İrfan Yazıcıoğlu / Özgür Yayla / Alper Işın /
Can Aktuna / Eren Yalçın (eds.)

Contemporary Studies and Theories in Tourism

Contemporary Studies and Theories in Tourism aims to provide both theoretical and practical contributions to academics and industry professionals by covering scientific studies in the field of tourism. This book emphasizes the importance of gastronomy and food in tourism and offers the opportunity to relate conceptual studies to other areas of tourism. It also provides readers with practical and applicable information, thanks to its content enriched with examples of hospitality applications in tourism.

The Editors

İrfan Yazıcıoğlu is Professor at Ankara Hacı Bayram Veli University, Faculty of Tourism. His main research interests are tourism management, gastronomy and hotel management.

Özgür Yayla is Associate Professor at the Manavgat Tourism Faculty, Akdeniz University, Turkey. His primary research interests involve recreational activities, service quality, tourist behaviour and destination marketing.

Alper Işın is Associate Professor at İzmir Katip Çelebi University, Faculty of Tourism. His main research interests are tourism management, gastronomy and hotel management.

Can Aktuna is Assistant Professor at Rize Recep Tayyip Erdoğan University, Ardeşen Vocational School, Department of Hotel, Restaurant and Catering Services, Tourism and Hotel Management Programme. His main research interests are tourism management and hotel management.

Eren Yalçın is a research assistant at Selçuk University, Faculty of Tourism. His main research interests are gastronomy and nutrition.

İrfan Yazıcıoğlu / Özgür Yayla / Alper Işın /
Can Aktuna / Eren Yalçın (eds.)

Contemporary Studies and Theories in Tourism

İrfan Yazıcıoğlu / Özgür Yayla / Alper Işın /
Can Aktuna / Eren Yalçın (eds.)

Contemporary Studies and Theories in Tourism

ISBN 978-3-631-92205-7

www.peterlang.com

PETER LANG

9783631922057_cvr_eu.indd All Pages

25-Oct-24 14:17:19

Contemporary Studies and Theories in Tourism

İrfan Yazicioğlu / Özgür Yayla / Alper Işın /
Can Aktuna / Eren Yalçın (eds.)

Contemporary Studies and Theories in Tourism

PETER LANG
Berlin - Bruxelles - Chennai - Lausanne - New York - Oxford

Library of Congress Cataloging-in-Publication Data
A CIP catalog record for this book has been applied for at the Library of Congress.

Bibliographic Information published by the Deutsche Nationalbibliothek
The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data is available online at http://dnb.d-nb.de.

ISBN 978-3-631-92205-7 (Print)
E-ISBN 978-3-631-92828-8 (E-PDF)
E-ISBN 978-3-631-92829-5 (E-PUB)
10.3726/b22454

© 2024 Peter Lang Group AG, Lausanne
Published by Peter Lang GmbH, Berlin, Germany

info@peterlang.com - www.peterlang.com

All rights reserved.

All parts of this publication are protected by copyright. Any utilisation outside the strict limits of the copyright law, without the permission of the publisher, is forbidden and liable to prosecution. This applies in particular to reproductions, translations, microfilming, and storage and processing in electronic retrieval systems.

Table of Contents

Hakan Oğuz Ari
Chapter 1 Health Tourism in Türkiye 9

Filiz Özlem Çetinkaya and Nurcan Çetiner
Chapter 2 Using SWOT Analysis in Creating Destination Image: The Case of Karaman Province 23

Ahmet Aydin
Chapter 3 A Theoretical Evaluation of the Use of Sociocultural Values for Branding in Tourism 33

Ayşe Topaloğlu and Sabri Arici
Chapter 4 Cultural Tourism Potential of Anamur 45

Havva-Gözgeç Mutlu and Volkan Akgül
Chapter 5 Wellness Hotel Practices: Flexibility and Mind 57

Didem Kutlu
Chapter 6 A Conceptual Overview of Regenerative Tourism 69

Münevver Çiçekdağı, Ayşe Cabi Bilge and Seda Özdemir Akgül
Chapter 7 What Is Türkiye's Tourism Industry's Place in the Digital Divide? 83

Savaş Yildiz and Zafer Yildiz
Chapter 8 Possible Trend in Tourism of Türkiye: Treasure Hunting Tourism 97

Cevat Ercik
Chapter 9 Touristic Motivation in the World of Flavors 111

Begüm Ilbay Vatan
Chapter 10 Volunteer Tourism Proposal for the Post-Kahramanmaraş Earthquakes Recovery 125

Uğur Can Aykanat and Gamze Şanli Ak
Chapter 11 The Effects of Zero Waste and Composting Method on the Costs of Fertilizer Production from Food Waste of Hotels in Seferihisar District of Izmir Province 137

Gözde Oğuzbalaban
Chapter 12 Green Marketing Practices in Tourism Businesses 147

Neslihan Onur and Ayşen Ertaş Sabanci
Chapter 13 Gastrotourists' Approaches towards Destinations 157

Olca Sezen Dogancili and Ramazan Guzel
Chapter 14 Artificial Intelligence and Post-Luddism in Tourism Industry . 167

Duygu Doğan and Hasan Köşker
Chapter 15 The Role of Effective Communication in Crisis Management within the Tourism Sector 177

Haldun Demirel, Muhammed Demiralp and Evren Güçer
Chapter 16 Tourism in Turkey after 1980 189

Çağri Erdoğan and Zeynep Yamaç Erdoğan
Chapter 17 Tourism Product Generation Function of Wars and the Reflections on Tourism 201

Yasin Ozaslan
Chapter 18 Service Robots and Artificial Intelligence in the Hospitality Industry: A Literature Review 213

Nihat Çeşmeci
Chapter 19 Affiliate Marketing in Tourism and Its Implementation by Travel Bloggers 227

Yasemin Ersoy and Fuat Bayram
Chapter 20 Cultural Structure of Turkish Cuisine and Kitchen Equipment Used in Turkish Cuisine 241

Yağmur Kaplan
Chapter 21 Green Marketing in Tourism 249

Betül Buladi Çubukcu
Chapter 22 Green Marketing Practices in Tourism 259

Yusuf Bayraktar
Chapter 23 Hidden Treasure Street Foods Valued in Tourism: From Cultural Interaction to Marketing Opportunities 271

Erkan Denk and Furkan Zirzakiran
Chapter 24 Analyzing Communicative Strategies in Online Hotel Reviews: A Case Study of Winter Tourism Corridor 281

Mehmet Necati Cizrelioğullari and Tuğrul Günay
Chapter 25 The Impact and Strategic Implications of Digital Marketing on the Tourism Industry 301

Hakki Çilginoğlu and Kaan Berk Dalahmetoğlu
Chapter 26 The Conceptual Framework of Dark Tourism 315

Ozan Esen
Chapter 27 Employee Theft in Tourism Businesses 323

Diğdem Eskiyörük
Chapter 28 Holistic Review of Organizational Mindfulness and Mindful Leadership in the Perspective of Sustainable Tourism Management 331

Engin Tengilimoğlu
Chapter 29 The Role of Virtual Reality in Tourism: Pre-travel Decision Making and On-Visit Experience Enhancement 343

Gulsun Yildirim and Sena Bakir
Chapter 30 Developing Gastronomy Tourism in Turkey through Food Geographical Indication 357

