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**ANALYSIS OF THE  
POSITIONING OF RIO  
DE JANEIRO HOTELS  
BASED ON ONLINE  
TRAVEL REVIEWS  
(OTRS)**

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**Abstract: Justified purpose of the topic:**

The analysis of hotel services has been the subject of several studies in the field of tourism and this research seeks to analyze the positioning of the five hotels in the city of Rio de Janeiro best ranked on Tripadvisor through the comments posted on the site.

**Goal:** Within a marketing and management view, the present research aims to analyze the positioning of hotels through the evaluations posted on the aforementioned social media of the mentioned hotel ventures. **Methodology and approach:**

The study is characterized by being exploratory and descriptive, with a quantitative approach, carried out through the collection of user-generated content (UGC) or User-Generated Content, on the website, related to 150 customer reviews of hotels that form the research universe and as a tool for analysis, the Iramuteq software was used.

**Results:** The results achieved through the descending hierarchical classification (CHD) that Iramuteq retained and divided the total corpus of assessments collected into four classes: Class 1 – Cost-Benefit; Class 2 - Environment; Class 3 - Quality/Service provision; Class 4 - Marketing; and finally Class 5 – Structure; characterizing what customers perceive as important at the time of choosing and using the means of accommodation and, through the analysis, they indicate that the hotels that form the research objects are positioned by attribute, by users, by category of products and by class of service. **Originality of the document:** This work is original in terms of theme and framework.

**Keywords:** Hotels; positioning; social media; online travel review; tripadvisor.

## INTRODUCTION

The development of tourist activity has been constituting a worldwide phenomenon that corroborates on a large scale with the

possibility of generating employment and income. According to the United Nations World Tourism Organization - UNWTO (2019), the representativeness of Tourism in the economy is 5% of the world's gross domestic product (GDP) and also close to 7% of employment in the world.

Tourism in Brazil has been observed and worked as an important commercial segment for the improvement in the development and growth of the economy of the social, cultural and environmental areas, of the places where the tourist activity settles and develops. Aiming at receptivity, hospitality, and tourist infrastructure that are elements of vital importance for the full exercise and progress of tourism in locations where a representative flow of visitors is reached. Added to this, the evolution of social media as an information channel to make choices about tourist services causes the need to carry out more research in order to understand the relationship with the diversity of customers of the different segments of tourism activities and especially the accommodation that is focus of this work and among other segments. The empirical basis used in the research is Tripadvisor, which defines itself as the largest virtual travel community in the world (online, 2021), making it useful for travelers to make purchase decisions. Tripadvisor offers tips from millions of travelers and a wide range of travel options and planning resources for visitors and tourists alike.

Positioning a company, service or product consists of defining or choosing how we want to be perceived by customers. In the opinion of Kotler (2006), it means saying that the company is different, because its products/services have particular characteristics and if these are considered important and preferred by certain customers, they enable the company to become the best option, referring customers to obtain considerations and

information about a brand, product or service, so that it is perceived with a differential from the competition by the target audience and deciding on the acquisition being the one that conveys greater value (Toledo & Hemzo, 1991).

As a geographic cut, the research is based on the cities of São Paulo and Rio Janeiro, considering that they are the two largest Brazilian cities in terms of population, respectively São Paulo with 12,038,175 inhabitants and Rio de Janeiro with 6,498,837 inhabitants (IBGE, 2021).

In this sense, some research, especially at an international level, has been carried out on the relationship between user-generated content - CGU and tourism segments (AYEH; AU; LAW, 2013; WILSON; MURPHY; CAMBRA-FIERRO, 2012; YE et al, 2011) with this, the present research aims to analyze the hotel reviews posted on Tripadvisor social media and relate to the types of positioning of these lodging enterprises that form the research universe.

This research is centered on the study of hotel positioning and is justified in order to contribute to the academy and operational practice with the researched universe, of hotels, since the research was carried out seeking to contribute to the way of understanding the positioning of the enterprises, mainly in the actions of marketing and commercialization. Another intention to contribute with this proposal concerns the area of knowledge and its students, researchers and tourism professionals involved in the theme of hospitality, social networks, marketing and tourism in the category of accommodation management.

