**REPUTATION SYSTEMS IN THE SERVICE OF AVOIDANCE OF
CRISIS SITUATIONS IN TOURISM**

**ABSTRACT**

Reputation is a collective attitude as a result of the individual opinions of a particular community. For users of online services, a reputation is a form of expected behaviour based on someone else's experience, thus the user has the impression that he is reducing the risk of his business. Precisely because of the projection of expected behaviour, such systems contribute to the avoidance of crisis situations. Accordingly, the user directs his money to those service providers with whom he feels safe and gets the right value for his money. Therefore, the judgment of completely unknown users may bring some economic or social benefit. The goal of reputational systems is to provide users with information about the reliability of a particular service, stimulate entities to behave correctly, deter users from unreliable vendors, and expand knowledge about trusted vendors. This reduces the sense of business risk for customers and increases trust in the seller-buyer relationship. In this paper, we will discuss the concept of reputation systems and how they can affect the improvement of the tourist offer and, above all, the avoidance of possible crisis situations. As an example, we will explore the Google Review reputation system in the city of Varaždin in Croatia, where we will compare the ratings of restaurants and tourist attractions in order to find key concepts related to the advantages and problems of individual restaurants and tourist attractions in order to further improve business and increase competitiveness.

**Keywords:**reputation systems, reputation, tourism, crisis situations