

THE INFLUENCE OF ONLINE BOOKING PLATFORMS ON TRAVEL DECISION-MAKING

T.M PĂNOIU¹ D. FORIS²

Abstract: *The purpose of this study is to identify the fundamental reasons why and how tourists are influenced by online booking platforms. Through a mixed approach, which includes qualitative research and a comparative analysis, we found that online reviews and accessibility of booking platforms are essential reasons in the process of their selection. Also, based on the results obtained, we evaluated the accessibility of the websites, highlighting that, according to tourists' preferences, Booking represents the platform with the fewest common errors, according to the analysis carried out using the QualWeb tool.*

Key words: *online platforms, bookings, QualWeb, accessibility.*

1. Introduction

From the earliest times, local communities have been able to use a certain space for the exchange of goods and services, in return for a fee. These commercial interactions took place within a marketplace, a concept that (Martens, 2016) defines as similar to the online platforms, which facilitate connections between users and complementary products (Cennamo and Santalo, 2013).

Gruben (2017) states that a platform is "taking resources from outside the company and creating value for consumers". Platforms work as intermediaries or better said as interfaces, with certain interactions being carried out. The interaction described above is mentioned by Gruben as the core of an online platform, so every platform must increase the number of interactions, while increasing their quantity as well as their quality.

Online platforms have exerted a significant influence on various industries, among which the hospitality industry stands out, with Airbnb.com as the most often mentioned example in this context (Guttentag, 2015). Within just 10 years, the booking platform Airbnb recorded 164 million arrivals, according to data provided by its team (Molla, 2017; Team, 2024). Platforms occupy the place with the greatest efficiency, because tourists can choose from a multitude of other accommodation units through which they can compare

¹ Transilvania University of Braşov, teodora.panoiu@unitbv.ro

² Transilvania University of Braşov, diana.foris@unitbv.ro

and choose the hotel that suits their needs almost instantly and at low costs. The review sites are an important tool in the hospitality industry, as tourists seek to learn from the reviews left by other tourists on various platforms (Xiang and Gretzel, 2010; Zhang et al., 2018). In addition to interacting through platforms, hotels use both their own websites, known in the literature as direct channels, and traditional methods, such as travel agencies, recognized as indirect channels (Bahar, Nenonen and Starr, 2021). In terms of matching, the platforms occupy the place with the highest efficiency, as tourists can choose from a multitude of other accommodation units to compare and select the hotel that addresses their needs efficiently and at a minimal cost. There are significant differences between traditional channels and platforms, as firms using channels tend to seek savings, while platforms focus on attracting as many hotels and customers as possible to benefit both parties (Bahar, Nenonen and Starr, 2021).

The hypothesis that substantiated the research is: tourists show a preference for consulting reviews published on various booking platforms and sites before making an accommodation reservation. The purpose of this study is to identify the fundamental reasons and how tourists are influenced by them.

Chapter two provides a detailed literature review. Chapter three provides a detailed analysis of the methodology used, presenting the tools and techniques applied to investigate the influence of online platforms aimed at tourists. The results of the evaluation are presented in the fourth chapter. Finally, a brief conclusion ends this research.

2. Literature review

2.1. The tourist experience

Online shopping is considered more favourable due to its convenience and ability to save time, being independent of geographical restrictions. In the context of technological advancement, the proliferation of e-commerce platforms has led to the formation of various online consumer communities (Yoo, Lee and Park, 2010). “We have entered an age where we can find someone, or something, anywhere, just with the help of a small device in our hands” (Botsman and Rogers, 2010). At the same time, the importance of providing accessible web applications for all users, including people with cognitive or physical disabilities, has been increasingly recognized (Iannuzzi et al., 2024). Although there is no clear definition for tourism experience (TX), specialists consider it a particular type of customer experience (CX), both of which are integrated into user experience (UX) (Rusu et al., 2023).

Online interaction supports such as blogs, social media and online review sites are means by which consumers can interact virtually and share their experiences. Thus, contemporary travellers want to learn from the reviews posted by other tourists on various platforms and give credibility to those considered useful on personal recommendation platforms (Xiang and Gretzel, 2010; Ban and Bădulescu, 2015). Tourists are constantly informed about tourist offers, considering the reservation as the beginning of their experience (Foris, Crihalmean and Foris, 2020).

Also, through the means offered by online booking platforms, promotion through online profiles is facilitated. As pointed out by (Ye and Mattila, 2025), these platforms allow tour guides to highlight their responsible behaviour, an essential factor in making the final decision by the tourist.