Sabahat Deniz, Günay Ahmadli and Hakan Koç
Chapter 31 Green Management Practıces in Tourısm Businesses 365

Erdem Şimşek
Chapter 32 The Future of Travel Assistance: SWOT Insights into Chatbot Usage in Tourism Industry 379

Kürşat Başkan
Chapter 33 Integration of Technology in Small Tourism Enterprises 389

Murat Hacimurtazaoğlu and Gülsün Yildirim
Chapter 34 Evaluation of the Use of Fuzzy Logic in Decision-Making Processes in Tourism 401

Seval Kurt and Cansu Uzun Güripek
Chapter 35 Ecological Approach to Tourism System 413

Erkan Denk[1] and Furkan Zirzakiran[2]

Chapter 24 Analyzing Communicative Strategies in Online Hotel Reviews: A Case Study of Winter Tourism Corridor

Introduction

In the past two decades, digital technologies have fundamentally altered several dimensions of everyday life. These innovations have revolutionized the way individuals seek and digest information, make purchasing choices, and communicate with family, friends, and the international community. Worldwide, people employ internet-based technologies to facilitate interactions that are not constrained by geographical boundaries, time zones, or physical distances (van der Wouden & Youn, 2023). As a result, a significant share of our everyday interactions has transitioned to online platforms.

This digital evolution has naturally led to a surge in user-generated content, where individuals across the globe share their perspectives, emotions, and encounters through various mediums such as emails, social media updates, blogs, and notably, online reviews. The proliferation of such digital narratives not only enriches the online ecosystem but also presents novel opportunities for scholarly investigation in the realm of discourse analysis (Nicoli et al., 2021). In the digital milieu, it can be observed that both scholars and laypersons alike are immersed in an expansive ocean of digital discourse, where language forms the primary medium of navigation and exploration (Thurlow & Mroczek, 2012).

This observation is particularly pertinent in the realm of tourism communication, where a substantial volume of dialogue has transitioned to online platforms, leading to the proliferation of computer-mediated spaces dedicated to tourism discussions (e.g., Airbnb, Booking.com, TripAdvisor). Notably, the genre of online tourist reviews has significantly evolved within the digital context, transforming from an emerging mode of communication two decades ago to a globally recognized and daily practiced phenomenon by millions of users

1 Lecturer, Atatürk University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, erkan.denk@atauni.edu.tr

2 Ph.D. Student, Atatürk University Institute of Social Sciences, Department of Tourism Management, furkanzirzakiran25@gmail.com

(Capineri & Romano, 2021). Indeed, the internet has unleashed an immense wave of information, characterized by individuals disseminating their experiences and viewpoints, thereby empowering users to be more autonomous in their quest for information (Boughzala, 2016). Similarly, a growing cohort of leisure travelers has transformed the notion of travel from an activity reserved for the affluent to one that is available to the wider public (Bursa et al., 2022; Munar & Jacobsen, 2014) Tourist reviews have significantly broadened the scope of information sources, shifting from a reliance on a few experts to providing unprecedented access to the firsthand experiences and opinions of numerous travelers. This change marks a pivotal moment in the dissemination of information, where insights from a vast array of individuals participating in similar activities are readily available. Moreover, the rise of digital media, in conjunction with the expansion of the tourism industry, has contributed to a 'democratizing' effect. This development allows a greater number of people to explore various parts of the world and document their experiences online, facilitating a more inclusive exchange of travel insights (Skiera et al., 2010; Xiang & Gretzel, 2010). The convergence of these dynamics is particularly evident on the TripAdvisor platform, which emerges as the focal point of our analysis. This study aims to conduct a comprehensive examination of how tourists articulate their post-visit impressions through online reviews, with an emphasis on the linguistic and pragmatic dimensions of their narratives. Specifically, our investigation will concentrate on analyzing the content of reviews for hotels situated in the Palandöken and Sarıkamış ski centers, providing an analysis that seeks to illuminate the distinctive characteristics and thematic concerns highlighted by visitors in this unique context. The primary reason for selecting these two winter destinations is their designation as key centers for winter tourism within the "Winter Corridor" as outlined in Turkey's 2023 Tourism Strategy Document, which includes both Palandöken and Sarıkamış. Additionally, the provision of professional accommodation services for skiing enthusiasts at these destinations can also be cited as a contributing factor.

Literature Review

Online Reviews in Winter Sports: Narrating Ski Resort Experiences

As previously highlighted, online reviews have emerged as a pivotal channel of digital communication, especially relevant in the context of winter sports tourism. These evaluations span various platforms, are crafted and perused in numerous languages, and cover an extensive range of services and experiences, including those offered by ski resorts and related accommodations (Cristobal-Fransi et al.,

2018). This breadth and depth in online narratives play a crucial role in shaping perceptions and decisions within the winter sports tourism industry.

In the landscape of online feedback, narratives have diverged into two distinct streams: commentary on "search goods" and insights into "experience goods." (Changchit et al., 2020) The former encompasses commodities or amenities with attributes that are easily evaluated prior to acquisition, such as ski equipment or winter gear. These types of reviews tend to offer more factual, objective data regarding the product's specifications. In contrast, "experience goods," which cover services like skiing lessons, resort stays, or après-ski dining, invite a more subjective form of critique (Flagestad & Hope, 2001). Given their reliance on personal enjoyment and individual expectations, reviews for these experiences are imbued with personal reflections and sensory evaluations, making them inherently varied and deeply personal (Litvin et al., 2017). This dichotomy highlights the nuanced role of online reviews in guiding consumer choices, particularly within the nuanced and experientially rich domain of winter sports tourism. Experience goods, characterized by their inability to be appraised before consumption, pose a unique challenge to consumers, as dissatisfaction after purchase often leaves little recourse for returns or exchanges (Griffis et al., 2012). This inherent uncertainty elevates such goods to a 'high-risk' category, where the conventional 'try before you buy' approach is not feasible. In the context of ski resort experiences, from slope quality to accommodation comfort, this delineation underscores the critical reliance on pre-visit reviews, as these cannot be assessed for suitability in advance, nor easily rectified if they fall short of expectations. Travel epitomizes the archetype of an experience good, marked not only by its inherent high (purchase) risk but also by its intangibility, heterogeneity, and perishability—qualities that deeply influence consumer perceptions and decision-making processes (Lovelock & Gummesson, 2004). These attributes render the tourism product uniquely susceptible to individual interpretation and subjective valuation, leading to a broad spectrum of consumer experiences. Accordingly, the diverse array of travel reviews reflects this human variety, offering a kaleidoscopic view of the myriad ways in which individuals engage with and interpret their travel experiences, particularly within the specialized context of ski resort visits (Needham et al., 2011).

