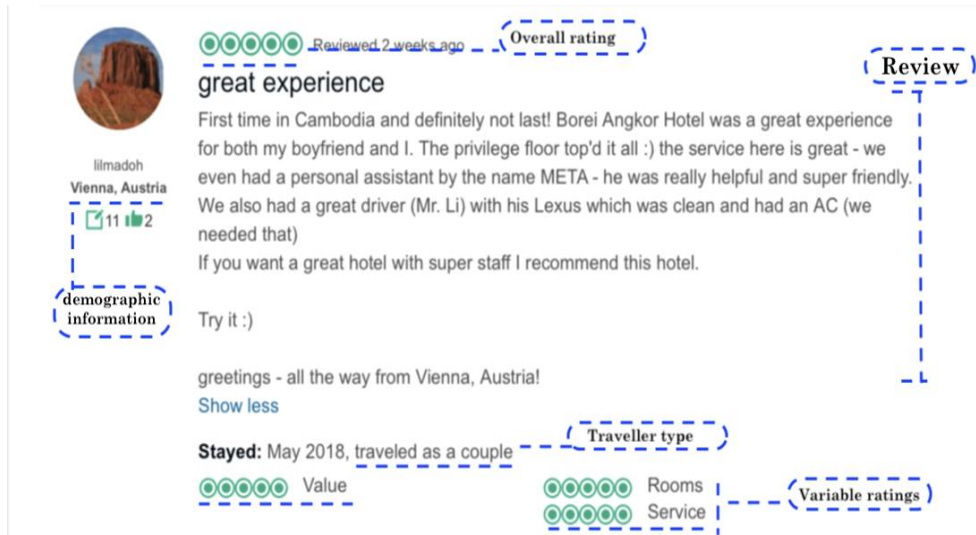


Figure 1: Data items of the study.

To meet the objective of the study, content analysis was conducted. Content analysis is defined as a “system used to analyze texts by counting a specific theme or examining the significance demonstrated by images” (Barreda & Bilgihan, 2013, p. 269). By adopting the research process from Stringam & Gerdes (2010), the word frequency usage was analyzed into 2 ways. First, a simple word frequency across regions, hotel ownership, and location was conducted which mean that the more frequency word mentioned address issues higher importance. Second, the study aimed to understand the guests’ perceived important assessment of various hotel features. The keyword attribute and its descriptive were coded. The study identified 10 service attributes (e.g. *Staff, Service, Room, Location, Bedroom, Bathroom, Sleep, Breakfast, Hotel Physical Attribute & Complimentary Service, and Cleanliness*). Then the service attributes were categorized into 3 broad themed categories known as *Software Service, Hardware Service, and Staying Experience*. Finally, the word frequency among category was calculated by dividing the word observation count by the total number of comments for the categories. All the coded keyword attributes and the descriptive were verified by an expert, then check with against the previous literature focusing on hotel service attributes as discussing in the literature review section. In order to analyze the extracted comments and coded, the software tools Nvivo for Mac version 11 were employed (see Figure 2).



Figure 2: Coded extracted reviews, Nvivo for Mac version 11.

Then, to identify the posting behavior from different cultural backgrounds of travelers, the most frequency occurring posting among geography was analyzed, followed by the traveler patterns from different regions. Lastly, the differences and variations of online rating behavior from different regions was discussed.

## 4. Results and Discussions

### 4.1. Sample description

The final sample covers 40 hotels, which fall into two main categories according to star rating: 25 hotels are 4- to 4.5-star hotels; and 15 hotels are 5-star hotel. It can be seen that the travelers' top recommended hotels are "regional independent" in their ownership classification, standing at 57.5%. The reason for this might be that local hotels are providing quality services while also offering very satisfactory prices as compared to other chain hotels. And also, guests at these hotels are very satisfied with staff and services. This group is followed by the "international chain" group, at 22.5%. International chain hotels are not as recommended by the travelers, as these hotels are not providing the type of satisfactory services the guests are after, nor are their facilities in-line with what they experienced at hotels in the same group in other countries. Thus, the hotel managers at this type of hotel in Cambodia should work to update their facilities and improve staff services to bring them in-line with expected international levels of quality. In terms of hotel size, the "medium size" hotel group was chosen by the most by travelers (47.5%).

