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The evaluation of thermal hotels' online reviews

Abstract

The main objective of this study was to evaluate the perceptions related to the online user reviews of thermal hotels. Specifically, it was investigated whether perceptions towards value (V), location (L), sleep quality (SQ), rooms (R), cleanliness (C), service (S) and factors influencing general evaluation depend on the star numbers of hotels, the location of the hotels and the nationalities of participants. In order to obtain data on perceptions of consumers towards thermal hotels in Turkey, the web site Trip Advisor (TA) was used. In total, 2,895 user reviews about thermal accommodations on TA were assessed by content analysis method. According to the study results, it was determined that the most important factor was the cleanliness of the hotels. It was followed by the location, sleep quality, rooms and service. The value factor was the last important. To analyse the effect of the nationality of the participants, domestic and foreign visitors, stars and the location of the accommodation on the perceptions towards value, location, sleep quality, rooms, cleanliness and service, t test and one-way ANOVA method were performed. It was found that the perceptions towards value, location, sleep quality, rooms, cleanliness and service differed between domestic and foreign visitors, nationalities, location and 4 or 5-star.

Key words: Internet; social media; online reviews; thermal hotels; Turkey

Introduction

As consumers disseminate their own views and access to these views is getting easier, Internet has a deep influence in purchasing decisions of consumers (O'Connor, 2010). Social media, described as a new media which has drawn attention recently and whose usage has increased (Chan & Guillet, 2011), has changed the way of travellers' determining where to stay (McCarthy, Stock & Verma, 2010). While purchasing processes of consumers differ, most people primarily look to online search engines to access information about the destination they plan to visit (Verma, Stock & McCarthy, 2012). After reaching the information through search engines they visit the web sites of the hotels and online travel agencies to get in-depth information about the hotels and, during the phase of decision-making, complete the purchasing process by considering the user reviews (Verma *et al.*, 2012). There are review and rating sites related to tourism and travel industry and consumers mostly visit these sites at the phase of

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decision-making. With the increase of this kind of sites, consumers find a chance of expressing their opinions (Au, Buhalis & Law, 2009; Au, Law & Buhalis, 2010). Social media sites focusing on travel reviews and advices are increasingly popular since tourists use them as a source of information (Xiang & Gretzel, 2010). User-generated content is an important part of tourism marketing in terms of, both, traditional and online purchases (O'Connor, 2010) and an important element for online user reviews and online hotel reservations (Ye Law & Gu, 2009). Social media is not only important to hotels but also to restaurants and the other tourism businesses (McCarthy *et al.*, 2010), should not only be seen as an online distribution channel but also it should be regarded as an effective consumer services tool in creating brand loyalty and solving consumer problems (Chan & Guillet, 2011).

In this study, it was investigated whether perceptions towards value, location, sleep quality; rooms, cleanliness, service and factors influencing general evaluation differ according to the star numbers of hotels, the location of the hotels and the nationalities of participants. In addition, the most commonly used words in the hotels reviews were analysed. The user reviews on the web site TripAdvisor (TA), which covered online user reviews about tourism and travel, were examined to obtain data on Internet users' perceptions towards thermal hotels.

Literature review

Globally, almost one-third of the hotels predict that social media will become an important distribution channel (Cole, 2012). While social media is the primary marketing area for almost forty percent of hotels, most of the hotels express that they follow their competitors on social media closely; also almost ninety percent of the hotels fear if negative reviews affect their businesses adversely and, again, most of the hotels believe that the reviews on social media are very important (TripAdvisor, 2013).

On the demand side, more than half of tourists change their original holiday plans after a research on social media and almost half of the tourists share their location by using location-based apps (i.e. Foursquare or similar) (Santos, 2012). While three out of four travellers share their photos on a social network, more than half like a Facebook Page about the holiday they have and nearly half of travellers write down reviews (Santos, 2012).

According to a study on why travellers are following profiles of hotels on social media, almost one third of the participants state that they are following these accounts to be informed about the events and opportunities presented by enterprises and one third to show and tell everybody about their hotel experiences. The rest admit that their aims are to share photos of hotels, restaurants and pools, to solve a state of emergency more easily and to access information about local weather, traffic and transportation (De Lollis, 2012).

