การวิเคราะห์เนื้อหาเพื่อส่งเสริมธุรกิจบริการที่พักแรม

Content Analysis for Promoting Accommodation Services Business

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บทคัดย่อ

งานวิจัยนี้เป็นการวิเคราะห์ข้อมูลจากลูกค้าที่เข้าพักจริงจำนวน 627 คน ซึ่งแสดงความ
คิดเห็นที่เว็บไซต์ Booking.com[tm] ระหว่างเดือนพฤษภาคมถึงเดือนพฤศจิกายน พ.ศ. 2562
ผลการวิจัยพบว่าลูกค้าแสดงความคิดเห็นเกี่ยวกับที่พัก 12 ประเภท ได้แก่ โรงแรม โฮสเทล
รีสอร์ท ลอดจ์ เกสต์เฮาส์ เบดแอนด์เบรคฟาสต์ เซอร์วิสอะพาร์ตเมนต์ สตูดิโออะพาร์ตเมนต์ อินน์
โมเต็ล บริการลานจอดรถบ้านเคลื่อนที่และวิลล่า ที่พักทั้งหมดตั้งอยู่ใน 75 ประเทศ ซึ่งห้าอันดับ
แรกคือ สหราชอาณาจักร ออสเตรเลีย อิตาลี สเปน และสหรัฐอเมริกา การศึกษาครั้งนี้พบว่า
ลูกค้าให้ความสำคัญกับสิ่งอำนวยความสะดวกในที่พัก อันดับที่สองคือทำเลที่ตั้ง และปัจจัยด้าน
ผู้ให้บริการ รูปแบบการบริการ งบประมาณและความพึงพอใจทั่วไป ตามลำดับ การวิเคราะห์
ข้อความวิจารณ์จากลูกค้าเหล่านี้ช่วยให้เราเข้าใจประสบการณ์ของลูกค้าในอุตสาหกรรมการ
บริการ การวิเคราะห์ความคิดเห็นของลูกค้านั้นช่วยให้ธุรกิจสามารถวัดความพึงพอใจของลูกค้า
และปรับปรุงความสัมพันธ์กับลูกค้า ในมิติการสื่อสารการตลาดข้อความวิจารณ์เหล่านี้นำไป
สู่การสร้างเนื้อหาส่งเสริมการขายที่มีประสิทธิภาพและเผยแพร่เนื้อหาที่มีคุณค่าที่เกี่ยวข้อง
และสอดคล้องกับความต้องการของลูกค้า ดังนั้น จึงเป็นเนื้อหาที่สามารถดึงดูดและรักษา
ผลประโยชน์ของลูกค้าเป้าหมายที่กำหนดไว้อย่างชัดเจนสำหรับกลยุทธ์การสื่อสารการตลาดของ
อุตสาหกรรมธุรกิจบริการที่พักแรม

คำสำคัญ: การบริการ บริการที่พัก เนื้อหาที่มีคุณค่า การสื่อสารการตลาด

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Abstract

This research involved collecting data in order to explore effective content for hospitality industry marketing strategies. It analyzed 627 reviews from guest reviews on Booking.com[tm] between May-November 2019, with each of these comments being a single document in the main body. The data was collected using content analysis and crosstab analysis. The data were extracted in May-November 2019 which verified reviews from real guests. The results of the research revealed guest commented on 12 types of accommodation, including hotel, hostel, resort, lodge, guest house, Bed & Breakfast (B&B), serviced apartment, studio apartment, inn, motel, caravan park, and villa. All accommodations are located in the 75 countries which the top five are United Kingdom, Australia, Italy, Spain, and United State of America. This study found that customers pay attention to accommodation amenities first, the second is location, service, servicescapes, budget, and general satisfaction, respectively. Analyzing these guest text reviews lead to understand the experience of guests in the hospitality industry. Analyzing customer reviews, businesses can measure customer satisfaction and improve their customer relations. In the marketing communication dimension, these reviews lead to creating effective promotional content and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience interests for marketing communication strategies of hospitality industry.

