
Contemporary Service Recovery of Tourism and Hospitality Businesses in Bath, UK



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Fig 2: Dr Li Li, Headshot, January 2025

Introduction

Overview

This report highlights some key findings of a research project led by Dr Li Li. The research investigated how tourism and hospitality businesses in Bath can utilize online customer reviews to enhance customer satisfaction, purchase intention, and recommendation intention during March and July 2025.

Rationale

The research topic matters to businesses because, based on previous research, (1) online reviews shape potential customers’ decisions, (2) online reviews contain signs of imminent business collapse thus identifying them early and acting on them can prevent business failure, (3) how businesses respond to reviews affects brand perception, customer trust, and bookings. However, there is a need for contextualized knowledge that is applicable to tourism and hospitality businesses in Bath, given the uniqueness and significance of the visiting economy of the city.



Fig 3: Newton Park, Meeting Space

Methodology



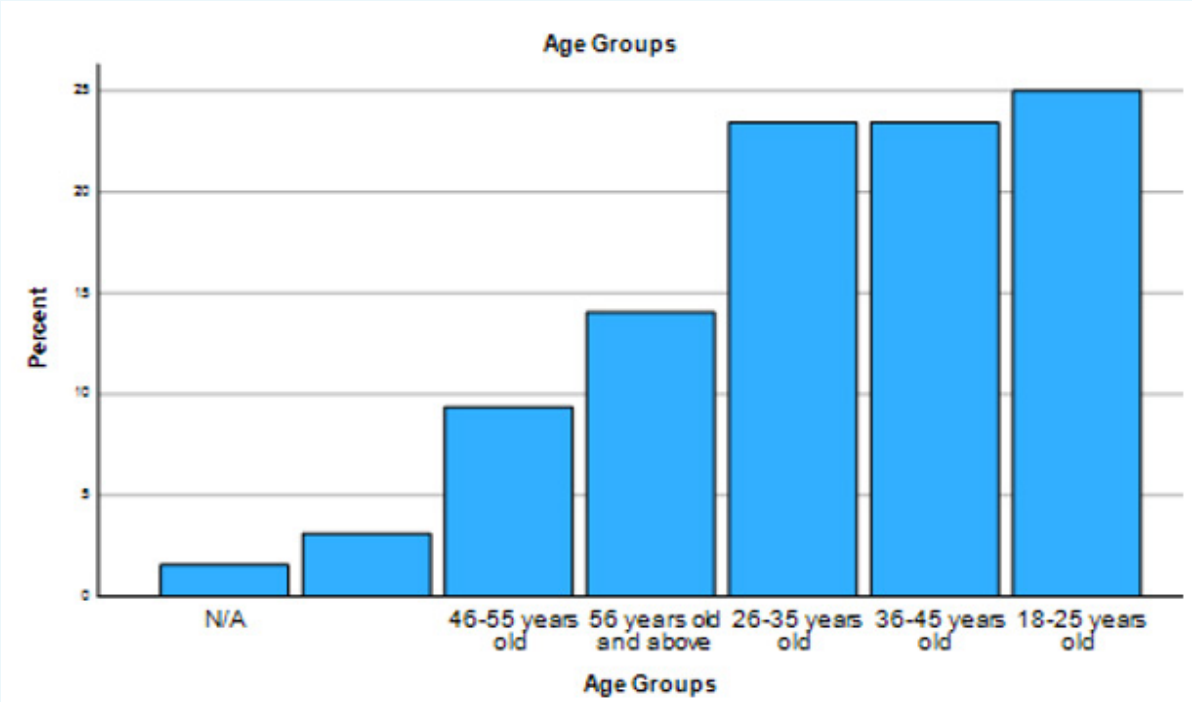
Fig 4: Bath Spa University, Newton Park Campus

The study employed a mixed-methods approach, using case study, experiment-based survey, and archival research strategies. Nine semi-structured interviews and one focus group with industry professionals from Bath’s hospitality and tourism sector were conducted. Experiment-based survey involved one scenario of human agent generated response and one scenario of AI-agent generated responses. Archival data consists of 3,175 customer reviews extracted by using an AI Large Language Model.

Descriptive Findings

Demographics of survey participants (N=64)

Around 47% of the participants were in the age group of 26-45 years old while 25% of the participants were in their early 20's. There were 14% of the participants who were 56 years old and over.



