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4.5 stars for this hotel: user-generated content and its impact on hotel decision-making

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Abstract

With an undeniable importance in several areas, social media changed consumers, who are not only more demanding but also, they have the information in a click distance, and tourism is not an exception. Tourists use social media before, during and even after a trip, but user-generated content is not just about sharing. The content generated by other consumers is also a source of information and therefore is used as electronic word-of-mouth, since that same content will be available and will be used by other tourists during the decision-making process. However, the impact that different types of user-generated content have on consumers' hotel decision-making process is still unclear. This study is aimed to understand not only how positive and negative user-generated content impact the process of deciding a hotel, in particular hotels in the European city centers, but also which type of user-generated content (pictures or reviews) has more impact as electronic word-of-mouth in that same decision-making process. The conclusion is that these two types of user-generated content are perceived by consumers as unseparated content, meaning that consumers are not able to only consider reviews or pictures separately, since they consider that these types of content complement each other.

Key Words: Social media, decision making process, user generated content, electronic word-of-mouth

4.5 estrelas para este hotel: conteúdos gerados por consumidores e o seu impacto no processo de decisão de um hotel

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Resumo

Com uma importância inegável nas mais variadas áreas, as redes sociais mudaram os consumidores que estão cada vez mais exigentes, e têm a informação apenas à distância de um clique, sendo que o setor do turismo não é exceção. Os turistas usam as redes sociais antes, durante e depois de uma viagem, mas os conteúdos gerados por consumidores não estão apenas relacionados com a partilha de informação. Estes conteúdos são também uma fonte de informação, sendo entendidos como passa-palavra eletrónico, pois vão estar disponíveis online e vão ser usados por outros turistas durante o processo de decisão de um hotel. No entanto, o impacto que diferentes tipos de conteúdos gerados por outros consumidores têm no processo de tomada de decisão dos turistas em relação a hotéis não é claro. Este estudo pretende compreender não só como é que conteúdos positivos e negativos gerados por consumidores têm impacto no processo de decisão de um hotel, em particular hotéis localizados nos centros de cidades europeias, mas também que tipo de conteúdo (fotografias ou avaliações) é que tem mais impacto nesse mesmo processo. A conclusão deste estudo é que estes dois tipos de conteúdos são entendidos como inseparáveis, pois o consumidor tem dificuldade em considerar apenas avaliações ou apenas fotografias no seu processo de decisão, tendo ambos elevada importância neste processo.

Palavras-Chave: redes sociais, processo de decisão, conteúdo gerado por consumidores, passa-palavra eletrónico

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1 Introduction

Digital platforms are being used increasingly by consumers to inform their decisions on which hotel to book. Since in tourism-related activities it is not possible to try before buy because everything is related to the experience itself, this means that during the hotel decision-making process, consumers do not have the chance to assess the quality of the service they are buying without actually experiencing the services of the hotel (Browning et al, 2013) thus consumers tend to rely their decision on online sources of information to assist in the travel planning process (Cox et al, 2009).

Hence, in terms of decision-making process when choosing, e.g., a hotel, there are 5 phases divided by 3 main stages: “pre-trip”, in which consumer use consumer-generated content as a source of information, “during the trip” and “post-trip” (Cox et al, 2009), where usually consumers generate content about their experience, e.g., review at TripAdvisor. As mentioned, it is during the stage “pre-trip”, in which consumers search for information, that is found the word-of-mouth as a source of information (Litvin et al, 2008). The user-generated content, meaning reviews and pictures of a hotel, as word-of-mouth and source of information is up-to-date and available everywhere, and so it is considered as the word-of-mouth of the digital age (Kaplan & Haenlein, 2010), also identified as electronic word-of-mouth.

In terms of the research gap, many studies refer that user-generated content influences consumers. However, there is a gap in understanding the impact that different types of user-generated content (reviews and pictures) have on consumers’ hotel decision-making. Although companies cannot control what consumers post on social media and community platforms about their brand, by knowing which type of content has more impact, companies can focus on it and decide strategies having in mind what consumers value the most: a picture of the hotel or a review. Therefore, the present study aims to understand:

In what way the hotel decision-making is influenced by different types of user-generated content, namely pictures and reviews?

Hence, there are two research objectives in this study.

The first objective is to understand how positive and negative user-generated content has an impact on the process of deciding a hotel, in particular hotels in the city center in Europe;

The second objective is to identify which type of user-generated content (pictures or reviews) has more impact on the decision-making process.

To accomplish these objectives and following the literature review about the topic, is presented the methodological approach of the qualitative semi-structured interviews applied for this study, which includes different scenarios with positive and negative user-generated content with both pictures and reviews, followed by the results and conclusions.

2 Literature Review

Literature Review is a chapter with a summary of studies and insights developed by previous authors. It is divided in a way that follows the Keywords mentioned. “Social Media” is the first subchapter that explains what social media is and how is used in tourism. Following this, it is the subchapter “Decision-making process” that aims to explain how this process works focusing on the hotel’s decision-making. The last chapter pulls together different Keywords and is related to “User Generated Content as electronic word-of-mouth”, mentioning the advantages and trustworthiness of this type of content.

2.1 Social Media

The first step is to understand what the definition of Social Media is. According to Kaplan and Haenlein (2010), social media can be defined as a group of internet applications that allow the creation and exchange of User-Generated Content. Within this base definition, it is also important to mention that there are many kinds of social media with different types of content. Some social platforms are for social networking purposes (e.g. Facebook), others are for video sharing (e.g. YouTube), others are for business networking (e.g. LinkedIn), and so on. (Whiting and Williams, 2013).

Although there are several purposes for different social media platforms, there is one characteristic in common: the user-generated content within these platforms is used as a source of online information since it is created, initiated, circulated, and used to gather information about products, brands, or services (Blackshaw and Nazzaro, 2006), which makes this type of content important for the decision-making process.

2.1.1 Social Media in Tourism

Knowing that there are many different social media platforms for different purposes, this means that tourism is also affected by the existence and increasing use of these social media platforms

(Fotis et al, 2011). In tourism, Web 2.0 has changed significantly the way consumers plan their trips (Buhalis & Law, 2008) since it brings together the concept of social networking/virtual communities and applies it to the tourism industry. The social media platform TripAdvisor is amongst the most successful social networking/virtual community in tourism that facilitates the reviewing of the hotels all around the world since it creates a 5-start ranking for the different hotels based on the user-generated content. In this case, the user-generated content is pictures and reviews other consumers post after their own experience. Also, user satisfaction is a major factor for evaluating a travel organization such as a hotel, which means that the content posted on this type of platform will indeed, as mentioned, have an impact on the decision-making process (Buhalis and Law, 2008). This happens since consumers are replacing traditional sources of information with social media platforms (Fotis et al. 2012) in a way that they started to use the user-generated content on social media platforms to plan and make decisions on their hotel stay (Browning and Sparks, 2013). Social media is particularly used to support decision-making processes (Zeng 2013), including the one's tourism-related and in particular when deciding a hotel.

2.2 Decision-making process

Knowing that social media platforms play a key role before, during, and after the trip (Fotis et al. 2012), it is inevitable to mention it as a crucial factor for the decision-making process. As mentioned before, in terms of the decision-making process when choosing, e.g., a hotel, there are 5 phases divided into 3 main stages. First, there is the stage “pre-trip” in which is present the need for recognition, information search, and comparing alternatives phases; then, it is the stage “during the trip” in which is the actual trip/experience; and then the last stage is the “post-trip” which is the evaluation phase. It is known that social media platforms represent a critical role in the pre-trip stage when consumers use social media as an information source for travel planning (Cox et al. 2009). However, the hotel decision making, which happens at the “pre-trip” stage, is more complex to understand since consumers are not deciding a consumer good but a service that has unstable prices and availability (Riegelsberger et al, 2012). Therefore, the decision-making process itself occurs in the pre-travel phase as part of the Consumer Decision Journey in which consumers experience four stages: 1) Consider, 2) Evaluate, 3) Buy, and 4) Enjoy/Advocate/Bond (Court et al. 2009). It is in the second stage, the evaluation, that consumers start to search and process information from different sources to evaluate several alternatives based on the information they gathered before the buying decision (Ayeh et al.

2012), which means that user-generated content and electronic word-of-mouth is used, as mention, during this stage.

2.2.1 Hotel decision making

There are many different models to explain and understand the decision-making process. However, most of them are about consumer goods, which means that these models might not help to understand the hotel decision-making itself because this decision-making process has specific characteristics. There are, according to Riegelsberger et al (2012), two reasons why there is this specific model for hotel decision-making. First, it is mention that the consumer has already made the decision to buy a hotel room when searching for information and not the opposite as happens with goods. Second, consumer goods have standardized prices and different features while hotels have not only unstable prices but also the problem of availability, making the assessment even more complex. Applying this model to the model mentioned earlier by Cox et al (2009), it divides the “pre-trip” stage in 4 different stages: stage 0, “lay of the land”, in which consumers look for information to learn more about the area they want to visit so they can make a decision where is the best area to stay during their trip; the next stage is “generating options”, in which consumers use tools available, e.g. Booking.com, to generate options and compare them in some attributes like location, price and quality; the following stage is “Attractors and Detractors”, in which the usage of social media and community platforms is more perceptible, since it is in this stage that users go through the different options they have selected in the previous stage, verifying standard attributes (e.g. user ratings) and paying attention to attractors, meaning positive attributes, and detractors, the negative ones, using for this the reviews and photos of the hotel; the last stage is “due diligence” and is only done for a small set of options before they make a decision, since it is a stage in which consumers decide along with other consumers (e.g. husband/wife) the hotel they will book (Riegelsberger et al, 2012).

2.3 User Generated Content as electronic word-of-mouth

Word-of mouth, also known as WOM, is a communication tool that allows consumers to share information and opinions about different products, brands, and services (Hawkins et al, 2004) and it is ranked as one of the most important information sources when a consumer is making a purchase decision (Litvin et al, 2008). Therefore, a decision related to tourism, e.g. selecting a hotel, is also influenced by word-of-mouth, since, as mention by Cox et al (2009), word-of-mouth is one of the most influential sources of information when planning travel. This might

be explained by the fact that tourists and travelers tend to rely on advice from friends, family, and other peer groups since they are planning an intangible experience to a destination that they have not previously visited (Litvin et al, 2008).