Keywords: Hospitality Accommodation Services Value Content Marketing Communication

Introduction

Content marketing (Perth, 2018) is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and finally, to drive profitable customer action." According to the Content Marketing Institute, 70% of B2B marketers and 86% of B2C marketers surveyed use content

marketing in some form or other. And of course, if done well, an effective content marketing strategy can grow brand awareness, bring in new guests/customers, drive revenue, and most importantly, help guarantee brand loyalty, conversions, and growth. Therefore, the researcher is interested in exploring value content from online hotel guest reviews, analyzing these text reviews help us to understand the experience of guests in the hotels. By obtaining and analyzing customer reviews, businesses can measure customer satisfaction and improve their customer relations. In the marketing communication dimension, these reviews lead to creating effective promotional content and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience interests for promote hospitality industry.

Objectives of research

The specific objectives of this research are to:

1. Provide text reviews evidenced of the market of online guest reviews.

2. Analyze the most customers' attention to accommodation features/ attributes.

3. Identify value content from verified guests.

4. Create value content that is valuable to audience interests.

5. Provide value content for hospitality industry marketing strategy.

Methods

Research Variables

Independent variables are text of online booking.com guest reviews; they are pieces of feedback given to a business based on a guest's experience with accommodation services. These reviews were published and collected by www. booking.com[tm] review sites.

Dependent variables are key message value content for hospitality industry marketing strategies

Operational Definitions

1. Value content

Value content is the effective online marketing copy use for advertising the accommodation services.

2. Content marketing

Content marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

3. Key message

Key messages are the main points of information you want your audience to hear, understand, and remember. They are bite-sized summations that articulate what you do, why you do it, how you are different, and what value you bring to stakeholders. Key messages clarify meaning and provide the takeaway headline of the issue you want to communicate.

4. Servicescapes

In hospitality industry, the servicescapes includes the facility's exterior (landscape, exterior design, signage, parking, surrounding environment) and interior (interior design and decor, equipment, signage, layout) and ambient conditions (air quality, temperature and lighting).

Research Framework

This research project has framed as follows:

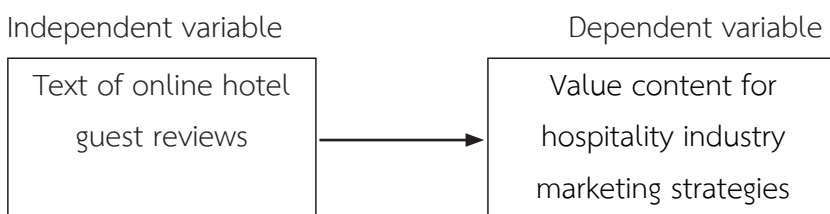| Independent variable		Dependent variable
Text of online hotel guest reviews	→	Value content for hospitality industry marketing strategies

Figure 1 Research Framework

Independent variable is hotel guest reviews; they are pieces of feedback given to a business based on a guest's experience with the hotel.

The methods used for this qualitative research is content analysis based on linguistic inquiry and Named Entity Recognition (NER). Method evaluation is conducted through a collection of datasets from textual reviews of hotels on review features in www.booking.com^{tm.}

To classify hotel attributes according to a predefined classification, which includes the following categories:

1) Servicescapes (the facility's exterior (landscape, exterior design, signage, parking, surrounding environment) and interior (interior design and decor, equipment, signage, layout) and ambient conditions (air quality, temperature and lighting).

2) Hotel amenities (Booking, Car parking, Check-in and Check-out, Cleanliness, Comfort, Elevator, Internet, Quietness, Restaurant, Sport facilities, Television and newspaper, Transportation, Upgrade).

3) Budget - considerations related to the cost of the room and of the other services offered.

4) Service (staff, host, owner, attitude, competence, promptness).

5) Location.

6) General satisfaction.