The Airbnb platform represents a relevant example in the context of sustainable tourism and the collaborative economy, being in a continuous expansion within this sector (Geron, 2024). The implementation of sustainable practices in hotels is now a necessity (Foris, Chihalmean and Panoiu, 2020). According to the research of (Cesarani and Nechita, 2017), there is a distinction between traditional accommodation platform sites and those based on direct interactions between individuals, from the perspective of the relationship between demand and supply. In the case of traditional platforms, demand is generated by consumers, while supply is represented by companies. In contrast, in the case of individual-to-individual platforms, these roles appear to be reversed, with the provider often being individuals who initiate the platform or are private citizens, holders and users of a given product at the same time. Even in these cases, actors in the tourism industry must adopt a holistic approach, allowing them to intervene in the booking process by providing an accessible website (Foris et al., 2020).

2.2. The influence of online reviews

Previously, the customers used to only search hotel websites for information about them (information provided by the hotel owners themselves), but nowadays tourists commonly look for reviews from those who have experienced the stay (Casaló et al., 2015). “The ubiquitous nature of online traveller reviews, coupled with their ability to influence consumer decisions, creates the need to investigate the widespread impact of reviews. Such an understanding is essential to predict, explain, and respond to consumer behaviour in an environment in rapid change” (Book et al., 2018).

Studies show that a significant proportion of tourists rely on reviews left by other customers to inform themselves. According to research conducted by (Xiang and Gretzel, 2010) and Mauri and Minazzi (Book et al., 2018), up to three quarters of the tourists consult online customer reviews and comments to obtain information when making travel decisions. They have also been found to have visited more than 20 websites and searched online for more than 2 hours (Fileri et al., 2021). Xie et al., (2014) identified that 22% of participants constantly consult online reviews before making decisions, while 43% check consumer ratings and reviews in most situations, and about 68% read at least four reviews before making a decision. According to the study conducted by Fang et al., (2016), 65% of leisure travellers resort to searching for online reviews before deciding on their destination, and 69% of their plans are influenced by online consumer reviews. In addition to recommendations received from friends and family members, online reviews are considered to be the most credible source of information in the purchase decision-making process (Fileri et al., 2021).

One of the most used platforms for reviews, which has registered a significant increase

from 20 to 60 million monthly visitors, is TripAdvisor according to the study by (Ban and Bădulescu, 2015). This platform has managed to collect more than a billion reviews on about 8 million businesses. The company operates in 43 markets and 22 languages (TripAdvisor, 2022). Zhao et al (2015) conducted a research on online reviews, specifically focusing on five attributes and demonstrating their impact on online purchase intentions. These attributes include review usefulness, reviewer expertise, online review timeliness, online review value, and online review integrity. When the proportion of negative reviews exceeds that of positive reviews, consumer perception will undergo an unfavourable change (Lee, Denizci Guillet and Law, 2013). Hotels should allocate significant resources to managing the tone of reviews because, according to research (Ye, Law and Gu, 2009), this could lead to an increase in bookings and sales. Thus, hoteliers can approach complaints more strategically and effectively to manage service recovery, as at least 5-10% of dissatisfied customers choose to express their dissatisfaction following a negative experience (Tax and Brown, 1998). The credibility of reviews depends on choosing the hotel based on the rating with a higher number of stars (Ye, Law and Gu, 2009).

3. Methodology and materials

As part of this research, a qualitative study was carried out with the aim of identifying the fundamental reasons and how tourists are influenced by online booking platforms. The results obtained from the qualitative research were also used to carry out a comparative study of several websites mentioned by specialists, in order to validate their accessibility.

3.1 Qualitative research

Within the qualitative research study, only one objective was formulated:

- The objective of this study is to identify the fundamental reasons and how tourists are influenced by them.
- The hypothesis that substantiated the research is that tourists show a preference for consulting reviews published on various booking platforms and sites before making an accommodation reservation.
- The method of analysis used in this research is the semi-directive in-depth interview.

The stages of the research inquiry for the featured interview include:

Identification of potential respondents; Developing interview questions; Sampling; Contacting participants to schedule interviews; Data collection; Transcribing conversations; Centralization of data; Analysis of the data obtained from the participants' answers to the interview questions and the elaboration of the qualitative results.