The majority of the participants (56%) lived in England while some participants lived in Northern Ireland (11%), Scotland (9%), and Wales (3%). A small proportion of the participants were international visitors, coming from North America (8%), Australia and New Zealand (6%), and Asia Pacific (2%).

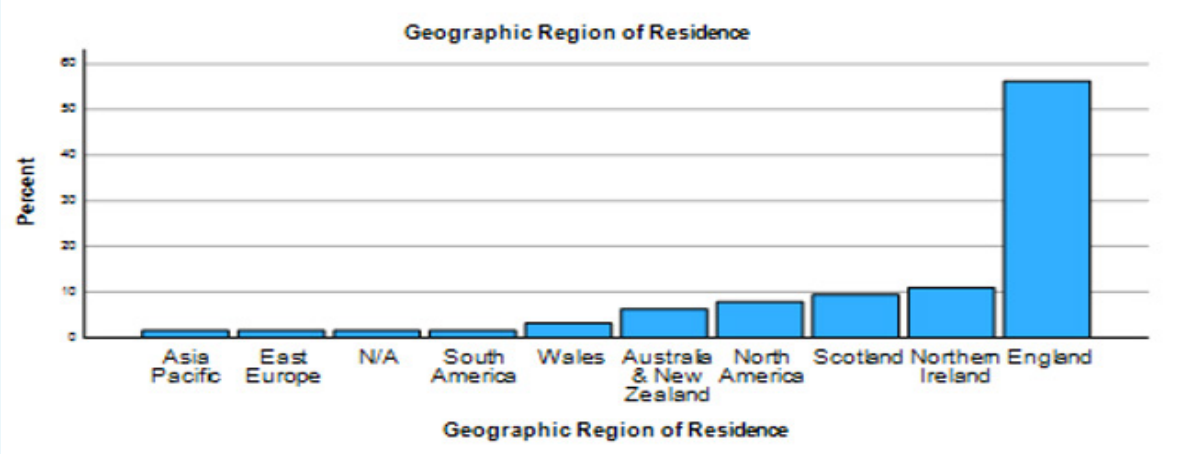
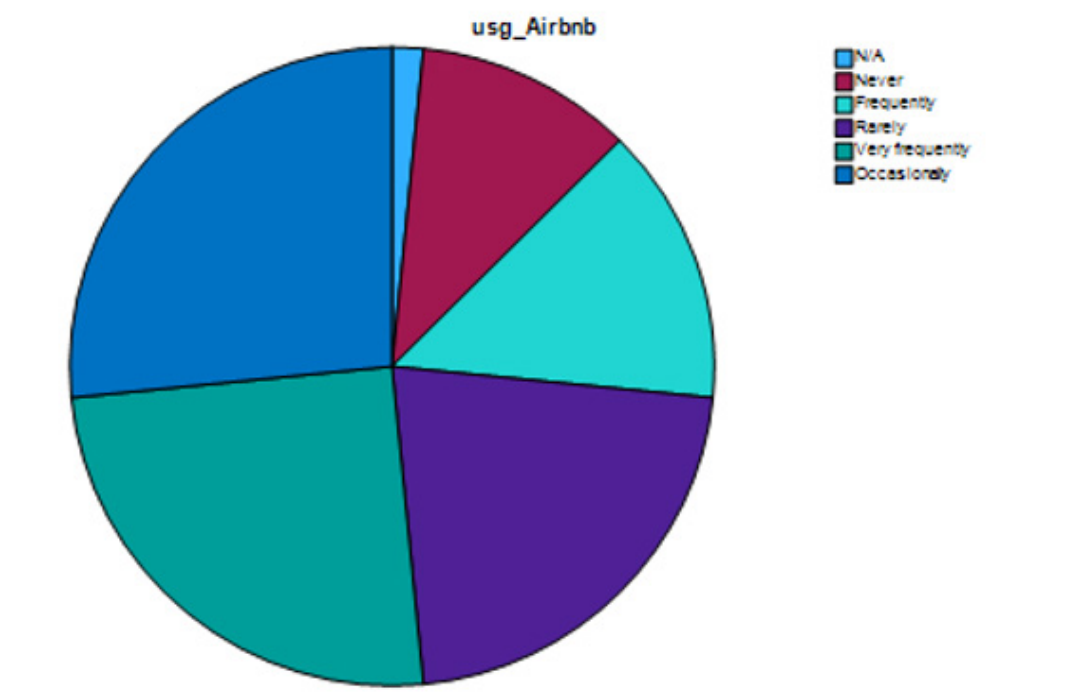


Fig 5-6: Bar charts demonstrating demographics of survey participants

Usage of online review platforms

Around 26% of the participants expressed that they occasionally use customer reviews provision on Airbnb while 39% of the participants use Airbnb (very) frequently.