It is observed that publications in relevant journals have highlighted the importance of studying the comments and evaluations on social media related to hotels in general. The studies by Petry, Pickler, Tomelin (2016)

investigated variables related to hotel consumer reviews. The results indicate that most of the comments are positive, highlighting the relevant attributes of the hotels. Other studies that show the importance of this theme are presented in the theoretical research that follows the introduction.

## **HOSTING ENTERPRISES AND POSITIONING**

Studies on the positioning of accommodation facilities in general have been expanding and arousing the interest of several researchers such as: Tavares & Brea (2018); Moretti & Croti. (2019); Neirotti, Raguseo, Paolucci (2061); Cruz, D'Avilla, Assis, Souza, Cancellier.1 (2012); Cruz, D'Avilla, Assis, Souza, Cancellier.2 (2012); Lima, Carvalho (2010); Hu, Trivedi (2019), Neirotti, Raguseo (2020), Xie, Kwok (2017);

Positioning as a management tool in the operation and management of hotels is defined as, "Positioning is the act of designing the company's offering and image so that it occupies a distinct and significant competitive position in the minds of target customers" (Kotler), 1998, p 265).

Hotels, when deciding on their positioning, refer to the declaration to the consumer market, that is, how the enterprise will compete. It is about how customers will perceive what the restaurant is offering to the market compared to its competitors. The most sustainable competitive positions, then, are those in which customers recognize that a supplier or product is the one they prefer because it best satisfies their needs (Hooley et al., 2001).

This understanding is also essential in the context of hotel companies, since the sector faces high competition, forcing each lodging facility to offer products of perceived value to customers, providing the service efficiently and in a better way than competitors, such

as means of survival. This way, a hotel has to seek a positioning that can sustain itself as a source of advantage, in a market segment, based on the preference structure of its target customers Xie, Kwok (2017).

Currently, with competition in the hotel market, accommodation establishments such as inns and hotels, among others, have made the act of staying a bit complex, if we take into account the various options for projects and categories, such as charming hotels, luxury hotels, boutique hotels, leisure hotels, among others of the most diverse types, all within the categories with different brands and with different options of price, location and style of service, which makes the process of staying even more difficult (Lima and Carvalho (2010)).

The marketing arena can be seen as an ocean of categories in permanent extension (Trout, 2000).

The success of the positioning strategy is intrinsically linked to the communication of this positioning to its target audience or market segment. consumer will convey exactly what the company, the service, the product must convey. Kotler (2006) states that for the “success of the positioning, the offer must be shown in a way that the consumer easily understands what really differentiates itself from the competitors”. According to this statement, it can be understood that the hosting enterprise must be and have conditions superior to the competition, in addition to having the necessary capacity to communicate its objectives regarding its products and services.

The types of positions adopted in the enterprises are presented below.

The main purpose of positioning is to induce the target audience to praise and relatively understand the values of the company, service, brand or product (Sarquis; Ikeda, 2007) and with the end result of the successful value

proposition, to favor and enable the market target consumes the product offered (Adcock, 2000; Muhlbacher; Dreher; Gabriel & Ritter, 1994).

According to Cravens (1994), positioning explains how an organization, product or service is distinguished from its competitors by consumers or customers. The users, customers or buyers of the products or services of the companies position these, using attributes or specific dimensions about the products or values of the corporations.

For Wilensky (1997), from the positioning point of view, the perfect product or service is one in which the functional product and the imaginary coincide.

According to Semprini (2006), Oliveira & Campomar (2007) emphasize that what is essential for positioning is the way in which the company, brand or product differs from the competition in the customer’s mind, and the achievement of success in the current communicational moment, the company must create a position in the mind of your customer and your target audience, considering your competitors, as well as the weaknesses and strengths of this competition.

## **THE HOTELS AND ON-LINE TRAVEL REVIEW (OTRS)**

The concept of social media can be attributed to the production of content in a decentralized way and without the control of business groups. Fontoura (2008, p. 01) highlights “social media are online technologies and practices used to disseminate content, proving the sharing of opinions, ideas, experiences and perspectives”.