The strategy used for sampling was based on a detailed exploration and understanding of the topic studied, according to the research of (Mocănaşu, 2016). In this sense, a group of tourism specialists from Braşov county was deliberately selected. Although there are

no rigid rules regarding the sample size in qualitative research, unlike quantitative research (Mocănașu, 2016), we considered that a total number of five participants would be sufficient to achieve the objective of the study. We also considered factors such as accessibility and easy recruitment of participants.

Semi-directive interview participants: two managers, two receptionists and a marketing specialist. To maintain confidentiality and anonymity, the functions were indicated without further details, and then given a call sign to exemplify the data collected in the interview. For the five participants, the call signs were given taking into account the initial of the position and the order of confirmation of participation in the interview. Thus, the guesthouse manager was assigned the code M3, the SPA manager - M4, the guesthouse receptionist - R5, the hotel receptionist - R2, and the marketing specialist - S1.

To develop the interview, three distinct stages were planned and implemented:

1. Evaluation of the participants' knowledge in relation to online booking platforms;
2. Analysis of how participants choose their accommodation;
3. Study of participants' reaction to negative reviews and requirements regarding the appearance of their website.

Data collection: the interviews were conducted both by telephone and face-to-face according to the availability of each participant. In a first step, we contacted the participants to set a convenient date for the interview. The duration of each interview was one hour, regardless of the way it was conducted. The data provided by the participants was later centralized. All this information was included in a Microsoft Word document, in Times New Roman font, size 12, on a single line.

4. Results

4.1 Results obtained from the qualitative research

The research was conducted in three phases, each interview lasting one hour. The first phase focused on participants' familiarity with online booking platforms. After analysing the data collected, each participant listed the platforms they know, also mentioning their use in a professional context or in the process of searching for accommodation.

At the declarative level, all participants expressed significant trust in the Booking.com platform. Although all participants initially brought up the booking platform Booking, each of them considered certain aspects important, such as: how these platforms have developed and can facilitate the work of both customers and hoteliers; the quality of the services offered; the commissions charged by the platform; available discounts and how to access information. In addition to the previously mentioned platform, others were also mentioned, of which the platform with the largest share was Travelminit, followed by Trivago, and Airbnb. An interesting aspect is the fact that the Airbnb reservation platform was mentioned exclusively by respondent S1, who pointed out that "Airbnb, having a

different structure and principles, is no longer such a viable solution, because there is no longer the certainty that, as for the room, all currently imposed hygiene measures are respected". The respondent also pointed to the Booking platform, noting that "Booking has implemented specific filters for Covid-related issues, making it easier for tourists to choose the best accommodation option". The respondents suggest a detailed analysis of the structure of the platforms, including filters and how information is accessible.

The second phase concerns how the participants select their accommodation. Budget was found to be a priority factor, followed by reviews. Thus, there are participants who, in addition to searching on the booking platform Booking, also consult the Google search engine, as well as social networks and the hotel's official website to determine the ideal budget.

The reviews are important to all participants, but the way they influence them varies. Some participants look at reviews to get information about cleanliness, staff and breakfast quality. Each hotel adjusts its score based on these reviews, so a relatively small percentage of negative reviews can have a significant impact. Three participants stated that if this percentage is very small compared to positive reviews, they are not influenced at all. In addition, one participant mentioned that he considers the opinion of friends who have already visited the desired location. Location is one of the essential criteria when looking for accommodation. Two participants express their desire to be as close as possible to the points of interest, S1 emphasizing this aspect by stating: "the location where it is located should be somewhere close, to eliminate transport". Another participant is looking for a location that has a green area or SPA. These observations support Midgett's (2017) conclusion that there is an increased trend towards sustainability throughout the tourism industry, which is changing as travellers' views and desires become more environmentally and socially oriented. The tourism industry is moving into a new era of sustainability as the viability of tourist destinations begins to deteriorate due to the stress of overuse and errors in the implementation of sustainability principles.

The third phase of the research focuses on how participants respond to negative reviews and what aspects their website should present. We have emphasized the importance of negative reviews because previous research has focused primarily on positive reviews, largely neglecting negative ones. Four of the participants state that they want to validate the veracity of the review, determining whether it reflects reality or is the result of a malicious attitude. Afterwards, participants adopt various methods, namely: tracking reviews based on the frequency of an issue; tracking reviews in accordance with accommodation policy and accepting reviews even if they are not confirmed to be true.

We have identified participants who want to keep in touch with tourists through the platform, offering questionnaires, newsletters, marketing campaigns, a review button and the option to book directly on their own website. Although they prefer reservations to be made also directly from their website, they also show interest in a collaboration with Booking and Travelminit.

