THE EFFECT OF REVIEWS ON THE ONLINE REPUTATION OF HOTELS IN LATIN AMERICA

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ABSTRACT

The aim of this paper is to analyze the effect of reviews on the online reputation of hotels located in Latin America, by comparing the ratings of GHL hotels that have the highest rankings on TripAdvisor and finding which channels receive the most comments to build a guide for digital marketing strategies. Nowadays, the reviews received on OTA (Online Travel Agencies) and opinion websites reflect the quality management of hotels. This study seeks to demonstrate that when hoteliers consider comments and their guests' opinions, they can improve their ratings and position on the social media their stakeholders utilize. To perform this research, the software REVINATE was used to measure the online reputation in 60 hotels of the GHL Hotel Chain located in Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, and Peru. They were analyzed during a year (2019) highlighting some variables such as Country, Hotel, Channel for receiving opinions, and ranking on Trip Advisor. The results show the channels that are used the most to learn how the comments and the position of the hotel are mirrored to build their online reputation. These channels serve as a tool to create a guide for hotel managers in their digital marketing strategies to reach their targeted audience. Hoteliers should pay close attention to the comments that guests register daily on OTA and review sites because each response given is valued by potential stakeholders. It shows how the hotel's quality is reflected in their position on TripAdvisor and therefore in other OTA.

KEYWORDS*:* Hospitality, Tourism, Online Reputation, Metasearch Engines, Online Travel Agencies, Quality Management, Marketing New Trends

INTRODUCTION

Nowadays, when a person is interested in making a hotel reservation, they search for travel review websites (for example, Tripadvisor.com) that offer various functions for consumers to rate their experiences to services either by circle shapes, stars, or numerical scales. These ratings are known today as the indicator for the online reputation of accommodation and lodging establishments. Jeong and Lee (2017) found that the 79% of consumers read reviews online when considering a purchase and nearly all said online reviews influenced their purchasing decisions about which channel to use when purchasing products online and offline. Consequently, many companies are using online consumer feedback for their new online and offline marketing strategies (Jeong & Lee, 2017).

Kim and Park (2017) show that the main benefits of using social networks are: (a) the increase of brand recognition, (b) the possibility of sharing information to travelers around the world, and (c) the advantage to help travelers write reviews and blog posts comments related to the trip, in addition to personal experiences, to provide critical information that other travelers will use to reduce the uncertainty of the service. It's important to consider that hotel services quality is frequently unknown before consumption. Therefore, most users depend on the opinions of other consumers to infer the quality of goods and services they are acquiring (Kim & Park, 2017).

Dissatisfied customers tend to communicate their negative experiences with their friends, families, and even strangers. Studies have shown that negative signals lead to negative consequences, such as reduced income, damaging reputation, and even decrease employee productivity (Zhang et al., 2017).

Considering that many hotel managers wonder if there is a relationship between the comments answered and the position on Trip Advisor, as well as which channel is currently receiving the most comments. This study shows that the site the most used by those who write reviews about hotels on the internet is Google, followed by Booking, and in third place is Trip Advisor. It's important to note that when a potential guest searches for hotels in a city on Trip Advisor, they only see the first page, just 18% of those who search go to the second page (MyHotel, 2020a). Thus if the visibility of the brand on the internet is on the highest rankings, then the online reputation directly affects the profitability of Latin American hotels (Majó, Moya, & Vall-llosera, 2018).

LITERATURE REVIEW

ONLINE REPUTATION

One of the biggest problems a company faces while communicating with its audience is the lack of memory and the skill for them to remember the products and services they offer (Capriotti, 2013). The corporate image comes into play as a result of the communication planning process (Guzmán, 2020). The identity is relevant because it creates an intangible asset, and it increases the value of the brand. Capriotti (2013)says that the main benefits of planning the image for its stakeholders are that it will help for them to occupy a space in their mind (reputation), it will be easier to differentiate from its competitors, and it will decrease the influence of external variables. The first step for consumers to acquire any product or service is that they already exist in their minds. The second step is that they will consider the company as an option or as an alternative against other ones because the consumers will have a reference that will pint-point them to decide. In the case of hospitality, the booking decision is powerfully influenced by factors that may break their trust and the buyer will only be able to choose based on the corporate image or the brand of a service (Capriotti, 2013).