Statistics Used in the Research

The statistics used in the research, descriptive statistical statistics, were distributed in frequency and percentage (%). Then, the data were presented by frequency distribution table, content analysis and crosstab analysis.

Data Collection

Booking.com^{tm} is available in 43 languages and offers more than 28 million reported accommodation listings, including over 6.2 million homes, apartments, and other unique places to stay. Wherever you want to go and whatever you want to do, Booking.com^{tm} makes it easy and supports you with 24/7 customer support. With more than 2,598,000 hotels globally, Booking.com is

possibly the largest Internet Distribution System. Booking.com[tm] is a general hotel reservation Web site where guests who have booked a hotel from it can give their opinions. It has its own reviewing platform. In particular, this study focuses on reviews of recent textual reviews relating to hotel guest reviews on Booking.comtm between May-November 2019, positive and negative section of review.

Analysis of Data and Results

This research analyzes 627 reviews from guest reviews on Booking.com[tm] between May-November 2019, with each of these comments being a single document in the main body. The data for this research was collected using content analysis and crosstab analysis. The data were extracted in May-November 2019 which verified reviews from real guests. Each review contains the accommodation's name, the author (the author's name and country), the review's date, and accommodation types. Reviews contain (a) an overall rating for the hotel giving individual information about cleanliness, comfort, location, facilities, staff, value for money, and free Wi-Fi; a singular rating (per user) for the hotel, and two review texts (Positive/Negative). In order to obtain an overall view of the review, this research initially combines the Positive and Negative review into one text block.

Analysis of Data

1. Accommodation Types

In this research, we found 12 different accommodation types as following;

1.1 Bed & Breakfast (B&B)

A Bed and Breakfast (B&B) is a private home in which guests can be accommodated at night in private bedrooms (which may or may not have private bathrooms). The owner or manager lives in the house or on the property. The public areas of the house, such as kitchen and lounge have either limited access for guests, or are shared with the host family to some degree. Breakfast is included in the price. Other meals may be available by arrangement.

1.2 Serviced Apartment

A serviced apartment is a fully furnished apartment available for short-term or long-term stay, providing hotel-like amenities such as room service, house keeping, a fitness center, a laundry room, and a recreation room. Most of them are equipped with full kitchens, Wi-Fi and in-apartment washers and dryers.

1.3 Caravan Park

Caravan park (also known as recreational vehicle park: RV park) is a place where people with recreational vehicles can stay overnight, or longer, in allotted spaces known as "sites" or "campsites". They are also referred to as campgrounds, though a true campground also provides facilities for tent camping; many facilities calling themselves "RV parks" also offer tent camping or cabins with limited facilities.

1.4 Guest House

A guesthouse is generally a private home which has been converted for the dedicated and exclusive use of guest accommodation. The public areas of the establishment are for the exclusive use of the guests. The owner or manager either lives off-site, or in an entirely separate area within the property. A Guesthouse offers a wider range of services than a B&B, and usually caters for all meals.

1.5 Hostel

Hostels generally have shared living quarters where guests can mingle with other travelers. They are often cheaper mainly because they cost less to run and some of the employees can take up permanent residence on site. The optimal market for hostels is generally where groups of travelers need a cheap residence, such as along intensive hiking trails or in the countryside and close to public transportation.

1.6 Hotel

Hotels offer lodging and accommodation for a large amount of people. Hotels often provide private rooms and bathrooms, maid service,

telephones, television sets, and sometimes pools, restaurants, gyms, and game centers. The cost of opening a hotel depends on the size and amenities offered and usually have a standard system of rating compared to other types of lodging.

1.7   Inn

Inns provide food and drinks for those looking to only stay a night or two. Inns fall somewhere between the level of a motel and a hotel in terms of amenities and space and can be cozier and more comfortable than an average hotel. Prospect customers are usually travelers on long journeys who need a temporary place to sleep before continuing on their travels.

