



## MULTI-DIMENSIONAL ANALYSIS OF SANTA CATARINA RESORTS GUESTS' EXPERIENCES BY ONLINE REVIEWERS

 **Tércio Pereira**

Master in Tourism and Hospitality  
University of Vale do Itajaí  
[tercio@outlook.com](mailto:tercio@outlook.com)

 **Leticia Schmitt Muller**

Master in Tourism and Hospitality  
University of Vale do Itajaí  
[leticiasmuller@hotmail.com](mailto:leticiasmuller@hotmail.com)

 **Marcos Arnhold**

PhD in Tourism and Hospitality  
University of Vale do Itajaí  
[marcosjunior@univali.br](mailto:marcosjunior@univali.br)

 **Pablo Flôres Limberger**

PhD in Tourism and Hospitality  
University of Vale do Itajaí  
[pablofl@univali.br](mailto:pablofl@univali.br)

### Abstract

**Objective:** This article aims to examine the experiences and perceptions of guests at resorts in Santa Catarina associated with the Associação Brasileira de Resort (ABR).

**Methodology/approach:** This research is quantitative. We analyzed 540 TripAdvisor reviews. We use Linear Regression Analysis using IBM SPSS v.22 software to identify which dimensions directly influence the overall ranking.

**Originality/Relevance:** Nine dimensions were used to structure an analysis framework: room, hotel location, service, price, security, food, and beverage service (food and beverage), recreation, structure, and other aspects.

**Main results:** The analysis shows that customer satisfaction has an influence on eight of the nine dimensions, being F&B service, structure, and service the most found in the comments, and only the dimension of the other subjects was not strongly correlated

**Theoretical/methodological contributions:** This study contributes to advancing literature and insights to improve resort management. It helps to understand customers' decision-making processes and create quantitative scales to measure their business results. In addition, the study highlights that the clients of resorts in Santa Catarina attach importance to cost-benefit. The amount paid reflects the degree of demand for the attributes of the study. Suppose this relationship between price and quality of the service offered is perceived satisfactorily. In that case, the relationship between the consumer and the resort tends to become positive with comments and an indication of post-purchase accommodation.

**Keywords:** Resort. Experiences. Reviews. TripAdvisor. Hospitality satisfaction.

### Cite como

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## ANÁLISE MULTIDIMENSIONAL DAS EXPERIÊNCIAS DOS HÓSPEDES DOS RESORTS CATARINENSES POR REVISORES ONLINE

### Resumo

**Objetivo:** Este artigo tem como objetivo examinar as experiências e percepções dos hóspedes dos resorts catarinenses associados à Associação Brasileira de Resort (ABR).

**Metodologia/abordagem:** Esta pesquisa tem caráter quantitativo. Nos analisamos 540 comentários do TripAdvisor. Utilizamos a Análise de Regressão Linear usando o software IBM SPSS v.22 para identificar quais dimensões influenciam diretamente na classificação geral.

**Originalidade/Relevância:** Nove dimensões foram utilizadas para estruturar um quadro de análise: quarto, localização do hotel, atendimento, preço, segurança, serviço de alimentação e bebidas (comidas e bebidas), recreação, estrutura e outros aspectos.

**Principais resultados:** A análise mostra que a satisfação do cliente tem influência em oito das nove dimensões, sendo F&B serviço, estrutura e serviço as mais encontradas nos comentários e apenas a dimensão dos outros assuntos não foi fortemente correlacionada

**Contribuições teóricas/metodológicas:** Este estudo contribui para o avanço da literatura e insights para melhorar a gestão do resort. Auxilia para entender os processos de tomada de decisão dos clientes, bem como criar escalas quantitativas para medir seus resultados de negócios. Além disso, o estudo destaca que os clientes de resorts catarinenses dão importância ao custo-benefício. O valor pago reflete o grau de exigência dos atributos do estudo, se essa relação entre preço e qualidade do serviço oferecido for percebida de forma satisfatória, a relação do consumidor com o resort tende a se tornar positiva com comentários e indicação de hospedagem pós-compra.

**Palavras-chave:** Resort. Experiências. Avaliações. TripAdvisor. Satisfação com a hospitalidade.

## ANÁLISIS MULTIDIMENSIONAL DE LAS EXPERIENCIAS DE LOS HUÉSPEDES DE LOS RESORTS DE SANTA CATARINA POR PARTE DE REVISORES EN LÍNEA

### Resumen

**Objetivo:** Este artículo tiene como objetivo examinar las experiencias y percepciones de los huéspedes en los resorts en Santa Catarina asociados con la Associação Brasileira de Resort (ABR).

**Metodología/enfoque:** esta investigación es de naturaleza cuantitativa. Analizamos 540 opiniones de TripAdvisor. Utilizamos el análisis de regresión lineal con el software IBM SPSS v.22 para identificar qué dimensiones influyen directamente en la clasificación general.