Reputation is defined as the social construction around the credibility, reliability, morality, and coherence of a person, entity, body, institution, company, etc. For this reason, it is only partially controllable by the subject since it is created and recreated based on the perceptions that make up a state of opinion, consideration, and evaluation of others (del Fresno, 2012). Online reputation is established based on the information positioned on the internet. Today, the content generated by users, in the so-called web 2.0, records information on social media, blogs, and opinion sites to facilitate the exchange of pictures, videos, and reviews between users and companies (Perez-Aranda, Vallespín, & Molinillo, 2019).

POSITIONING A HOTEL IN AN OTA AND METASEARCH ENGINES

Some authors associate the notion of the image to the positioning of a company since it's not only about what people think about them but also against other brands in the same field (Capriotti, 2013). The managers of tourism and hotel companies have found on the web 2.0 valuable tools to gather information from their clients, developing and maintaining relationships with them to improve the service every day (Ladhari & Michaud, 2015), social networks are also being used to improve brand positioning and to obtain feedback on new products and services that are being marketed (Garrido-Moreno & Lockett, 2016).

There are several ways to position hotels to rank first online. Below, there are the main attributes that an establishment should focus to appear on the top.

Table1. Ways to position hotels in OTA and Metasearch engines.

Characteristic	Description
Availability	Giving the OTA a greater availability of rooms when demand is too low will allow it to have a greater offer and possibility of sales (Moya, 2018)
Content	These are the descriptions and services that are public to the user. It is important to add the differential selling propositions that are considered fundamental and attractive (Díaz, 2020).
Conversion	These are the sales completed through the OTA, the hotels with the highest conversion ratio are better positioned by default (Moya, 2018).
Photos	Investing in good photographic services to consolidate the hotel's reputation helps inspire the visitors to trust the brand and book with them (Álvarez, 2016).
Price	The price must be in line with the competition because if there's a lot of difference in the range, then it will significantly lower the number of bookings (Díaz, 2020).
Promotions	To be part of promotional campaigns of an OTA or metasearch engine increases the visibility of the hotel (Díaz, 2020).
Reviews	Reservations may be diminished if past guests have had bad experiences and share them on the OTA. Therefore, it is important to do everything possible so that the guest has a good experience, and a positive image to share online (Díaz, 2020).

Source: Own elaboration.

In the hospitality sector, one way to find out the online reputation is by analyzing the comments guests leave on OTA and opinion sites. An online travel agency (OTA) is a travel website specialized in hotels, flights, car rentals, cruises, and activities sales. Most OTA act as social networks where the user creates content by contributing travel experiences, images, and opinions of what they have lived (Entorno turístico, 2018). The advantages of using OTA are a wide range of products, the opportunity to

compare prices and facilities, to make payments by different means, and to personalize the search of travel plans and consult the reviews from other users (Mejía, 2020).

Table 2. The most important OTA in Latin America. Source: Own elaboration

OTA	Description
Agoda	Founded in 2005, the company expanded rapidly throughout Asia and was acquired in 2007 by the Booking Holdings Inc. group. Its headquarters are in Singapore and it has more than 53 offices and 3,700 employees in major cities in 30 countries around the world. It has a network of more than 2 million accommodations, including apartments, villas, houses, and hotels backed by more than 15 million opinions from real travelers (Agoda, 2020).
Booking	Founded in 1996 in Amsterdam. Available in 43 languages, it offers more than 28 million accommodation options, including more than 6.2 million listings in houses, apartments, and other unique accommodations. It offers customer service 24 hours every day (Booking, 2020).
Despegar	Founded in 1999 in Argentina. It has more than 3,500 professionals scattered around the 21 countries in which it works. It has a network of more than 192,000 hotels throughout the world, airlines, cruises, and car rentals. (Cámara Argentina de Comercio Electrónico, 2020)
Expedia Group	This business group includes Expedia, Hotels.com, Orbitz, Travelocity, Wotif, CheapTickets, and Trivago, among others. It offers more than a million lodging properties, more than 500 airlines, more than 35 thousand activities, more than 175 car rental companies, and dozens of cruise lines in the world. (Expedia Group, 2020)