However, Web 2.0 had also an impact on word-of-mouth, since User-Generated Content, e.g reviews and pictures of a hotel, can be also perceived as word-of-mouth, known as electronic word-of-mouth or eWOM. So, since these types of content are sources of information that are up-to-date and available everywhere, it is considered as the word-of-mouth of the digital age (Kaplan & Haenlein, 2010). An example of consumers sharing their opinions about their previous trips is, as mentioned before, the website *tripadvisor.com*, “the largest travel platform” with “more than 878 million reviews and opinions” (Litvin et al, 2008; *tripadvisor.com*, 2020). Nowadays, tourists and travelers use this type of website to engage in a virtual community that shares tourism experiences online using User Generated Content (Wang, Yu, & Fesenmaier, 2002).

One of the problems mentioned is that many tourism businesses seem to forget that tourists and travelers will probably be looking for other customers' experiences since now they can generate their evaluations in the form of different media (Gretzel, 2006) for other tourists and travelers use as a source of information and, therefore, as electronic word-of-mouth.

2.3.1 Advantages of user-generated content

Some authors mention that consumers value social media and its content as helpful information sources to access updated information about hotels, compared to less dynamic and outdated information and content available on more traditional travel channels (Varkaris & Neuhofer, 2017), such as travel guidebooks. Also, online networking positively contributes to information sharing, knowledge creation and idea generation capabilities of peer-to-peer virtual communities (Bank, 2015).

Moreover, social media, and therefore user-generated content, is perceived by users as an easy way to accumulate information about products and services, evaluate options, save time, make their decisions easily and select the most suitable option (Varkaris & Neuhofer, 2017).

2.3.2 Trustworthiness of user-generated content

Conscious that user-generated content can be perceived as electronic word-of-mouth, and so it is available to be used as a source of information, it is inevitable to mention the trustworthiness of this type of content compared to others. One of the concerns about the use of user-generated

content sites when planning travel is how the consumer can be confident that the reviews they are using as a source of information – electronic word-of-mouth - are independent and hence trustworthy (Gretzel, 2006). This concern about electronic word-of-mouth is explained because while traditional forms of word-of-mouth normally come from people who are known and close to the consumer such as family and friends, user-generated content is created by strangers, resulting in some concern over the credibility. However, user-generated content is often considered more trustworthy than the information provided by suppliers of products and services, assumedly because consumers are considered to provide more honest information (Park et al, 2007). Also, travelers who read comments about a hotel have more trust in it if the comments are positive rather than negative, which means that positive feedback increases the level of trust shown toward the hotel (Ladhari, 2015).

3 Methodology

A qualitative approach has been adopted to assess not only to what extent consumers are influenced by user-generated content in the ‘evaluation stage’ of the decision-making process when choosing a hotel online but also how consumers search and book a hotel and if they trust all types of user-generated content to help the decision.

A total of fourteen individual online semi-structured interviews were conducted in this study with participants between the ages of 18 and 54 years in Portugal. All interviews were made via Zoom so participants can react to pictures and other visual content. Fourteen 14 participants were enough since the research reach a point of “saturation”, the phenomenon in which additional participants don’t provide any additional insights, that according to the literature it often occurs between 12 and 15 (Guest et al, 2006).

To easily identify and select interviewees, it was used a non-random sampling approach. To qualify for participation in the study, participants were required to meet the following criteria: 1) have stayed in a hotel during their trip and 2) have used social media and online platforms for travel-related decision-making. In terms of the socio-demographic profile of participants, although the age range of this study is not representative of the entire population, it can be considered representative of the younger population of technology-savvy users, under 30, that are more willing to use social networking sites, compared to elder users, suggesting a relationship between higher age and decreasing internet use (Lennon et al. 2012). Therefore, the sample profile reflects these age groups with the majority of participants in the age groups

18-24 (50%) and 25-34 (approx. 36%) with only 1 participant of both age groups 35-44 (approx.7%) and 45-54 (approx. 7%).

The interview (appendix 1) was developed based on the prior literature review to aid the discussion of the subject and help to answer the research question, uncovering influences of different types of user-generated content on hotel choices. To help answer the research question were created two questions with diverse scenarios to help to understand what kind of influence different user-generated content has.

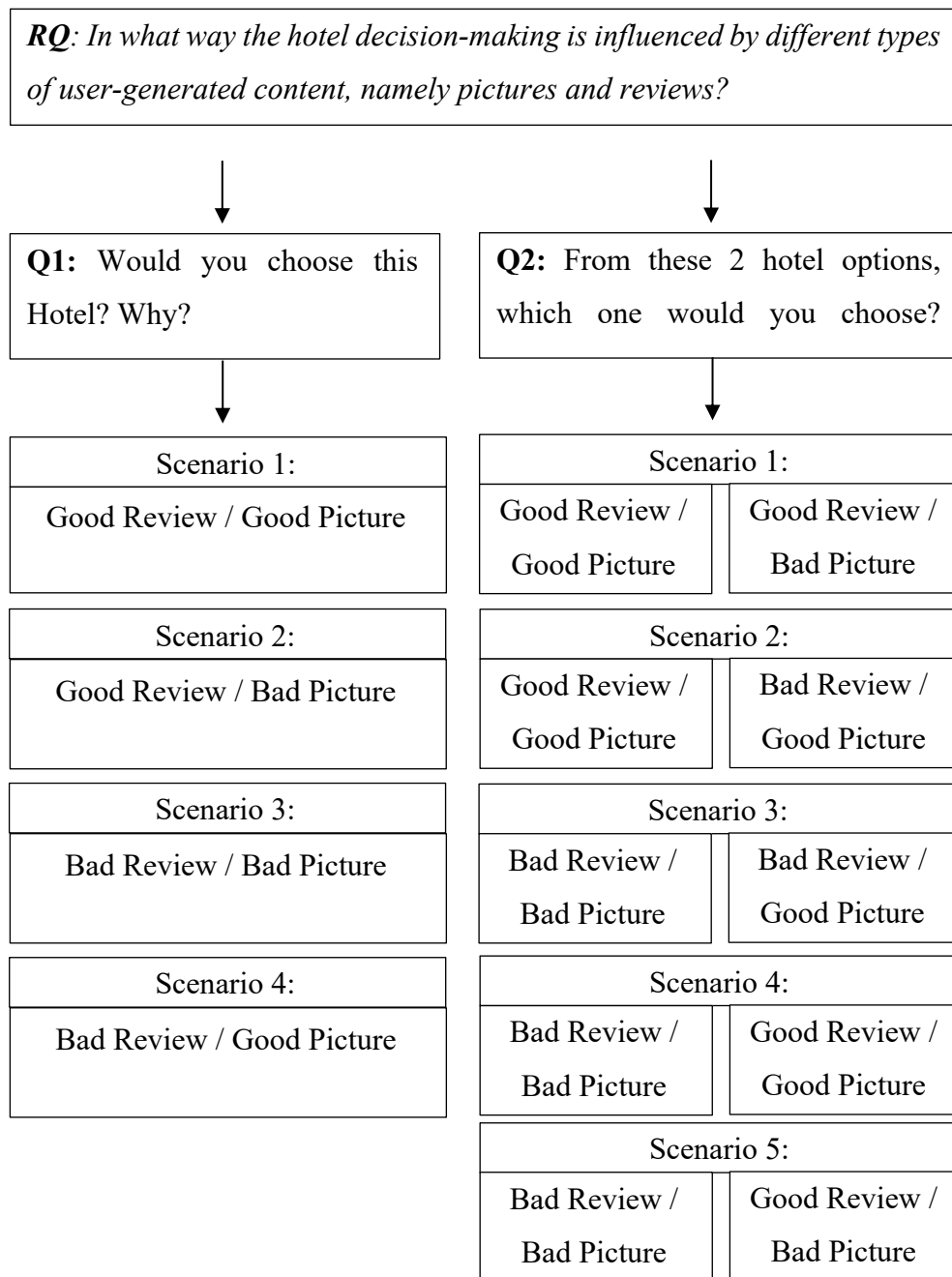


Figure 1: Decision Tree

As shown in Figure 1, one question was divided into 4 different scenarios, where pictures were shown to the participant and the question was “Would you choose this hotel?” and why. The 4 scenarios created were: 1) good picture and good review; 2) bad picture and good review; 3) bad picture and bad review; and 4) good picture and bad review. This question was designed to understand if a change in a review or picture has an impact on the choice of the consumer and why this happens.

The other question had 5 different scenarios and participants were asked to decide which of the 2 options in each scenario they were more willing to book for a hypothetical trip to Paris with no limit in their budget. The scenarios were: 1) a hotel with a good review and a good picture compared with a hotel with a good review and a bad picture; 2) a hotel with a good review and a good picture compared with a hotel with a bad review and a good picture; 3) a hotel with a bad review and a bad picture compared with a hotel with a bad review and a good picture; 4) hotel with a bad review and a bad picture compared with a hotel with a good review and a good picture; and 5) a hotel with a bad review and a bad picture compared with a hotel with a good review and a bad picture. The objective of this question was to understand what type of user-generated content consumers value the most when they are comparing options: a review or a picture. Interviews also included a question about the advantages and disadvantages of the usage of online platforms to collect information about a hotel (Varkaris & Neuhofer, 2017), a question about the trustworthiness of social platforms (Moturu & Liu, 2011), a question with cards to understand the types of information sources consumers use the most, from pre-social media era, as travel agencies and physical books, to web 2.0 platforms as social media (K. Francis, 2014; Kaplan & Haenlein, 2010; Buhalis & Law, 2008) and a question to understand the process of the decision from step 0 until booking a hotel (Riegelsberger et al, 2012). Also, it was requested for participants to organize cards with different characteristics, such as price, location, stars, reviews, pictures, general evaluation, breakfast included, and accessibility, from the most important to the less important when selecting hotel options.

To analyze the results, it was used Leximancer. Leximancer Concept Explorer is a text analysis tool that allows the researcher to explore and gain insight from the key concepts (Leximancer, 2020). The text from all the interviews was analyzed and the key concepts were put together to help to answer the research question. All the interviews were transcribed to an Excel sheet (Appendix 2) to use the information in Leximancer.

4 Results

As result (Figure 2), and after analyzing all the interviews, the key themes are Hotel, Review, Price, Booking, Media, Trust, and Information.