Around 23% of the participants expressed that they rarely use customer reviews provision on booking.com while 37% of the participants use it (very) frequently.

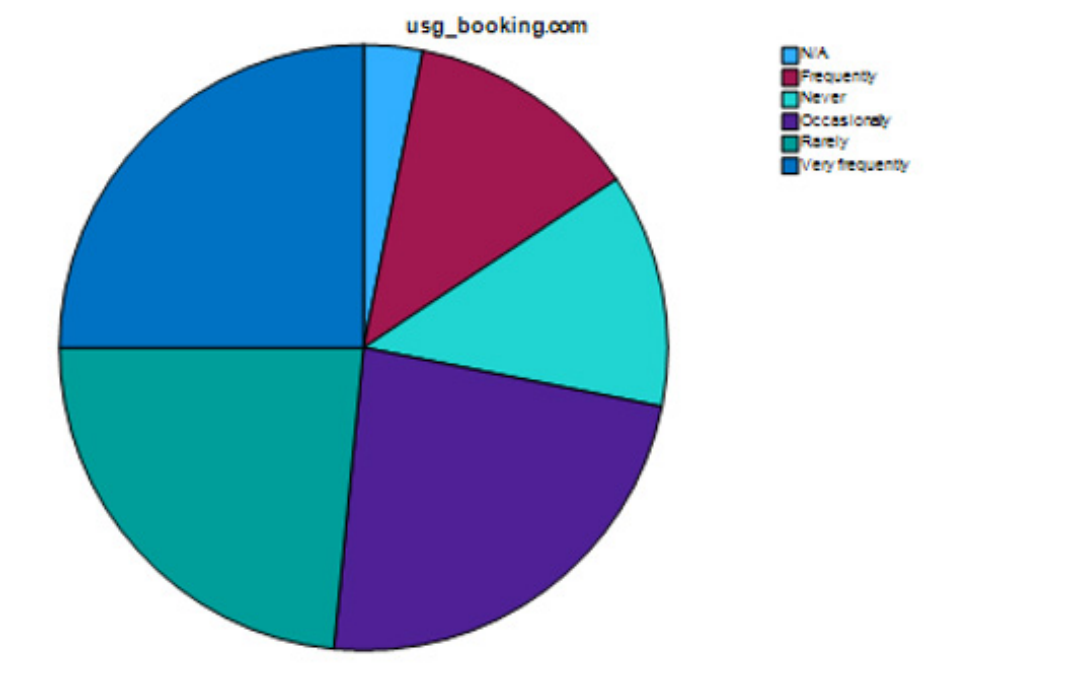
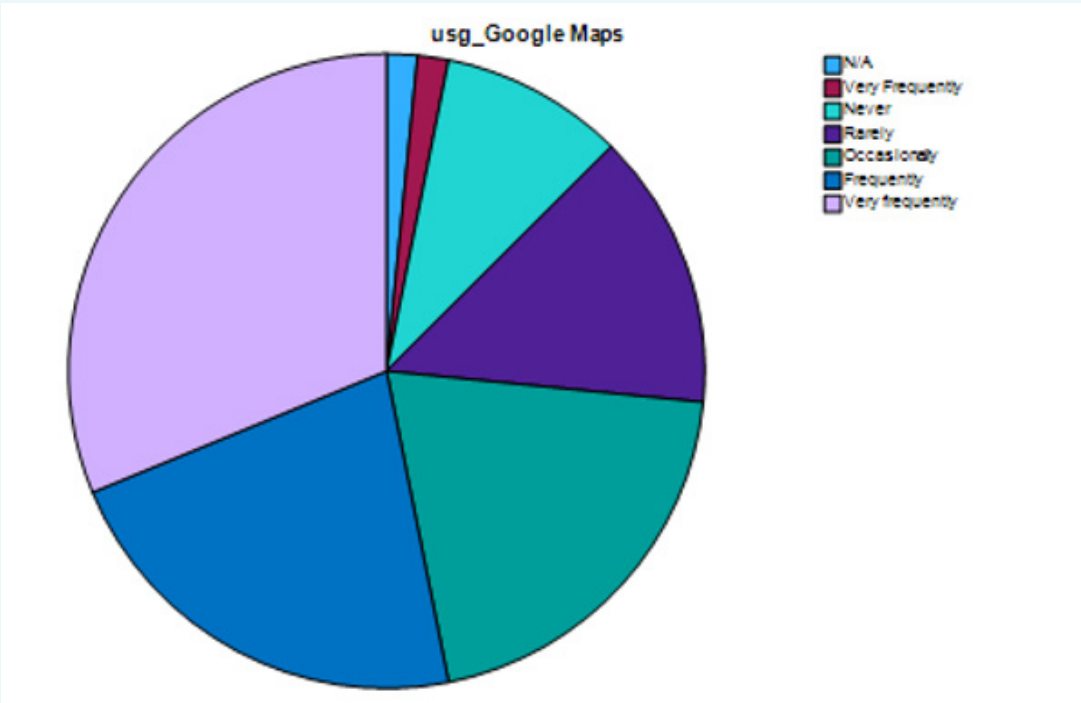