Metasearch Engines are tools that serve to compare the prices and availability of products that are for sale on the Internet. They collect products from many and varied online stores to put them in one place (Damnjanović, Lončarić, & Dlačić, 2020). These Metasearch Engines serve as an additional channel for sales because it "makes it easy for

consumers to know that they are booking at the lowest price and it has also led to improvements in the quality of the services provided by hospitality companies that could not easily differentiate on the market based on pricing". (Damnjanović, Lončarić, & Dlačić, 2020: 235).

Table 3. The most important Hotel Metasearch Engines in Latin America. Source: Own elaboration.

Metasearch Engines	Description
Google	The Google Compare allows its users to filter hotels by price, location, rating, hotel category, to view information about the hotel, including photos and reviews, and book a room with one of the booking partners. (Google, 2020). This ad management platform for hotels shows the establishment on the its search engines where tourists can formalize their bookings directly on the accommodation's website. Hotel prices appear in direct competitors that have a presence on the platform. To participate, the hotelier must have a booking engine that is a Google associate partner, there is also the option to do the integration manually (Hinojosa, 2019).
Kayak	They began operating in 2004, working with the co-founders of Expedia, Travelocity, and Orbitz to take a different business approach. It offers airlines, hotels, car rentals, and tour packages (Kayak, 2020).
TripAdvisor	The world's largest travel platform helps 463 million travelers each month to plan and schedule their trips. Travelers from around the world use TripAdvisor to view more than 859 million reviews on 8.6 million accommodations, restaurants, experiences, airlines, and cruises. Whether they're thinking about a trip or already on one, travelers choose it to compare hotels, flights, and cruises prices, to book popular tours and attractions, as well as to book tables at great restaurants. Each year they select the "Best of the Best" by the Traveler's Choice, which gives recognition to the highest rated hotels by users, and to those that have earned excellent reviews and are ranked in the top 1% of properties worldwide (TripAdvisor, 2020b; TripAdvisor, 2020a).
Skyscanner	Founded in 2003 as a search engine and flights

	comparator. In the following years, it included the search for car rentals and hotels to their product offering. In 2016 the company was acquired by the Ctrip group, and in 2019 it reached 100 million users per month (Skyscanner, 2020).
Trivago	This engine collaborates with booking websites around the world, including online travel agencies, hotel chains, and independent hotels. In total, trivago lists more than 2.5 million properties in approximately 190 countries (Trivago, 2020).

All comments received on social media, opinion websites, and OTA are measured with software that standardizes the ratings into a Global Review Index (GRI), by converting stars, circles, happy faces, grades from 1 to 5 or from 1 to 10; in scales from 1 to 5 both to evaluate the hotel's departments and services, as to evaluate the competition (Majó, Vall-Llosera, & Moya, 2020). This software is used in hotels by both the marketing and service quality departments. Majó et al. (2018) explain how Revinate (located in the United States), Reviewpro (located in Spain), Myhotel (located in Chile), TrustYou (located in the United Kingdom), and Olery (located in the Netherlands) are software to measure the ratings and the number of opinions per OTA, the ratings by department, the competitor ratings, and the semantic and the sentiment analysis.

Table 4. Software to measures online reputation. Source: Own elaboration.