We also identified two participants who want to develop a website with a user-friendly interface, so that useful information can be easily accessed. Therefore, it takes into account the way the website is designed. At the same time, one participant believes that the website should be updated weekly, include virtual tours and, most importantly, have a management channel through which all bookings from various platforms can be monitored. M3, when creating its website, states that "I put myself in the position of a tourist or I ask people close to me, because sometimes opinions differ", with the aim of obtaining the friendliest interface possible.

After the research, we believe that the hypothesis was validated, with the participants taking into account both the reviews and experiences of friends, as well as the accessibility of the sites.

4.2 Accessibility assessment results

After analysing the websites using the QualWeb evaluator tool, we identified four reports. "QualWeb evaluator is an automated web accessibility evaluation service that incorporates contributions from various projects and research efforts. QualWeb is able to automatically check a web page against a set of WCAG 2.1 techniques and ACT rules" (QualWeb, 2024). In the analysis of the Booking platform, a comprehensive examination was conducted involving a total of 105 rules and techniques. The analysis for Travelminit encompassed 70 rules, while Trivago was assessed with 39 rules. Additionally, Expedia was evaluated with 35 rules, and Airbnb also included 70 rules in its analysis, see Table 1.

Website evaluation report summary

Table 1

QualWeb	Booking	Travelminit	Trivago	Airbnb
Passed	24	17	16	17
Failed	13	6	7	6
Warning	15	8	8	8
Not Applicable	53	39	39	39
Total	105	70	39	70

This comparison highlights the relationship between expressed preferences and website behaviour. We decided to evaluate the websites mentioned following qualitative research to identify possible common errors, using a web page evaluation tool called QualWeb to identify if they are accessible to all users.

In order to make this comparison, we have identified the websites to enter into the evaluation program one at a time. An Excel file was created for each site, in which the relevant data was entered. After creating the database, we compiled all the information and identified only the common factors to simplify the comparison process. It is obvious that some sites are more complex than others, which is why the data was more numerous; thus, we identified only the common elements for comparison. Within the Qualweb

platform, we can identify data classified as validated, warning and error. Since we were interested in discovering which of these showed a lower number of common errors, we centred the errors with a different colour and interpreted them individually.

Comparative analysis

Table 2

<u>Crt Nr.</u>	Comparative analysis	Booking	<u>Travelminit</u>	<u>Trivago</u>	Airbnb
1	ARIA <u>required</u> owned elements	●		●	●
2	Element with `aria-hidden` has no focusable content	●	●	●	●
3	Text has enhanced contrast	●	●	●	●
4	Text has minimum contrast	●	●	●	●
5	Visible label is part of accessible name	●	●	●	
Total	5	1	3	3	4

Table 2 shows the websites analysed and the common errors identified. The tourism platforms analysed, as Table 2 shows, are not without errors. The errors have been highlighted in a red colour and the others, in black colours, have been validated. The only platform that does not present similar errors is Booking, followed by the others, i.e. Travelminit, Trivago and Airbnb. In the overall report, Booking has the most errors; however, the features analysed were also more numerous. In this comparison, we wanted to highlight common mistakes made by websites.

ARIA (Accessible Rich Internet Applications) is a set of attributes designed to improve the accessibility of web content for people with disabilities. When ARIA errors are identified, they usually indicate accessibility issues that need to be addressed.

Even though the analysis focuses on ARIA errors, which mainly target people with disabilities, these issues can affect the user experience of all users.

According to Web Accessibility WAI (2024):

1. ARIA requires that owned elements have an explicit semantic role, which must include at least one of its required. Elements that use ARIA attributes should be generated by the web page, not by external scripts. Impact: Failure to follow this rule may lead to difficulties for assistive technologies in understanding the structure and role of elements on the page.
2. Element with aria-hidden Has No Focusable Content, according to the definition "this rule checks if the elements with an aria-hidden attribute do not contain the elements that are part of the sequential focus navigation and that can be focused" Web Accesibility WAI (2024). An element marked as hidden should not contain interactive elements (buttons, links) that can be accessed by the user. Impact: This may cause confusion for users using assistive technologies, as they may perceive elements that should be hidden.
3. Text Has Enhanced Contrast – "this rule checks if the highest possible contrast of each

text character with its background meets the requirement of enhanced contrast". The text has a high enough contrast with the background to be easy to read. Impact: This is a positive feature and helps improve accessibility for visually impaired users.