**Originalidad / Relevancia:** Se utilizaron nueve dimensiones para estructurar un marco de análisis: habitación, ubicación del hotel, servicio, precio, seguridad, servicio de alimentos y bebidas (alimentos y bebidas), recreación, estructura y otros aspectos.

**Resultados principales:** El análisis muestra que la satisfacción del cliente influye en ocho de las nueve dimensiones, siendo el servicio, estructura y servicio de A&B las más encontradas en los comentarios y solo la dimensión de los otros temas no se correlacionó fuertemente

**Contribuciones teóricas/metodológicas:** Este estudio contribuye al avance de la literatura y los conocimientos para mejorar la gestión del resort. Ayuda a comprender los procesos de toma de decisiones de los clientes, así como a crear escalas cuantitativas para medir sus resultados comerciales. Además, el estudio destaca que los clientes de los resorts de Santa Catarina dan importancia al costo-beneficio. El monto pagado refleja el grado de exigencia de los atributos del estudio, si esta relación entre precio y calidad del servicio ofrecido se percibe de manera satisfactoria, la relación entre el consumidor y el resort tiende a tornarse positiva con comentarios e indicación de alojamiento posterior a la compra.

**Palabras clave:** Resort. Experiencias. Reseñas. TripAdvisor. Satisfacción hospitalaria.



## Introduction

Hospitality is one of the sectors most strongly characterized by consumers' tendency to share online assessments on digital platforms (Amatulli, De Angelis & Stoppani, 2019). These online reviews, in the form of textual analysis (comments) and ratings, generate an electronic word-of-mouth (eWOM) effect that influences future customer demand and hotel financial performance (Xie et al., 2014). Thus, being an essential source of information for business intelligence and marketing (Zhang, Li & Chen, 2012). Customer ratings indicate their satisfaction (from meeting a need or reaching a goal), whose background and influence have been extensively studied in the literature (Schuckert et al., 2015; Banerjee and Chua, 2016). One of the strengths of customer rating research is that it can directly show overall customer satisfaction. (Zhao, Xu, & Wang, 2019).

As tourism is an information-intensive industry, it is vital to recognize the impact of online assessments on traveler behavior (Ernst & Dolnicar, 2018). Specifically, online travel channels such as TripAdvisor provide information on different options, including hotel descriptions, buyer reviews, and ratings (Ahani et al., 2019). Due to the growing popularity of online review sites, they now play an essential role in investigating consumer satisfaction and preference in the context of hospitality and tourism (Liu et al., 2017; Zhao et al., 2019). In addition, monitoring of assessments can help detect problems in a shorter time and thus create alternatives to seek solutions for renewal, innovation, and improvement (Lima, Leoti, & Pereira, 2019).

As specified by Ahani et al. (2019), hotel operators are constantly trying to satisfy travelers. However, travelers often show different preferences depending on their goals, travel style, and previous experiences (Li, Law, Vu, Rong & Zhao, 2015; Berezina et al., 2016). According to Park et al. (2018), it is vital to understand and analyze customer experience and satisfaction so that service providers attract future customers to revisits or provide better services. Thus, hotel managers are increasingly seeking to identify methods for recognizing the relationship between travelers' preferences and their degrees of satisfaction to advance their marketing strategy. A comprehensive understanding of customer wishes helps hotel managers reach a better market in strategic business development, marketing, promotion, and product/service improvement (De Pelsmacker, van Tilburg & Holthof, 2018; Rong et al., 2012).

Managing online word of mouth (eWOM) is of paramount importance primarily to the resort industry due to its experiential or hedonic nature. Unlike companies that provide physical



or utility products, it is more difficult to assess and thus make decisions before purchase becomes more complex (Stanton et al., 2019). Thus, online assessments are an essential tool as it allows consumers to use this resource to make their decisions (Cantalops & Salvi, 2014). Therefore, to maximize their revenues, resorts must manage the eWOM (Li et al., 2017). Moreover, to effectively manage resorts, they must identify which factors or attributes are being evaluated and which ones influence the guest's final score on the review site; this can directly reflect on their recipes. For example, Zhang et al. (2011) research revealed that an extra star rating on a review site is linked to a 21% increase in room prices in New York. Likewise, Ogut and Tas (2012) reported that a 1% increase in guest valuations increases room rentals by up to 2.68% in Paris. Therefore, research is needed to identify these sub-classifications to provide insights for the resort sector. Within these sub-classifications, specific attributes such as service, location, room, and cleanliness are commonly considered when customers rate a hotel ((Zhang et al., 2011). However, according to the authors, future research should explore beyond these indicators. Furthermore, it is noteworthy that research on resorts is incipient, and the authors suggest that these attributes should be investigated in different types of means of accommodation since the profile of consumers of cheaper hotels may differ from others with a higher added value.