Software	Description
My Hotel	It is a business intelligence platform that mixes information from various sources such as satisfaction surveys, OTA's and market benchmarks to help hoteliers understand their business and environment while managing the satisfaction of their guests. It is the only company created in Latin America, and it serves 1000 hotels in 23 countries (MyHotel, 2020b).
Olery	Since 2010, Olery has aimed to provide the hotel industry with information and data generated from millions of guest reviews posted on the Internet. With its applications, reports, and APIs, Olery supports hotels, restaurants, destination marketing organizations, travel agencies, and hospitality software companies (Olery, 2020).

ReviewPro	It is a world leader in "Guest Intelligence" applications for the hotel industry. Its cloud-based tools allow clients to gain a deeper understanding of their reputation performance, as well as the strengths and weaknesses of the service. It has more than 60,000 clients in 150 countries, it analyzes more than 272 million comments daily, on 175 opinion sites and OTA. It evaluates reviews in more than 45 languages (ReviewPro, 2020).
Revinate	Founded in 2009, it serves more than 30,000 hotels. It takes advantage of the latest technology to solve difficult problems. They research the core needs of hoteliers, designing tailored solutions for their workflows and goals. It processes millions of records from tens of thousands of hotels because they recognize that generating revenue for hoteliers requires the smart use of the best tools available (Revinate, 2020).
TrustYou	It is a global, multicultural company with a team of over 170 feedback experts. TrustYou operates from 5 offices in the US, Europe, and Asia to help companies succeed with the power of reviews. They ensure that they meet the local and regional requirements of their customers and partners while taking a global approach to their products, mindset, and company vision. In 26 languages, around the world, they help companies hear what their customers have to say (TrustYou, 2020).

CUSTOMER SERVICE

Customer service plays a critical role in determining the buyer satisfaction (Teng, 2019). Studies by Bettencourt and Brown (1997) identified two main types of customer service behaviors: role-prescribed and extra-role.

Role-prescribed service behaviors are actions for employees in terms of customer service. Organizations often imply their demand through organizational norms or request these routines through explicit documents, such as performance evaluation forms or function manuals (Bettencourt & Brown, 1997). This expected customer service includes providing correct information about the company's products and services, greeting customers by name, thanking, and displaying a modicum of courtesy (Chen, Lyu, Li, Zhou, & Li, 2017; Tsaur, Wang, Yen, & Liu, 2014).

Additional, role service behaviors are discretionary attitudes that exceed formal performance requirements and/or established job descriptions.

Among these services are: offering discounts, gifts, or simply caring about customer needs (Chen et al., 2017).

Constant changes in shopper needs makes employees to be proactive in the service they're performing because it's been proven to be increasingly important to the perception of service quality, which subsequently affects customer satisfaction and ultimately determines success of organizations (Ye, Lyu, & He, 2019). Studies have shown that participatory leadership and the empowerment of employees with autonomous management behaviors have benefited senior management by benefiting their hotels (Lyu et al., 2016). Also, some of the strategies are based on analyzing the competitor's performance (Davras & Caber, 2019).

Authors Newman, Schwarz, Cooper and Sendjaya (2017) found the 7 characteristics to stand out for a company concerned with customer service, by focusing in the first place on the well-being of the employees. These characteristics are:

1. Put subordinates first,
2. Form relationships with subordinates
3. Help subordinates develop and be successful
4. Promote conceptual skills
5. Empower subordinates
6. Maintain ethical behaviors within the company and
7. Creating value for those outside the organization.

In recent years, those responsible for the quality, customer service, operations and marketing management of tourist and hotel establishments have payed special attention to discovering the feelings and insights of service users through the use of methods such as surveys , hidden clients, interviews, among others, keeping total confidentiality regarding the assessments. Currently, buyers express their feelings online, on sites designed to share their opinions. Confidentiality no longer exists, and the owners of tourist and hotel establishments often find out about the experiences of users from third parties who consult the Internet and inform them. An entrepreneur, whether in the hotel or tourism sector, must constantly check the opinion websites where the ratings users have given to the company are recorded daily to assess the customer service they are providing (Moya & Majó, 2017). The goal is to appeal to the emotional side of the consumer so that the contact with the service provider is positively memorable and thus becomes a promoter of the brand (Méndez, 2019).