#### 4.2 *The most frequently occurring posts among geography*

The results reveal some interesting patterns of traveler distribution according to 7 different regions; namely, Asia (16 countries); Middle East, North Africa, and Greater Arabia (4 countries); Europe (19 countries); North America (2 countries); South America (1 country); Sub-Saharan Africa (2 countries); and Australia and Oceania (3 countries). In terms of the number of tourist arrivals by region, the greatest number of tourists originated from Europe, with a total of 1,132; this was followed by North America (997), Asia (983), Australia and Oceania (833), Middle East, North Africa, and Greater Arabia (39), Sub-Saharan Africa (13), and South America (3). Comparing among countries, the results show that British travelers are writing more comments than others, at 21.45%, followed by those from the US (21.28%), Australia (18.72%), Singapore (6.78%), and China (5.28%). Many travelers from countries in the European region, including England, Germany, France and so on, seem accustomed to writing comments or posting reviews to share their satisfaction or dissatisfaction with fellow travelers or friends. Perhaps more surprising, however, was that many travelers from the Asian region, including those from Singapore, China, Thailand, Malaysia and so on, also were prone to write comments on their travelling experiences. Importantly, managers thus would do well to find ways to satisfy guests originating from these places, not only to avoid damaging comments but also to potentially win positive reviews.

#### 4.3 *Traveler companion pattern*

Figure 3 reports the total number of traveler type according to region and the total percentage of each type of traveler. Five different traveler types are designated, including *Solo* (travelling alone), *Group/Friends* (two or more people), *Couple* (only two travelers; as with boyfriend and girlfriend, etc.), *Family* (at least three people e.g. father, mother, and daughter or son), and *Business* (for business purposes; traveler can be one or more). The *Couple* category represents the largest number of travelers, with a total of 1,669 (41.73%), followed by *Family* (694 travelers or 17.35%). *Group/Friend* ranks number three, with a total of 560 travelers or 14.00%, then *Business* (398 travelers or 9.95%); and finally were the *Solo* travelers, ranking fifth, with a total number of 311 travelers (7.78%). In the Cambodia hotel industry, tourists prefer to travel as couples. Not only is this group (*Couple*) currently the most popular, it is also the group that is most likely to make comments or reviews after their staying experiences. In order to gain a better understanding of the preferences of guests traveling as couples or in another category, hotel managers should set up clear target groups/markets and identify the associated needs and wants thereof. They could even choose to promote their hotels as specialized for specific travel groups.