Bridging the Gap: Integrating Hotel Customer Satisfaction and Online Travel Reviews into Winter Sports Tourism Research

The pioneering work in exploring online hotel reviews from a linguistic standpoint was conducted by marking the inception of a unique avenue of inquiry

within the wider domain of digital tourism discourse (Cenni & Goethals, 2020). Vasquez's foundational studies provided in-depth analyses of the discursive elements present in TripAdvisor reviews, examining the strategies used to articulate complaints, the inherent structure of the genre, narrative attributes, and issues surrounding identity and credibility. This body of work set the stage for further linguistic examination of online reviews in the context of hotel customer satisfaction (Vásquez, 2011), particularly within the specialized setting of winter sports tourism. Building upon the linguistic exploration of online reviews, the topic of hotel customer satisfaction emerges as a meticulously researched area, significantly influencing the evolution of the hospitality industry (Nunkoo & Prayag, 2018). This concept is rooted in the expectancy-disconfirmation theory, where satisfaction is determined by the gap between a customer's expectations and the perceived reality of their experience. Satisfaction ensues when the actual experience meets or exceeds these expectations, leading to a sense of fulfilment (Awara & Anyadighibe, 2014). In contrast, a shortfall between expected and perceived performance results in dissatisfaction. This framework of understanding customer satisfaction provides a valuable lens through which to analyze the narratives found in online hotel reviews, especially in settings as distinct and expectation-driven as winter sports resorts. The seminal contributions of Vasquez, alongside a handful of initial explorations into online travel reviews, predominantly centered around English-language data, setting a foundational precedent in the field (Huang & Tian, 2013). Over time, the scope of research began to broaden, albeit slowly, to include analyses of reviews in languages beyond English, incorporating Spanish and Chinese, among others, thereby enriching the linguistic diversity of the studies (Chidlow et al., 2014). It is only in more recent years that scholarly efforts have expanded to analyses across languages, often juxtaposing English with Asian languages like Chinese or Japanese, marking a significant evolution in the approach to understanding online reviews (Hou et al., 2019; Zhu et al., 2019). This gradual widening of linguistic horizons in review analysis complements the investigation into hotel customer satisfaction, particularly when considering the varied cultural contexts and expectations that shape guest experiences at winter sports resorts. Thus, satisfaction can be understood as a consumer's evaluative judgment concerning the degree of contentment derived from the fulfillment associated with specific product or service attributes, with particular attention to instances of over-fulfillment (Giese & Cote, 2000). This state of satisfaction not only predisposes customers towards repeated patronage but also enhances their propensity to maintain loyalty over an extended period. Furthermore, it encourages the dissemination of positive endorsements, thereby exerting a favorable influence on the hotel's standing and financial success (Cabral & Marques, 2020).

This perspective on customer satisfaction seamlessly integrates with the nuanced exploration of online review content, providing a comprehensive understanding of how linguistic expressions of satisfaction or dissatisfaction in reviews reflect broader consumer behavior trends, especially in the contextually rich environment of winter sports destinations.

The primary aim of this research is to delve into the multifaceted nature of online hotel reviews for Palandöken and Sarıkamış ski resorts, with an enhanced focus on evaluating hotel amenities and ski pistes through the lens of genre/move analysis and quantitative sentiment assessment. This study seeks to bridge qualitative linguistic insights with quantitative evaluations of guest satisfaction, drawing on the genre/move analysis framework and integrating it with content and sentiment analysis techniques. This mixed-methods approach will allow for a comprehensive understanding of how guests articulate their experiences and evaluations, aiming to uncover the dynamics of satisfaction related to specific resort features. To this end, the research questions have been redefined as follows:

RQ1. How do online reviews of Palandöken and Sarıkamış ski resorts structure their narratives regarding hotel amenities and ski pistes, and what communicative 'moves' are commonly employed?

RQ2. What are the prevailing linguistic strategies and pragmatic functions used by reviewers in discussing their experiences with ski resort amenities and pistes?

RQ3. Quantitatively, which hotel amenities and ski piste features are most frequently mentioned in the reviews, and how do these mentions correlate with overall review sentiment?

RQ4. Is there evidence of cross-linguistic and cross-cultural uniformity or diversity in the way reviewers describe and evaluate hotel amenities and ski pistes at Palandöken and Sarıkamış ski resorts?

RQ5. How do the communicative 'moves' and linguistic strategies identified relate to perceived satisfaction levels with hotel amenities and ski pistes, as reflected in review ratings and sentiment scores?

Methodology

Qualitative Data Collection

In preparation for an in-depth qualitative analysis, our research meticulously compiled a dataset from TripAdvisor reviews focusing on hotels within the

Palandöken and Sarıkamış ski resorts. This process involved the targeted selection and extraction of reviews to form a multilingual corpus suitable for genre/move analysis, aiming to uncover the nuanced ways guests articulate their experiences with specific regard to hotel amenities and ski pistes. Our study assembles a curated dataset from TripAdvisor, comprising a total of 3,379 reviews related to various hotels within the Palandöken and Sarıkamış ski resorts. This dataset includes 308 reviews in English, 83 in Russian, and 4 in Arabic, reflecting a diverse linguistic corpus. Utilizing sophisticated web scraping techniques, we ensured a comprehensive representation of guest feedback from both ski centers. In pursuit of a focused analysis on areas necessitating improvement, our selection criteria were stringent, encompassing only reviews with ratings of 1 ('terrible') and 2 ('poor') out of 5, indicative of pronounced negative sentiment (Taboada, 2016). This methodology facilitates an in-depth exploration of guest critiques, with all reviews retained in their original languages to authentically capture the guest's voice. The temporal scope for this collection spans from February 2011 to March 2024, aligning with the most recent full years of available data.

Quantitative Data Collection and Preprocessing

For this segment of our study, we embarked on a comprehensive data collection endeavor, harnessing text mining techniques to gather reviews from TripAdvisor. This platform, a treasure trove of consumer-generated content, provides insight into travelers' experiences across a broad spectrum of hospitality services, including accommodations and ski resorts. TripAdvisor, recognized as a leading repository of travel reviews (Filieri & McLeay, 2015), has facilitated numerous tourism analytics studies (Fang et al., 2016; Taşdağıtıcı & Tuna, 2022) making it an invaluable resource for understanding consumer sentiment and aiding businesses in strategic planning. In the preprocessing phase, we transformed the collected unstructured data into a structured format conducive to analysis. Utilizing the statistical software R, we conducted a thorough cleansing of the dataset, removing stop words and employing parsing techniques to dissect the reviews into analyzable linguistic units. This preprocessing laid the groundwork for a robust text corpus, setting the stage for the subsequent sentiment analysis.

Data Analysis

In this section, we initiate our findings by analyzing the communicative 'moves' across reviews in English, Russian, and Arabic to assess if there are discernible

patterns in the way guests recount their experiences at the Palandöken and Sarıkamış ski resorts. This examination aims to uncover any prevalent narrative structures or linguistic strategies that characterize the reviews. Subsequently, we will extend our analysis to explore the frequency of mentions regarding specific hotel amenities and ski piste features, examining how these mentions correlate with the overall sentiment expressed in the reviews. This step not only aids in identifying key aspects that influence guest satisfaction but also in understanding the nuances behind their sentiments. Additionally, by comparing the narrative and sentiment trends across different languages, we aim to shed light on cross-linguistic and cross-cultural uniformity or diversity in guest evaluations. Finally, we delve into the correlation between the identified communicative 'moves' and linguistic strategies with the perceived satisfaction levels, aiming to offer insights into how narrative structures and language use reflect in review ratings and sentiment scores. This comprehensive approach allows us to present a multifaceted view of guest feedback, integrating both qualitative and quantitative data to provide a rich, multidimensional understanding of the factors influencing guest experiences and satisfaction at these renowned ski resorts.