METHODOLOGY

This study analyzes the hotels of the GHL Chain founded in 1964 by Ricardo Londoño in Popayán (Colombia). It is focused on business tourism, but also leisure. It currently operates the most recognized brands in the market, such as Hyatt, Sheraton, Sonesta, Four Points, Howard Johnson, Radisson, and Wyndham. In 41 destinations in Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, and Peru, with more than 7,000 rooms in 60 hotels that have access to the REVINATE software to measure their online reputation.

For this research in the year 2019, the following variables were considered to analyze:

• Country
• Hotel
• Channel for receiving opinions
• Number of opinions
• Number of responses
• Percentage of responses
• Average mark
• Position on TripAdvisor.

The hotels analyzed were the following:

Table 5. Table of analyzed hotels. Source: Own elaboration

Country	Hotel
Argentina	Howard Johnson Hotel & Suites
Bolivia	Radisson Hotel Santa Cruz De La Sierra
Chile	Four Points Los Ángeles, Geotel Antofagasta, Geotel Apart Calama, Sonesta Hotel Concepción and Sonesta Hotel Osorno
Colombia	Bastion Luxury Hotel Cartagena, Bio Hotel Organic Suites Bogotá, Corales De Indias Cartagena, Four Points Barranquilla, Four Points Bogotá, Four Points Cali, Four Points Medellín, Ghl Armería Real Cartagena,

|	
	Ghl Collection 93, Ghl Collection Hotel Barranquilla, Ghl Grand Villavicencio, Ghl Hotel Abadía Plaza, Ghl Hotel Bioxury, Ghl Hotel Capital, Ghl Hotel Hamilton, Ghl Hotel Montería, Ghl Relax Hotel Club El Puente Girardot, Ghl Relax Hotel Costa Azul, Ghl Relax Hotel Sunrise, Ghl Style Hotel Belvedere, Ghl Style Hotel Bogotá Occidente, Ghl Style Neiva, Hotel Portón Medellín, Park Inn Barrancabermeja, Sheraton Bogotá Hotel, Sonesta Hotel Barranquilla, Sonesta Hotel Bogotá, Sonesta Hotel Bucaramanga, Sonesta Hotel Cartagena, Sonesta Hotel Ibagué, Sonesta Hotel Pereira and Sonesta Hotel Valledupar
Costa Rica	Sheraton San José
Ecuador	Four Points by Sheraton Cuenca, Radisson Hotel Guayaquil, Sheraton Guayaquil, Sheraton Quito, Sonesta Hotel Guayaquil, Sonesta Hotel Loja and Wyndham Guayaquil.
Guatemala	Hyatt Centric Guatemala City and Latam Hotel Plaza Pradera Quetzaltenango
Honduras	Hyatt Place San Pedro Sula, Hyatt Place Tegucigalpa and Lq Hotel Tegucigalpa.
Nicaragua	Hyatt Place Managua.
Panamá	Hilton Garden Inn Panama City
Perú	Sonesta Hotel Arequipa,

	Sonesta Hotel Cusco, Sonesta Hotel El Olivar, Sonesta Posadas Del Inca Lake Titicaca Puno, Sonesta Posadas Del Inca Miraflores and Sonesta Posadas Del Inca Sacred Valley Yucay

DEVELOPMENT

The study was conducted from January 1, 2019, to December 31, 2019, to all the hotels belonging to the GHL Hotel Chain in the 11 countries in the channels: Agoda, Booking, Expedia, Google, Holiday Check, Hotels, Orbitz, Travelocity, TripAdvisor, and Wotif.

