# Article information:

The impact of online user reviews on hotel room sales - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S0278431908000546>

# Article summary:

1. The impact of online user reviews on hotel room sales: The article explores the influence of consumer-generated online reviews on the performance of hospitality businesses, specifically in the context of hotel room sales. It highlights that online user reviews play a significant role in shaping consumer decisions and can greatly affect the sales of experience goods like hotel rooms.

2. Importance of online word-of-mouth (WOM): The article emphasizes the importance of WOM in the digital era, where individuals can easily share their opinions with other internet users. It discusses how online user-generated reviews are perceived as a valuable source of information for travelers, providing up-to-date and reliable insights into travel-related facilities. Previous studies have shown that WOM has a strong impact on consumer decision-making processes and can significantly influence product sales.

3. Methodology and data collection: The article describes the methodology used to investigate the impact of online WOM on hotel bookings. Data was collected from a major travel website in China, specifically from consumer reviews and hotel information available on the website. A crawler was developed to download web pages and parse HTML and XML data into a database. The study focused on consumer reviews posted during a 12-month period, analyzing 3625 reviews for 248 hotels.

Overall, this article highlights the significance of online user reviews in influencing hotel room sales and provides insights into the methodology used to study this impact.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章主要探讨了在线用户评论对酒店客房销售的影响。然而，文章存在一些潜在的偏见和问题。

首先，文章引用了一些研究来支持在线用户评论对产品销售的影响，如书籍、CD和电影等。然而，这些研究并不直接适用于酒店业。酒店是一种体验性商品，与书籍和电影等产品有很大的区别。因此，不能简单地将这些研究结果应用于酒店业。

其次，文章没有提及可能存在的偏见来源。在线用户评论可能受到个人喜好、竞争关系或其他利益相关方的干扰。这些因素可能会导致评论的不客观性和失真性。文章没有对这些潜在偏见进行深入分析。

此外，文章只关注了正面评价对酒店销售的影响，并没有考虑负面评价可能带来的负面效应。负面评价可能会降低消费者对酒店的信任度，并对销售产生负面影响。因此，在评估在线用户评论对酒店销售的影响时，需要综合考虑正面和负面评价。

另外，文章没有提供足够的证据来支持其主张。虽然文章提到了从中国最大的旅行网站Ctrip收集的数据，但并没有详细说明如何分析这些数据以得出结论。缺乏具体的研究方法和统计分析结果使得读者难以评估该研究的可靠性和有效性。

最后，文章没有探讨可能存在的风险和限制。在线用户评论可能受到虚假评论、刷评等问题的影响，这可能会对研究结果产生负面影响。此外，文章只关注了中国市场，而没有考虑其他地区或国家的情况。因此，文章的结论是否适用于其他地区仍有待进一步研究。

总之，这篇文章在探讨在线用户评论对酒店销售影响方面提供了一些见解，但存在潜在偏见、不完整报道、无根据主张、缺失考虑点、缺乏证据支持等问题。未来的研究应该更加全面地考虑各种因素，并提供更具说服力和可靠性的证据来支持其结论。

# Topics for further research:

* 酒店客房销售的影响因素
* 在线用户评论的可靠性和客观性
* 考虑正面和负面评价对销售的影响
* 缺乏具体的研究方法和统计分析结果
* 虚假评论和刷评对研究结果的影响
* 文章的适用性和推广性

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