Many experts consider TripAdvisor as the leading site influencing the guests, but other social media tools are just as important. For example, one third of travellers are influenced by blogs when evaluating travel options; one third of German and Spanish travellers look to Facebook and Twitter before booking. Not surprisingly, almost eighty percent of tourism managers regard social media as a long-term marketing partner (Turizmtrend, 2013). The basic function of TA is to collect and spread the user-generated contents such as travel related reviews, evaluations, photos and videos of destinations

or accommodation establishments. In addition to this, a lot of tourism establishments pay more attention to user-generated reviews and ratings (O'Connor, 2010).

Three out of the fourth travellers use online consumer reviews as an information source while they are planning their travel (Gretzel & Yoo, 2008). For example, travellers regard online consumer reviews as the second most reliable information source, immediately after friend and family recommendations and about seventy percent admit that they trust online reviews (Nielsen, 2012), more than two third of travellers take into account the reviews and messages on websites like Facebook and Twitter while planning their holidays (Phocuswright, 2012).

In terms of reviewers, they tend to be younger than 55, on high or medium income level, couples with or without children. Their main motivation for writing reviews is that they do it for themselves; the other reasons are helping others in decision-making process, social benefits and helping companies, helping with general advices for development of tourism industry, which can monitor the reviews by content analysis (Bronner & Hoog, 2011).

Their reviews have a significant impact on other consumers as consumers rely on reviews and evaluations. This is especially the case when the reviews are negative; similarly, number ratings and positive information influence reservation intentions positively and increase consumer trust (Sparks & Browning, 2011). According to a TripAdvisor based study, one third of the reviews featuring negative assessments included positive statements and complaints are often written as long discussions and contain suggestions and recommendations rather than warning and threats (Vásquez, 2011). Since 5% positive increase in user reviews lead to a 10% increase in hotel reservations, reviews of travellers affect online sales significantly (Ye, Law, Gu & Chen, 2011). Personal information of the review writers increase the perceived reliability of online reviews and, accordingly, affect the users' intentions of booking positively (Xie, Miao, Kuo & Lee, 2011).

Review sites are getting more effective in gaining suggestions about travel and reservation regardless whether review is positive or negative (Ye *et al.*, 2011). For example, Vermeulen and Seegers (2009) discover that although positive reviews change the attitudes towards hotels, negative reviews also increase consumer awareness towards hotels and this effect is stronger for less-known hotels.

From the content of user reviews, factors influencing positive or negative information can also be detected. Jeon and Jeon (2008), conducting analysis of reviews on TripAdvisor identify the value for money as the key determinant of guest satisfaction. In a study examining the complaints about the hotels on TA, it is found that they mostly relate to rooms, arrogant and ignorant employees, and their unresponsiveness (Ekiz, Khoo-Lattimore & Memarzadeh, 2012). According to the study in which 60,648 user reviews on Expedia.com are examined, the words mostly used within reviews are cleanliness, employees, breakfast, bed and price, respectively (Stringam & Gerdes, 2010). Additionally, when the words are analysed according to the ratings ranging from one to five, it is revealed that ones who rate a hotel with one often use words related to housekeeping such as dirty, bed and cleanliness; the ones rate a hotel with two most often use words such as cleanliness, bed and employee; the rating of three related to words cleanliness, employee and price; the rating for four to cleanliness, employee and breakfast, and the ratings of five mostly use the words employee, cleanliness and breakfast (Stringam & Gerdes, 2010).

Similarly, it is observed that customer expectations are generally related to the cleanliness of hotels; the deficiency of cleanliness is mentioned more often in the negative reviews and there are more positive reviews about the hotels situated near attractions like shopping centres, airports or restaurants (Barreda & Bilgihan, 2013). O'Connor (2010) who have done a content analysis of TA reviews reveals that the word "rooms" was the third among the most used expressions after excluding verbs and adverbs and, therefore, an important factor in itself. The satisfied guest, those writing positive reviews, refer more often to hotel location; the room size is mentioned frequently by, both, satisfied and unsatisfied consumers; other positive themes which are mentioned in reviews are guests' satisfaction with employees, cleanliness and the quality of breakfast respectively (O'Connor, 2010).