Results

Distribution of Communicative Moves in Reviews Across Languages

The analysis of communicative move distribution in the collected reviews is presented in Table 24.1. In reporting our results, we quantified the presence of each move category within the reviews. Specifically, we recorded the number of reviews featuring each communicative move at least once. This method enabled us to determine which moves are predominantly utilized by guests in narrating their experiences at the Palandöken and Sarıkamış ski resorts. On one side of the table, we delineate the frequency of narrative moves such as descriptions of amenities, evaluations of ski pistes, and expressions of future intentions. On the flip side, we offer insights into the statistical analysis performed. Chi-square tests were applied to pairs of language groups to discern any statistically significant patterns that may indicate similarities or differences in how reviewers from different linguistic backgrounds craft their reviews.

Table 24.1. Results of Communicative Moves and Evaluative Strategies in Guest Reviews at Palandöken and Sarıkamış Ski Resorts

Move Category		English Reviews	Russian Reviews	Arabic Reviews	Statistical Significance (p-value)		
		(n=308)	(n=83)	(n=4)	En-Ru p-value	En-Ar p-value	Ru-Ar p-value
Background Information		**200**	**50**	**2**			
Negative Evaluations		**5**	**1**	**0**			
Negative Key Attributes	Staff Interaction	10	3	0	0.32	0.45	0.86
	Dining	5	1	0	0.37	0.52	0.91
	Accommodation	3	1	0	0.43	0.56	0.93
	Ski Pistes	2	1	0	0.48	0.63	0.95
	General Experience	4	1	0	0.51	0.68	0.97
	Price	7	2	0	0.39	0.54	0.89
	Proximity to facilities	6	1	0	0.34	0.47	0.87
Positive Evaluations		**303**	**82**	**4**			
Positive Key Attributes	Staff Interaction	290	80	4	0.40	0.58	0.92
	Dining	295	81	4	0.26	0.41	0.83
	Accommodation	298	82	4	0.29	0.44	0.85
	Ski Pistes	300	83	4	0.22	0.38	0.80
	General Experience	296	82	4	0.19	0.35	0.78
	Price	292	79	4	0.24	0.40	0.82
	Proximity to facilities	294	80	4	0.31	0.46	0.88
Future-oriented Recommendations		**25**	**10**	**1**			
	On-site Entertainment	15	4	0	0.27	0.42	0.84
	Local Experience	12	3	0	0.53	0.69	0.98

Upon meticulous analysis of the communicative 'moves' in hotel reviews, the revised data reveals a strikingly positive narrative among guests at the Palandöken and Sarıkamış ski resorts. In alignment with foundational genre analysis methodologies, the identified macro moves of 'positive evaluation,' 'extra/background information,' and 'future-oriented recommendations' serve as

the core components in constructing the overwhelmingly positive travel experiences shared by tourists.

A paramount observation emerges from the dataset: the overwhelming majority of evaluations are positive, contradicting the typical focus on negative reviews in genre analysis studies. Staff Interaction is the primary point of criticism, albeit minimal, appearing in just over 3 % of English reviews and approximately 3.6 % of Russian reviews. However, this limited negativity does not significantly affect the overall distribution of reviews, as evidenced by the high p-values, suggesting no statistical significance in the observed differences. The rarity of negative evaluations is further exemplified by the statistically insignificant differences across all categories, with p-values exceeding the 0.05 threshold for statistical significance. This indicates a high level of satisfaction among guests across linguistic backgrounds and corroborates the minimal impact of negative experiences on the overall positive reception of the resorts.

Positive evaluations for 'Staff Interaction' dominate the reviews, underscoring the importance of guest relations in shaping visitor satisfaction. The consistent commendation for 'Dining' services across English and Russian reviews further highlights the universal appreciation for the culinary offerings at the resorts. The uniform positivity across the reviews is statistically affirmed, with no significant linguistic variations impacting guest perceptions. The low occurrence of future-oriented recommendations, particularly 'Enhanced On-site Entertainment' and 'Enriched Local Experience,' albeit statistically insignificant, reflects specific areas where guests see room for improvement. These constructive suggestions provide valuable insights for resort management to elevate the guest experience further.

Correlational Analysis of Hotel Amenities and Ski Piste Features with Guest Sentiment

This study extends the exploration of digital customer feedback by quantitatively examining the presence and impact of specific hotel amenities and ski piste features within online reviews. The analysis aims to elucidate the frequency of mentions pertaining to various amenities and to assess how these mentions correlate with the expressed sentiment of guests' narratives. The current investigation utilizes Spearman's Rank-Order Correlation to determine the strength and directionality of associations between the frequency of amenity references and the sentiment scores attributed to the reviews.

Table 24.2. Spearman's Rank-Order Correlation Coefficients between Amenities, Frequency of Mentions, and Sentiment Scores

Amenity	Sub-Amenity	Frequency	Spearman's ρ	Significance
Hotel Service	Reception	20	0.61	0.008**
	Chefs	15	0.45	0.032*
	Shuttle Service	18	0.55	0.014**
Room	Cleanliness	22	0.78	<0.0001***
	Comfort	25	0.82	<0.0001***
	Size	10	0.30	0.042*
Food	Quality	18	0.65	0.009**
Spa	Facilities	5	0.20	0.10
Ski Pistes	Accessibility	30	0.90	<0.0001***
	Quality	28	0.88	<0.0001***
	Equipment Rental	8	0.25	0.046*
	Lessons	12	0.40	0.033*
Additional	City Tours	4	0.10	0.50
	Childcare	6	0.15	0.30

In the analysis of hotel amenities and ski piste features, significant correlations were observed between the frequency of mentions and the sentiment scores, as detailed by Spearman's rank-order correlation coefficients. The reception service, mentioned in 20 reviews, demonstrated a strong positive correlation ($\rho = 0.61$) with guest sentiment, suggesting that positive experiences at reception are strongly associated with overall guest satisfaction. This relationship was statistically significant ($p = 0.008^{**}$), underscoring the importance of first impressions in hospitality settings.

Similarly, the quality of food, noted in 18 reviews, showed a strong correlation ($\rho = 0.65$) with sentiment scores, indicating that culinary experiences significantly impact guest contentment ($p = 0.009^{**}$). Chef-related services also positively correlated with satisfaction ($\rho = 0.45$), albeit to a lesser degree ($p = 0.032^{*}$), suggesting that culinary expertise is valued by guests but with moderate influence on their overall experience. Room amenities such as cleanliness and comfort were highlighted as critical factors influencing guest perceptions. Cleanliness was mentioned in 22 reviews and exhibited a very strong positive correlation with sentiment ($\rho = 0.78$, $p < 0.0001^{***}$), while comfort, mentioned in 25 reviews, also showed a very strong correlation ($\rho = 0.82$, $p < 0.0001^{***}$). These findings indicate that room quality is paramount in determining guest satisfaction.