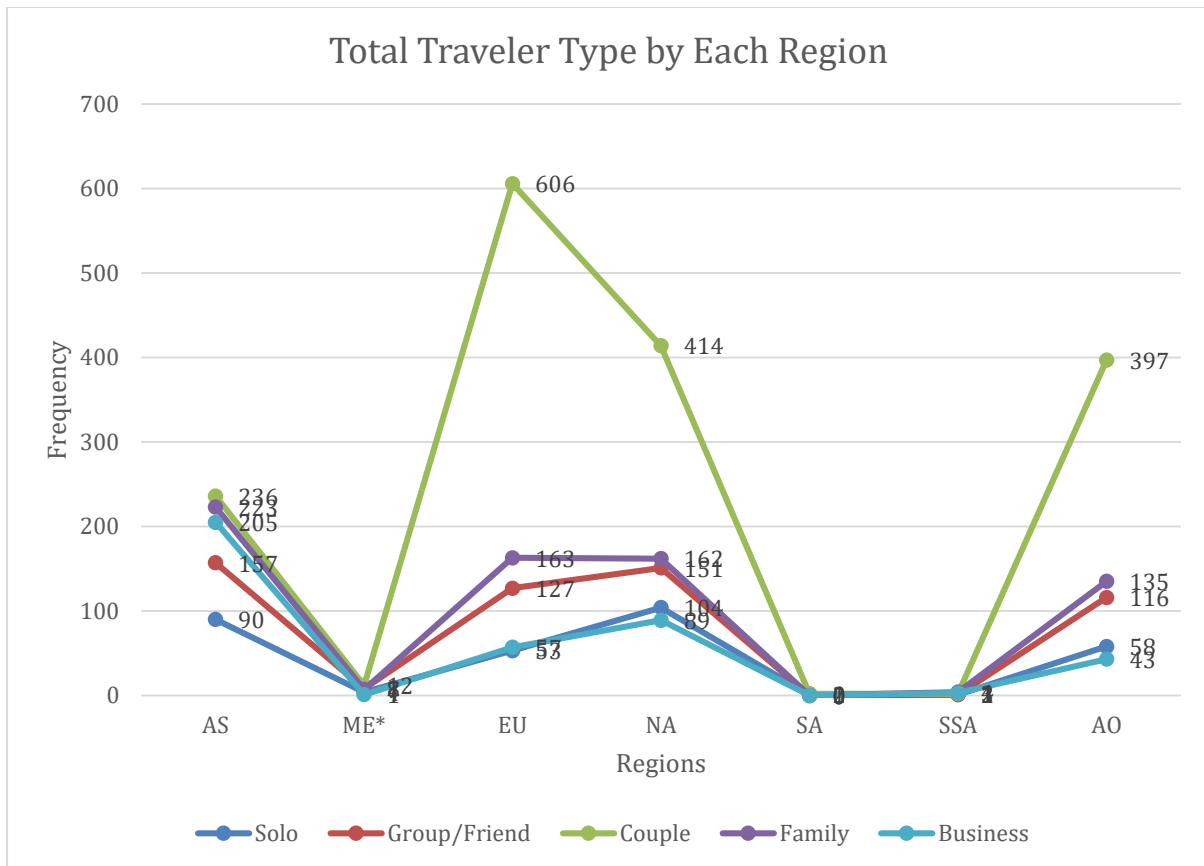


Figure 3: A comparison of total traveler types by each region.

\*Note: AS: Asia; ME\*: Middle East, North Africa, and Greater Arabia; EU: Europe; NA: North America; SA: South America; SSA: Sub-Saharan Africa; AO: Australia and Oceania

#### 4.4 The difference and variation of online rating behavior

Figure 4 compares satisfaction drivers for travelers from each region. Five points of consideration are given to evaluate the hotels (*Service, Cleanliness, Room, Sleep Quality, Location, Value, and Overall*). Regardless of region of origin, the most important factors include *Service, Cleanliness, and Room*. When examining all 4,000 comments posted by the travelers, the mean score of all hotel service attributes came out above 4.5, meaning that travelers are very much satisfied with the service quality at Cambodian hotels. Although satisfaction levels were high, generally speaking, results also show that travelers from the South American region were not completely contented with some of the hotel service attributes, such as *Sleep Quality, Location, and Value*. Also, even though hotels can't relocate, hotel managers could try to compensate for the location-related dissatisfactions by offering complementary services, such as shuttle buses to areas of interest, to bring up travelers levels of satisfaction.