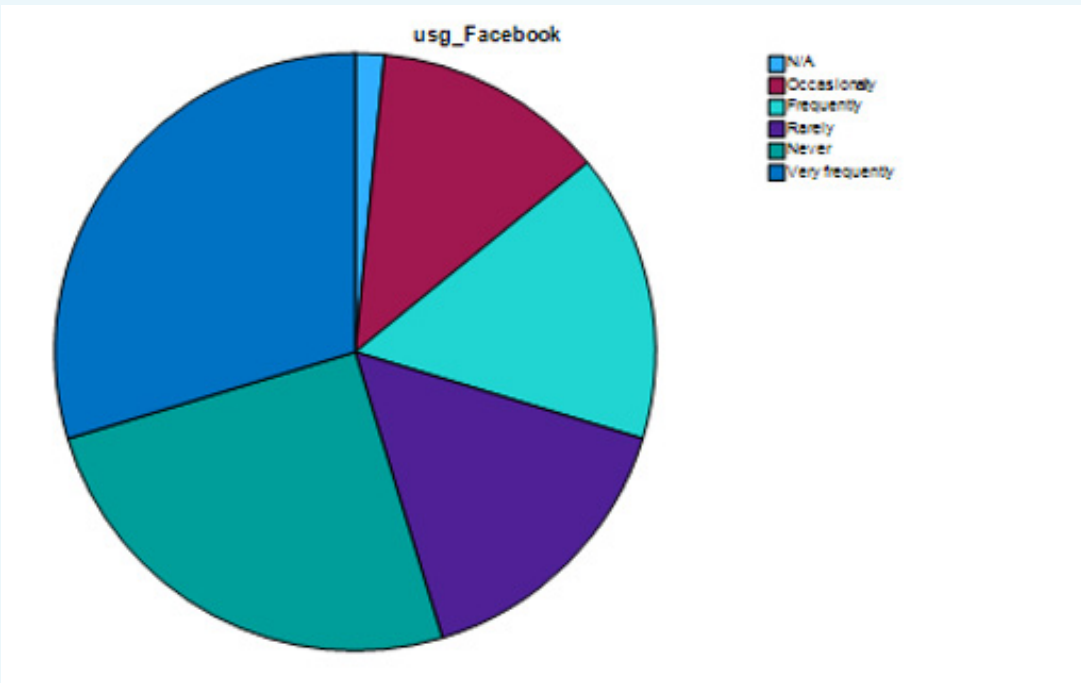
Fig 7-8: Pie charts demonstrating usage of online review platforms

