

# User generated content

Business



The Impact of User Generated Content in the Hotel Industry User Generated Content of popularly known as UGC became popular in during the year 2008. It means the use of materials on websites or other electronics media sources when the content is provided by the users. For example, a feedback of a product given by a consumer will be considered as a user generated content. In this cases, the professionals are not involved in the providing the content (Interactive Advertising Bureau, 2008). Wikipedia is another famous website where the users provide their own content free of cost. In this context, I have chosen the hotel industry as my industry and I will be discussing the impact of user generated content on the Hotel Industry.

User Generated Content has affected the hotel industry in a big way. With the advent of social media and various travel websites, the consumers and the viewers can easily post their feedbacks or review about a particular Hotel. The major impact in this case for the Hotel industry has been in the form of online reputation that is created by the reviews of the travelers across the world.

Concerning negative online reviews, the larger part in the hospitality industry has a somewhat uplifting disposition. Negative UGC about ones lodging is seen as a chance for further enhancing administrations or figuring out all the more about requirements and wishes of clients. With respect to which are considered after negative UGC showed up Schmallegger & Carson (2008) contend that amending unfavorable presumptions specifically on the stage would be less satisfactory. As the consequences of a research demonstrate that a dominant part of the lodgings would cooperate with the author of the remark and attempt to determination it firsthand. Only a few of them would ignore it and let it go for legal actions. The user generated <https://assignbuster.com/user-generated-content/>

review helps the hotels in improving their service towards their consumers. Another impact of these reviews which cannot be neglected is the effect of ranking of the hotels on the basis of the review in the various travel websites. Generally, we have seen that, the ratings of the reviews provided by the customers decide on the positioning of the hotel in a travel websites. An alternate intriguing conclusion produced by a study is that once a purchaser has stood up with great reviews and appraisals, lower estimating no more recommends lower quality. On the off chance that the review is great, the lodging is great. This understanding gives inn income chiefs the chance to play with valuing to create fleeting interest without adversely effecting quality recognitions (Schindele, 2014).

Then again, once an inn has gotten negative reviews and low evaluations, dropping the cost has no influence. The inn is better off keeping the cost where it is. The best trust for these sorts of low-evaluated properties is to put more consideration regarding preparing, updating and founding better quality control.

It is clear that social networking by and large and shopper created reviews have changed the choice of hotel process. Hotels that screen these reviews will have an edge. Today, like never before, lodging chiefs that vigilantly screen visitor fulfillment and give early compensation will have a shot at taking off a terrible online review.

## References

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