In this sense, based on the literature, it is believed to be pertinent to understand the effects of the relationship between the perception of tourists and visitors to individual resorts and the construction of their feedback on digital platforms, an increasingly important tool today. It is noteworthy that this action sometimes can influence the decisions of potential guests and consequently interfere in management, planning, and marketing. The theoretical framework that directs the work of this research is based on the idea that the perceptions and experiences of guests in Santa Catarina resorts associated with the Brazilian Resort Association (ABR), expressed in TripAdvisor ratings, can affect and impact dimensions relating to room, hotel location, service, price, security, F&B service, loyalty program, structure, recreation, and other subjects.

Considering this line of reasoning, the main objective of this research aims to detect the experiences and perceptions of all guests in Santa Catarina resorts associated with the Brazilian Resorts Association (ABR), mapped through the TripAdvisor platform comments, and analyze their correlation between the overall assessment (rating) of the attractive with nine categorized dimensions. Among the tools and strategies triggered in the collection, process was data mining on TripAdvisor (tripadvisor.com) to achieve the research goal. According to Björk &



Kauppinen-Räsänen (2012), online tourist ratings are a significant source of data. These platforms provide tourists with a relaxed and anonymous environment for revealing their thoughts and experiences. So, it was used the guest reviews that were available on the TripAdvisor website. After the analysis and categorization of the comments, linear regression was applied to ascertain which dimensions are causally related to the overall grade given in the experiment.

In addressing this subject, the research contributes to two fields: practical and theoretical. The theoretical contribution lies in approaching these nine dimensions together from the guests' perception. Regarding the practical part, the research contributes to the improvement of resort management, as it points out which dimensions interfere with the guest's perception. From a marketing standpoint, this study provides evidence that can be used to develop marketing strategies to attract consumers. It also provides insight into how the resort can add value beyond the attractions offered. The paper is divided as follows: Introduction, Literature Review, Methodology, Data Analysis, Discussion of Results, and Final Considerations.

### **Hospitality satisfaction**

Customer satisfaction is a central concept in hospitality research (Srivastava and Kaul, 2014). Researchers have drawn attention to different dimensions and concepts of customer satisfaction in their studies. For example, according to Hu, Kandampully, & Juwaheer (2009, p. 115), consumer satisfaction is defined "as a cognitive or affective reaction that arises in response to a single or extended set of service meetings." Cronin (2016) claims that satisfaction results from consumers' perceptions of whether a product or service met their expectations. For Oliver and DeSarbo (1988), the definition of the customer satisfaction process draws attention to the paradigm of disconfirmation of expectation.

According to Srivastava and Kaul (2014), process definitions allow researchers to assess satisfaction by carefully studying service interactions and the evaluation of service experiences that involve periods of consumption. This is particularly evident in hospitality and leisure organizations, which increasingly offer experiences in which service providers can structure the environment and interactions to facilitate guest experiences (Duerden et al., 2015; Ellis et al., 2017).



Sheely, Schiang-Lih, & Huang (2007) report that satisfied customers have experienced positive feelings, which may become a reflection of loyalty through positive behaviors, bringing many benefits to companies that can satisfy their consumers. Therefore, the goal of all organizations is to satisfy customers (Ali, Amin, & Cobanoglu, 2016). Satisfaction is this way formed based on a single service meeting and multiple service experiences. Oliver (2006), however, defined satisfaction as meeting consumer consumption goals and stated that it could only be described as a consumer consumption experience.

Based on Herzberg's theory, Cadotte and Turgeon (1988) proposed categorizing attributes in the hotel context. They suggest that concerning customer satisfaction, hotel attributes can be based on Herzberg's theory. Cadotte and Turgeon (1988) proposed a categorization of attributes in the hotel context. They suggest that concerning customer satisfaction, hotel attributes can be classified into four categories: satisfactory, unsatisfactory, critical, and neutral. Herzberg et al. (1959) describe satisfiers as attributes whose absence causes dissatisfaction but whose existence causes satisfaction. On the other hand, dissatisfaction cause dissatisfaction (unhappy disappointment) when absent or poorly performed, but no satisfaction when provided. Also, in case of dissatisfaction, they do not cause satisfaction when the attribute, for example, a service (done as expected), performs very well. Critics, however, may cause dissatisfaction or satisfaction, depending on the situation. In the case of critics, like the case of dissatisfiers, a minimum standard must be met to avoid dissatisfaction. Considering hotel attributes that fall into the "critical" category, a company must perform high to satisfy the customer and encourage a positive response (Cadotte & Turgeon, 1988).