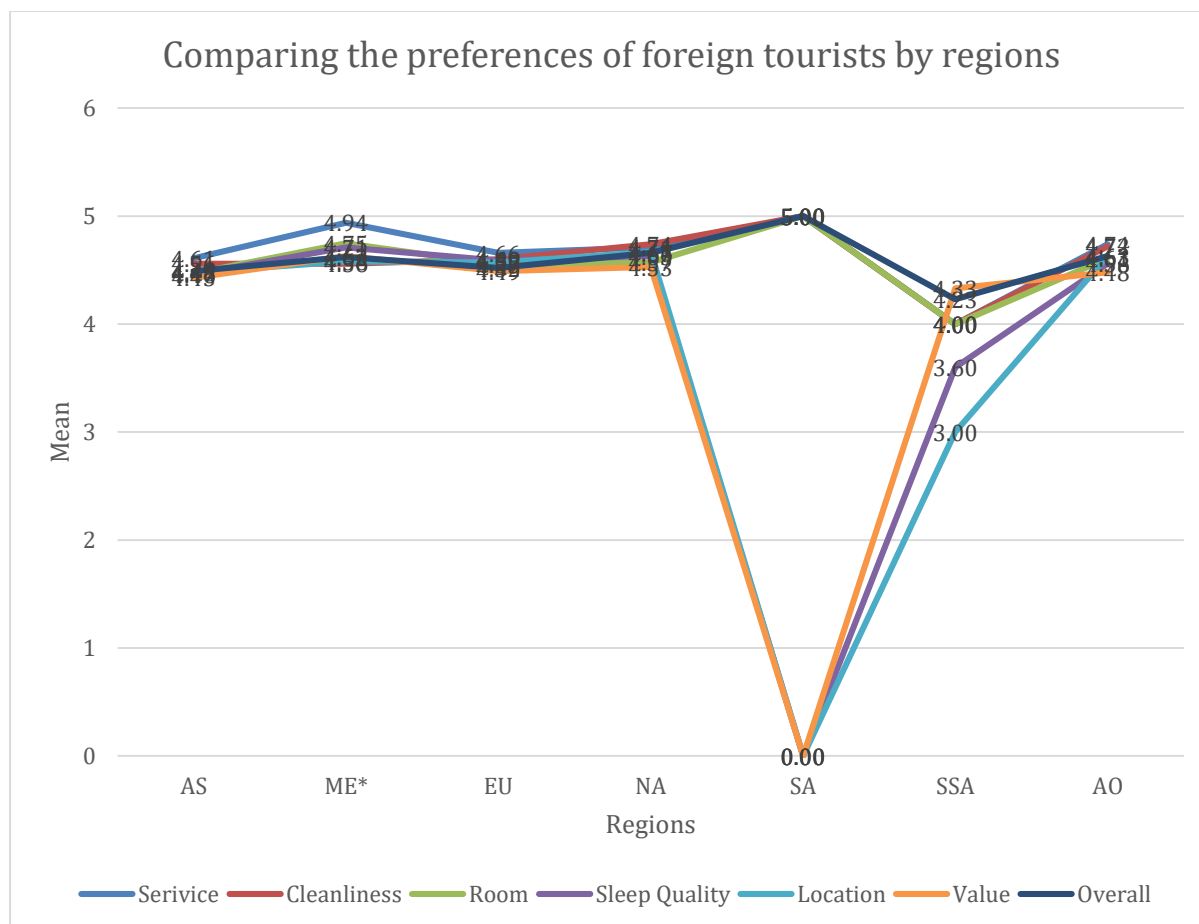


Figure 4: A comparison of guests' preferences by regions.

\*Note: AS: Asia; ME\*: Middle East, North Africa, and Greater Arabia; EU: Europe; NA: North America; SA: South America; SSA: Sub-Saharan Africa; AO: Australia and Oceania

#### 4.5 Traveler length of stay pattern among geography

In order to have a better understanding of guests staying behavior, guest length of stay was analyzed. Length of stay (days) is categorized into three segments. Short stays range from 1 to 3 nights, medium stays from 4 to 7 nights, and long stays from 8 to 21 nights. The results show that most travelers from each region are staying for 1 to 3 nights (64.14%), followed by 4 to 5 nights (32.07%). Long stays are not popular, with only 3.8% of respondents making this type of travel arrangement. There could be a number of different reasons for this; for instance, cleaning services might not be offered every day, breakfast might not offer enough variety, or staff might pay less attention to guests who stay longer. Hotel managers might like to review the above three service attributes (*Cleaning, Breakfast, and Staff*) to see how they could improve customer satisfaction among guests staying for longer durations. Moreover, hoteliers should work to create policies that support destination loyalty, as this would help to increase the customers' length of stay, meaning better occupancy rates.

#### 4.6 *The results of most mentioned words and their frequencies*

Results show that travelers from different regions are not substantially different with regards to the attention they give to details related to the *Hotels, Rooms, Stay, and Staffs*. In all but one region, these words come out in the top 4 places; the one exception being South America. South American travelers appear to be most concerned with *Location*, followed by *Pool, Room, and Staff*. In addition to the top four most common concerns, the words *Breakfast* and *Restaurant* also appear quite frequently, regardless of place of origin.

When comparing the words that are used by guests deciding on a hotel from within the different ownership classifications, no significant difference appeared.

When comparing the two cities of interest, the top 4 of the most frequently mentioned words remain as *Hotels, Staffs, Room and Stay*, with no substantial differences between the two locations. However, the results do show a significant difference regarding to the words *Service, Pool, Breakfast, and Restaurant*. When it comes to Siem Reap, the things most on travelers' minds are *Service*, followed by *Breakfast* and *Restaurant*. Since Siem Reap serves as the main tourist attraction in Cambodia, it is understandable that travelers are concerned with items related to leisure. On the other hand, when in Phnom Penh city, travelers are much more concern about *Pools*, followed by *Service, Restaurant* and *Bars*. Since Phnom Penh is the capital, travelers are coming for a more diverse set of purposes.