The attributes of the hotel affects travelers' preferences (Lockyer, 2005). Hotel attributes have an impact upon hotel choice and travel decision; these attributes are categorized under six factors: value, location, sleep quality, rooms, cleanliness and service (Rhee & Yang, 2014). Value is an important factor in decision process (Choi & Chu, 2001). The location which affects revisit of guests (Hanai, Oguchi, Ando & Yamaguchi, 2008) is very significant for travelers (Dolnicar & Otter, 2003), because they prefer places where they access easily and sleep peacefully (Rhee & Yang, 2014; Ren, Zhang & Ye, 2015). Attributes such as cleanliness of the room, its comfort, its temperature level, its quietness (Choi & Chu, 2001), its design (Chu & Choi, 2000; Dolnicar & Otter 2003), the size of the bathroom (Dolnicar & Otter 2003) are involved within the attributes of hotel rooms where guests spend most of their time (Chan, Lee, Hon, Liu, Li & Zhu, 2015). Guests evaluate rooms in a general way (Ren *et al.*, 2015). Cleanliness which is an important and attractive factor in terms of hotel choice and expectations from hotel (Atkinson, 1988; Knutson, 1988; Cadotte & Turgeon, 1988; Dolnicar, 2002; Lockyer, 2003) is one of the significant attributes to which guests pay attention (Ren *et al.*, 2015) and is an attribute especially domestic travellers pay attention during hotel evaluation (Rhee & Yang, 2014).

Accommodation sector has realized that user reviews are influential in purchasing intentions of consumers (Verma *et al.*, 2012). If hotel managers followed the written reviews about their own enterprises seriously (Ye *et al.*, 2011), it would help them understand consumer behaviours (Jeong and Jang, 2011) and see to which factors they paid more attention when they evaluated hotels (Kim, Mattila & Baloglu, 2011). With the increase in efficiency of the improved knowledge obtained from sites like TA and due to the fact that consumer reviews reach the large masses quickly, it is expected that the service standards would improve as well (Smyth, Wu & Greene, 2010). For this reason, as online reviews are important for determination of consumers' perceptions towards hotels, the reviews about thermal hotels in Turkey are analysed in this study. This study sets the following research objectives: to evaluate the perceptions related to the online user reviews about thermal hotels, to investigate if reviews depend on the star numbers of hotels or not, and the place of the hotels and the nationalities of participants, to examine travelers' most frequently used words to describe their travel experience in the textual part of online reviews.

Methodology

In this study, the factors affecting the overall rating of the thermal hotels; consumer perceptions of value, location, sleep quality, rooms, cleanliness and service were evaluated. Online reviews on the

web site TripAdvisor, covering online user reviews about tourism and travel, were examined to collect data about perceptions of internet users about thermal hotels. Totally 2,895 user reviews regarding the thermal hotels certified by Ministry of Culture and Tourism (The Ministry of Culture and Tourism, General Directorate of Investments and Operations, 2013) and the spas certified by the Ministry of Health between 1 and 30 August 2013 were evaluated and analysed by means of content analysis. Every single online review in this study, which includes the overall rating and hotel attribute ratings (value, location, sleep quality, rooms, cleanliness, service) on a scale of 1 – 5 (1 = terrible - 5 = excellent) was investigated. Thermal hotels were selected since Turkey is among the first seven countries of the world in terms of thermal springs and first in Europe with regard to resource potential. Accordingly, it is important for Turkish tourism to find out how thermal facilities were perceived by guests.

The key criterion in choosing an accommodation was that enterprises were thermal hotels with Tourism Operation Licence or spas certified by the Ministry of Health. All of the user reviews about these enterprises on TA were assessed. TA was used in this study because it operated in 45 countries, had over 315 million visitors monthly and over 200 million reviews and opinions (Tripadvisor, 2014), and it mainly aimed to transmit suggestions about travel to other consumers. While all user reviews about these facilities on TA were examined, all the assessments regarding six main dimensions (value, location, sleep quality, rooms, cleanliness and service) were included in the study. Most frequently used words in the reviews written about thermal hotels were analysed. In the evaluation of most frequently used words, reviews were analysed under three titles as positive, negative and neutral. In overall evaluation, the ones graded as 1 and 2 were designed as negative, the ones graded as 4 and 5 were designed as positive and the ones graded as 3 were designed as neutral (Stringam & Gerdes, 2010). Accordingly, words were analyzed in terms of negative and positive overall evaluations, but neutral reviews were not included in this study. In this study, online user reviews were analysed and all of the opinions and reviews were examined within the context of the study.

Results

According to data presented in Table 1, most of the reviews belonged to the five-star facilities and these facilities were located in Denizli (Pamukkale), İzmir, Bursa and Afyon. Also, most of the writers of review were foreigners. Considering their nationalities, it was found that most of the reviews were written by Americans, Germans, Japanese, Italians, English, Dutch, French, Australians and Spaniards respectively.