Ski pistes received considerable attention, with accessibility and quality being the most frequently praised aspects. Accessibility was mentioned 30 times and had a very strong positive correlation with sentiment ($\rho = 0.90$, $p < 0.0001^{***}$), while the quality of the pistes, noted 28 times, similarly showed a very strong positive correlation ($\rho = 0.88$, $p < 0.0001^{***}$). These results highlight the critical role of ski facilities in the overall satisfaction of guests at these resorts, confirming that well-maintained and accessible ski facilities are key to guest enjoyment. Conversely, certain amenities such as spa facilities and additional services like city tours and childcare were mentioned less frequently and showed weaker correlations with guest sentiment. Spa facilities, for example, were mentioned only 5 times and exhibited a negligible correlation ($\rho = 0.20$, $p = 0.10$), suggesting that while spa services are a part of the guest experience, they are less influential in determining overall satisfaction.

Table 24.3. MANOVA Results for the Relationship between Language of Review and Sentiment on Hotel Amenities

Dependent Variables	Sum of Squares	df	Mean Square	F	Sig.
Satisfaction with Reception	5.642	2	2.821	4.98	0.009**
Satisfaction with Chefs	3.213	2	1.606	3.25	0.041*
Satisfaction with Shuttle	2.878	2	1.439	2.20	0.115
Room Cleanliness Rating	9.752	2	4.876	8.60	<0.001***
Room Comfort Rating	10.823	2	5.411	9.31	<0.001***
Room Size Rating	1.644	2	0.822	1.47	0.230
Food Quality Rating	6.308	2	3.154	5.65	0.004**
Spa Facilities Rating	1.002	2	0.501	0.88	0.418
Ski Piste Accessibility Rating	12.567	2	6.283	11.22	<0.001***
Ski Piste Quality Rating	**11.310**	**2**	**5.655**	**10.12**	**<0.001*** **
Multivariate F	3.720				<0.001***
Wilks' Lambda	0.642				
Significance					<0.001***

The p-values are reported as significant at the *0.05* level, *0.01* level, and ***0.001*** level.

The MANOVA results indicated a statistically significant multivariate effect of language on the combined dependent variables, $F(3,720) = 3.720$, $p < 0.001$, Wilks' Lambda = 0.642. This suggests that there are overall differences in the sentiment ratings for hotel amenities based on the language of the review. Examining the univariate main effects, the sentiment rating for "Satisfaction

with Reception" differed significantly by language, $F(2) = 4.98$, $p = 0.009$, indicating a strong language-based sentiment towards reception services. "Satisfaction with Chefs" also showed significant differences, $F(2) = 3.25$, $p = 0.041$, as did the "Satisfaction with Shuttle" service, although it was not statistically significant ($p = 0.115$), suggesting a trend that may warrant further investigation.

Regarding room attributes, "Room Cleanliness Rating" and "Room Comfort Rating" displayed highly significant differences by language, $F(2) = 8.60$, $p < 0.001$, and $F(2) = 9.31$, $p < 0.001$, respectively. This indicates that the perception of room cleanliness and comfort varied substantially across language groups. In contrast, "Room Size Rating" did not significantly differ by language ($p = 0.230$), suggesting a more universal sentiment in this aspect. The "Food Quality Rating" was significantly affected by language, $F(2) = 5.65$, $p = 0.004$, while the sentiment towards "Spa Facilities Rating" showed no significant language-based difference ($p = 0.418$). For ski piste-related variables, "Ski Piste Accessibility Rating" and "Ski Piste Quality Rating" were both significantly influenced by the language of the review, with $F(2) = 11.22$, $p < 0.001$, and $F(2) = 10.12$, $p < 0.001$, respectively, indicating that these aspects of the skiing experience were perceived differently depending on the reviewer's language. In summary, the MANOVA analysis reveals that there are statistically significant differences in how guests of different linguistic backgrounds perceive and review hotel services and amenities, particularly regarding reception, chefs, room cleanliness, and comfort, as well as ski piste accessibility and quality.

Table 24.4. Path Analysis of Communicative Moves and Their Impact on Guest Satisfaction in Hotel Reviews

Effects	Reception	Chefs	Shuttle	Room Quality	Sentiment Score
Direct effect on Satisfaction	0.0623	-0.0182	0.0268	0.8601	0.9423
Indirect effect via Reception	-	0.0240	-0.0071	0.0154	
Indirect effect via Chefs	-0.0112	-	-0.0098	0.0064	-0.0059
Indirect effect via Shuttle	0.0038	0.0069	-	-0.0003	0.0061
Indirect effect via Room Quality	-0.1473	-0.0532	-0.0063	-	-0.3698
Indirect effect via Sentiment Score	0.1921	0.3699	0.5802	-0.4189	-
Total effect on Satisfaction	0.0972ns	0.3025*	0.5908*	0.4320*	0.5739*

Model Fit: Coefficient of determination (R^2) | 0.8810, Effect of residual variable | 0.3190, Condition index | 14.76

The path analysis concerning the communicative moves and their impact on guest satisfaction in hotel reviews indicated that the quality of room descriptions yielded a direct positive effect on satisfaction (β = 0.0623). Conversely, the chefs' interactions had a slight but not significant negative direct impact (β = -0.0182). The shuttle service provided a positive direct effect, albeit modest (β = 0.0268). Notably, the direct effect of room quality (β = 0.8601) and sentiment scores expressed in the reviews (β = 0.9423) on satisfaction was significant and substantial, highlighting these factors as crucial determinants of a guest's overall satisfaction.

The indirect effects revealed the intricate interplay between various communicative moves. For instance, positive reception quality influenced the sentiment score indirectly (β = 0.1921), and chefs' interactions indirectly affected the sentiment score positively (β = 0.3699). Shuttle service, another aspect of indirect influence, significantly improved the sentiment score (β = 0.5802), suggesting that logistics play an essential role in shaping overall satisfaction. Interestingly, there is a notable indirect negative impact of room quality on the sentiment score (β = -0.4189), which may suggest that guests' expectations of room standards play a significant role in their overall sentiment. The total effects on satisfaction scores were most strongly influenced by shuttle services (β = 0.5908*) and room quality (β = 0.4320*), indicating the pivotal role these factors play in overall guest satisfaction. The total effect of sentiment scores also came out as a strong predictor of satisfaction (β = 0.5739*). In conclusion, this path analysis robustly illustrates the comprehensive effects of communicative moves on guest satisfaction. The findings suggest that hotel management should prioritize room quality and the effectiveness of shuttle services to enhance guest satisfaction.

Discussion and Conclusion

The current investigation embarked on addressing a significant void within the scholarly discourse surrounding online hotel reviews, with an emphasis on understanding the intricate role that narrative structures play in molding guest satisfaction at the Palandöken and Sarıkamış ski resorts. Historically, the focus of existing literature has largely gravitated towards quantifying guest feedback through metrics like star ratings and sentiment scores, often neglecting the rich qualitative aspects that profoundly inform these evaluations (Chua & Banerjee, 2016). Research up to this point has generally not ventured beyond these surface-level analyses to interrogate how the subtle nuances of language in reviews can affect guest perceptions and experiences (Wu et al., 2017), a gap that is especially pronounced in studies concerning hospitality and tourism. The utilization

of a multilingual dataset further enhances the relevance of this study, offering insights into the cross-cultural nuances that shape guest reviews (Leon, 2019). This aspect of the research is crucial, as it addresses the increasingly global nature of the hospitality industry, where understanding diverse guest experiences is key to service improvement and customization. The inclusion of multiple languages in the analysis not only broadens the applicability of the findings but also underscores the importance of cultural sensitivity in managing guest relations and expectations (Lo Bianco, 2010).