1.8   Lodge

A lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature. The building style should feature natural materials and coloring such as wood, stone and thatch. An outdoor experience should be offered at the lodge, such as guided walks, game drives etc.

1.9   Motel

Originally named for a "motorists hotel," motels maintain a demographic target consisting of travelers on long distance journeys. In this sense, they are set up similar to a hotel but offer the bare minimum amenities and services. Often, motel rooms face the parking lot to provide easy come and leave access. They are less expensive to run because they provide less amenities and leisure activities since they are just a place to spend the night off the road.

1.10 Resort

Resorts tend to be self-contained and come with all the facilities you need and can often be great for family holidays. They can sometimes be located in central places such as close to the local towns or maybe in more rural isolated locations, which can be perfect to just get away from everything and for honeymoons.

1.11 Studio Apartment

A studio apartment consists of a single room plus a bathroom. The single room of the apartment must function as the kitchen, living room and bedroom. The kitchen area or "kitchenette" may be divided from the main living area, or simply be a counter and cabinets along one wall.

1.12 Villa

A villa is a type of house that was originally an ancient Roman upper-class country house. Since its origins in the Roman villa, the idea and function of a villa has evolved considerably. After the fall of the Roman Republic, villas became small farming compounds, which were increasingly fortified in Late Antiquity, sometimes transferred to the Church for reuse as a monastery. Then they gradually re-evolved through the Middle Ages into elegant upper-class country homes. In modern parlance, "villa" can refer to various types and sizes of residences, ranging from the suburban semi-detached double villa to residences in the wildland–urban interface.

2. Country of Accommodations

In this research, we found 75 countries of accommodations as Table 1

Table 1 Summary Statistics of Country of Accommodations (n = 627)

Country	Number of reviews	Percentage of reviews (%)
1. United Kingdom	138	22.01
2. Australia	75	11.96
3. Italy	41	6.54
4. Spain	39	6.22
5. United State of America	23	3.67
6. Canada	23	3.67
7. Ireland	22	3.51
8. New Zealand	20	3.19
9. France	19	3.03

Table 1 Summary Statistics of Country of Accommodations (n = 627) (Cons.)

Country	Number of reviews	Percentage of reviews (%)
10. Greece	17	2.71
11. Germany	16	2.55
12. Japan	14	2.23
13. Morocco	12	1.91
14. Portugal	11	1.75
15. Croatia	10	1.59
16. Netherlands	8	1.28
17. Thailand	7	1.12
18. Indonesia	7	1.12
19. Turkey	6	0.96
20. Poland	6	0.96
21. Iceland	6	0.96
22. Serbia	5	0.80
23. Mexico	5	0.80
24. Peru	5	0.80
25. Philippines	4	0.64
26. Malaysia	4	0.64
27. India	4	0.64
28. Hungary	3	0.48
29. Geogia	3	0.48
30. Norway	3	0.48
31. United Arab Emirates	3	0.48
32. Switzerland	3	0.48
33. Albania	3	0.48
34. Austria	3	0.48
35. South Korea	3	0.48
36. Slovenia	3	0.48
37. Israel	3	0.48
38. Lithuania	2	0.32

Table 1 Summary Statistics of Country of Accommodations (n = 627) (Cons.)

Country	Number of reviews	Percentage of reviews (%)
39. Sweden	2	0.32
40. Czech Republic	2	0.32
41. Colombia	2	0.32
42. South Africa	2	0.32
43. Denmark	2	0.32
44. Malta	2	0.32
45. Romania	2	0.32
46. Brazil	2	0.32
47. Cambodia	2	0.32
48. South Africa	2	0.32
49. Egypt	2	0.32
50. Slovakia	1	0.16
51. Saudi Arabia	1	0.16
52. Lebanon	1	0.16
53. North Macedonia	1	0.16
54. Chile	1	0.16
55. Bosnia and Herzegovina	1	0.16
56. Cyprus	1	0.16
57. Montenegro	1	0.16
58. Latvia	1	0.16
59. Maldives	1	0.16
60. Kenya	1	0.16
61. Belgium	1	0.16
62. Tanzania	1	0.16
63. Hong Kong	1	0.16
64. Singapore	1	0.16
65. Russia	1	0.16
66. Botswana	1	0.16
67. Finland	1	0.16

Table 1 Summary Statistics of Country of Accommodations (n = 627) (Cons.)

