

## **ABSTRACT**

The emergence of Web 2.0 and user generated content have changed many industry's business operations and marketing strategies, particularly in the hotel and hospitality industry where the customer generated reviews have a great impact on customers' pre-purchase decision. Responding to those customers generated reviews especially to the negative one is essential for hotels as they can either influence customers satisfaction or dissatisfaction with the recovery efforts. Therefore, in order to obtain better insight into how hotels respond to negative reviews in the online context, this master thesis aims to analyze 300 online management responses, which are posted on [www.TripAdvisor.com](http://www.TripAdvisor.com) by chain hotels and small hotels in Thailand. Different aspects of the three justice dimensions theory are used as indicators to evaluate recovery efforts in the online context from both small hotels and chain hotels. The findings reveal chain hotels have a better performance in utilizing two out of the three justice dimensions, which namely the procedural as well as the interactional justice dimension whereas the utilization of distributive justice demonstrates no difference between both types of hotel.