With respect to the above-mentioned attributes, hoteliers could stand to benefit by:

- Offering a variety of breakfast menus or offering different menu themes on different days of the week (for example: “green menu”, “vegetarian menu”, and “local menu”)
- Having a well-designed swimming pool and focusing on water quality (cleanliness and hygiene)
- Hosting different restaurant outlets at the hotels; for example, local traditional cuisine, or western cuisine
- Incorporating entertainment outlets such as bars or F&B lounges

#### 4.7 *Guest's perceived important assessment of various hotel features*

In order to understand guests' perceived important assessment of various hotel features staying at Cambodian hotels, 10 service attributed were identified. These attributes were then classified into three broad themed categories known as *Software Service, Hardware Service* and *Staying Experience*. In the software service theme category includes *Staff* and *Service*. Hardware service theme category includes *Room, Location, Bed, and Bathroom*. Finally, staying experience theme category includes *Sleep, Breakfast, Cleanliness, and Hotel Physical Attributes & Complementary Services*.

In the hospitality industry, “*Intangible Product*” or “*Service Product*” (sometimes also called *Software Service*) means that guests cannot be seen, tasted, felt, heard, or smelled before they

are purchased (Kotler, Bowen, Makens, & Baloglu, 2006). Based on analysis of “*Software Service*”, it can be seen that comments regarding *Staff* accounted for 22.18% of the total, the most mentioned word cited by hotel guests. When travelers are satisfied with the good service of hotel staff, it often leads to more positive comments. The results also reveal that when travelers are satisfied with the service quality during their stays the word *Staff* is frequently modified by such adjectives as *Great, Friendly, Lovely, Helpful, Well-Trained* and so on. Results imply that travelers are significantly influenced by the service attitudes of hotel staff. These modified adjectives are likely connected with positive reviews posted by the travelers on the online travel agency. The next essential component is *Service*. Satisfaction with the intangible features of the services offered at a hotel translate into positive comments. When travelers are satisfied with the service at a hotel, the adjectives most often used include *Helpful, Highly, Best, Spot-on, First, and Fantastic*. These narratives are also likely to be associated with positive reviews from travelers who feel that they have received top-notch service at the hotels. The staff is one of the most importance assets the hotel has. When the travelers are happy with the service quality of hotel staff and the services, they appear to be more satisfied; this then facilitates the formation of a positive brand image and leads to positive reviews or comments for the hotels.

The words “*Tangible*” or “*Physical Quality*” (sometimes also called *Hardware Service*) normally focus on “*the attributes of services such as the appearance, equipment, staff, advertising materials and other physical characteristics used for rendering services*” (Maric, Marinkovic, Maric, & Dimitrovski, 2016, p. 14). The study by Maric et al. (2016, p. 14) further added that tangibility in hotel business refers to “*the external appearance of hotel facilities and their accommodation and restaurant facilities*”. When considering the “*Hardware Service*” aspect of the hotel service quality, the word *Room* accounts for 30.33%, ranking the highest when compared with other hardware service attributes such as *Location, Bedroom* and *Bathroom*. Under the category of *Room*, it is clear that travelers are also giving attention to the room’s size based on the frequent appearance of such adjectives as *Small, Sizable, Spacefull* and *Roomy* in the comments. Moreover, travelers are also showing concern for the room design, as evidenced by such descriptions as *Modern, Decorated, Charming, Heritage* and so on. For hotel guests, room design is a very important element in the overall experience. Another important element within the hardware service category is *Location*. Travelers seem to be more satisfied, and have more unforgettable experiences, when the location of the hotel offers convenience and is close to attractions. Last but not least, the theme of *Bathroom* accounts for 6.52% of the comments. When turning their attention to the bathrooms, the overall satisfaction of guests at Cambodian hotels is quite good, as indicated by the fact that *Nicely* and *Spacious* rank as the top 2 most frequency used words (20.91% & 7.67%, respectively) in the related comments. However, it is assumed that there is some inconsistency when it comes to the sizes of bathrooms (or people’s expectations), as the word *Small* appears third most frequently (7.37%) under the Bathroom theme, coming right after the word *Spacious*. From the results, in terms of hotel hardware services, overall, travelers in the sample appear to be satisfied with the hotel facilities. For hotel managers, it is important to maintain the quality and condition of the bedrooms and bathrooms and various amenities, while working to increase accessibility to local

attractions. The words that appear in correlation with the key attributes of the hotels serve to identify hotel guests' main concerns:

- *Rooms*: size of room, room design, room facilities, room decoration, room view, brightness of the room, bed, bathroom, balcony, and cleanliness.
- *Location*: convenience, close to busy street, markets, in the centre, close to many bars & restaurants, and accessibility.
- *Bedroom*: interior, size of the room, comfortable bed, room lighting, decoration, facilities, room odour, air-con, and sitting area.
- *Bathroom*: size, water, shower, decorated, style, amenities, toilet, tub, cleanliness, sink, water pressure, and layout.

Based on an analysis of the results, travelers are satisfied with the level of sleep quality, exhibited by the fact that the word *Sleep* is accompanied most frequently (top 5) by the modifiers of *Great, Nice, Recommended, Time, and Comfortable*. The next element in the staying experience is *Breakfast*, which, based on its frequency of appearance (12.51%), is one of the most important contributors to levels of satisfaction towards to overall staying experience. And, as it is the case that the word is most frequently modified by terms *Helpful, Best, Much, Fantastic, Lots, Ample Choice, Delicious* and so on, it is evident that the contribution is positive in nature. Finally, perhaps the most important factors contributing to the satisfaction that guests have towards their stays at the sampled hotels is cleanliness. In this area, travelers appear to demonstrate high levels of satisfaction, with the word *Cleanliness* and the modifiers of *High* (76.34%) and *Level* (14.88%) ranking higher than any other.

Pleasant experiences lead to higher satisfaction ratings and better online reviews. The results reveal that there are four hotel service attributes which have the greatest influence on the nature of those experiences; namely *Sleep, Breakfast, Hotel Physical Attributes & Complementary Services, and Cleanliness*. When guests are satisfied with their experiences, it results in the rapid spreading of positive publicity through word of mouth and electronic word of mouth, such as with online reviews or comments. This, in turn, translates into positive brand image. Previous literature demonstrated that positive online reviews can increase the purchase intentions of customers. For hotels, this means greater occupancy. Hoteliers thus stand to gain by paying attention to and investing in the aforementioned items so that they may retain high ratings and win positive online reviews.

## 5. Conclusions and Limitations

### 5.1. Conclusions

The results of this study provide insight and evidence to support the improvement of hotel management through a communicative process that engages travelers and uses social presence on online platforms to effectively promote branding and image. Instead of ignoring online reviews and comments, hoteliers can proactively monitor and respond to online communications (e.g. express appreciation or apologize) showing that they have a higher sense

of responsibility for quality of the guests' stays. Moreover, since reviews or comments on online channels (online opinions) have no limiting or control mechanisms, within reason, they may pose significant threat when negative in nature, and could potentially ruin the brand images of the hotels. Thus, it is also essential for hotel managers to understand the types of things that lead to negative online opinions and to try to find better strategies to further satisfy the hotels guests.

### 5.2. Limitations of this study

While this study is valuable in terms of its contribution to the hotel industry, it also has its limitations. First, the sample for the present study only included 4- to 5-star hotels in Cambodia. Thus, in order to get a more complete picture, future studies should expand the scope of the sampled group to include all levels of hotels. Second, this study only retrieved comments or reviews from two cities in Cambodia which do not adequately represent the full diversity of travelers to the country. It is thus suggested that further research extends the number of locations to include other cities where a fuller diversity of travelers can be included; i.e. those coming from Hong Kong, Singapore, or Seoul. Finally, this study only included comments and reviews from one website (TripAdvisor), thus could have incorporated some biases which are not immediately discernible. Thus, future research could consider collecting data (reviews & comments) from a variety of websites.