According to Li, Ye & Law (2013, p. 786), "when customers experience the service and compare the meeting with their expectations, the emotional response to all service at the point of purchase is customer satisfaction." Ryu et al. (2012) conceptualize satisfaction as the difference between customer expectations and service provider performance. Thus, it is noted that: customers tend to be satisfied when the service purchased is equal to or higher than expected (Oliver, 1997). Knowing this, resorts tend to focus primarily on customers and the superior quality of service to ensure customer satisfaction and good behavioral intentions (Hu, Kandampully & Juwaheer, 2009). The study by Ren, Zhan & Ye (2015), identified factors that influence the hotel chain through an online assessment. It was found that room, hotel location, service, price, security, F&B service, loyalty programs, and a minority of factors characterized by other subjects have a significant result in overall satisfaction.



Already Lai and Hitchcock (2016) focused on the resort segment and, in addition to the traditional categories as previously mentioned, included: dimensions that feature leisure as casinos, variety shows (as shown), recreation and therapy (as spas), shopping centers, acrobatic performances (such as the Dancing Water House), convention and exhibition centers, and other tourist attractions. These grouped categories can be summarized in two dimensions: recreation and structure. Thus, customer satisfaction is connected to various attributes of the enterprise (Prayag, Hassibi & Nunkoo, 2018).

### **OTR satisfaction**

Information systems create a significant amount of free online content about subjectively experienced intangible goods or experiences. They also transform the way people search for interesting or unique experimental services and modify how travelers select hotel accommodations (Franco et al., 2019). Online reviews are considered a vital source of relevant user-generated content (UGC) (Pan, MacLaurin, & Crofts, 2007; Racherla, Connolly, and Christodoulidou, 2013). This UGC plays a more and more critical role in consumer attitudes and buying intentions, especially concerning travel services (Litvin et al., 2008; Liu & Park, 2015; Marchiori & Cantoni, 2015; Wu, Shen, Fan, & Mattila, 2017).

Online reviews describe travelers 'hotel experiences and reflect travelers' reviews of those hotels. These evaluations are based on the way travelers live, think, and enjoy life in attractive destinations and reflect customer satisfaction with the corresponding stay experience (Franco et al., 2019).

It is generally recognized that the overall satisfaction level of individuals with this type of navigation will positively affect their perception of destination (Szymanski & Hise, 2000), make it more significant or strengthen their affection for the travel destination, and increase their intention to visit it (Castañeda, Muñoz-Leiva & Luque, 2007). Therefore, users' effect on a destination is strongly influenced by the satisfaction with which they feel during the browsing experience (McKinney et al., 2002, Szymanski and Hise, 2000), the relevance of the information available on the site (Chen & Tsai, 2007) and the detected by the usefulness of the site (Castañeda et al., 2007). In this sense, recognizing digital platforms as a tool that can act to improve tourism activity and as a new tactical resource can result in an additional differential to be incorporated by area managers (Lima, Leoti & Pereira).



## Methodological procedures

It was taken as research object Infinity Blue Spa & Resort, Costão do Santinho Spa & Resort, and Ita Thermas Resort & Spa. The criteria considered was the location - placed in Santa Catarina state, south Brazil - and its affiliation to the Brazilian Resort Association. Since the economic boom of the 1960s, resort-style hotels have been gaining popularity, becoming one of the fastest-growing leisure segments in the world (Ali, Hussain & Omar, 2016).

According to Hansing and Bonfato (2016), the resort is seen by the population as a place of escape from work and routine problems that make them tired and stressed. From a customer perspective, hotel resort services are intangible and heterogeneous, so the quality of service plays an extremely important role in influencing customer consumption and after processes (Han & Ryu, 2009). For data collection, the Tripadvisor network was selected, collecting comments manually and exported to a spreadsheet.

A total of 547 comments were found in a one-year timeframe (March 2018 to March 2019), of which seven were disregarded because they were comments from people who had not enjoyed the resort's structure and services, leading to a total of 540 reviews about Santa Catarina Resorts. For separation and labeling, the Excel software was used to classify the dimensions present in the visitors' comments.

To correlate the overall rating with the dimensions categorized in the comments, Linear Regression Analysis using the IBM SPSS Statistics version 22 software was used. To make these analyzes possible, the comments were categorized using 1 for positive comments, - 1 for negatives, and 0 for absent.

This study has its relevance, given its analysis of the experiences perceived by guests at the resorts correlating with the final satisfaction represented in the form of the final grade in the comment. Studying the insights reproduced in comments on resort guest experiences allows us to understand more about management strategies, including marketing and services. Besides, the active use of new technologies and social media by both tourists and tourism professionals opens new perspectives for the study of tourism experience (Xiang & Gretzel, 2010). Tourists are increasingly using social networks at different stages of the tourist experience, either to prepare their trip or to share their impressions during or after the visit. Moreover, previous studies show that travelers rely on online reviews shared by other tourists more than online advertising by the tourism industry (Kladou & Mavragani, 2015).