Country	Number of reviews	Percentage of reviews (%)
68. Costa Rica	1	0.16
69. Argentina	1	0.16
70. Bangladesh	1	0.16
71. China	1	0.16
72. Mauritius	1	0.16
73. Palau	1	0.16
74. Vietnam	1	0.16
75. Myanmar	1	0.16
Total	**627**	**100.00**

3. Accommodation attributes

Results indicate that while servicescapes, value for money, and general satisfaction contribute significantly towards lower attention of the accommodation, accommodation amenities, location, and service (staff and host) contribute significantly to higher attention by the customers. In this research, we found that guests pay attention to 6 attributes of accommodations as Table 2

Table 2 Summary Statistics of Guest Reviews (n = 1,571)

Accommodation attribute	Positive	Negative	Number of reviews	Percentage of reviews (%)
Accommodation amenities	400	256	656	41.76
Location	309	29	338	21.51
Service	301	29	330	21.01
Servicescapes	128	46	174	11.08
Budget	37	22	59	3.76
General satisfaction	2	12	14	0.89
Total	1,177	394	1,571	100.00

From Table 2 results for negative customer sentiments capturing the guest's dissatisfaction with accommodations include;

1. Unable to purchase a reasonable evening meal on site after 6:00 pm.
2. Difficulty operating both the dishwasher and oven. No instruction.
3. Roadworks on the way in.
4. The barking dog close by.
5. Advert (picture) misleading hence not as their anticipated
6. Booking.com hadn't register their whole party.
7. The swimming pool wasn't heated, as they went in October, so they weren't able to go for a swim.

There was a (stray) cat running around, which was blind and didn't look healthy (they were taking care of her and the vet came by at night, but before we knew that it was a bit disgusting). Since they have no doors for the dorm rooms the cat could easily walk into the rooms.

The results of the research showed that guest commented on 12 types of accommodation, including hotel, hostel, resort, lodge, guest house, Bed & Breakfast (B&B), serviced apartment, studio apartment, inn, motel, caravan park, and villa. All accommodations are located in the 75 countries which the top five are United Kingdom, Australia, Italy, Spain, and United State of America. This study found that customers pay attention to accommodation amenities first, the second is location, service, servicescapes, budget, and general satisfaction, respectively.

The results revealed that accommodation amenities including room cleanliness, comfortable bed and pillow, wifi, Check-in and Check-out, elevator, car parking, quietness, breakfast, restaurant, and sport facilities.

The location including beautiful view, good location for services and travelling.

The service including very friendly staff, and friendly host or owner.

The servicescapes including the facility's exterior (landscape, exterior design, signage, parking, surrounding environment) and interior (interior design and decor, equipment, signage, layout) and ambient conditions (air quality, temperature and lighting).

The budget including great value.

The general satisfaction including self checking.

A Descriptive analysis on booking.com reviews is done and found that a total of 12 customers have expressed their negative feedback related to "General satisfaction" or "Dissatisfaction" include;

1. Unable to purchase a reasonable evening meal on site after 6:00 pm.
2. Difficulty operating both the dishwasher and oven. No instruction.
3. Roadworks on the way in.
4. The barking dog close by.
5. Advert (picture) misleading hence not as their anticipated
6. Booking.com hadn't register their whole party.
7. The swimming pool wasn't heated, as they went in October, so they weren't able to go for a swim.
8. There was a (stray) cat running around, which was blind and didn't look healthy (they were taking care of her and the vet came by at night, but before we knew that it was a bit disgusting). Since they have no doors for the dorm rooms the cat could easily walk into the rooms.