4. Text Has Minimum Contrast – "this rule checks if the highest possible contrast of each text character with its background meets the minimum contrast requirement". Impact: Although the text is visible to most users, people with visual impairments may have difficulty reading it, especially in low light conditions.
5. Visible Label Is Part of Accessible Name - "this rule checks if interactive elements labelled by content have their visible label as part of their accessible name". Impact: This is a positive feature and helps improve accessibility.

5. Conclusions

The qualitative analysis revealed the underlying reasons for using online platforms, including online reviews and accessibility of the platforms. Both reviews and accessibility influenced participants in varying ways; accessibility is essential to the tourist experience and to the ability of users to navigate these platforms effectively. Considering that at the declarative level the Booking platform was frequently mentioned, we considered it appropriate to carry out a comparison with the other platforms to check if the participants' statements are supported by the observed behaviours. For the comparative analysis, we used a reliable tool, QualWeb, which applies a series of techniques and rules established by WCAG (Web Content Accessibility Guidelines) to assess the accessibility of a website for people with disabilities. Regardless of the users, these platforms must be accessible to all. Although Booking.com shows the best results in terms of accessibility compared to the other platforms analysed, a considerable number of common ARIA errors were identified.

All platforms reviewed require continuous improvement to ensure a fair experience for all users. In addition to these technical aspects, users' decisions are heavily influenced by other travellers' reviews, emphasizing the importance of their quality and quantity in the final choice. The results of this study are especially valuable for companies in the tourism industry, offering them a model for evaluating their own websites according to the proposed standards.

Limitations include the fact that web accessibility and website analytics in general are complex fields characterized by a significant number of standards and technologies involved. A comprehensive analysis requires a thorough application of these aspects.

References

- Bahar, V.S., Nenonen, S., Starr, R.G., 2021. From channel integration to platform integration: Capabilities required in hospitality. *Industrial Marketing Management*, 94, pp.19–40. <https://doi.org/10.1016/j.indmarman.2021.02.003>.

- Ban, O., Bădulescu, A., 2015. *Evaluarea online a calităţii serviciilor de cazare şi satisfacţia globală.* / EBSCOhost. [online] Available at: <<https://openurl.ebsco.com/contentitem/gcd:112726874?sid=ebsco:plink:crawler&id=ebsco:gcd:112726874>> [Accessed 24 October 2024].
- Book, L.A., Tanford, S., Montgomery, R., Love, C., 2018. Online Traveler Reviews as Social Influence: Price Is No Longer King. *Journal of Hospitality & Tourism Research*, 42(3), pp.445–475. <https://doi.org/10.1177/1096348015597029>.
- Botsman, R., Rogers, R., 2010. *What's Mine Is Yours: The Rise of Collaborative Consumption.* Harper Collins.
- Casaló, L.V., Flavián, C., Guinalú, M. and Ekinci, Y., 2015. Do online hotel rating schemes influence booking behaviors? *International Journal of Hospitality Management*, 49, pp.28–36. <https://doi.org/10.1016/j.ijhm.2015.05.005>.
- Cennamo, C., Santalo, J., 2013. Platform competition: Strategic trade-offs in platform markets. *Strategic Management Journal*, 34(11), pp.1331–1350. <https://doi.org/10.1002/smj.2066>.
- Cesarani, M. and Nechita, F., 2017. Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania. *Symphonya. Emerging Issues in Management*, pp.32–47. <https://doi.org/10.4468/2017.3.04cesarani.nechita>.
- Fang, B., Ye, Q., Kucukusta, D., Law, R., 2016. Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics. *Tourism Management*, 52, pp.498–506. <https://doi.org/10.1016/j.tourman.2015.07.018>.
- Filieri, R., Acikgoz, F., Ndou, V., Dwivedi, Y., 2021. Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. *International Journal of Contemporary Hospitality Management*, 33(1), pp.199–223. <https://doi.org/10.1108/IJCHM-05-2020-0402>.
- Foris, D., Chihalmean, N., Panoiu, T.M., 2020. The New Technologies and Sustainable Practices in Hospitality. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, pp.65–74. <https://doi.org/10.31926/but.es.2020.13.62.2.7>.
- Foris, D., Crihalmean, N., Foris, T., 2020. Exploring the Environmental Practices in Hospitality through Booking Websites and Online Tourist Reviews. *Sustainability*, 12(24), p.10282. <https://doi.org/10.3390/su122410282>.
- Foris, D., Tecau, A.S., Hartescu, M., Foris, T., 2020. Relevance of the features regarding the performance of booking websites. *Tourism Economics*, 26(6), pp.1021–1041. <https://doi.org/10.1177/1354816619845790>.
- Geron, T., 2024. *Airbnb And The Unstoppable Rise Of The Share Economy.* [online] Forbes. Available at: <<https://www.forbes.com/sites/tomiogeron/2013/01/23/airbnb-and-the-unstoppable-rise-of-the-share-economy/>> [Accessed 24 October 2024].
- Guttentag, D., 2015. Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), pp.1192–1217. <https://doi.org/10.1080/13683500.2013.827159>.
- Iannuzzi, N., Manca, M., Paternò, F., Santoro, C., 2024. Usability and transparency in the design of a tool for automatic support for web accessibility validation. *Universal Access*