## Results

Comments were categorized following the dimensions found in the literature. Through the data obtained from the TripAdvisor website, it was possible to make a previous analysis of the tourists and visitors. For example, the traveler's rating was based on a five-point scale (excellent, good, fair, bad, and horrible) based on his experiences at Santa Catarina Resorts. Most travelers rated it as “very good” and “excellent” and there was no rating for horrible. This shows that most visitors have had good experiences with the resort services and their attributes. Another critical aspect that was determined was the temporal aspect in terms of the time visitors arrived at the resorts. Distinct months in a year included March through May (127), June through August (154), September through November (129), and December through February (123). The last section indicated the language of visitors to Santa Catarina Resorts. Portuguese was the prominent language compared to other languages.

After the initial analysis, the authors exported the data to a spreadsheet using Excel software, performing a thematic categorization with predefined themes. The authors coded 540 guest reviews. Among the 9 dimensions of the conceptual framework, the experiences related to the services, F&B services, and structure dimensions predominate, including 351, 434, and 353 coded comments, respectively.

**Table 1**

### *Dimensions and Perceptions*

Categories	Positive	Negative	Frequency (%)
Safety	13	2	0,75
Price	68	23	4,52
Others	79	45	6,16
Location	145	1	7,26
Bedroom	181	67	12,33
Recreation	221	29	12,43
Service	285	66	17,45
Structure	302	51	17,54
F&B Service	358	76	21,57
<b>TOTAL</b>	<b>1652</b>	<b>360</b>	<b>100</b>

**Source:** Research data (2019).



An analysis was performed to predict the behavior of the variables about the overall grade given to the experience. In other words, the purpose was to verify if one or more independent variables were related to the dependent variable “Rating” and what is the nature of this relationship.

The data obtained from the analysis in the TripAdvisor comments were processed through the Statistical Package for the Social Sciences [SPSS], version 22 for Windows, using Linear Regression Analysis as a procedure. Comments were categorized as -1 for negative ratings, 0 for missing or neutral ratings, and 1 for positive ratings.

In the analysis, seven variables were considered highly correlated. The  $R^2$  indicator can be obtained by taking the value of the correlation coefficient  $r$  and squaring ( $R^2$ ).  $R^2$  is the coefficient of determination or explanatory power of regression. It indicates how much of the variation in the dependent variable is explained by the variations in the independent variables. In this case,  $R^2$  indicates that the analysis categories explain 55.6%.

**Table 2**

*Template Summary*

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Estimate Standard Error	Statistical Change					Durbin Watson
					R <sup>2</sup> change	change F	D f1	Df2	Sig. change F	
1	0,746 <sub>a</sub>	0,556	0,548	0,6890	0,556	73,723	9	530	0,000	2,062

The. Predictors: (Constant), Recreation, Safety, Other Subjects, Hotel Location, Price, Room, Service, Structure, F&B Service  
 B. Dependent Variable: Overall Rating.

**Source:** Prepared by the authors (2020).

The ANOVA (Analysis of Variance) test was also employed, which aims to test the effect of the set of independent variables on the dependent variable. It consists in verifying the probability that the regression parameters together are zero. In other words, it means checking whether the linear combination of independent variables has a significant influence on the dependent variable.

Table 3 shows the analysis of variance (ANOVA), obtained from the occurrence of the multiple linear regression test.



**Table 3**

*Analysis of Variance (ANOVA)*

Model	Sum of Squares	df	Middle square	Z	Sig.
Regression	315,011	9	35,001	73,723	,000b
Residue	251,626	530	,475		
Total	566,637	539			

a. Dependent Variable: Overall Rating

b. Predictors: (Constant), Recreation, Safety, other matters, Hotel Location, Price, Room, Service, Structure, F&B Service.

Source: Prepared by the authors (2020).

From the data presented, it can be observed that there are significant correlations between the independent variables used in the study (room, hotel location, service, price, security, F&B service, structure, recreation, and other subjects) and the dependent variable “Rating”, as represented in table 3 by the significance level.

**Table 4**

*Coefficients*

(Continua)

Model		Nonstandard Coefficients		Standardized coefficients	T	Sig.	Collinearity Statistics	
		B	Standard error	Beta			Tolerance	VIF
1	(Constant)	3,645	0,047		76,989	0,000		
	bedroom	0,098	0,048	0,062	2,033	0,043	0,912	1,096
	Hotel location	0,157	0,068	0,069	2,318	0,021	0,959	1,043
	Service	0,424	0,045	0,288	9,318	0,000	0,875	1,143
	Price	0,478	0,079	0,187	6,085	0,000	0,883	1,133
	Safety	0,586	0,182	0,095	3,229	0,001	0,975	1,026
	F&B service	0,351	0,044	0,250	7,898	0,000	0,839	1,192
	Another subjects	0,066	0,064	0,031	1,033	0,302	0,942	1,061
	Structure	0,424	0,049	0,274	8,730	0,000	0,851	1,175
Recreation	0,254	0,054	0,144	4,737	0,000	0,911	1,097	

a. Dependent Variable: Overall Rating

Source: Prepared by the authors (2020).