Inside the theme **Hotel**, and besides the concept of “hotel” itself, are found other key concepts such as “reviews”, “need”, “photos” [pictures] and “book”. The concept “reviews” is connected with the concept “photos” [picture] that is related to the concept “need”. This theme is directly related to the theme **Review**. Within this, the concept “photos” [pictures] from the theme Hotel is connected to the concepts “option” and “review”. On the other hand, “review” is connected to “photo” [picture] that is related to “bad”, “consider” and “important”. The main theme Hotel is also associated with the theme **Price**, which in interrelation with the theme **Booking**, has the concepts “options” and “location”. Within Booking are found, besides the concepts mentioned before, other concepts such as “Booking” [the website/platform], “website”, “use” and the key concept of the theme “booking”. This last concept is linked to the concept “book” within the theme Hotel. Interrelated to this theme, there is not enough information to create key concepts within the theme **Media**, although it is connected to the concept “website” previously mentioned. Back to the theme Hotel, where the concept “reviews” is found, a correlation with the theme **Trust** is present. The concept “reviews” is the one that creates this linkage. Trust, on the other hand, is interrelated with the theme **Information**, where the concept “information” is found.

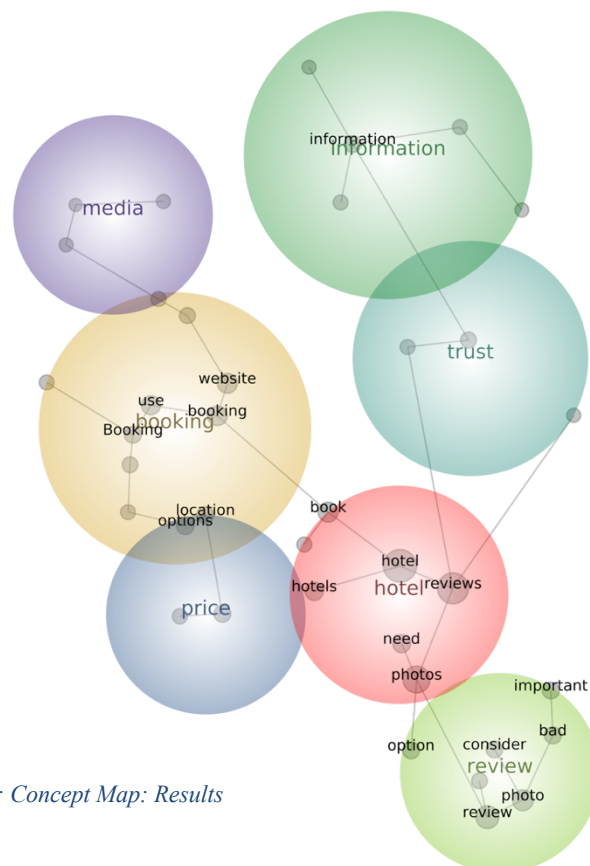


Figure 2: Concept Map: Results

5 Discussion

Results suggest that consumers value reviews and pictures when selecting hotel options, considering both to be important as a source of information. Also, reviews and pictures are perceived as complements, which means that consumers use both at the decision-making process and not only one of them, mentioning that they have difficulty to ignore reviews or pictures when selecting hotels. Moreover, it is important to state that reviews were mentioned as more important than pictures, suggesting that a hotel with good reviews but bad pictures might be considered as an option. However, during the phase of the decision-making process in which consumers compare options previously selected, the stage “Attractors and Detractors”, in which the usage of social media and community platforms – user-generated content - is more perceptible (Riegelsberger et al, 2012), consumers are more willing to choose and book a hotel with good reviews and good pictures, since a bad picture is perceived as a detractor. However, a hotel with bad reviews will not be considered as an option. This might be explained by the fact that consumers use some characteristics, such as price and location, to select their hotel options during the stage “generating options”. With these characteristics, General Evaluation was also mentioned as a factor to select options. Thus, General Evaluation is directly related to reviews, since consumers tend to evaluate the hotel with punctuation (depends on the website). So, General Evaluation is often the mean of all the punctuations.

In terms of trustworthiness, consumers consider that this type of content is reliable, but there are some concerns. It was mentioned that consumers are aware that these user-generated contents are created by strangers, previously travelers, resulting in some problems with creditability (Park et al, 2007). However, consumers also have some defenses with the content they found in this type of source. It was suggested some defenses such as reading different reviews about the same hotel, comparing them with other reviews but also with the information provided on official and traditional information sources like the website of the hotel. Nevertheless, and as Park et al (2007) mentioned, user-generated content is considered more trustworthy than the information provided by the official and traditional information sources because other consumers are considered to provide more honest and non-biased information.

Moreover, consumers perceive the usage of user-generated content - electronic word-of-mouth - as the main advantage, since it allows them to access information of any kind, anywhere and anytime. This was also mentioned in the research of Varkaris & Neuhofer (2017), in which was stated that consumers value user-generated content as a helpful information source to access

updated information about hotels, compared to less dynamic and outdated information and content available on more traditional travel channels.

This chapter is divided according to the themes from the Results: first, Hotel and Review, then Price, Booking and Media; and, the last subchapter, the relation between Trust and Information.

5.1 User-generated content and its impact on the decision-making process: Themes “Hotel” and “Review”

Results show that consumers consider **reviews** and pictures from other consumers – User Generated Content - important when choosing a **hotel**, since they need them to select their group of options, along with other characteristics they consider important such as the price and the location of the hotel. This is allied with previous researches that mention that the social media platform TripAdvisor is amongst the most successful social networking/virtual community in tourism since it facilitates the reviewing **hotels** all around the world. This platform creates a 5-start ranking for the different hotels based on the user-generated content – reviews, evaluations and pictures (Buhalis and Law, 2008). This is similarly allied with the fact that consumers are starting to use the user-generated content on social media platforms to plan and make decisions on their hotel stay (Browning and Sparks, 2013). It is also allied with the fact that this type of social media platform plays a key role before, during and after the trip (Fotis et al. 2012). This study suggests that from the 4 different stages present in the “pre-trip” stage, this type of platforms and therefore this type of content is highly essential during the stage “Generating Options”, in which consumers use tools available, e.g., Booking.com and or TripAdvisor.com, to generate options and compare them in some attributes like location, price and quality, and especially during the stage 1, “Attractors and Detractors”, which is allied with what Riegelsberger et al (2012) stated. Besides the usage of user-generated content during stage 1 to generate options, that research suggested it is during the stage “Attractors and Detractors” that usage of social media and community platforms is more perceptible, since it is in this stage that users go through the different options they have selected in the previous stage (Riegelsberger et al, 2012). It was mentioned in the present study that to select options consumers rely their decision first on general evaluation, price and location and just after that the reviews and pictures – stage 1 “Generating Options”. After selecting their options, consumers tend to compare them using, again, reviews, general evaluations and pictures – stage 2 “Attractors and Detractors”. This means that in the decision-making process, **reviews** and pictures – User-Generated Content – are used as electronic word-of-mouth in two different

phases: 1) the phase in which consumers select some options and 2) the phase in which consumers compare options from the previous phase.

Moreover, it is possible to affirm that consumers cannot separate pictures from **reviews** and vice versa, which means that consumers take both into consideration when deliberating about **hotel** options and not only pictures nor review separately. However, **reviews** are often mentioned as more important than pictures, although consumers are not able to ignore neither the pictures nor reviews. In general, if a **hotel** has bad reviews consumers are highly improbable to consider the hotel as an option no matter if the pictures are good or bad. On the other hand, if a hotel has a good review but bad pictures, some consumers might consider the hotel as an option for their stay – stage 1 “Generating Options”. Although consumers would consider it as an option it is highly improbable that they would book this hotel when comparing their final options – stage 2 “Attractors and Detractors”. This suggests not only that a hotel with bad reviews and bad pictures would not pass stage 1, meaning that consumers are not willing to consider a hotel with bad reviews and bad pictures as an option, but also that it is not probable that a hotel with good reviews and bad pictures pass stage 2, meaning that when comparing options, although a hotel with good reviews and bad pictures might be an option, it would not be consumers’ final decision, as stated during this study.

“I would consider it [an option with a good review and a bad picture] has my last option if other options were all similar, but I would prefer a hotel with good reviews and good photos.” (Participant 8)

*“No, definitely not! I would never book a hotel with bad reviews and bad photos.”
(Participant 5)*

When choosing a hotel, these two types of user-generated content are significant to the consumer, since they complement each other, having an important role in the decision-making process as affirmed by participants.

“I cannot separate pictures and reviews; I need both of them to be good.” (Participant 14)

“I take into consideration both the review and the picture at the same time, so both have to be great.” (Participant 9)

“A good photo is not enough, reviews are the only way you have to access others’ experiences and photos are just photos, they are not objective. (Participant 6)

This also means that positive user-generated content – good **reviews** and good pictures - will impact positively the decision-making process, encouraging consumers to consider and book a hotel, while if one of them is negative it will impact negatively this process, but it depends on the type of content. If the negative content is a review – bad reviews – this hotel will not pass stage 1, when the consumer is selecting options, no matter if pictures are good or bad; but if the negative content is a picture - bad pictures – and reviews are good, it is probable that this hotel achieve stage 2 but it is highly improbable that it would pass this stage. This is allied not only with the trustworthiness of this type of content since consumers who read comments about a hotel have more trust in it if the comments are positive rather than negative, but also with the statement that positive feedback increases the level of trust shown toward the hotel (Ladhari, 2015).

5.2 Advantages of user-generated content: Themes “Price”, “Booking” and “Media”

The process of **booking** a hotel is different from consumer to consumer but this study gives some insights about this process. Participants’ responses give strength to the models mentioned earlier by Cox et al (2009) and Riegelsberger et al (2012). As explained, in these models, the “pre-trip” stage (Cox et al, 2009) is divided into 4 different stages: stage 0, “lay of the land”, in which consumers look for information to learn more about the area they want to visit so they can make a decision where is the best area to stay during their trip; stage 1, “generating options”, in which consumers use tools available; stage 2, “Attractors and Detractors”, in which the usage of social media and community platforms is more perceptible; and stage 3 “due diligence” (Riegelsberger et al, 2012).

“First thing I do is google things about the city I want to visit to find the best area in town to stay in. Then, I use that as a criterion to choose my hotel. I usually go to booking.com to book my hotel and I compare reviews with Tripadvisor. Then I like to see photos of the hotel on Instagram. I like to use that option about the photos of travelers that Tripadvisor has. I compare options inside booking since it shows me the price, the type of hotel, the location...”