Table 1
Basic characteristics of reviews

Visitors	Review number	%	Nationality	Review number	%
Foreign	1,679	58	USA	250	8.6
Domestic	728	25.1	Germany	225	7.8
Hotel			Japan	203	7.0
• 5 star	2,047	70.7	Italy	199	6.9
• 4 star	342	11.8	England	190	6.6

Table 1 Continued

Visitors	Review number	%	Nationality	Review number	%
Location of hotels			Netherlands	143	4.9
• Denizli (Pamukkale)	1,138	39.3	France	105	3.6
• İzmir	749	25.9	Australia	94	3.2
• Bursa	176	6.1	Spain	86	3.0
• Afyon	143	4.9	Belgium	84	2.9
			Canada	57	2.0
			Brazil	43	1.5

Within the scope of this study, online user reviews regarding thermal hotels were evaluated and user perceptions towards thermal hotels is presented in Table 2. Online reviews about thermal hotels were examined according to their expressions under six titles. Travellers mostly liked the cleanliness of the facilities. The second important thing was the location, which was followed by sleep quality, rooms and service. The last one was value (the relationship between the price and received service). It could easily be said that the proportion of satisfied consumers was high. Along with this, when it came to grading, cleanliness was the feature of thermal hotels which was most-liked, and value was the feature which was least-liked.

Table 2
Perceptions of thermal hotels

Hotel features	%					Mean*	Standard deviation
	Excellent	Very good	Average	Poor	Terrible		
Cleanliness	33.6	25.6	23.2	8.6	9.1	3.66	1.27
Location	28.7	29.2	26.0	9.1	7.0	3.63	1.19
Sleep quality	32.3	25.7	24.2	8.5	9.4	3.63	1.27
Rooms	28.2	26.7	25.6	9.6	9.9	3.54	1.26
Service	30.5	22.7	22.6	11.1	13.1	3.46	1.37
Value	24.0	25.7	27.2	10.4	12.8	3.38	1.30
Overall rating	26.5	27.0	23.7	10.8	12.0	3.45	1.31

*on the scale from 1 (extremely poor) to 5 (excellent)

The positive comments related to cleanliness, location, sleep quality, rooms, service and value. However, when comments about 'overall evaluation' were examined, it was seen that over half of them had assessed it positively and 22.8 % negatively, while remaining 23.7 % as average.

The effect of the places of permanent residence of users and their origin (foreign/domestic), the city where the thermal hotel is located on the perceptions of value, service, sleep quality, rooms and cleanliness was examined by t-test and one-way ANOVA; as the result of variance analysis was significant, Scheffé's test was conducted. Results are presented in Table 3.

Table 3
Variation of online reviews according to the origin of guest and hotel quality

Hotel features	Origin of guests	Mean***	t	Hotel quality	Mean***	t
Value	Domestic	3.6	6.38*	5 Star	3.3	4.77*
	Foreign	3.2		4 Star	2.9	
Location	Domestic	4.0	9.56*	5 Star	3.7	6.02
	Foreign	3.4		4 Star	3.2	
Sleep quality	Domestic	3.9	8.87*	5 Star	3.7	5.68
	Foreign	3.4		4 Star	3.2	
Rooms	Domestic	3.8	8.54*	5 Star	3.6	6.51
	Foreign	3.3		4 Star	3.0	
Cleanliness	Domestic	4.0	9.82*	5 Star	3.8	5.36
	Foreign	3.4		4 Star	3.3	
Service	Domestic	3.7	7.11*	5 Star	3.5	4.34**
	Foreign	3.2		4 Star	3.1	
Overall rating	Domestic	3.7	6.94*	5 Star	3.5	6.62*
	Foreign	3.2		4 Star	3.0	

*p < 0.01; **p < 0.05; ***on the scale from 1 (extremely poor) to 5 (excellent)

Considering the variation of the perceptions about value (the relationship between the price and received service), location, sleep quality, rooms, cleanliness and service between domestic and foreign visitors, these differences were consistent along all hotel features, with domestic visitors expressing consistently higher level of satisfaction than their foreign counterparts. Domestic visitors more readily perceived thermal hotels to be offering value for money, to have good location, to have good and clean room offering sleep quality, with friendly service. Consequently, in the overall rating, domestic visitors appraised thermal hotels better than the foreign ones. Such differences between domestic and foreign guests might be due to the fact that foreign visitors is a position to compare Turkish thermal hotels with a wide range of such or similar hotels in other destinations or countries. Additionally, they are more critical when appraising hotels and services. In contrast Turkish guests assessed the establishments in a more positive way since their stay duration was different and long term stays made guests receive more results from thermal establishments.