As observed through the analyses, due to the significance levels of the relationship ( $p$ ), there is a significant and positive correlation in eight of the nine dimensions. In this case, it is considered a significant relationship when the  $p$ -value is less than 0.05. Thus, the fourth dimension (0.043), services (0.000), price (0.000), security (0.001), F&B services (0.000), structure (0.000), location (0.021) and recreation (0.000) were significant, confirming a relationship with the final rating of the post hosting evaluation.

According to the statistical procedure used in the final regression model, only the independent variable other subjects (0.302) did not show a significant relationship with the dependent variable "Rating".

### Discussion of results

Based on room dimensions, hotel location, service, price, security, F&B service, recreation, structure, and other subjects, this research aimed to examine the experiences and perceptions of resort guests. Using the linear regression methodology, the possible multidimensional impacts on the dependent variable, rating, were suggested. This study found the relative impact of eight of the nine proposed dimensions. Survey results suggest that only the "other subjects" variable has no significance to the overall guest rating of the resort.

Analyzing the dimensions individually, it was understood that the dimension with the lowest mention in the evaluations was security with 0.75% of mentions, of which 86.66% are positive and 13.34% negative. On the negative bias, the survey brought comments related to possible thefts inside the recreation area but soon recovered, what suggests that it may be something punctual. On the positive side, there is mention of infrastructure related to lifeguards and ambulatory, also a greater rigor in the control of people entry. An always present and correlated factor of security is the fact that they are isolated places to the point of being cited as owners of private beaches, which gives a feeling of greater security and comfort. Unlike what was found in this research, the security issues in the study by Ren, Zhang, and Ye (2015) are more related to pornographic advertisements found on hotel doors, thus tarnishing the image of the hotel studied. Other security concerns were superficial. It is worth mentioning the geographical context between these two research (Brazil/China) (Ren, Zhang & Ye, 2015), which may have led to different findings.

In the "price" dimension, with presence in 4.52% of the comments, 74.7% positive and 25.3% of negative comments were identified. Positive reviews generally address cost versus



benefits (overall resort price is fair) while some guests cite a disappointment between expectation and reality regarding the price charged is incompatible with the service delivered as well as the quality of service F&B served. It should be noted that the negative comments were predominant in a specific resort. The same cost versus benefit ratio was identified in the study by Ren, Zhang, and Ye (2015). The authors claim that concerning the price and value of hotel products, customers were generally satisfied with the price, and the perceived value for money was high. Such reviews were blatantly embodied in comments such as "Price is good, not high", "Not expensive", "Affordable", "High value for money" and "Good value compared to price".

The "other subjects" dimension was present in 6.16% of the comments and totaled 63.7% of the comments with a positive bias and only 36.3% negative. They were considered in other subjects: internal transportation, wifi, spa, conventions, and reception. Most of the negative comments refer to the turmoil caused by conventions that occupied most of the structure, such as restaurants and other leisure areas. The noise caused by these groups was also negatively addressed. As positive points, it was internal transportation, praised mainly by families with children, facilitating access to the resort spaces. The reception is often mentioned; although it is somewhat separate, guests tend to value the service offered. It is noticed a difference in this research with the findings of Ren, Zhang, and Ye (2015). In the Resort context, the facilities were highlighted, while in the research by Ren, Zhang, and Ye (2015), the priority was the cost versus benefits, loyalty programs, and security. One possibility to explain the mismatch between the findings may be a difference between categories of the hotels.

The "location" dimension was noted in 7.26% of the comments, with primarily positive comments (99.3%). The only negative comment was regarding access to the Resort. The positive comments, in general, contemplate the natural beauty, especially of the beach resorts that have them almost as private. The privileged view and the landscaping of the Resort, and the proximity between the Resort and city were also cited as positive factors. Some examples are: "I was delighted with the beauty and infrastructure of the place. Nature presents itself splendidly and spectacularly. Excellent place to meditate, reflect and internalize". "The hotel's location is privileged given the natural beauty of the sea," "The beach is wonderful, but far from the city center."

There is a mismatch of findings between this study and Ren, Zhang, and Ye (2015). In this study, focusing on the Resort category, when we treat location as a dimension, it generally refers to the view and landscaping without disregarding the proximity to the city. However, in



the study by Ren, Zhang, and Ye (2015), most of the comments focused on the convenience of the hotel's location and the hotel's proximity to major transportation stations. Most of the negative comments, despite their small numbers, also focused on accessibility to public transportation, the peacefulness of the surrounding area, and the location of hotels.