(Participant 1)

As shown by the previous citation, these stages are well identified. Stage 0, in which consumers gather more information about the city, in *“First thing I do is google things about the city I want to visit to find the best area in town to stay”*. Then stage 1, in which consumers select some options based on what they want to have during their stay and other characteristics, in *“I use that as a criterion to choose my hotel”*, meaning that the location previous identified as

ideal will be an important characteristic and a deciding factor. Also, this stage and the stage “Attractors and Detractors” is identified in *“I compare options inside Booking since it shows me the price, the type of hotel, the location...”*, which is related to the usage of user-generated content as a source of information to select and compare options and to choose a hotel.

During this research, **“Price”** and **“Location”** are important characteristics for consumers when **booking** a hotel. When asked to organize the characteristics that participants consider first when selecting hotel options - Price, Location, General Evaluation, Reviews, Photos, Stars, Accessibility, Breakfast – “Price” and “Location” appeared as the first two characteristics they consider, even before reviews and pictures. Although this means that consumers might consider hotels without the usage of user-generated content, it was also mentioned that reviews and pictures are, sometimes, important to support the information. Consumers tend to confirm the relation between price-quality and the location using user-generated content since other consumers usually mention this information in reviews and pictures (pictures are mostly used to confirm views from the hotel, in terms of surrounding area and location). Also, this is something that consumers confirm using other social **media** platforms, such as Instagram, to access more pictures from previous consumers that did not share their reviews and pictures at community platforms (eg. Tripadvisor.com or Booking.com) but shared them on their personal pages. Other websites such as Google Maps were also mentioned when describing the process of selecting a hotel.

“Instagram I use to see photos of the hotel, not only the professional ones, but also from other consumers. Google maps to see the location of the hotel.” (Participant 2)

It is also possible to conclude that the usage of user-generated content in the decision-making process is independent of how consumers book the hotel. For consumers that use traditional ways to book a hotel, meaning resorting to travel agencies, user-generated content is used to choose the final option, skipping some stages of the process. Often, travel agents only suggest some options and so, the final consumer will skip the stage “generating options”. However, the usage of reviews and pictures remains essential during the next stages of the process.

“I go to the travel agency of a friend of mine and she selects some hotels for me, since she already knows what my family and I want. However, she never makes the final decision, that's up to us. I use booking so my family and I can read the reviews and see some photos and that's it. We go back to our travel agent and she books the hotel we want.” (Participant 14)

Back to the previous subchapter “User-generated content and its impact on the decision-making process: Themes “Hotel” and “Review””, the reaction that emerges when participants were confronted with a hotel with bad reviews and good/bad pictures and a hotel with good reviews and bad pictures might be explained by the fact that consumers use some characteristics, such as price and location, as mentioned, to select their hotel options during the stage “generating options”. With these characteristics, “General Evaluation” was mentioned as a factor to select options, appearing often before “Reviews” and “Pictures”. “General Evaluation” is directly related to reviews, since consumers tend to evaluate the hotel with punctuation (depends on the website). There are some general evaluations without reviews, but it is not common to find reviews without a general evaluation.

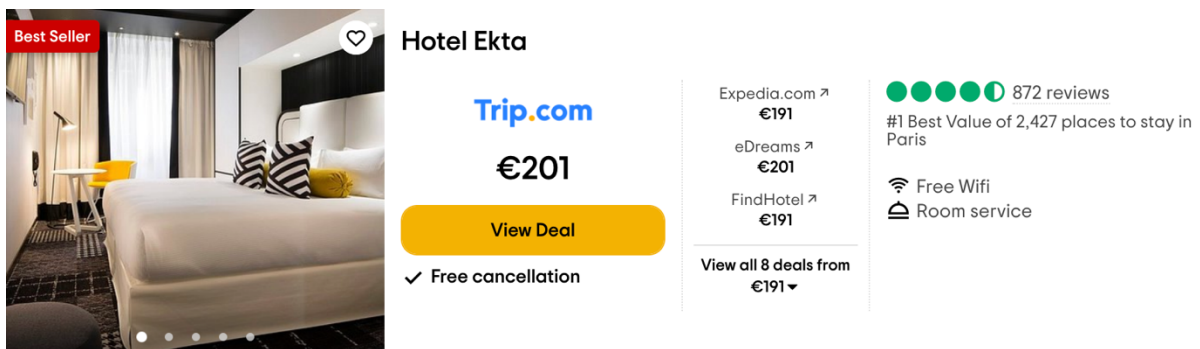


Figure 3: Tripadvisor (Tripadvisor.com, 2020)

Tripadvisor.com has a 5 “star” ranking based on the reviews. As shown in Figure 3, the General Evaluation is the mean of all the punctuations, meaning that this specific hotel in Paris has a 4.5 evaluation based on 872 reviews. As mentioned, Tripadvisor.com allows the consumer to previously select the minimum evaluation of the hotel to automatically generate options. Therefore, this might explain why reviews, even indirectly, might be perceived as more important than pictures during this stage of generating options, since consumers are often confronted with pictures along with reviews only during the stage of comparing options.

The usage of the website Booking.com to search and book hotels was highly mentioned, along with the usage of Tripadvisor.com. As mentioned before, this is similar to what previously researches mentioned that refer that TripAdvisor.com is the most successful social networking/virtual community in tourism since it facilitates the reviewing of hotels all around the world (Buhalis and Law, 2008). The advantage of the usage of Booking.com, and therefore

the user-generated content available in it, is that it allows consumers to access all the information they need, including not only the price and location, but also reviews and pictures that are important for them to evaluate options and help them in the decision-making process. Along with this website, Tripadvisor.com was also mentioned for the same reason with an extra advantage: it compares different websites and so it shows different prices for the same hotel room. Since price is one of the most important characteristics, this platform has an advantage comparing with competitors such as Booking.com.

Consumers consider these type of community platforms essential not only because they can access user-generated content as a source of information but also because they can select and compare options in an easy way within the platform since it is possible to select the price range, the location and other characteristics, such as the number of stars, the general evaluation, and others, that facilitates the process of selecting options during the stage “Generating Options”. The usage of reviews and pictures are more perceivable during the stage “Attractors and Detractors” as mentioned before.

“Tripadvisor is the platform I use, it is way more completed than Booking because not only you can choose specific characteristics like location or stars, but you also have different prices from different platforms. It's perfect to compare options but also prices.”

(Participant 13)

“I usually just use Booking when I want to book a hotel. I think it is the only platform I need since it is very completed: reviews, photos, prices, location, and you can choose specific things you want the hotel to have.” (Participant 4)

Moreover, consumers perceive the usage of user-generated content – electronic word-of-mouth – when deliberating about hotels as the main advantage, since it allows them to access information of any kind, anywhere and anytime. This is allied to what previous research refer that consumers consider these types of content are sources of information that are up-to-date and available everywhere, which means that it is considered as the word-of-mouth of the digital age (Kaplan & Haenlein, 2010), the electronic word-of-mouth.

“In terms of advantage, I would say that you have access to a lot of information in an easy way. Also, the information is updated. Sometimes you read reviews from other guests that are there at the hotel at that same moment.” (Participant 4)

Consumers tend to use platforms like Booking.com and Tripadvisor.com to access user-generated content created by previous consumers as their main source of information when selecting a hotel – stage “Attractors and Detractors” – from their group of options previously selected – from the stage “Generating Options” - because they feel that it is possible to access all the information they consider valuable, not only in comparison with other user-generated content sources such as travel blogs, but even in comparison with traditional sources of information such as physical books. This gives strength to the fact that consumers value social media and its content as helpful information sources to access updated information about hotels, compared to less dynamic and outdated information and content available on more traditional travel channels (Varkaris & Neuhofer, 2017).

“The big advantage is that you have a lot of information to base your decision, you can access hundreds of reviews for the same hotel” (Participant 2)

“I think that UGC is really important to help me making a decision based on true experiences of others”. (Participant 3)

Also, during this study participants were asked to organize different information sources - Booking website, the website of the hotel, social media, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides – and the results were similar to what was expected and referred by previous authors. Online booking platforms, social media, website of the hotel and travel blogs – different types of user-generated content – were greatly mentioned as more useful than other sources of information.

Moreover, there was one disadvantage highly mentioned during this study: fake information. This means that although consumers perceive user-generated content – reviews and pictures - as a source of information and as electronic word-of-mouth, they know that this type of content might lead to false information.

“However, one big disadvantage is the fake news, per say. I mean, not everything that's on the internet it's true, sometimes I can see from a review that that person is just implicating with the hotel. I think it is up to us to overcome the disadvantages with our one strategies. For example, I only take into consideration reviews that have something is written, not only the raking stars.” (Participant 1)

“There is also some information that's not true, which is a big disadvantage. Sometimes is not easy to filter the fake information from the right information.” (Participant 2)

It was mentioned that false information might be difficult to overcome. Also, consumers consider that the information might be biased and therefore might not exactly be accurate with reality. This leads to the trustworthiness of user-generated content, how they overcome this disadvantage and what are the strategies consumers use to feel they can trust the information.

5.3 Trustworthiness of user-generated content: Themes “Information” and “Trust”

Results also show that consumers **trust the information** present within the reviews they read online when choosing a hotel, which implies that consumers consider this type of content as word-of-mouth, the communication tool that allows consumers to share information and opinions about different products, brands and services (Hawkins et al, 2004) and that is ranked as one of the most important information sources when a consumer is making a purchase decision (Litvin et al, 2008). This is allied with what was previously mentioned by Cox et al (2009): word-of-mouth is one of the most influential sources of **information** when planning travel. Litvin et al (2008) suggested that this might be explained by the fact that tourists and travelers tend to rely on advice from friends, family and other peer groups, since they are planning an intangible experience to a destination which they have not previously visited. In this case, this present study proposes that reviews and pictures as user-generated content are perceived as word-of-mouth, known as electronic word-of-mouth or eWOM (Kaplan & Haenlein, 2010).

It is possible to affirm that consumers trust user-generated content although it is possible that consumers have their own ways to select the user-generated content they feel like they can trust, as mentioned during this study. A strategy that consumers feel that makes information based on reviews and pictures more reliable is reading lots of reviews for the same hotel. This suggests that a single review is not enough for consumers to make a decision, although a number of minimum reviews was not mentioned.