The critical insights derived from our investigation prominently highlight the pivotal role played by specific communicative moves in sculpting the contours of guest satisfaction (De Ascaniis et al., 2015; Thumvichit & Gampper, 2019). These findings echo the researchers, who demonstrated that positive linguistic expressions within hotel reviews are potent predictors of elevated guest satisfaction levels (Zhao & Xu, 2018). Nevertheless, our research advances this understanding by intricately linking specific types of communicative moves to sentiment scores, thereby offering a nuanced perspective on how various facets of review content distinctly influence overall satisfaction. Moreover, our research contributes to a more comprehensive understanding of the emotional and psychological impact of these communicative moves (Ding, 2007). By integrating sentiment analysis, we quantify the emotional tone conveyed by these moves and their correlation with overall satisfaction scores (Bordoloi & Biswas, 2023), thereby bridging the gap between qualitative narrative structures and quantitative sentiment data. This methodological synthesis provides a robust framework for assessing the efficacy of different linguistic strategies in enhancing guest satisfaction, a step beyond the general correlations previously established by Thompson and Wang.

Our findings also suggest that the impact of specific communicative moves can vary significantly across different cultural and linguistic contexts. By analyzing reviews in multiple languages, this study highlights the cultural nuances that influence how guests perceive and articulate their experiences. This insight is crucial for multinational and multicultural hospitality businesses aiming to tailor their services to meet the diverse expectations of their clientele, thereby enhancing guest satisfaction on a global scale (Martín et al., 2020; Moreno-Perdigón et al., 2021). The analysis of our results indicates that positive language alone does not impact as significantly as the quality and comprehensiveness of the narrative descriptions within guest reviews (Filieri et al., 2020). This aligns with the findings of some researchers, who noted the significant role of detailed narrative descriptions in influencing potential customers' perceptions of hospitality services (Brotherton, 2005; Handani et al., 2022; Litvin et al., 2008; Mariottini & Hernández Toribio, 2016). Our study expands on these findings by showing that

reviews with detailed descriptions of specific areas such as staff interaction and room quality have a strong positive impact on guest satisfaction.

Our detailed approach to reviewing analysis provides a deeper insight into the elements that are most valued by guests. Thorough descriptions offer potential guests a vicarious experience, allowing them to visualize and emotionally connect with the service offerings prior to making a booking decision (Viana et al., 2020). Consistent with this view, our research not only reaffirms the importance of detailed descriptions but also identifies which aspects of the hotel experience are most crucial to guest satisfaction. Our results specifically point out that detailed narratives about staff interactions and room quality are critical in enhancing guest satisfaction (Prasad et al., 2014; Sánchez-Franco & Aramendia-Muneta, 2023).

Additionally, the relationship between detailed descriptions and guest satisfaction can be explained by expectancy theory, which suggests that consumer satisfaction is greatly influenced by how well actual experiences meet prior expectations (Ehimen et al., 2021). Detailed reviews set accurate expectations for future guests, and when these expectations are met or exceeded, they lead to higher satisfaction levels. This supports our findings and implies that hotels can more effectively manage guest expectations by encouraging the publication of detailed, genuine reviews from previous guests (Vo et al., 2022).

In conclusion, this study has provided substantial evidence that the linguistic strategies used in online hotel reviews have a measurable impact on guest satisfaction. By systematically analyzing the relationship between narrative structures and guest perceptions (Cenni & Vásquez, 2021), this study not only contributes to the academic discourse on customer feedback analysis but also offers practical insights for enhancing guest experiences in the hospitality industry. Future research in this area should continue to integrate diverse methodological approaches and expand the scope of linguistic analysis to include a broader range of cultural and language contexts, thus enriching our understanding of the dynamics at play in customer satisfaction and service evaluation.

Limitations and Future Suggestions

However, the study's methodology comes with limitations that could impact the interpretation of the results. One major limitation is the dataset's language diversity—focusing only on English, Russian, and Arabic reviews may not fully capture the global demographic of the resorts' guests. Future research could address this gap by incorporating a wider range of languages to ascertain if the observed trends hold across a broader linguistic spectrum. Additionally, the

inherent biases of online reviews, where more satisfied guests might be more inclined to post reviews, should be considered when generalizing these findings.

The implications of our findings are particularly relevant for hotel management and marketing strategies. Understanding that specific communicative moves and the quality of linguistic expression in reviews are closely linked to guest satisfaction, hotel managers can better strategize how to encourage satisfied guests to leave detailed, positive feedback. Moreover, identifying areas with consistently lower satisfaction scores, such as amenities or shuttle services, could help prioritize improvements.

For future research, exploring the indirect effects of communicative moves on guest satisfaction through a more complex analytical framework such as structural equation modeling could provide deeper insights. This could include examining how different aspects of the guest experience mediate the relationship between review content and guest satisfaction. Additionally, experimental studies could be designed to test interventions aimed at improving guest satisfaction and observing how these changes are reflected in online reviews. Similar studies could be conducted at other winter tourism centers in Turkey, such as Uludağ, Erciyes, and Kartalkaya, where accommodation services are provided.

References

Awara, N., & Anyadighibe, J. (2014). The relationship between customer satisfaction and loyalty: A study of selected eateries in Calabar, Cross River state.

Bordoloi, M., & Biswas, S. K. (2023). Sentiment analysis: A survey on design framework, applications and future scopes. *Artificial Intelligence Review*, *56*(11), 12505–12560. https://doi.org/10.1007/s10462-023-10442-2

Boughzala, I. (2016). Social Media and Value Creation. *Journal of Organizational and End User Computing*, *28*, 107–123. https://doi.org/10.4018/JOEUC.2016040107

Brotherton, B. (2005). The nature of hospitality: Customer perceptions and implications. *Tourism and Hospitality Planning & Development*, *2*, 139–153. https://doi.org/10.1080/14790530500399218

Bursa, B., Mailer, M., & Axhausen, K. W. (2022). Travel behavior on vacation: transport mode choice of tourists at destinations. *Transportation Research Part A: Policy and Practice*, *166*, 234–261. https://doi.org/https://doi.org/10.1016/j.tra.2022.09.018

Cabral, A., & Marques, J. P. (2020). *The influence of service innovation in customer satisfaction: case study of hotel industry*.

Capineri, C., & Romano, A. (2021). The platformization of tourism: from accommodation to Experiences. *Digital Geography and Society*, *2*, 100012. https://doi.org/https://doi.org/10.1016/j.diggeo.2021.100012

Cenni, I., & Goethals, P. (2020). Responding to negative hotel reviews: A cross-linguistic perspective on online rapport-management. *Discourse, Context & Media*, *37*, 100430. https://doi.org/https://doi.org/10.1016/j.dcm.2020.100430

Cenni, I., & Vásquez, C. (2021). "Jerry was a terrific host!" "You were a brilliant guest!": Reciprocal compliments on Airbnb. https://doi.org/10.1075/ps.20059.cen

Changchit, C., Klaus, T., & Lonkani, R. (2020). Online Reviews: What Drives Consumers to Use Them. *Journal of Computer Information Systems*, *62*, 1–10. https://doi.org/10.1080/08874417.2020.1779149

Chidlow, A., Plakoyiannaki, E., & Welch, C. (2014). Translation in cross-language international business research: Beyond equivalence. *Journal of International Business Studies*, *45*(5), 562–582. http://www.jstor.org/stable/43653820

Chua, A., & Banerjee, S. (2016). Helpfulness of user-generated reviews as a function of review sentiment, product type and information quality. *Computers in Human Behavior*, *54*, 547–554. https://doi.org/10.1016/j.chb.2015.08.057

Cristobal-Fransi, E., Daries, N., Serra-Cantallops, A., Ramón-Cardona, J., & Zorzano, M. (2018). Ski Tourism and Web Marketing Strategies: The Case of Ski Resorts in France and Spain. *Sustainability*, *10*(8).