The "room" dimension appeared in 12.33% of the comments, with 73% positive and 27% negative. Some examples of comments are: "not being able to enter the room because the key locks and you have to walk a long way to the reception;" "The rooms are big, but the facilities are ancient;" "The rooms left a little to be desired but nothing that hinders the experience, since we were out of it all day"; "The rooms are very clean"; "I was in love with the resort, everything very clean, comfortable bed, great room service"; "comfortable rooms." The positive comments, for the most part, concerned excellent, new, modern, cozy rooms with comfortable beds and ample interior space. The negative comments refer to the musty smell, need for refurbishment, simple furnishings to hotel standard, little space, lack of soundproofing, dirt, and the delayed daily room cleaning service. It was noticed that many positive comments made mention of the wing that the room was located, and when researched, it was found to be the most expensive area of the Resort.

Some negative comments also specify the accommodation, and it concerned a bit simpler accommodation. As these are resorts with various accommodation categories, and not all comments specify which category the person was staying in, it is understood that the controversies may be due to the typology of different accommodations. The same finding is presented in the research by Ren, Zhang & Ye (2015), where it was found that overall, guests are most concerned about cleanliness, size, soundproofing, bathing, quality of facilities and electronics, and internet speed.

The "recreation" dimension was identified in 12.43% of the comments analyzed, with 88.4% positive and 11.6% of negative comments. Positive comments mention the recreation team, citing adjectives such as lively, talented, dear, caring, fantastic, wonderful, and the variety of activities and recreation for children, teens, and adults. However, some negative comments refer to repetitive play without much creativity. At a specific resort, guests regret those children under four years old cannot participate in the activities. Some examples of comments are: "The resort has everything you need for a good vacation: complete recreation for children from morning to night"; "The resort offers a range of attractions, and the recreation is excellent!"; "There are several leisure options besides the beach, such as trails, swimming pools, recreation for children. There are also a gym and SPA services"; "As always, everything



was wonderful, except for the weather that did not help, but the recreation team did not let us down, always very kind".

The "service" dimension was represented by 17.25% of the comments analyzed and had 81.2% positive comments and 18.8% negative. Some examples include: "Excellent service at the restaurant; very polite and helpful maids; transfer service is great. Kids Space, attractions, and excellent employees"; "the structure is great, the employees are super attentive and in a good mood, good size room, great bed and exceptionally clean. I only regretted the service on the beach. For a resort of this standard, I thought there was a lack of direct service on the sand"; "I was hosted for an event in early August, although the rate was not much different from the normal one, the treatment and service differs from guests on tour, I have already been to another time, which was much better". In the negative mentions, guests refer to some employees' lack of politeness and carelessness, who do not solve problems or take too long to solve, check-in and check-out problems, dirty pools, undesirable cleaning, and cleaning. However, the service also appears in most positive comments, which leads us to think that negative comments about these two variables can be specific situations. The number of positive comments is higher than negative ones - other positive comments are related to the service. Beach and pool. The results generally correspond to Ren, Zhang, and Ye (2015), who identified politeness, promptness, and friendliness as positive points. Regarding the negative points, these are slow responses and delays in the check-in and check-out process. Cleanliness and the habit of entering rooms without knocking were also reported.

The dimension "structure" was the second most mentioned, appearing in 17.54% of the notifications, being 85.5% positive and 14.5% negative. Some examples of reviews: "Modern hotel structure on the sand offers good room service The pools are clean and well maintained, the pool bar is complete, a restaurant with a variety of menu, perfect place to rest and enjoy with the family"; "the physical structure of the hotel and especially the indoor swimming pools; spacious and comfortable apartments; and point to be very well highlighted and praised." At one particular resort, guests mentioned many slopes, stairs, and the lack of covered boardwalks during rainy days as the main drawback. Guests at another resort also cited some elevators. A cold, heated pool, pool chairs that need maintenance, and an umbrella being serviced over the weekend were other negative issues identified in the review. The positive points, which prevailed, mention a magnificent, incredible, excellent structure, with a large leisure area, swimming pools, heated or not, sauna, sports court, games room, children's area, and options for sunny and rainy days.



The dimension "F&B service" was the most prominent, mentioned in 21.57% of the comments, of which 82.5% were positive comments and 17.5% negative. There are excellent meals, where guests also cite quality and variety of food, desserts, vegetarian options, waiters service, and one of the resorts studied is also praised by the fact that there is a kids' restaurant. As for negatives, most of them deal with the delay in serving, charging, and quality of certain drinks. In a specific resort, the guest laments: "I just found the collection of water (300ml) and non-alcoholic drinks bad for a costly daily rate", some comments report cold foods and little variety. This research matches with what was found by Ren, Zhang, & Ye (2015), whose comments were mainly focused on quality, food selection, and nutritional value of foods. What triggered part of the negative comments in the research by Ren, Zhang, and Ye (2015) was related to product quality. In this research, besides the quality, the delay and the extra charge for certain products are also influenced negatively.