“I read a lot of reviews about the same hotel; it is the only way I have to make sure that it is true what they say. If there are like 20 reviews telling the same, I'm almost sure it is true.”

(Participant 9)

Also, some consumers tend to confirm information from user-generated content sources using official and traditional sources, such as the website of the hotel. This suggests that although user-generated content as an information source is reliable, traditional sources of information are still important for some consumers when making a decision.

*“I always use a booking website, but I like to confirm things using the website of the hotel”
(Participant 10)*

This means that, and allied with previous studies, one of the concerns about the usage of user-generated content when planning a trip is how the consumer can be confident that the reviews they are using as a source of information – electronic word-of-mouth - are independent and hence trustworthy (Gretzel, 2006). Park et al (2007) suggest that this might be explained because while traditional forms of word-of-mouth normally come from people who are known and close to the consumer such as family and friends, user-generated content is created by strangers, resulting in some concern over the credibility.

Additionally, it is possible to conclude that consumers **trust this information** because it is perceived as non-biased information which was also mentioned as an advantage. This is linked to what Park et al (2007) suggested: user-generated content is often considered more trustworthy than the information provided by suppliers of products and services, assumedly because consumers are considered to provide more honest information (Park et al, 2007).

“I would say that one advantage is that you can access updated information, honest, non-biased and easy information.” (Participant 7)

Therefore, consumers tend to perceive user-generated content as a source of information, and hence as electronic word-of-mouth, and this **information** is perceived as **reliable** and important for the decision.

6 Conclusion

This study aimed to fulfill the research gap in understanding the impact that different types of user-generated content (reviews and pictures) have on consumers’ hotel decision-making, answering the research question:

In what way the hotel decision-making is influenced by different types of user-generated content, namely pictures and reviews?

Therefore, this study concluded that user-generated content has indeed an impact in the decision-making process when tourists are selecting and comparing hotel options – during the two stages of the process, as mentioned by Riegelsberger et al (2012). It is possible to conclude that reviews and pictures are important for consumers and are used as sources of information – as electronic word-of-mouth – when selecting options and choosing hotels.

Also, this research had two objectives that were also accomplished. The first objective was to understand how positive and negative user-generated content has an impact in the process of deciding a hotel, in particular hotels in the city center in Europe, that is why were created scenarios about a hotel in Paris. It is possible to conclude that consumers are highly motivated to consider a hotel with good reviews and good pictures – positive user-generated content - an option if other characteristics are also ensured, such as price and location, since these were the two characteristics mentioned as important when considering and choosing options. On the opposite, hotels with bad reviews and bad pictures are not even perceived as options. However, the scenario is different if just one of these two types of user-generated content is negative. This means that if the negative content is a review – bad reviews – this hotel will not pass stage 1, when the consumer is selecting options, no matter if pictures are good or bad; but if the negative content is a picture - bad pictures – and reviews are good, it is probable that this hotel achieves stage 2, but it is highly improbable that it would pass this stage.

The second objective of the present study was to identify which type of user-generated content (pictures or reviews) has more impact on the decision-making process. The conclusion is that these two types of user-generated content are perceived by consumers as unseparated content, meaning that consumers are not able to only consider reviews nor pictures separately, since they consider that these types of content complement each other.

In conclusion, positive user-generated content is highly appreciated by consumers and they will consider a hotel with positive content as an option. On the other hand, negative user-generated content will impact negatively consumers' decisions since they will not consider the hotel with this negative content as an option. Although consumers might give more importance to reviews than to pictures and might consider a hotel with good reviews and bad pictures as an option, when comparing options, it is highly improbable that they will book this hotel, since, as mentioned, reviews and pictures are perceived as complements and consumers cannot ignore one or another.

6.1 Implications

This present study allowed not only to support previous research but also to strengthen the importance of user-generated content on the decision-making process. Also, it allows to fulfill the research gap mentioned before and it contributes with insights about the significance of these two types of user-generated content – reviews and pictures - for future research.

For the tourism industry, a number of implications appear from this study for the influence of user-generated content on hotel' decision-making. This study allows to understand that hospitality businesses should take into consideration that tourists and travelers use social media and community platforms not only as sources of information – using user-generated content as electronic word of mouth – when they are selecting and choosing options, but also to evaluate the service and the hotel itself and create themselves the content that will be used by other possible tourists and travelers. This reveals the exchange of information that happens online at these social platforms and how user-generated content is created, circulates and is used by consumers. Since consumers value reviews and pictures with the same importance, meaning that consumers are highly influenced by other consumers' reviews and pictures, it is favorably important that this type of business invest not only in how the hotel is in terms of decoration and ambiance, but also in the service of the hotel, since consumers will be able to visually evaluate the hotel thru other consumers' pictures, but they also will read others' reviews, comments and opinions.

6.2 Limitations

There were some limitations to this study. Interviews were made via Zoom which might influence the results since it was not possible to understand the physical behavior of the participants. Also, some of the questions were interactive and had to be adapted to digital which might have influenced some results. Another limitation is that this study is only related to two types of user-generated content – reviews and pictures.

6.3 Future Research

Since during this study, participants were interviewed via Zoom, future research could interview participants in-person to improve the results and use quantitative research to get deep on the results and explore other associations between demographics, for example, and the influence of this type of content. Also, it would be interesting to explore different scenarios besides the ones in this study: scenarios with no reviews nor pictures or only with one of them. Moreover, it would be interesting to explore other different types of user-generated content and its impact on the decision-making process. Future research could extend the study and explore the difference that these contents have in different consumers, such as backpackers, families and elder tourists, but also with different nationalities since this study had only participants from Portugal.

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8 Appendices

8.1 Appendix 1: Interview

To qualify for participation, participants are required to meet these criteria: 1) have stayed in a hotel and 2) have used social media for travel decision-making purposes.

1. Which social platforms do you use for hotel information search? Reviews, photos, prices, and so on. (Understand which apps are more common in the DMP of a hotel; participants profile)
2. What do you do when you want to search information about a hotel? How do you find the hotel? How do you compare the options? (Allows to understand the process of decision from step 0 until booking a hotel) (Riegelsberger et al, 2012).
3. To collect information about a hotel, can you organize these from the one you would use the most to the less? Why? (cards per order)
 - Social Media
 - Booking website
 - Website of the hotel
 - Travel Agency
 - Suggestions from friends and family
 - Physical travel books and guides
 - Travel Blogs

(Allows to understand the types of information sources consumers use the most, from pre-social media era, as travel agencies and physical books, to web 2.0 platforms as social media) (K. Francis (2014); Kaplan & Haenlein (2010); Buhalis & Law (2008))

4. What do you think the advantages and disadvantages of using social media to collect information about a hotel are? (Advantages and Disadvantages) (Varkaris & Neuhofer (2017))
5. Do you trust social media when selection hotels? Why? Do you trust social media content as you trust traditional content (like official website)? (Trustworthiness of social media) (Moturu & Liu (2011))
6. Imagine that you are about to have a trip to Paris. Characteristics that are important when deciding a hotel (per order): [cards with the characteristics from the most important to the less important]

- Price
- Location
- Stars
- Reviews
- Photos
- General Evaluation
- Breakfast
- Accessibility

(Allows to understand from these characteristics if reviews and photos are the ones consumers value the most)

7. Would you choose this 4* hotel in Paris?

- The hotel was amazing! The breakfast is diverse, the staff is professional and friendly. In terms of quality-price is the best option! (8 in 10) Overview: 8.5 in 10 (good review) [card 1]
- Good picture [card 2]

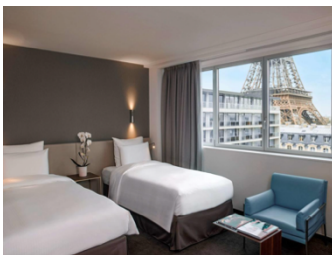


Figure 4: Good Picture

- Bad picture [card 3]



Figure 5: Bad Picture

- The hotel was so bad! The breakfast is just bread and coffee. The staff is anything but friendly. 4 stars hotel? No way! (2 in 10) Overview: 3.4 in 10 (bad review) [card 4]
- Show card 1 + 2
- Show card 1 + 3
- Show card 3 + 4
- Show card 4 + 1

(Allows to understand if a different review or photo has impact in the choice)

8. Compare options, choose 1: (“no choice” is possible, but why?) [cards]
- Good review/good pic + Good review/bad pic
 - Good review/good pic + bad review/good pic
 - Bad review/bad pic + bad review/good pic
 - Bad review/bad pic + good review/good pic
 - Bad review/bad pic + good review/bad pic

(Allows to understand what the consumers values the most and has more impact when choosing: review or photo)

How many hours do you spend on social media per day?

- Less than 1
- 1-2
- 3-4
- 5- 6
- 7- 8
- 9-10
- More than 10

Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65>

Nationality?

Do you usually travel: alone, family, friends?