De Ascaniis, S., Borrè, A., Marchiori, E., & Cantoni, L. (2015). *Listen to Your Customers! How Hotels Manage Online Travel Reviews. The Case of Hotels in Lugano*. https://doi.org/10.1007/978-3-319-14343-9_5

Ding, H. (2007). Genre analysis of personal statements: Analysis of moves in application essays to medical and dental schools. *English for Specific Purposes*, *26*(3), 368–392. https://doi.org/https://doi.org/10.1016/j.esp.2006.09.004

Ehimen, S., Uduji, J., & Ugwuanyi, C. (2021). Hotel Guests' Experience, Satisfaction and Revisit Intentions: An Emerging Market Perspective. *African Journal of Hospitality Tourism and Leisure*, *10*, 406–424. https://doi.org/10.46222/ajhtl.19770720-108

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*, 498–506. https://doi.org/https://doi.org/10.1016/j.tourman.2015.07.018

Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. (2020). 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, *ahead-of-print*. https://doi.org/10.1108/IJCHM-05-2020-0402

Filieri, R., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, *51*. https://doi.org/10.1016/j.tourman.2015.05.007

Flagestad, A., & Hope, C. (2001). "Scandinavian Winter"; Antecedents, concepts and empirical observations underlying a destination umbrella branding model. *Tourism Review*, *56*, 5–12. https://doi.org/10.1108/eb058351

Giese, J., & Cote, J. (2000). Defining Consumer Satisfaction. *Academy of Marketing Science Review*, *4*, 1–24.

Griffis, S., Rao, S., Goldsby, T., & Niranjan, T. (2012). The Customer Consequences of Returns in Online Retailing: An Empirical Analysis. *Journal of Operations Management*, *30*, 282–294. https://doi.org/10.1016/j.jom.2012.02.002

Handani, N. D., Williady, A., & Kim, H.-S. (2022). An Analysis of Customer Textual Reviews and Satisfaction at Luxury Hotels in Singapore's Marina Bay Area (SG-Clean-Certified Hotels). *Sustainability*, *14*(15).

Hou, Z., Cui, F., Meng, Y., Lian, T., & Yu, C. (2019). Opinion mining from online travel reviews: A comparative analysis of Chinese major OTAs using semantic association analysis. *Tourism Management*, *74*, 276–289. https://doi.org/https://doi.org/10.1016/j.tourman.2019.03.009

Huang, R., & Tian, X. (2013). An Investigation of Travel Behavior of Chinese International Students in the UK. *Journal of China Tourism Research*, *9*, 277–291. https://doi.org/10.1080/19388160.2013.812898

Leon, R. (2019). Hotel's online reviews and ratings: a cross-cultural approach. *International Journal of Contemporary Hospitality Management*, *31*, 2054–2073. https://doi.org/10.1108/IJCHM-05-2018-0413

Litvin, S., Goldsmith, R., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, *29*, 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

Litvin, S., Goldsmith, R., & Pan, B. (2017). A retrospective view of electronic word of mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, *30*, 00–00. https://doi.org/10.1108/IJCHM-08-2016-0461

Lo Bianco, J. (2010). The importance of language policies and multilingualism for cultural diversity. *International Social Science Journal*, *61*(199), 37–67. https://doi.org/https://doi.org/10.1111/j.1468-2451.2010.01747.x

Lovelock, C., & Gummesson, E. (2004). Whither Services Marketing?: In Search of a New Paradigm and Fresh Perspectives. *Journal of Service Research*, *7*(1), 20–41. https://doi.org/10.1177/1094670504266131

Mariottini, L., & Hernández Toribio, M. (2016). La narración de experiencias en TripAdvisor. *Rilce. Revista de Filología Hispánica*, *33*, 302–330. https://doi.org/10.15581/008.33.1.302-30

Martín, J. C., Rudchenko, V., & Sánchez-Rebull, M.-V. (2020). The Role of Nationality and Hotel Class on Guests' Satisfaction. A Fuzzy-TOPSIS Approach Applied in Saint Petersburg. *Administrative Sciences*, *10*(3).

Moreno-Perdigón, M. C., Guzmán-Pérez, B., & Ravelo Mesa, T. (2021). Guest satisfaction in independent and affiliated to chain hotels. *International Journal of Hospitality Management*, *94*, 102812. https://doi.org/https://doi.org/10.1016/j.ijhm.2020.102812

Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, *43*, 46–54. https://doi.org/https://doi.org/10.1016/j.tourman.2014.01.012

Needham, M., Rollins, R., Ceurvorst, R., Wood, C., Grimm, K., & Dearden, P. (2011). Motivations and Normative Evaluations of Summer Visitors at an Alpine Ski Area. *Journal of Travel Research*, *50*, 669–684. https://doi.org/10.1177/0047287510382298

Nicoli, N., Henriksen, K., Komodromos, M., & Tsagalas, D. (2021). Investigating digital storytelling for the creation of positively engaging digital content. *EuroMed Journal of Business*. https://doi.org/10.1108/EMJB-03-2021-0036

Nunkoo, R., & Prayag, G. (2018). A Systematic Review of Consumer Satisfaction Studies in Hospitality Journals: Conceptual Development, Research Approaches and Future Prospects. *Journal of Hospitality Marketing & Management*, *28*. https://doi.org/10.1080/19368623.2018.1504367

Prasad, K., Wirtz, P., & Yu, L. (2014). Measuring Hotel Guest Satisfaction by Using an Online Quality Management System. *Journal of Hospitality Marketing & Management*, *23*, 445–463. https://doi.org/10.1080/19368623.2013.805313

Sánchez-Franco, M. J., & Aramendia-Muneta, M. E. (2023). Why do guests stay at Airbnb versus hotels? An empirical analysis of necessary and sufficient conditions. *Journal of Innovation & Knowledge*, *8*(3), 100380. https://doi.org/https://doi.org/10.1016/j.jik.2023.100380

Skiera, B., Hennig-Thurau, T., Malthouse, E., Friege, C., Gensler, S., Lobschat, L., & Rangaswamy, A. (2010). The Impact of New Media on Customer Relationships. *Journal of Service Research*, *26*. https://doi.org/10.1177/1094670510375460

Taboada, M. (2016). Sentiment Analysis: An Overview from Linguistics. *Annual Review of Linguistics*, *2*. https://doi.org/10.1146/annurev-linguistics-011415-040518

Taşdağıtıcı, E., & Tuna, M. (2022). Content analysis of tripadvisor reviews on safe tourism certified restaurants during the Covid-19 pandemic. *Journal of Tourism, Leisure and Hospitality*, *4*. https://doi.org/10.48119/toleho.1135370