As observed in the analysis of this study and throughout this discussion, positive evaluations tend to be more subjective, whereas negative evaluations tend to be more detailed. This same form of evaluation was found in Ren, Zhang & Ye (2015). While the positive review is generic, customers have written longer comments sharing their negative perceptions of a hotel. The dimension that received the most negative comments was F&B services, with 76 comments. However, this cannot be considered the dimension with the most negative bias, as this number represents only 17.5% of comments. In contrast, negative comments of the dimensions service, price, room, and other subjects represent respectively 18.80%, 25.3%, 27.00%, and 36.3%. It was noted that in their comments, guests expressed disappointment with staff, value for money, moldy rooms, dirty bathrooms, noise from other guests, quality, and variety of food and beverages, among others.

## Conclusions and implications

This study contributes to the existing literature on hospitality in three ways. First, this study represents the application of nine dimensions identified in the literature in the field of resort client behaviors. Dimensions provide useful insights for understanding customer behavior by examining the link between values, services, and location associated with security. The online feedback analysis approach associated with linear regression allows researchers to gain essential attributes behind certain customer behaviors. Marketing and hospitality





researchers can use this approach to analyze qualitative data and understand clients' decision-making processes, as well as create quantitative scales to measure their business outcomes.

This study investigates the concept of the integrated resort, which is new in the tourism and hospitality sector. Studies that apply a theoretical approach to exploring the link between attributes, consequences, and values are limited (Ahn & Thomas, 2020). More particularly, the findings revealed the impact of eight of the nine dimensions on the overall assessment of the resorts. This study highlights that the clients of Santa Catarina resorts give importance to the cost-benefit. The amount paid reflects the degree of the requirement of the study attributes, if this relationship between price and quality of service offered is satisfactorily perceived, the consumer relationship with the resort tends to become positive with comments and indication of post-purchase accommodation.

Third, the study explored the relationship between the resort's rating and room dimensions, hotel location, service, price, security, F&B service, recreation, structure, and other subjects. Thus, the study confirms the existing literature and warns the need for more considerable attention on the part of companies to these variables but leaves open that it is not enough to stay in these attributes. According to the findings of this study, dimensions represent only 54.8%, although significant, the study confirms that these dimensions alone are not enough to measure post-purchase response on review platforms. Thus, the study leaves open the research gap in the relationship and behavioral intention of clients regarding the consumption of resort attributes.

Concerning practical implications, this study also provides useful insights for managers and marketers in developing effective strategies for both hosting and post-consumer satisfaction. For service providers and marketers, reviewing comments on platforms like Tripadvisor is vital to achieving sustained growth. This study highlights the role of cost-benefit ratio to post-consumer online behavior and highlights in the results the items observed by consumers in each dimension investigated. There are several attributes analyzed, so service providers should avoid focusing on just one attribute, such as low prices when designing products or services. Similarly, focusing on expensive services does not always have a positive consumer behavioral return. On online platforms, the companies can also encourage customers to communicate with others. Developing fun corporate social responsibility activities (e.g., educational animation and concurrent games) can also improve a long-term relationship with customers by combining their hedonic and altruistic values (Ahn & Thomas, 2020).



## Limitations and future research

This study aimed to identify elements exposed by visitors on TripAdvisor about the Santa Catarina resorts associated with the Brazilian Resort Association (ABR). Based on the literature, this article advances knowledge about resort attribute perceptions. Furthermore, the article points out relevant results in eight of the nine proposed dimensions.

Although the resort sector is relatively tiny in Santa Catarina, the consumers are primarily concerned with the resort's primary products and features, such as rooms, location, service, price security, recreation, structure, and F&B services. The quietness and soundproofing of the rooms and the cost-benefit ratio should also be guaranteed, although other aspects of service remain essential.

Although the findings of this study contribute to academia and industry, it has some limitations. First, the generalizability of the findings is limited because this study investigated only three resorts in a Brazilian state, so researchers can replicate this study to other resorts with different locations to compare the findings. Secondly, this study it was examined only the behavior of Brazilian customers. Culture can influence the link between attributes, consequences, and personal values. Thus, future studies may conduct cross-cultural studies to examine how culture influences proposed dimensions concerning post-consumer online review platform behavior. Third, this study examined the dimensions of the room, hotel location, service, price, safety, F&B service, recreation, structure, and other subjects, eight of which confirmed the relationship with the overall rating given on the Tripadvisor platform. However, these dimensions accounted for only 54.8% of the grade. Therefore, further studies are suggested to explore new dimensions that aim to increase this percentage, such as after-sales of the resort, wifi quality, and experiences in purchasing the accommodations. Future studies should also correlate these dimensions with perceived value and loyalty, analyzing the juncture of this study, checking if the perceived value is associated with consumer loyalty and whether it influences online customer engagement.



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