8.2 Appendix 2: Transcript of the interviews

	Questions	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7
1	Have stayed in a hotel	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Use SM for travel decision-making	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3	Social platforms for DMP of a hotel	Booking, Tripadvisor, Instagram.	Booking, Instagram, Google Maps	Booking	Booking	Booking, Instagram, Website of the hotel	Tripadvisor, Booking	Travel Agency website
3.1	Why these apps?	Booking is the one I use the most because it allows me to see reviews, prices and to book the hote. The others are just to see more photos from other consumers.	Booking is my favorite one. I use it for everything related to the DMP. Instagram I use to see photos of the hotel, not only the professional one, but also from other consumers. Google maps to see the location of the hotel.	I use booking because it's a platform I use since I started to travel by myself and I can find all the information I want in there: prices, locations, reviews, photos. It's the only platform I need.	I usually just use Booking when I want to book a hotel. I think it is the only platform I need since it is very completed: reviews, photos, prices, location, and you can choose specific things you want the hotel to have (for example, bathroom inside the bedroom)	Booking is perfect to book hotels because it has everything you need to compare options. I like to see more photos of the hotel besides the ones in booking, not only using the website of the hotel but also Instagram. There is a lot of people who post photos inside the hotel, for example.	Although I like to use booking, I think tripadvisor has better prices since it puts together different booking platforms with competitive prices. Both options are great to book hotels because you can choose what you want for your hotel.	I usually visit websites from actually agencies because one time I had a bad experience with Booking and I feel I can't trust it. I think agencies like Abreu, for example, have great options and I feel more comfortable with booking my hotel there.
4	Process to search/book a hotel	First thing I do is google things about the city I want to visit to find the best area in town to stay. Then, I use that as a criteria to choose my hotel. I usually go to booking.com to book my hotel and I compare reviews with tripadvisor. Then I like to see photos of the hotel in instagram. I like to use that option about the photos of travelers that tripadvisor has. I compare options inside booking since it shows me the price, the type of hotel, the location,... booking is the best website to compare options.	I go to Booking and I look for hotels near the city center. I already know my budget for the hotel so I also look for options at the price I'm willing to spend. I have in consideration both the photos and reviews to choose my final 5 options and then I choose the one with the best quality/price.	Booking allows us to select the location we want, the price, and other options. I usually select the ones with greater reviews in general and from there I select the ones I'm more interested in terms of price an location. It's the only website I need to use.	I open booking and I usually select that option about "city centre" and the type of accommodation (hotel). Sometimes I also select that option about the general evaluation and my llimit is a 7 in general. After that I select the ones with a fair quality-price and I choose one by comparing photos and reviews with price and location.	I usually already know somethings about the city and the best area to stay, so it's the first thing I select when using Booking: location. Then I basically compare prices and general evaluation. I would say a minimum rate of 7.5 is a good hotel. Then I go the website of the hotel I want to see more photos and check the prices. Most of the times I book using Booking and that's it.	I open Tripadvisor and start comparing prices and general evaluations of hotels in the city center. Sometimes it redirects me to booking, other times it's for another website. I read a lot of reviews, sometimes I open Booking just to read more reviews and see some more photos.	I open Abreu website, select the city I want and it shows me the one that is more booked by other tourists, which is great. If the price is fair, I usually compare like the 3 or 4 first options. If there is not a lot of information, I open booking or the webiste of the hotel itself and I read some reviews.

5	Information Sources	Booking website; website of the hotel, social media, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides	Booking website, travel blogs, social media, suggestions from friends and family, website of the hotel, travel agency, physical travel books and guides	Booking website, suggestions from friends and family, physical travel books and guides, travel blogs, social media, website of the hotel, travel agency	Booking website, social media, website of the hotel, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides	Booking website, social media, website of the hotel, suggestions from friends and family, travel blogs, travel agency, physical travel books and guides	Booking website; website of the hotel, social media, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides	Travel agency, website of the hotel, booking website, suggestions from family and friends, social media, travel blogs, physical travel books and guides
5.1	Why?	I prefer to use social media platforms to compare and book hotels since it gives me the perspective of different hotels, different reviews and opinions. I like to see professional reviews from travelers, for example, João Cajuda's blog. I'm not the type of person who uses agencies to book hotels, I prefer everything online using booking.	Booking is the website where I found all the information I want about the hotel and allows me to compare options. I like to read blog posts about the city, most of the times they suggest some hotels. Social Media is where I find more pics from the hotel and the city. I trust my friends or family word, so I usually ask someone I know that have already visited the city what he/she thinks. The other options I don't use.	Travel agency is the most expensive, so I prefer to do it online. I like to use the physical guides because I think it's where I find all the information I want of the city. And then with that information I use a booking website to book the hotel, knowing exactly the best location to stay in.	I just need the booking website to book an hotel, the other options I just use sometimes. My parents would prefer to go to a travel agency and let them do the work. Most of the times I just use a booking website because usually this type of websites has all the information I need to book it: price, location, reviews, photos. I would use social media or the website of the hotel to look for other photos or specific services. The other options I don't see myself using them.	I usually use a booking website to select my options but I also like to check prices directly on the website of the hotel because sometimes there are some promotions that don't appear in the booking website. Also, Instagram is perfect: you put there the name of the hotel as a location and you have access to real photos of the hotel from other consumers. Of course you also have it in the booking website but I think other consumers, specially the younger ones, are more willing to post on Instagram.	I usually just use one of the most known booking websites and do everything there, from the selection of options until my final choice and the booking process. Sometimes I check some informations or photos using social media or even the website of the hotel itself, but it's not that common. Travel blogs are perfect if you want some advices for the best location to stay but I usually find that information on the booking website. Both websites (Booking and Tripadvisor) have reviews about location.	I think it is easier to book directly at a travel agency, even if it is online, because they usually just have the best options there. I like to confirm things at the website of the hotel and to read some reviews using a booking website. But to book, I prefer to go to a travel agency (online, because it is easier) and go from there.
6	Advantages and Disadvantages	One advantage of social media is that you can have access to the information in seconds. You are travelling to a city that you don't know and social media allows you to have the information you need to book the hotel in a easy way. Also, it gives you the opinion of other travelers about the city and the hotel, so you feel like you are making the right decision. However, one big disadvantage are the fake news, per say. I mean, not everything that's on	The big advantage is that you have a lot of information to base your decision, you can access hundreds of reviews for the same hotel. However, this leads to a problem. There is also some information that's not true, which is a big disadvantage. Sometimes is not easy to filter the fake information from the right information.	An advantage is that I can access the opinion of others and I think that UGC, like photos and reviews, are not biased. I think that UGC is really important to help me making a decision based on true experiences of others and not on biased information of the hotel itself. Disadvantage is the fake information you read everyday online, since people post what they want, when they	In terms of advantage I would say that you have access to a lot of information in an easy way. Also, the information is update. Sometimes you read reviews from other guests that are there at the hotel at that same moment. In terms of disadvantage I would say that sometimes lots of information leads to confusion and unnecessary information.	Advantage is the way you can access information using your mobile phone, for example. It's really helpful to have access to information in a easy way. Disadvantage is that there is a lot of fake information online, you have to be careful about sources of information and you can't trust everything.	I would say that one advantage is that you can almost feel the experience before you go there, meaning that you access others' experiences and you create your opinion based on it. UGC on social media is really helpful when choosing a hotel. In terms of disadvantage is that sometimes you find wrong information. I think disadvantages are less important than the advantages, you just have to be sure to trust	I would say that one advantage is that you can access update information, honest and non-biased information and easy information. However, this leads to the disadvantage: lots of information means that you have to filter the information you can trust or not. Sometimes it's not information, it's marketing. Not everything online it's true.

		the internet it's true, sometimes I can see from a review that that person is just implicating with the hotel. I think it is up to us to overcome the disadvantages with our one strategies. For example, I only take in consideration reviews that have something written, not only the raking stars.		want, and sometimes they are lying.			the source of information you are using.	
7	Trustworthiness of SM	I trust it, yes. I think I can select the information I consider to be true. Of course, I also like to confirm things at the official website of the hotel, for example, specially in terms of location. But yes, I trust social media to book a hotel. I trust reviews because I read lots of them. Reviews tell the truth.	Based on my own experience, I always book my own trips, so I have to trust social media and internet in general. I trust almost in everything related to hotels, but I also know that sometimes the reality is not as you expected by the reviews and the photos.	I read a lot of reviews before making a decision. I don't trust everything I read. That's why I read travel guides to help me making a decision. I think you have to read lots of reviews to make sure there are similar opinions. One review might be biased, lots of reviews are not.	Yes and No. It's great to have access to all the information I want, and reviews and photos but I know some of that is not exactly true. I usually just trust reviews with good arguments and not just with a word or something.	Hard to answer that. I would say that depends on where you find the information online. I don't trust booking the same way I trust the website of the hotel. I would say I trust on official information online but I'm suspicious of the rest.	I trust it. I trust the reviews I read online, for example, because I read a lot of them. Reviews are honest and don't have the objective to give you just the good image of the hotel like the website of the hotel. I just read lots of reviews to make sure different people have similar opinions.	No. I mean, there is a lot of fake information online. That's why I use Abreu website to book the hotel. I think it depends on where you are sourcing the information. At least, I think reviews are subjective and most of the time are doubtful.
8	Characteristics per order	Location, Price, General Evaluation, Reviews, Photos, Stars, Accessibility, Breakfast	Location, Price, Photos, Reviews, Accessibility, General Evaluation, Breakfast, Stars	Location, Accessibility, Price, Photos, Breakfast, Reviews, Stars, General Evaluation	Price, Location, Accessibility, General Evaluation, Reviews, Photos, Stars, Breakfast	Location, Price, General Evaluation, Photos, Reviews, Breakfast, Accessibility, Stars	Location, Accessibility, Price, General Evaluation, Reviews, Photos, Stars, Breakfast	Price, Location, General Evaluation, Photos, Reviews, Accessibility, Stars, Breakfast
9.1	Scenario 1: Good Review + Good Pic	Yes. It seems a great option because I take in consideration either the reviews and the pics when deciding a hotel	Yes, the photo is very catchy and seems a great hotel because of the photo and the review. I would definitely choose this hotel	Yes, because of the photo of the hotel and the review, they are good, so I would book it.	Yes, I would choose this hotel because both by the review and the photo the hotel seems pretty nice. I would just take a look at the price before making a decision.	Yes. Both the review and the photo are good so I would choose this hotel if the other characteristics I want (like location and price) are also good.	Yes. I would need to read more reviews to make a final decision, but I would consider this hotel because the photo and the reviews are both good.	Yes, sure. If the price is adequate to my budget, I would book it because the review is good and the hotel seems really nice.