5. RESULTS

There were analyzed 68548 reviews on the channels GHL Hotels is being compared on metasearch engines and OTA (figure 1 and table 6). The top channels that received the most comments from January 1, 2019, to December 31, 2019, were Google, Booking.com, and TripAdvisor. It is crucial to take into account that until recently, the channel that received the most comments was TripAdvisor. For this reason, it is the one that the chain takes care of the most. It is also significant to note that the channel that received the least reviews is Wotif with solely two posts, even though it belongs to the world-leading Expedia Group.
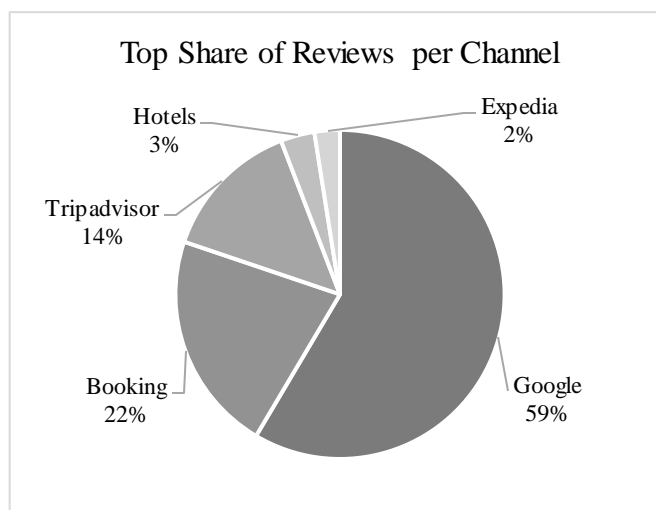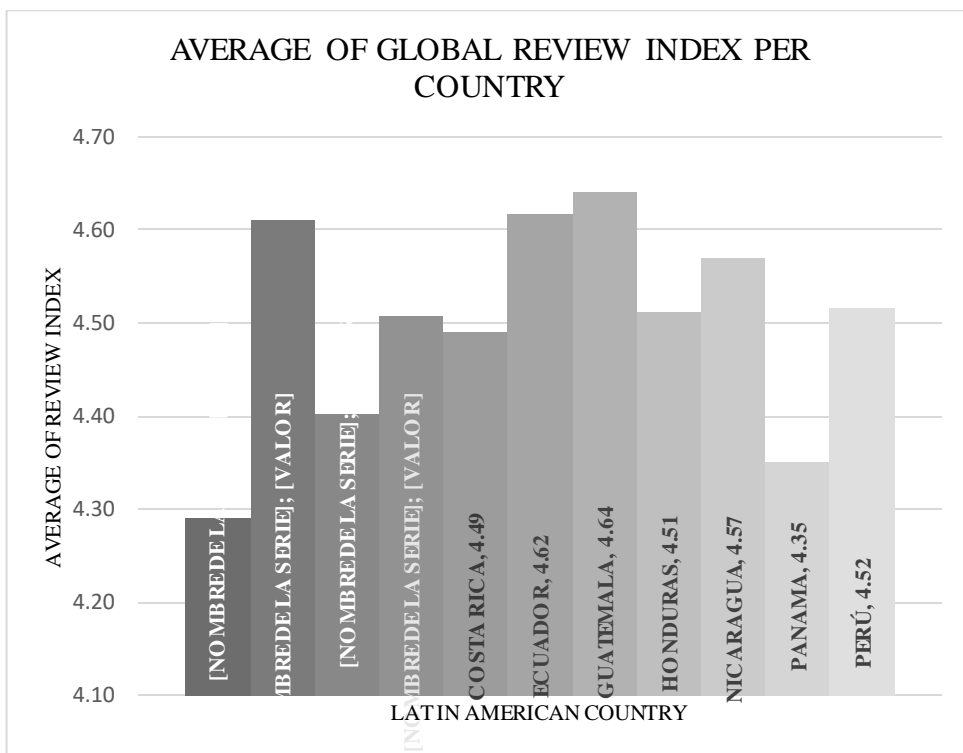

Figure 1. Share of Reviews per Channel. Source: Own elaboration.

