

Sentiment analysis in all-Inclusive hotels & resorts in Portugal

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The technological advancements in the digital environment and the consequent importance that electronic word-of-mouth (eWOM) represents in the digital era highlight the need to study the opinion of consumers to increase the quality of the service provided. The research methodology is based on a literature review, analyses of 9226 online reviews extracted from the TripAdvisor platform, using Nvivo software, and the implementation of 65 questionnaires to hotel managers. The sample matches the 4- and 5-star hotels operating on all-inclusive in Portugal between 1st January 2019 and 31st October 2020. It is highlighted that TripAdvisor guest reviews represent a moderately negative to the moderately positive tone, which represents a mixed feeling, standing out as very important attributes: food, room and employees. Hotel managers, in turn, list as very important attributes: employees, food, safety, hygiene and cleanliness. In short, the hotel attributes valued as very important, both for guests and for hotel managers, are attributes related to food and employees.

Keywords: sentiment analysis, TripAdvisor, service quality, all-inclusive, NVivo

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