

ABSTRACT

The knowledge and understanding of quality standards of guests helps hotel managers improve the quality of hotel services and increase guests' satisfaction with the hotel stay. Different aspects of a hotel offer participate in the guests' evaluation of the hotel experience. The factors that influence guests' satisfaction level are also named "hotel attributes". There exist a large number of factors that influence guests' impressions, but certainly not all of them have the same level of importance for guests. In order to be aware of the strengths and weaknesses of their businesses, hotel management has to identify which improvements in the hotel operations can bring additional value to their guests. One of the most reliable information sources for gaining customer knowledge is undoubtedly the feedback provided directly from customers. If analyzed properly, it can be exploited for the purpose of improving the hotel operations and raising profits.

The environment in which hospitality businesses operate nowadays has become radically connected to the use of the Internet. An increase in the usage of Social Media triggered extreme changes in the information channels that hotel guests use in order to make booking decisions. Hence, the hotel management should be aware that travel information websites present a valuable source of information about customer preferences. They offer service providers a possibility to have an insight into the reasons for satisfaction or disappointment of their guests.

The aim of this thesis is to examine the relationship between different hotel attributes and the guests' overall satisfaction with the hotel stay. It tries to uncover the most influential hotel attributes for the formation of guests' satisfaction. For this purpose, a content analysis of hotel reviews available from TripAdvisor was used.

The results of this research indicate that the attribute "service" has the greatest influence on customer satisfaction with the hotel stay. In addition, it is suggested that the way a service is provided has more influence on the satisfaction than some physical aspects of the hotel stay. Moreover, the value received for the price paid is perceived as a factor that influences the satisfaction of guests, regardless of the star category of a hotel.