Descriptive Findings

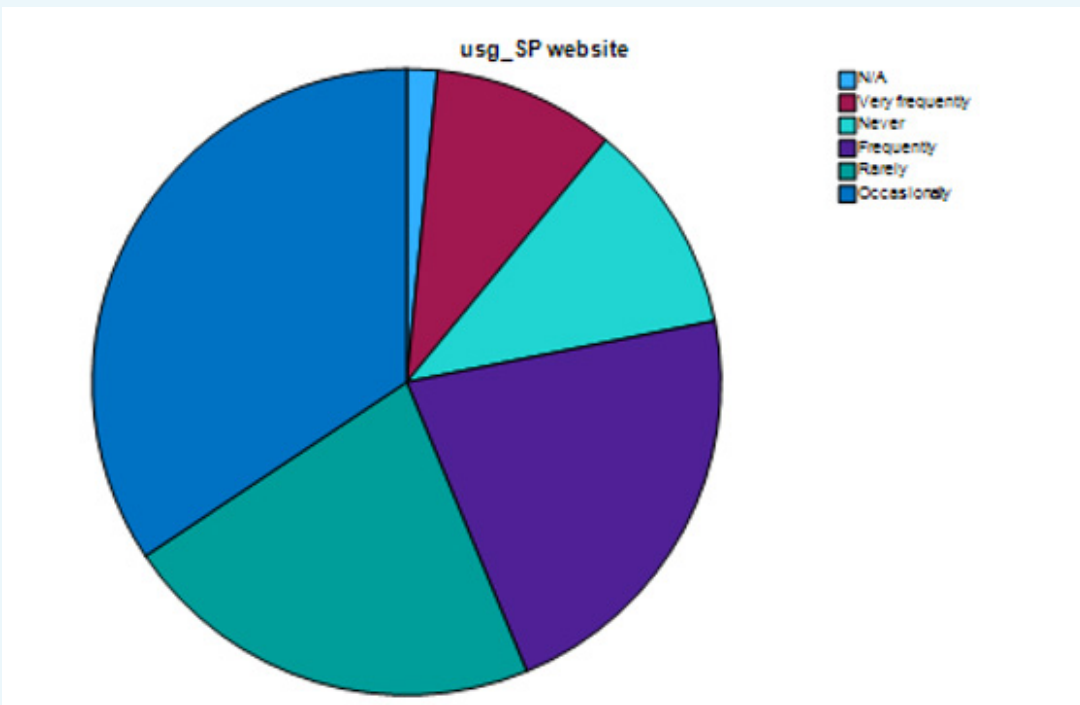
Among the participants, 21.9% of them claimed that they frequently used Google Maps, and 32.8% of them said that they did so very frequently.



One quarter of the participants claimed that they have never used customer review provision on Facebook whilst over 46% of the participants indicated that they use it (very) frequently.



Around 34% of the participants claimed that they occasionally use customer review provision on service provider’s website while only 9% of the participants use it very frequently.



Around 26% of the participants claimed that they occasionally use customer review provision on Tripadvisor while 42% of the participants use it (very) frequently.