- in the Information Society*, 23(1), pp.435–454. <https://doi.org/10.1007/s10209-022-00948-x>.
- Lee, H. “Andy”, Denizci Guillet, B., Law, R., 2013. An Examination of the Relationship between Online Travel Agents and Hotels: A Case Study of Choice Hotels International and Expedia.com. *Cornell Hospitality Quarterly*, 54(1), pp.95–107. <https://doi.org/10.1177/1938965512454218>.
- Martens, B., 2016. *An Economic Policy Perspective on Online Platforms*. <https://doi.org/10.2139/ssrn.2783656>.
- Mocănașu, D.R., 2016. Strategii de eșantionare utilizate în cercetarea calitativă. *Analele Universității „Dunărea de Jos” din Galați, Fascicula XX, Sociologie*, 11(1), pp.5–16.
- Molla, R., 2017. *Airbnb is on track to rack up more than 100 million stays this year — and that’s only the beginning of its threat to the hotel industry*. [online] Vox. Available at: <<https://www.vox.com/2017/7/19/15949782/airbnb-100-million-stays-2017-threat-business-hotel-industry>> [Accessed 24 October 2024].
- Rusu, V., Rusu, C., Matus, N., Botella, F., 2023. Tourist Experience Challenges: A Holistic Approach. *Sustainability*, 15(17), p.12765. <https://doi.org/10.3390/su151712765>.
- Tax, S.S. and Brown, S.W., 1998. Recovering and Learning from Service Failure. *MIT Sloan Management Review*. [online] Available at: <<https://sloanreview.mit.edu/article/recovering-and-learning-from-service-failure/>> [Accessed 24 October 2024].
- Team, T., 2024. *As A Rare Profitable Unicorn, Airbnb Appears To Be Worth At Least \$38 Billion*. [online] Forbes. Available at: <<https://www.forbes.com/sites/greatspeculations/2018/05/11/as-a-rare-profitable-unicorn-airbnb-appears-to-be-worth-at-least-38-billion/>> [Accessed 24 October 2024].
- Xiang, Z. and Gretzel, U., 2010. Role of social media in online travel information search. *Tourism Management*, 31(2), pp.179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>.
- Xie, K.L., Zhang, Z., Zhang, Z., 2014. The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43, pp.1–12. <https://doi.org/10.1016/j.ijhm.2014.07.007>.
- Ye, Q., Law, R. and Gu, B., 2009. The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, 28(1), pp.180–182. <https://doi.org/10.1016/j.ijhm.2008.06.011>.
- Ye, T., Mattila, A.S., 2025. Morality expression drives favorable consumer outcomes for P2P tour guide: The role of elevation, trust, and enjoyment. *Tourism Management*, 107, p.105065. <https://doi.org/10.1016/j.tourman.2024.105065>.
- Yoo, W.-S., Lee, Y., Park, J., 2010. The role of interactivity in e-tailing: Creating value and increasing satisfaction. *Journal of Retailing and Consumer Services*, 17(2), pp.89–96. <https://doi.org/10.1016/j.jretconser.2009.10.003>.

Zhang, H., Gordon, S., Buhalis, D., Ding, X., 2018. Experience Value Cocreation on Destination Online Platforms. *Journal of Travel Research*, 57(8), pp.1093–1107. <https://doi.org/10.1177/0047287517733557>.

Zhao, X. (Roy), Wang, L., Guo, X., Law, R., 2015. The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), pp.1343–1364. <https://doi.org/10.1108/IJCHM-12-2013-0542>.

**<https://www.w3.org/WAI/standards-guidelines/act/rules/09o5cg/>

** <https://qualweb.di.fc.ul.pt/evaluator/about>