

COMPETITIVE CRITERIA IN HOSPITALITY SERVICES OPERATIONS IN THE CONTEXT OF ONLINE TRAVEL REVIEWS

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Many potential consumers consult reviews listed in Online Travel Reviews (OTR) before organizing their travels. For this reason, the management of tourism businesses has been modified by this dynamic. Thus, the items evaluated in the OTR may be considered by hoteliers as competitive criteria. Considering the subject relevance and the fact that there were no papers identified that analyzes these items assessed as competitive criteria, this research has as its main objective to identify the criteria that win orders and the qualifying criteria in the overall assessment of performance hotel sector. Therefore, TripAdvisor OTR assessments of more than 1,500 hotels located in 66 cities, spread over 4 continents, from 2006 to 2009, totaling 115,593 reviews were studied. In order to achieve the research objectives, initially the statistical method discriminant analysis was used to measure and analyze the relationship between the dependent variable - Overall Rating - and the independent variables - Value, Room, Service, Cleaning, Reception and Location. It was also used simple regression analysis to reinforce the results. As a result, it was found that all the dependent variables were significant and that, among the competitive criteria analyzed in this research, the factors winners of orders are Value and Room, while the qualifying factors are Service, Cleaning, Reception and Location.

KEY-WORDS: *Competitive criteria, factors winners of orders, qualifying factors, discriminant analysis, TripAdvisor.*