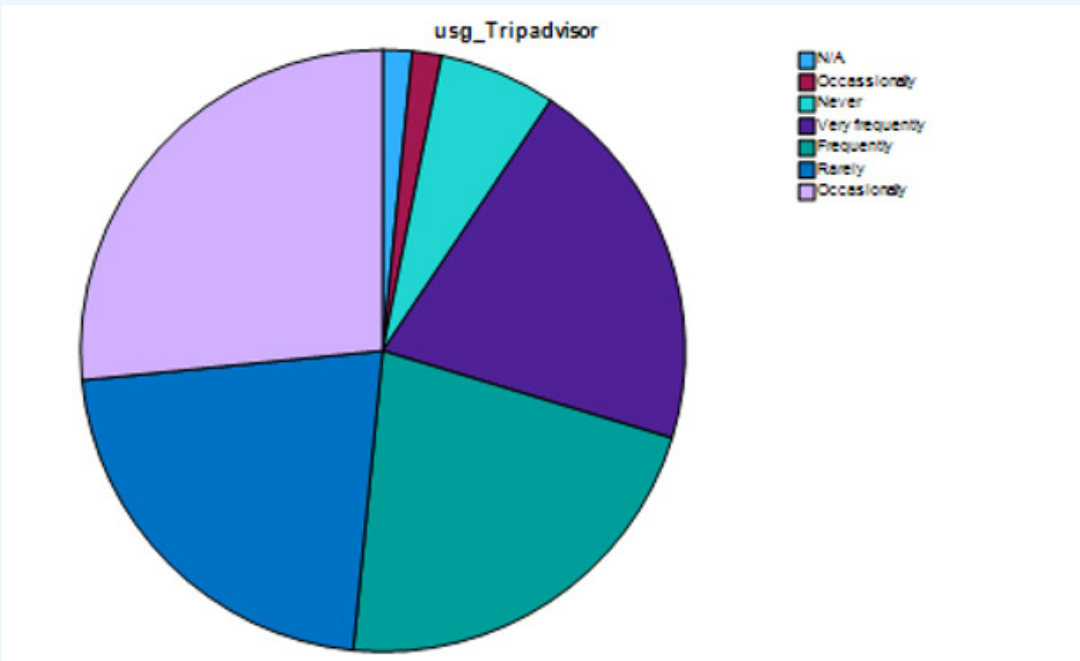


Fig 9-12: Pie charts demonstrating usage of online review platforms

Descriptive Findings

There were only 12% of the participants claimed that they use Trustpilot (very) frequently while over 65% of the participants rarely, or have never, use it.

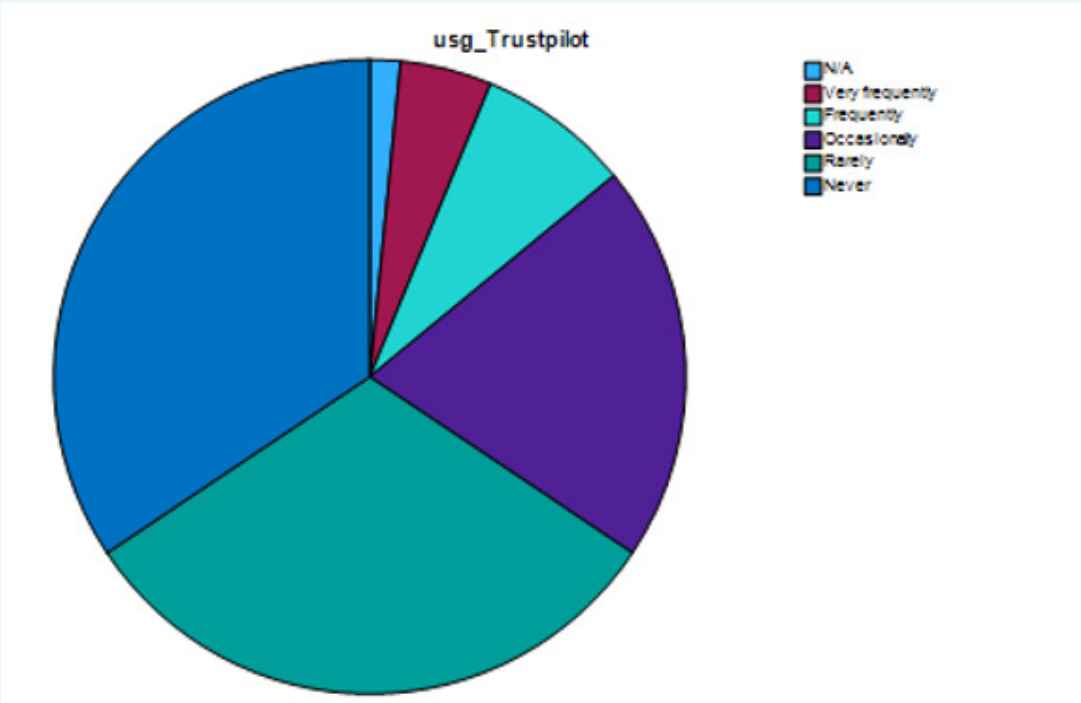


Fig 13: Pie chart demonstrating usage of online review platform Trustpilot

Further Research Findings

A full research paper that reports the relationships among emotion, judgement, intentionality in the context of human-agent managerial response and that of AI-agent generated response, the logic of persuasion, and the emerging business features are to be published in an academic journal.

For an update, please, follow Li Li – Bath Spa University (<https://www.bathspa.ac.uk/our-people/li-li/>).



Fig 14: Entrance to 'Commons', Newton Park Campus

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