Table 6. Received reviews vs. Answered comments. Source: Own elaboration.

Channel	Number Of Reviews
Agoda	16
Booking	14707
Expedia	1696
Google	39712
Holidaycheck	38
Hotels	2262
Marriot Reviews	469
Orbitz	136
Travelocity	24
Tripadvisor	9486
Wotif	2
Total	68548

The hotels that have the best Global Review Index (figure 2) are in Guatemala, Ecuador, and Bolivia. These accommodations were also awarded by TripAdvisor's Travelers' Choice as the "Best of the Best", which each year gives recognition to the highest-rated hotels by users, and to those that earn excellent reviews and are ranked in the top 1% of properties worldwide (TripAdvisor, 2020a).

AVERAGE OF GLOBAL REVIEW INDEX PER COUNTRY

(Chart labels: [NOMBRE DE LA..., [MBRE DE LA SERIE]; [VALOR], [NOMBRE DE LA SERIE];, [NOMBRE DE LA SERIE]; [VALOR], COSTA RICA, 4.49, ECUADOR, 4.62, GUATEMALA, 4.64, HONDURAS, 4.51, NICARAGUA, 4.57, PANAMA, 4.35, PERÚ, 4.52; y-axis: AVERAGE OF REVIEW INDEX; x-axis: LATIN AMERICAN COUNTRY)

Figure 2. Average of Global Review Index Per Country. Source: Own elaboration.

Although TripAdvisor is not currently the leading platform for sharing reviews, it still is the world's largest travel company that reaches millions of people every day. During the year of study, 11 hotels from the GHL Chain were located on average on the No 1 position on TripAdvisor, as you can see on table 7, most of them received the most comments, and their average ratings were greater than 4,1. On table 8, there are the 8 hotels of the Chain that, during the year of study, occupied the 2nd position on TripAdvisor on average, and their average ratings were higher than 4,49.

Table 6. Hotels in the first position on TripAdvisor. Source: Own elaboration.
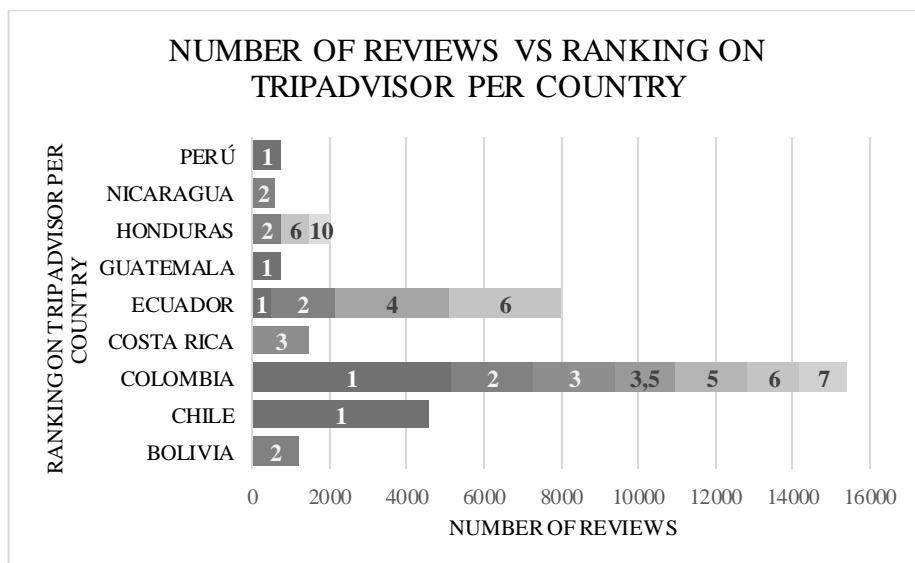
Country	Hotel	Number of Reviews on TripAdvisor	Average Rating	Average TripAdvisor Position
Chile	Four Points Los Ángeles	27	4,18	1
Chile	Geotel Antofagasta	230	4,47	1
Chile	Geotel Apart Calama	134	4,4	1
Colombia	Ghl Hotel Montería	37	4,58	1
Colombia	Ghl Relax Hotel Club El Puente Girardot	42	4,32	1
Colombia	Ghl Style Neiva	39	4,6	1
Guatemala	Latam Hotel Plaza Pradera Quetzaltenango	137	4,56	1
Colombia	Sonesta Hotel Ibagué	223	4,61	1
Ecuador	Sonesta Hotel Loja, Ecuador	14	4,5	1
Chile	Sonesta Hotel Osorno	344	4,55	1
Colombia	Sonesta Hotel Valledupar	240	4,65	1
Perú	Sonesta Posadas Del Inca Sacred Valley Yucay	376	4,61	1