9.2	Scenario 2: Good Review + Bad Pic	No. I think photos and reviews complement each other, so although the review is good, the pic is not what I expect.	No, the decoration of the hotel and the photos are very important for me and this one seems awful. However, maybe it would be my last option because of the review. The review is really nice and it's an important thing for me.	No, the photo is awful. No way I would choose a hotel with a bad photo and a good review.	No, this hotel seems so bad! Although the review is great... I don't trust reviews with bad photos because I think it was written by someone of the hotel.	No. It's difficult to separate photos and reviews, so if one is bad, it's a no option for me.	No. The review is more important than the photo, and it is good, but I wouldn't consider this hotel because of the photo. Both things have to be good.	No. The photo is an important factor for me and this one is awful.
9.3	Scenario 3: Bad Review + Bad Pic	No. Photos and reviews are both important and when both are bad, I don't take the hotel as an option.	No. The photo is horrible, the review is even more horrible. No way I would stay in this hotel.	No, the photo is horrible and the review is bad. I would never consider this as a no option.	No, both things are bad, no way I would choose this hotel. I would never book this hotel, no even for free.	No, definitely not! I would never book a hotel with bad reviews and bad photos.	No. Both are bad. No way I would choose a hotel with bad reviews and bad photos.	No way I would book this hotel with this review and photo, they are so bad.
9.4	Scenario 4: Bad review + Good Pic	No. I like this photo, but the review is not good. The review matters a lot for me. The review is the only way I have to know what other travelers think about the hotel.	No, I love the photo and the decoration of the hotel, but I trust the word of other consumers and that review is bad. The review is the way I have to hear what other consumers have to say and so it's an important thing for me.	No, because of the bad review. The photo itself is not enough to make a decision.	No, this is an example of a good looking hotel with a bad service. I know this because of the review. That's why I always have in consideration both reviews and photos and not only one of them.	No, a good photo itself is not enough. I need to have a good photo and good reviews to consider the hotel as an option.	No. The review is really an important thing for me but so are the photos. I wouldn't choose this hotel just because the photo is good, I need a good review too.	No, although photos are important, the reviews are a complement to them. I wouldn't consider a hotel with just one of the things good.
10.1	Scenario 1: Good Review/Good Pic + Good Review/Bad Pic	Good Review/Good Pic. Although the review is a good, I can't choose the hotel with a bad photo, it is as important as the review.	Good review, good pic. It is important for me to have in consideration both reviews and photos, not only of them great.	Good review, good pic. It's not enough for me to have a good photo, the review must be good too and vice-versa. If both the review and the photo is great I would consider booking it.	Good review, good pic. When I see hotels with good reviews and bad photos, I think reviews are fake, so I just trust hotels with good reviews and good photos.	Good review, good pic. I need to have a good photo and good reviews to consider the hotel as an option.	Good review, good pic. I would always consider hotels with good reviews and good photos.	Good review, good pic. If the price is adequate to my budget, I would book it because the review is good and the hotel seems really nice.
10.2	Scenario 2: Good Review/Good Pic + Bad Review/Good Pic	Good Review/Good Pic. The review is an important part, I would prefer to stay at a hotel with better reviews.	good review, good pic. Although both photos and reviews complement each other, the review is even more important than the photos.	Good review, good pic. It's not enough for me to have a good photo, the review must be good too and vice-versa. If both the review and the photo is great I would consider booking it.	Good review, good pic. When I see hotels with good photos and bad reviews, I think hotels have a bad service, so I just trust hotels with good reviews and good photos.	Good review, good pic. I need to have a good photo and good reviews to consider the hotel as an option.	Good review, good pic. I would always consider hotels with good reviews and good photos.	Good review, good pic. If the price is adequate to my budget, I would book it because the review is good and the hotel seems really nice.

10.3	Scenario 3: Bad Review/Bad Pic + Bad Review/Good Pic	Neither one because the photos are important for me and I can't see myself at that hotel.	None. The photo itself is not a criteria itself, for me it is important to complement the photo with a review, if one of that things is bad, it's enough for me not to choose that hotel.	Neither one. If both the review and the photo is great I would consider booking it.	Neither one. I just trust hotels with good reviews and good photos.	Neither one. I need to have a good photo and good reviews to consider the hotel as an option.	Neither one. A good photo is not enough, reviews are the only way you have to access others' experiences and photos are just photos, they are not objective.	Maybe I would choose the one with bad reviews if other options were more expensive or far away from the center of the city, for example. It would be my last option, but I don't mind.
10.4	Scenario 4: Bad Review/Bad Pic + Good Review/Good Pic	Good Review/Good Pic. Bad review and bad photos are just not options for me.	Good review, good pic. Bad reviews and bad photos of the same hotel is not even an option.	Good review, good pic. It's not enough for me to have a good photo, the review must be good too and vice-versa. If both the review and the photo is great I would consider booking it.	Good review, good pic. I just trust hotels with good reviews and good photos.	Good review, good pic. I need to have a good photo and good reviews to consider the hotel as an option.	Good review, good pic. I would always consider hotels with good reviews and good photos.	Good review, good pic. If the price is adequate to my budget, I would book it because the review is good.
10.5	Scenario 5: Bad review/Bad Pic + Good Review/Bad Pic	Neither one because the photos are important for me and I can't see myself at that hotel.	Good review, bad pic. However, it would be my last option. The review is more important for me than the photo. I would try to find more photos of the hotel to make my final decision. I really have to take in consideration both things (photo and review) but definitely the review is more important when choosing a hotel.	Neither one. It's not enough for me to have a good photo, the review must be good too and vice-versa. If both the review and the photo is great I would consider booking it.	Neither one. I just trust hotels with good reviews and good photos.	Neither one. I need to have a good photo and good reviews to consider the hotel as an option.	Good review, bad pic. I would have in consideration this hotel because of the review. The photo itself isn't catchy, but the review is really great in terms of quality, price and location. Of course, I would try to find a better hotel with good reviews and photos.	Like the option above, I would choose the one with good review and bad pic, if other options were more expensive, for example. I would consider it as my last option, also.
11	Hours SM	5 to 6	5 to 6	3 to 4	5 to 6	5 to 6	5 to 6	1 to 2
12	Age	25-34	18-24	25-34	25-34	18-24	18-24	45-54
13	Nationality	Portuguese	Portuguese	Portuguese	Portuguese	Portuguese	Portuguese	Portuguese
14	Travel with	Friends and Family	Friends	Friends	Friends	Friends and Family	Friends and Family	Friends and Family

Participant 8	Participant 9	Participant 10	Participant 11	Participant 12	Participant 13	Participant 14
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Booking	Tripadvisor, Booking	Booking, website of the hotel	Booking, Travel Agency website	Booking, Website of the hotel, Travel Agency website	Tripadvisor	Travel Agency Website, website of the hotel
Booking is a completed website and it has everything I need to know.	I don't use only one specific platform, I prefer to use Booking but sometimes I also use Tripadvisor. I like to check different options, so I use both, but in terms of spending my money I trust Booking more.	I always use booking to book hotels but before I book I usually check photos and location directly on the website of the hotel. Booking allows you to select the options you want in terms of price, location, stars and so on, and I think that's enough to book hotels.	Although Booking is the best one to compare options and find hotels, I think some Travel Agency websites like Abreu are investing more in offering consumers ways of finding hotels. My last 2 hotel reservations were made using the Abreu website.	I usually use Booking to book my hotels because it is the best platform to search for options based on what I want to book. However, I also use the website of the hotel to have more informations about the room or to check things like location and types of rooms.	Tripadvisor is the platform I use, it is way more completed than Booking because not only you can choose specific characteristics like location or stars, you also have different prices from different platforms. It's perfect to compare options but also prices. Important thing: you don't book directly on the website, it sends you to specific platforms, sometimes booking or hotels.com	I like to use official platforms when I want to book a hotel. Sometimes I use Booking or Tripadvisor just to check on options, but when I want to book a hotel I prefer to use websites of a travel agency or hotel. It feels more trustable. Abreu or Geostart are the ones I use the most.
I like to use booking because it has the opinion of other tourists. I usually select the city I want, the price range I'm willing to spend and location (city centre). I also select the stars (3, 4 or 5, not less than that) and I compare options using the general evaluation and the reviews. Sometimes the expensive hotel is not the best and vice versa.	I usually like to start by using Tripadvisor but for the booking process I prefer to use Booking. I think tripadvisor is more completed in terms of photos and reviews and so it's perfect to compare options, specially in terms of location and price. And that's it: I select the options I want within my location, price range and general evaluation and I compare. Then I go to booking and I book it.	I select the city I want and then I choose the options I want: price, location and general evaluation. Booking allows you to do that, it literally selects hotels for you. Then I compare the options in terms of general evaluation and reviews. Sometimes I check things on the website of the hotel, but I use Booking to book.	I open the Abreu website and after selection the destination I want, it shows the hotels that are more booked by previous tourists and I compare that list. Usually I have to go to Booking just to read more reviews and photos. It's an easy process.	I use Booking because I can select the things I want like location, price, evaluation and stars. From that list, I select the hotels with greater general evaluations and I read some reviews. Photos of the hotel are also important but for that I prefer to go the website of the hotel. I usually book the hotel with better quality-price.	For me, quality-price is everything and that's why I prefer to use Tripadvisor. I love the fact it has that option where you can see the photos of other tourists, they are more "true" than ones on the website of the hotel. Basically I select the things I want to have and Tripadvisor does the list of options for me. I compare price and evaluation and I decide based on that.	I go to the travel agency of a friend of mine and she selects some hotels for me, since she already knows what my family and I want. However, she never makes the final decision, that's up to us. I use booking so my family and I can read the reviews and see some photos and that's it. We go back to our travel agent and she books the hotel we want.
Booking website, website of the hotel, suggestions from friends and family, social media, travel blogs, physical travel books and guides, travel agency	Booking website, social media, travel blogs, suggestions from friends and family, website of the hotel, travel agency, physical travel books and guides	Booking website; website of the hotel, social media, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides	Booking website, travel agency, physical travel books and guides, website of the hotel, suggestions from family and friends, travel blogs, social media	Booking website, website of the hotel, travel agency, suggestions from family and friends, social media, travel blogs, physical travel books and guides	Booking website; website of the hotel, social media, travel blogs, suggestions from friends and family, travel agency, physical travel books and guides	Travel agency, website of the hotel, booking website, suggestions from family and friends, social media, physical travel books and guides, travel blogs