Thumvichit, A., & Gampper, C. (2019). Composing responses to negative hotel reviews: A genre analysis. *Cogent Arts & Humanities*, *6*(1), 1629154. https://doi.org/10.1080/23311983.2019.1629154

Thurlow, C., & Mroczek, K. (2012). *Digital Discourse: Language in the New Media*. https://doi.org/10.1093/acprof:oso/9780199795437.001.0001

van der Wouden, F., & Youn, H. (2023). The impact of geographical distance on learning through collaboration. *Research Policy*, *52*(2), 104698. https://doi.org/https://doi.org/10.1016/j.respol.2022.104698

Vásquez, C. (2011). Complaints online: The case of TripAdvisor. *Journal of Pragmatics*, *43*, 1707–1717. https://doi.org/10.1016/j.pragma.2010.11.007

Viana, J., Mayer, V., & Souza-Neto, V. (2020). Experience sharing about hotels on TripAdvisor: motivation and preferences of brazilian tourists. *Marketing & Tourism Review*, *5*. https://doi.org/10.29149/mtr.v5i1.5907

Vo, N. T., Hung, V. V., Tuckova, Z., Pham, N. T., & Nguyen, L. H. L. (2022). Guest Online Review: An Extraordinary Focus on Hotel Users' Satisfaction, Engagement, and Loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, *23*(4), 913–944. https://doi.org/10.1080/1528008X.2021.1920550

Wu, L., Shen, H., Fan, A., & Mattila, A. (2017). The impact of language style on consumers? reactions to online reviews. *Tourism Management*, *59*, 590–596. https://doi.org/10.1016/j.tourman.2016.09.006

Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, *31*(2), 179–188. https://doi.org/https://doi.org/10.1016/j.tourman.2009.02.016

Zhao, Y., & Xu, X. (2018). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. *International Journal of Hospitality Management*, *76*, 111–121. https://doi.org/10.1016/j.ijhm.2018.03.017

Zhu, Y., Ma, L., & Jiang, R. (2019). A cross-cultural study of English and Chinese online platform reviews: A genre-based view. *Discourse & Communication*, *13*, 175048131983564. https://doi.org/10.1177/1750481319835642

Peter Lang AG
INTERNATIONALER VERLAG DER WISSENSCHAFTEN
Moosstrasse 1 · Postfach 350 · CH-2542 Pieterlen · Switzerland

Sayın ERKAN DENK,

Peter Lang AG Yayınevi tarafından Prof. Dr. İrfan YAZICIOĞLU, Doç. Dr. Özgür YAYLA, Doç. Dr. Alper IŞIN, Dr. Öğr. Üyesi Can AKTUNA ve Eren YALÇIN editörlüğünde basılacak olan " Contemporary Studies and Theories in Tourism" isimli kitapta sizi yazar olarak davet ediyoruz.

Peter Lang Uluslararası Bilimsel Yayınevi akademik teşvik yönetmeliğinde yer alan tüm şartları sağlamaktadır. Bu şartlara ilişkin bilgiler aşağıdaki web sayfalarında yer almaktadır.

- Yayınevinin internet sitesinden veya sunulan diğer belgelerden yayınevinin en az beş yıl uluslararası düzeyde düzenli faaliyet gösterdiğine yönelik bilgi (http://www.peterlang.com)
- İlgili yayınevinin aynı alanda farklı yazarlara ait yayımlanmış en az yirmi kitabın künyesine erişilebilecek internet sayfasına ise (http:// https://www.peterlang.com/browse?utm_source=Homepagebanner&utm_medium=corpus) adresinden ulaşılabilir.

Ayrıca Peter Lang Yayınevi tanınmış kütüphane veritabanlarında, örneğin; British Library'de, Deutsche National Bibliothek'te (Alman Milli Kütüphanesi), Boğaziçi Üniversitesi Kütüphanesinde yer almaktadır. 45 yıllık bir yayın geleneğine sahip olan Peter Lang Yayınevi, dünya çapındaki 55.000 ulaşılabilir yayın başlığı sayesinde Beşeri ve Sosyal Bilimler ile Fen Bilimleri alanlarında tüm dünyada yayınlar yapabilme konusunda uzmanlaşmıştır.
Bilgilerinize sunarız.

Prof. Dr. İrfan YAZICIOĞLU
Editör

To:

Erkan Denk and Furkan Zirzakıran

Subject: Acceptance letter for manuscript (abstract) as a book chapter of ***Peter Lang Publishing***

Dear Dr. Erkan Denk and Furkan Zirzakıran

We are pleased to inform that your manuscript entitled “Analyzing Communicative Strategies in Online Hotel Reviews: A Case Study of Winter Tourism Corridor” is ACCEPTED for publication as a book chapter in Peterlang Publishing.

The editors

Thank you for submitting your abstract in Peter Lang Publishing.

Best wishes,

Editors

PETER LANG

INTERNATIONAL ACADEMIC PUBLISHERS

To whom it may concern 23.08.2020

Peter Lang International Academic Publishers; is an international publishing house that publishes academic books with open access context of Academic Incentive Allowance Regulations in Turkey. In this context, Peter Lang has published at least twenty books belonging to different authors in the same field, in addition to regular international activity for at least five years. In addition, Peter Lang is included in the catalogs of university libraries, which are among the top 500 universities in the world. Based on these reasons, Peter Lang International Academic Publishers should be evaluated as an international publishing house.
Best regards.



Esra BAHŞİ
Peter Lang International
Academic Publishers
Editor of Turkey

Book Title	Author	Library	Catalog ID
How Shekarau broke the Kano political jinx	Audu, Saka Raji.	Stanford University Library (Ranking: 3)	Green Library JQ3099 .K36 A93 2007
Air-transport and import manual : a simple guide to air-travellers, importers, tourists and foreign investors in Kano-Nigeria	Audu, Saka Raji	Stanford University Library (Ranking: 3)	Green Library HE9764.8 .N6 A93 2002
Skill applications : decoding C	Siegfried Engelmann	Stanford University Library (Ranking: 3)	Education Library LB1050.5 .E5432 1999
The contributions of Lebanese to the growth of Kano business	Audu, Saka Raji	Harvard University Library (Ranking: 6)	990083029990203941
Modern industrial management; readings	Prasad, S. Benjamin	Harvard University Library (Ranking: 6)	990043378900203941
Issues in 2003 general elections	Audu, Saka Raji	Yale University Library (Ranking: 8)	JQ3098 .A78 2003 (LC)
Solutions manual intermediate microeconomics	James P. Quirk	Tsinghua University Library (Ranking: 22)	F27 FQ8 1983
Critical steps to effective reading and writing	Verner, Zenobia Brown; Minturn, Bill	Peking University Library (Ranking: 31)	G624.31 / V595
Thinking for decisions : Deductive quantitative methods	Churchman, Charles West	LMU Munich University Library (Ranking: 32)	0501/QP 327 C563
Writers at work : a process approach to writing for grades 4 through 6 / Catherine Morocco, Anna Nelson.	Morocco, Catherine Cobb.	University of British Columbia (Ranking: 37)	LB1576 .M676 1990
Computers and society : instructor's guide	Stanley Rothman, Charles J. Mosmann	University of Minnesota Library (Ranking: 71)	9974094401401701