



## **Evaluation of 4 and 5 Star Hotels Operating in Ordu Province According to Scoring and Comments on Trivago.Com Website**

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### **Extensive Summary**

With the increase of competition with globalization, serious changes and transformations are witnessed in marketing approaches in almost all sectors. One of these transformations is that the communication and interaction between institutions and organizations in virtual environments and their target audiences becomes easier and the acceleration increases with the spread of the internet. This situation reveals that businesses should use electronic media for their sales and purchasing activities. The day-by-day development of internet applications and the fact that they reach everywhere unlimitedly and cheaply have caused internet users to use this medium very comfortably and for many purposes. Extensive information about any product, business or brand can be accessed on the Internet, and comments and evaluations can be followed.

With the development and widespread use of internet and information technologies, significant changes and transformations have started to take place in the purchasing behavior of consumers. This situation also manifests itself in the tourism sector and consumers make their decisions when they buy tourism products and are influenced by sharing and commenting on electronic media rather than traditional methods. Tourists who participate in touristic activities share their experiences on various platforms in virtual environments and interact with other consumers. They make both positive and negative comments and evaluations about travel experiences. Consumers who intend to purchase the tourist product look at the comments and evaluations on the various online sites and make their preferences accordingly before making their purchase decisions. Due to this kind of marketing methods developed in electronic media and the abstract nature of the product in the tourism sector, consumers' transportation, accommodation, restaurant, etc. It is very natural for them to turn to the scoring and comments made on the online sites on the internet as a source of

information in reservation and purchasing behaviors in services. In this respect, it will be beneficial for the enterprises to review and improve the quality of products and services they offer, taking into account the said comments and evaluations. Some hotels seem to fall short of being featured on such online sites. It is thought that the study conducted in this sense will contribute to the fact that hotel enterprises can see this deficiency and take precautions, as well as those who will work in this field.

In this context, the aim of our study is to analyze the comments and reviews on the website of Trivago.com regarding 4 and 5 star hotel businesses in Ordu province. Content analysis method was used in the study; while the location and scenery of the hotels are among the most pleasing issues for the guests staying in these hotels, it has been determined that they are not satisfied with the food and beverage services provided by the hotels, especially the breakfast service.