<p>I book everything online using booking websites. Sometimes I ask someone I know or someone I follow on social media what they think about the city and where to stay. It is always better to discover things about the city from other previously tourists. Sometimes I don't need it because I know where I want to stay so I just check some options using the booking website, book one I like and done.</p>	<p>I compare options using both booking websites and most of the times that's enough for me. I would never go a travel agency just to book a hotel, it is so easy to do it online and most of the times is also cheaper to book everything online by myself.</p>	<p>I always use a booking website but I like to confirm things using the website of the hotel. Also, Instagram or travel blogs are perfect to find some tips on where to stay, what is the best location and so on. I think I've never used physical guides or books to choose a hotel.</p>	<p>Most of the booking websites are perfect because they have everything I need to know when choosing a hotel. However, I trust more in a real travel agency and I think they are improving their online services. I would say that my last 5 or 6 trips were booked online using a travel agency website. Sometimes they also have some books and guides with tips and advices, I like that. It's trustable and as easy as tripadvisor or booking.</p>	<p>I think I use more a booking website but also I like to check information directly with the hotel. When I'm not able to select an option or the prices are not for my budget or the destination is complicated (for example, when I went to India), I use a travel agency website. I think the options are more filtered there and I feel I can trust it.</p>	<p>I think I usually just use the booking website. Sometimes the website I use (Tripadvisor) sends me to the website of the hotel but that's it. Sometimes, just because I'm curious, I like to see some photos on Instagram, for example, or to read some tips on a travel blogs.</p>	<p>I'm used to go to a travel agency to book my trips, specially if I'm travelling with my family. It is the easiest way and I once had a problem with a booking website so I don't trust it. Although I use them to read some reviews about the hotels my travel agent suggests. She usually shows me 3 hotels and I use the website of the hotel and/or a booking website to see some photos, read reviews and then make my final choice.</p>
<p>Advantage: you access UGC and it is helpful when making a decision because it is the only way you have to create a more reliable image of the hotel, using others' experience, photos and reviews. The only disadvantage I see is that not everything you read online is true.</p>	<p>I think the fact that there are lots of UGC is time-consuming (disadvantage) because I need to read a lot to make a decision, since sometimes some reviews are biased. However, it is also a big advantage that you have access to that amount of UGC since it is more honest, you find positive and negative insights. Social media and UGC gives you the opportunity to access others' experiences, almost like they are your own friends or family.</p>	<p>One big advantage of having access to UGC when choosing a hotel is the fact that the information is honest and you can access to both good and bad insights, which is very helpful when making a decision. However, there is also fake reviews and biased reviews, so you cannot believe on everything you access online.</p>	<p>Advantage: I can access to the information I want without leaving my home, it's easy to access information. Disadvantage: some information it's not exactly true, some UGC is just mean and biased.</p>	<p>I think there are more advantages than disadvantages. Ok there, is a lot of fake information online, but there is lots and lots of information you can have access in a easy way. I think that having access to others' experiences and opinions is really important when making a decision.</p>	<p>Advantage is that you have access to unlimited eWOM, which is important for me when choosing a hotel. It's easy to access that information and it really makes a difference. Disadvantage is that there are lots of fake information, you have to be careful about your source of information.</p>	<p>I think one advantage is because social media and UGC are the only way I have to access what other consumers think about the hotel. It is the only way to find honest information. Official websites are more trustable in terms of process to book a hotel, but in terms of honesty, I think UGC like photos and reviews are more likely to be honest and non-biased than the photos on the website of the hotel. I would say that the biggest disadvantage is that there is a lot of fake information online, since people can post what they want, without limits, truth or not.</p>
<p>Yeah, I trust it. Of course I don't trust on everything but in general I trust. I trust on the reviews I read, sometimes it's the only information I have about that specific hotel. I read different reviews about the same hotel so I can make sure they are honest and non-biased.</p>	<p>I trust it, why not? I know that there is a lot of fake things but for example I read a lot of reviews about the same hotel, it is the only way I have to make sure that it is true what they say. If there are like 20 reviews telling the same, I'm almost sure it is true.</p>	<p>Not sure about this... I would say I have to find similar information using different websites to trust it. So yes, I trust it, but it depends on the source. I think that reviews are honest, but I have to confirm with other reviews to see if there is the same opinion.</p>	<p>Sources of information like the website of a travel agency are more trustable than random reviews on Booking. Ok, it is important to have the opinion of other tourists but sometimes they are lying. There are some reviews that you can see it's fake. I trust it but not on everything.</p>	<p>More or less. I trust some sources of information and that's it. Nowadays there are lots of fake information and you have to select your sources. Trust internet and social media, but not on everything, of course.</p>	<p>Sure, I trust it. I know reviews, for example, are just random opinions and not exactly a source of information, but reviews are honest and non-biased. It's good to have the eWOM and you can't trust it the way you can trust on the website of the hotel, for example, but I also have in mind that the</p>	<p>It depends on the source of information. In general I would say that I trust it because I know what to believe or not. I know that a website of the hotel is marketing and have the objective to sell you their service and reviews are more honest, it's the only</p>

					information on the website of the hotel is biased and have the objective to sell.	way you have to find what's not that good at the hotel.
Location, Price, General Evaluation, Stars, Accessibility, Reviews, Photos, Breakfast	Location, Price, General Evaluation, Photos, Reviews, Stars, Breakfast, Accessibility	Price, Location, Accessibility, General Evaluation, Reviews, Photos, Stars, Breakfast	Location, Accessibility, Stars, Price, General Evaluation, Reviews, Photos, Breakfast	Price, Location, General Evaluation, Reviews, Photos, Stars, Accessibility, Breakfast	Price, General Evaluation, Location, Accessibility, Photos, Reviews, Stars, Breakfast	Price, Location, Accessibility, Stars, Photos, General Evaluation, Reviews, Breakfast
Yes, it seems a great option for me with a good review and I love the photo.	Yes, I would book this hotel because the review and the photo are both great.	Yes, but I would need to see if the price is within my budget, of course. With good reviews and good photos is definitely an option for me.	Yes, for sure. The review is good and the photo is good. I would have to check on somethings (like the price, location) but it seems a really good option.	Yes, for sure! The review is so nice and the photo is too. If both the review and the photo are great, I would book it.	Yes. If both the photo and the review are good, I would book it.	Yes. I would have to confirm the price and the location, for sure, but I would consider this hotel as an option because both the review and the photo are good.
Maybe... But probably not. I would consider it has my last option if other options were all similar, but I would prefer a hotel with good reviews and good photos.	No. I take in consideration both the review and the photo at the same time, so both have to be great.	No. I need to have good reviews and good photos for the same hotel. A good review is not enough for me.	No. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	I would book this hotel only if others are off my budget. The photo is not good at all but at least the review is really great and that's important.	No. Both the reviews and the photos have to be good. A good review is not enough.	No. I can't book a hotel with this kind of bad photos. A good review alone is not enough. I cannot separate photos and reviews, I need both of them to be good.
No. Not even for free with this horrible review.	No, I take in consideration both the review and the photo at the same time, so both have to be great.	No. I need to have good reviews and good photos for the same hotel.	No. I would never book a hotel with bad reviews and bad photos.	No. The review is so bad. I wouldn't book a hotel with bad reviews.	No way. I would never book this hotel because both the review and the hotel are bad.	No. Both the review and the photo must be good, so I can consider it an option.
No. The review is bad, not even this great photo is enough to consider this hotel.	No. I take in consideration both the review and the photo at the same time, so both have to be great. It's not enough to have just a good photo if the review is bad.	No. I need to have good reviews and good photos for the same hotel. I think reviews are a complement to the photos and viceversa.	No. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	I would say that the review is more important than the photo, so no, i wouldn't book this hotel.	No. Both the reviews and the photos have to be good. A good photo is not enough.	No. I cannot separate photos and reviews, I need both of them to be good. A good photo itself is not enough.
Good review, good pic. I will always prefer a hotel with good reviews and good photos because I will probably have a good experience like the reviews and photos suggest.	Good review, good pic. I take in consideration both the review and the photo at the same time, so both have to be great.	Good review, good pic. I prefer to only consider hotels with good reviews and good photos.	Good review, good pic. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	Good review, good pic. If both the review and the photo are great, I would book it.	Good review, good pic. I think both reviews and photos must be good in order for me to take the hotel in consideration. That's why general evaluation is so important for me.	Good review, good pic. I cannot separate photos and reviews, I need both of them to be good, so I would prefer the one with good reviews and good photos.
Good review, good pic. I will always prefer a hotel with good reviews and good photos because I will probably have a good	Good review, good pic. I take in consideration both the review and the photo at the same time, so both have to be great.	Good review, good pic. I prefer to only consider hotels with good reviews and good photos.	Good review, good pic. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	Good review, good pic. If both the review and the photo are great, I would book it.	Good review, good pic. I think both reviews and photos must be good in order for me to take the hotel in consideration. That's	Good review, good pic. I cannot separate photos and reviews, I need both of them to be good.

experience like the reviews and photos suggest.					why general evaluation is so important for me.	
Neither one. The review is bad, not even this great photo is enough to consider this hotel.	Neither one. I take in consideration both the review and the photo at the same time, so both have to be great.	Neither one. I need to have good reviews and good photos for the same hotel.	Neither one. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	Neither one. The review is more important for me than the photo, so I would never book a hotel with a bad review.	Neither one. I think both reviews and photos must be good in order for me to take the hotel in consideration. That's why general evaluation is so important for me.	Neither one. I cannot separate photos and reviews, I need both of them to be good. A good photo itself is not enough, I need a good review too.
Good review, good pic. I will always prefer a hotel with good reviews and good photos because I will probably have a good experience like the reviews and photos suggest.	Good review, good pic. I take in consideration both the review and the photo at the same time, so both have to be great.	Good review, good pic. I prefer to only consider hotels with good reviews and good photos.	Good review, good pic. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	Good review, good pic. If both the review and the photo are great, I would book it.	Good review, good pic. I think both reviews and photos must be good in order for me to take the hotel in consideration. That's why general evaluation is so important for me.	Good review, good pic. I cannot separate photos and reviews, I need both of them to be good.
Good review, bad pic. I would consider it has my last option if other options were all similar, but I would prefer a hotel with good reviews and good photos.	Neither one. I take in consideration both the review and the photo at the same time, so both have to be great. I would never book a hotel with bad reviews and bad photos.	Neither one. I need to have good reviews and good photos for the same hotel.	Neither one. I think reviews complement the photos and viceversa, so both must be good in order for me to book the hotel.	Good review, bad pic. I would book this hotel only if others are off my budget. The photo is not good at all but at least the review is really great and that's important.	Neither one. I think both reviews and photos must be good in order for me to take the hotel in consideration. That's why general evaluation is so important for me.	Neither one. I cannot separate photos and reviews, I need both of them to be good.
3 to 4	5 to 6	3 to 4	1 to 2	5 to 6	3 to 4	3 to 4
25-34	18-24	18-24	35-44	18-24	25-24	18-24
Portuguese	Portuguese	Portuguese	Portuguese	Portuguese	Portuguese	Portuguese
Friends and Family	Friends and Family	Friends and Family	Friends and Family	Friends and Family	Friends and Family	Friends and Family