

The Study on Impact of Negative Online Reviews on Hotel Image in All Inclusive Hotels with Special Reference to Riu Hotel Ahungalla

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The hospitality sector has become the major sub sector of the tourism industry which is growing rapidly at present in the global context. At present, due to the digital transformation online customer reviews have become the most important information source in guests' decision-making in Hospitality industry. This study investigated the impact of negative online reviews on hotel image with special reference to Riu hotel in Ahungalla. In this research, the researcher followed qualitative research design and used secondary data through social media such as Trip advisor, Booking.com and Facebook page to collect data. Qualitative data have analysed through content analysis and thematic analysis using Microsoft Excel software. By using thematic analysis method, main themes were identified such as service, staff, price, loss reputation, destruction of trustworthiness, bad image of hotel's service quality, decrease the brand value etc. Poor service, untrained employees, loss of trust, higher price were mainly found reasons for negative online reviews. According to the analysis, the negative online reviews were having a major impact on the hotel image negatively. Hence, the study recommend that hotel management should make efforts to improve the vibe of the property by improving the inner decorations, promoting positive service and provide unique service to give value to the price, and having professional & friendly employees.

Keywords: Negative online review, Hotel image, Secondary data, Social media, All inclusive hotels