## References

- Barreda, A., & Bilgihan, A. (2013). An analysis of user-generated content for hotel experiences. *Journal of Hospitality and Tourism Technology*, 4(3), 263-280.
- Cantalops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.
- Chaves, M. S., Gomes, R., & Pedron, C. (2012). Analysing reviews in the Web 2.0: Small and medium hotels in Portugal. *Tourism management*, 33(5), 1286-1287.
- Gavilan, D., Avello, M., & Martinez-Navarro, G. (2018). The influence of online ratings and reviews on hotel booking consideration. *Tourism management*, 66, 53-61.
- Geetha, M., Singha, P., & Sinha, S. (2017). Relationship between customer sentiment and online customer ratings for hotels - An empirical analysis. *Tourism management*, 61, 43-54.
- Global Hospitality Service [HVS] (2015). Tourism statistic. *IN FOCUS SIEM REAP, CAMBODIA* website at <https://www.hvs.com/article/7322/in-focus-siem-reap/>, accessed 30 July 2017.
- Guerreiro, J., & Moro, S. (2017). Are Yelp's tips helpful in building influential consumers? *Tourism Management Perspectives*, 24, 151-154.

- Hu, Y.-H., Chen, Y.-L., & Chou, H.-L. (2017). Opinion mining from online hotel reviews – A text summarization approach. *Information Processing & Management*, 53(2), 436-449.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2006). *Marketing for hospitality and tourism* (Vol. 893): Prentice hall Upper Saddle River, NJ.
- Liu, W., Batra, R., & Wang, H. (2017). Product Touch and Consumers' Online and Offline Buying: The Role of Mental Representation. *Journal of Retailing*, 93(3), 369-381.
- Maric, D., Marinkovic, V., Maric, R., & Dimitrovski, D. (2016). Analysis of tangible and intangible hotel service quality components. *Industrija*, 44(1), 7-25.
- Mauri, A. G., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality Management*, 34, 99-107.
- Ministry of Tourism Cambodia (2017). Tourism statistics. *Tourism Statistics Report Year 2006 – 2017* website at [http://www.tourismcambodia.org/mot/index.php?view=statistic\\_report](http://www.tourismcambodia.org/mot/index.php?view=statistic_report), accessed 30 July 2017.
- Nakayama, M., & Wan, Y. (2018). Is culture of origin associated with more expressions? An analysis of Yelp reviews on Japanese restaurants. *Tourism management*, 66, 329-338.
- Nguyen, K. A., & Coudounaris, D. N. (2015). The mechanism of online review management: A qualitative study. *Tourism Management Perspectives*, 16, 163-175.
- Park, S., & Nicolau, J. L. (2015). Asymmetric effects of online consumer reviews. *Annals of Tourism Research*, 50, 67-83.
- Phnom Penh Post (2015). Tourism statistic. *Cambodian hotel industry shows growth* website at <http://www.phnompenhpost.com/real-estate/cambodian-hotel-industry-showsgrowth>, accessed 30 July 2017.
- Poddar, A., Banerjee, S., & Sridhar, K. (2017). False advertising or slander? Using location - based tweets to assess online rating-reliability. *Journal of Business Research*.
- Raguseo, E., Neirotti, P., & Paolucci, E. (2017). How small hotels can drive value their way in infomediation. The case of 'Italian hotels vs. OTAs and TripAdvisor'. *Information & Management*, 54(6), 745-756.
- Stringam, B. B., & Gerdes Jr, J. (2010). An analysis of word-of-mouth ratings and guest comments of online hotel distribution sites. *Journal of Hospitality Marketing & Management*, 19(7), 773-796.

Travel & Tourism (2017). Tourism statistics. *The Economic Impact Cambodia* website at <https://www.wttc.org/research/economic-research/economic-impact-analysis/>, accessed 30 July 017.

TripAdvisor (2017)<sup>a</sup>. Hotel statistics. *2017 Siem Reap Hotels – Cambodia* website at [https://www.tripadvisor.com/Hotels-g297390-Siem Reap Siem Reap Province-Hotels.html](https://www.tripadvisor.com/Hotels-g297390-Siem_Reap_Siem_Reap_Province-Hotels.html), accessed 15 September 2017.

TripAdvisor (2017)<sup>b</sup>. Hotel statistics. *2017 Phnom Penh Hotels – Cambodia* website at [https://www.tripadvisor.com/Hotels-g293940-Phnom\\_Penh-Hotels.html](https://www.tripadvisor.com/Hotels-g293940-Phnom_Penh-Hotels.html), accessed 15 September 2017.

Xu, X., & Li, Y. (2016). The antecedents of customer satisfaction and dissatisfaction toward various types of hotels: A text mining approach. *International Journal of Hospitality Management*, 55, 57-69.