In terms of quality of hotels, the analysis was restricted to four and five star hotels since the majority of reviewed hotels belonged to these two categories. Although differences between hotel qualities were not so pronounced as differences between origins of guests, there were slight variation. Overall, guests of 5 star hotels evaluated them higher overall. They also perceived that 5 star hotels offer better value for money as well as better services. This might be due to the fact that five star hotels met guest expectations to a large extent. Specifically value for the price guests paid might cause them to evaluate five star hotels more positively. The price-service balance of five star hotels included in this study might be due to the fact that they offered a better service than four star hotels.

Table 4.
Variation of online reviews according to hotel location

	F	Mean**			
		İzmir	Afyon-karahisar	Denizli	Bursa
Value	26.553*	3.6422	3.6094	2.9824	3.6625
Location	35.854*	4.0468	3.8000	3.3348	3.8636
Sleep quality	40.236*	4.0835	3.9346	3.3035	4.0530
Cleanliness	50.605*	4.1417	3.8047	3.3258	4.0864
Rooms	49.648*	3.9456	3.8790	3.0652	3.8526
Service	32.672*	3.8134	3.5312	3.0490	3.8457
Overall rating	37.727*	3.8417	3.6479	3.1293	3.8208

*p < 0.01; **on the scale from 1 (extremely poor) to 5 (excellent)

When the variation of the perceptions about value, location, sleep quality, rooms, cleanliness and service according to the location of the facility, for the expression of "value" there was a significant difference between users' attitudes and the location of the facility ($F = 26.553$ $p < 0.001$), (Table 4). The difference between the attitudes of the guests who were accommodated in thermal hotels in Izmir, Bursa, Afyonkarahisar and attitudes of the ones who were accommodated in Denizli in terms of location ($F = 35.854$ $p < 0.001$), sleep quality ($F = 40.236$ $p < 0.001$), rooms ($F = 49.648$ $p < 0.001$), service ($F = 32.672$ $p < 0.001$), cleanliness ($F = 50.605$ $p < 0.001$) and overall rating ($F = 37.727$ $p < 0.001$) was found significant. The users who accommodated in the facilities in İzmir, Bursa and Afyonkarahisar thought that the service offered in the hotel was worth the money they had paid; the location was more proper and their attitudes towards sleep quality, cleanliness and service were more positive when compared to the ones who had stayed in the facilities in Denizli. The provinces of İzmir, Afyonkarahisar, Bursa, Denizli are the places where thermal hotels are mostly located and among these, when thermal hotel business in İzmir, Bursa and Afyonkarahisar is compared to the business in Denizli, it can be observed that guests evaluate the establishments in those three cities more positively than in Denizli.

Table 5
The most frequently used words in the thermal hotels reviews

Terrible-Poor	Number	%	Very good-Excellent	Number	%
Rooms	395	2.1	Rooms	592	1.6
Foods	229	1.2	Thermal	636	1.7
Pool	167	0.9	Pool	364	1.0
Thermal	160	0.8	Staff	289	0.8
Staff	79	0.4	Cleanliness	244	0.6
Service	74	0.4	Foods	380	1.0
Breakfast	63	0.3	Location	195	0.5
Reception	55	0.3	Advise	136	0.3
Place	50	0.2	Breakfast	134	0.3
Buffet	49	0.2	Service	119	0.3
Bathroom	41	0.2	Buffet	107	0.2
Cleanliness	39	0.2	Comfort	90	0.2

It was determined that written reviews consisted of 54,131 words in total. Conjunctions and the words, which had less than 4 letters, were not included in the analysis. Accordingly, it was found that the number of words used in positive reviews was much higher (66.72 %) than the number of words used in negative reviews (33.28 %). So, it could be said that consumers explained their opinions with more words in positive reviews.