Table 7. Hotels in the second position on TripAdvisor. Source: Own elaboration

Country	Hotel	Number of Reviews on TripAdvisor	Average Rating	Average TripAdvisor Position
Colombia	Ghl Hotel Abadía Plaza	140	4,61	2
Colombia	Ghl Style Yopal	123	4,66	2
Nicaragua	Hyatt Place Managua	63	4,57	2

Honduras	Hyatt Place Tegucigalpa	94	4,54	2
Colombia	Park Inn Barrancabermeja	5	4,49	2
Ecuador	Radisson Hotel Guayaquil	412	4,65	2
Bolivia	Radisson Hotel Santa Cruz De La Sierra	277	4,61	2
Colombia	Sonesta Hotel Bucaramanga	26	4,59	2

The fact that a hotel is objectively rated by standardized software, it doesn't mean that it will be ranked better than its competitors. As figure 3 shows, Bolivia, with only one GHL Hotel, is ranked on TripAdvisor in the second position. However, the reviews they earned were highly positive that earned them a 4,61 GRI. On the other hand, Colombia, with the most amount of GHL Hotels, has many hotels ranked in the top 5 on TripAdvisor, and the greatest number of reviews in all OTA and metasearch engines.

Figure 3. Number of Reviews Vs Ranking on TripAdvisor Per Country. Source: Own elaboration.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that managers should pay attention to the growth of other overlooked metasearch engines and OTA, such as Google and Booking since TripAdvisor is decreasing its number of reviews shared by users. It's recommended to keep in mind these three websites when planning marketing strategies. MyHotel (2020a) has shown that only 18% of hotel customers who search on an OTA and metasearch engines go to the second page. For this reason, it is essential to take care of the feedback on-location about the services instead of waiting until people share their experiences on these platforms. The value that represents the position on the rankings is related to the well-managed quality of the accommodation.

To improve the visibility of hotels in an OTA, it is recommended to publish prices that are in line with those of the competition since too much difference will significantly lower the number of reservations. Do everything possible so that guests have a pleasant experience and a positive image to share online. Invest in a good photography service to consolidate the hotel image, which is linked to its reputation to help inspire the visitors to trust the brand and book with them. Provide the OTA with good availability of rooms since it will allow them to have a greater offer and increase the possibility of sales when demand it's too low. Take care of the content of the description and services that are shown to users, especially showing the differential characteristics that are considered fundamental and attractive, keeping in mind that the hotel will have to succeed those expectations that it's creating. Be part of promotional campaigns by the OTA and use Google Hotel Ads to increase hotel visibility.

This article is a valuable contribution to identify the principal OTA and metasearch engines used in Latin America, as well as the attributes to manage the corporate image of a hotel. Bearing in mind that the perception of customers is a new trend in hospitality marketing, managers should be concerned about the image they are projecting online and how their services are reaching the standards its visitors are experiencing. The booking decision is powerfully influenced by factors that may break their trust and the buyer will only be able to choose based on the corporate image or the brand of service.

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