Discussion

User-generated contents are considered today as a major source of information (Mudambi & Schuff, 2010). This is more relevant facts to be useful for hospitality industries where customers need information that is unbiased and unregulated. The online text reviews of accommodations are one such source of information that travelers find reliable (Berezina et al., 2016) and trustworthy (Xiang & Gretzel, 2010). Analyzing these text reviews in helping understand the experience of customers in the accommodations has been the primary focus of several studies in the literature (Kim et al., 2018). The objective of this study is exploring value content for hospitality industry marketing strategies. Analyzing customer reviews, businesses can measure customer satisfaction and improve their customer relations. In the marketing communication dimension, these reviews lead to creating effective value content, relevant, and consistent

content to attract and retain a clearly defined audience interests for marketing communication strategies. Key messages are the important messages which target audience pay attention to hear and remember. They create meaning and headline the issues you want to discuss. They allow you to control communications, enhance relationships with your target audiences and are an important feature of a public relation campaign.

Messaging is the key to achieving impact with communication. Key messages create focus, control, and intensity in influencing your target audiences. Key messages are the foundation of your communication strategy and should be used in all communication activity. They are not taglines. Key messages aren't appropriate to be memorized and repeated word-for-word, but should be used as guidelines so they can be included naturally into conversations.

Research Limitations and Future Research

This research has several limitations. Limitations associated with misleading and/or fake reviews. Misleading and/or fake reviews weaken customer confidence in the integrity of online reviews and lead to customer, personal and structural detriment. Such detriment can result from reviews which are factually incorrect; reviews that are not genuine and written with the intention to deceive by customers, accommodation owners/managers/staff or other parties; and/or misleading advertising and unfair marketing practices by hotel operators/review website operators. Finally, further research should incorporate text-mining and attitude analysis, to cover an even broader range of accommodation attributes in hospitality research.

Recommendations

How to create compelling content;

Debbie Wetherhead (https://www.wetherhead.com/content-marketing), Lecturer of Public Relations at Kennesaw State University, School of Communication and Media, recommends 3 steps to prepare key messages:

1. Start by revisiting the organizational mission, strategies, goals and objectives so you develop key messages to align with their broad direction.

2. Identify brand vocabulary, considering words and phrases you want associated with your brand and their SEO implications.

3. Conduct a competitive analysis to avoid creating key messages too close to competitors' offerings. You can review competitors' websites, blogs, marketing material, ads, publicity and social media mentions to chart competitors' key messages, value propositions, proof points and brand vocabulary.

4. Steps to develop value content for hospitality industry marketing strategies.

5. Collect a representative team together (consider including your external PR and marketing consultants) to develop words and phrases as the core of complete sentences that will form key messages. Collect on a flip chart or whiteboard.

6. Identify your messaging needs, whether ongoing or a one-off situation.

7. Confirm your target audiences, or stakeholders.

8. Check that a broad approach suits.

9. Prepare key messages that are wide in scope and describe the point of view of your organization, product, service, or program.

10. Focus on benefits that distinguish your offerings from others, highlighting the value and innovative features that directly cater to your target audience.

11. Substantiate your points with supporting details that distinguish your case and add credibility. Quoting facts and statistics, validation from experts, stories and visuals can be effective.

The attributes of effective online marketing copy as following;

1. Maximum 3 key messages per page; each statement only 1-3 sentences long or under 30 seconds when spoken.

2. Define, differentiate and align with benefits/value proposition.

3. Balance what you need to communicate with what your audience needs to know.

4. Meaningful information designed to stimulate action.

5. Easy-to-understand language; minimal jargon and acronyms.

6. Easy to recall and repeat; avoid run-on sentences.

7. Active rather than passive voice; no advertising slogans.

8. Adaptable to different target audiences, with flexible language and depth of information.

Acknowledgement

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