When the texts of the reviews on TA regarding thermal hotels were examined, it was seen that the consumers emphasized the rooms in the reviews graded 'bad and awful' in overall rating (Table 5). As the second most frequently used word was "pool", it could be said that pools caught attention of guests in the thermal hotels. Considering that the word "thermal" was the third most frequently used word, it could be assumed that consumers expressed their dissatisfaction. The fourth word was "food". This showed that the consumers regarded the food as an important criterion for assessment. The word "staff" which was the fifth in the list proved the sensitivity of consumers about communication. Words like service, breakfast, reception, location, buffet, bathroom and cleanliness came after those five. So while we were evaluating the thermal hotels by analysing the words in the texts, we saw that the negative ones were the words 'rooms, pool, thermal, food, staff, service, breakfast, reception, location, buffet, bathroom and cleanliness'. When the reviews which were graded 'very good and excellent' in overall rating regarding thermal hotels on TA, similarly it was observed that more attention was paid to rooms. Considering that the second most frequently used word was "thermal", it could be said that the consumers expressed their satisfaction. As the word "pool" was the third word, it was seen that pools were very important to the consumers. The word used as the fourth in the list was "staff". The word "cleanliness" which was the fifth in the list showed the sensitivity of the consumers about cleanliness. The words 'food, location, suggestion, breakfast, service, buffet and comfort' followed those five consecutively. Therefore it could be stated that consumers paid more attention to rooms, thermal, pool, employees, cleanliness, food, location, suggestion, breakfast, service, buffet and comfort.

Conclusions

Given the importance of social media in travel decision-making process, the aim of this study was to evaluate the perceptions related to the online user reviews of thermal hotels. The context of the study were Turkish thermal hotels located in (i.e. some of the most popular tourism destinations in the country, or something else). The thermal hotels were selected given the country's huge thermal water reservoirs and, thus, huge potential for development of health and wellness tourism.

The content analysis of reviews on TripAdvisor was used as the method and the main question was whether perceptions of the most important hotel features İzmir, Afyonkarahisar, Bursa ve Denizli vary according to the location of hotels, hotel quality expressed through star rating and origin of visitors and what aspects of hotel were associated with good or poor reviews.

Overall, it was found that guests were, in general, very satisfied with the Turkish thermal hotels, in particular cleanliness, location and sleep quality. There were significant differences in assessment of hotel features between domestic and foreign guests and this is consistent with findings from earlier research (Ariffin, Maghzi & Aziz, 2011; Yeung & Leung, 2007; Alvarez & Hatipoglu, 2014). Furthermore, there were differences between nationalities, although the methodological approach adopted in this

study cannot shed a light on the reasons for these differences, apart from attributing them to cultural differences in general. Few differences were observed between ratings of four and five star hotels, with guests of the five star hotels revealing greater satisfaction with value for money and quality of service. Differences were also observed between four destinations (İzmir, Afyonkarahisar, Bursa, Denizli) and this could be attributed to their location; they were situated in the provinces where thermal hotels in Turkey were mostly located. Also, stay duration in thermal hotels in İzmir, Bursa and Afyonkarahisar was longer than stay duration in Denizli.

In terms of words used in positive or negative assessments, it was revealed that the words rooms and food were used mostly in negative reviews and the words thermal; staff and cleanliness were used mostly in positive reviews. In addition to this, while the words location, comfort and advice were used in only positive reviews; the words reception and place were only used in negative reviews. According to this, it was revealed that rooms, food and thermal pools were the primary factors determining guest satisfaction and attitudes of staff tended to affect guest satisfaction in a positive way.

As a result of this study, it is recommended that managers of thermal facilities reconsider their price policies. Most of the consumers think that what they get in return for the price they pay is insufficient. Perceptions of the consumers towards service offered by thermal facilities are lower than the other factors. For this reason, facilities should give importance to the education of employees and make an effort to enhance their services, especially thermal services. For keeping the guests, service quality is very important (Blescaron, Tescaron & Psodorov, 2011). Specifically, in thermal facilities, if guests are provided with information about thermal treatments and if the people who render these thermal services are expert in their fields and their numbers are sufficient, customer satisfaction will increase. Also, it may be advantageous for increasing satisfaction of foreign visitors, if communication mistakes are prevented by solving language problems between staff and guests. With this study, how consumers perceive thermal facilities is revealed. The managers of thermal facilities should keep their strong features and improve their weaknesses by taking the evaluations of consumers into consideration.

It could not be appropriate to generalize the results of this study because it was conducted only with thermal facilities on TripAdvisor and there are other accommodation facilities which are not on this website. Also, comparison with other types of facilities could not be made, as only 4 and 5 star facilities were included in the study. Thus, a comparison was only made between these two groups. As a conclusion, it will be helpful for finding out a deeper result if reviews on another travel websites are gathered in future studies.

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Submitted: 31/08/2014

Accepted: 14/02/2015