In the globalized world, we live in permanent change in business actions and with the emergence of new methods, techniques and technological innovations, as happened with the Internet that changed the business and commercial world (Wijaya

Types of placement	Description	
Attribute Positioning		It occurs when the company establishes its positioning based on the performance of the product in some specific, tangible or abstract attributes.
Positioning by benefit		It presents not only product performance results on certain attributes, but also the benefits they present; here, the product is positioned as a leader in a given benefit.
Positioning by use/application		It presents the product as most appropriate to be used or applied in a specific situation.
User placement		It associates the product with a certain user category, based on characteristics such as lifestyle, personality traits, life history, among others.
Positioning by competitor		It compares, implicitly or explicitly, the product or brand with a competitor, seeking to facilitate the understanding of the positioning or to position itself as a better alternative than the competitor.
Positioning by product category		It ranks the product as a leader in a certain category; it is more used when it comes to new products, as it allows emphasizing the differences in characteristics between it and the others on the market.
Positioning by class of service		When the service is positioned as a leader in a certain class, "recreation theme park" or "integrated marketing communication service".
Positioning by quality and price		When positioning communicates that the brand or service offers potential consumers the best value for money.

Table 1 - Types of Positioning

SOURCE: Adapted from Aaker & Shansby (1982), Kotler (2006), Lovelock & Wright (2001)

et al., 2011). Information technology and communication (ICT) has become an integral part of management tools in organizations (Silva and Teixeira, 2014). These advances in information technologies have changed the way products are distributed and marketing strategies in tourist destinations (Hsu, Wang & Buhalis, 2017).

As a result, groups of people called virtual communities have emerged that seek to make comments about their experiences, experiences and events, whether in their daily lives or in activities using tourist services (Weilin & Svetlana, 2012).

The diffusion and popularization of the internet helped companies to increase their relationship with their consumers and customers, and within this perspective the emergence of Web 2.0 occurs.

According to Click & Petit (2010), Web 2.0 is a networked platform that presents several possibilities of use, giving conditions to the user to socialize information, opinions and observations interactively, within these conditions of use it becomes possible to create, share, and research in addition to storing the information described on the platform, facilitating access to what was published by users belonging to the community, through the definitions and concepts presented regarding Web 2.0, Tripadvisor emerges.

Technological innovations empower tourists to deal directly with suppliers (Hsu, Wang & Buhalis, 2017). This way, electronic word-of-mouth (eWOM) has become a major influence in the tourism sector and, according to Litvin, Goldsmith and Pan (2018), will continue to play this role in the future.

The investigation presented by Di Pietro, Gustafson & Sandy (2013) in 250 restaurants of 50 American chains, investigating how these restaurants use social media, concluded that the use of social media by the managers of the researched enterprises is limited to

filling vacancies. in restaurants with low-cost ads, get feedback from customers when changing dishes on the menu, connect with employees, communicate and inform customers about changes that have taken place in the organization, with no notes on the use of social media as a positioning strategy tool.

The exploratory study carried out by Neirotti, Ragassuo & Paolucci (2016) uses 50,115 user-generated content (UGC) extracted from Tripadvisor in order to rank 240 hotels on the OTR and the market positioning of these hotels, as a result it was found that the quality of the provision of customer service is the attribute that positions the enterprises in the local market, as well as the geographical location of the hotel enterprises.

The research by Barcelos et al. (2014) uses the comments collected (CGU) on Tripadvisor to categorize, interpret and describe these comments, the results demonstrate how the categorization by themes and the visualization of data in graphs can condense the information available in a specialized tourism social network, Tripadvisor.

## METHODOLOGY

The methodology was developed through bibliographic research, from scientific articles, course conclusion works (monographs, dissertations and theses), magazines, books and internet sites.

The research focused on the identification of hotels in São Paulo and Rio de Janeiro, through the TripAdvisor travel site, which relies on the opinion of regular customers and users who rank and classify the enterprises through the personal opinions explained on the site.

Comments were selected based on a study by Sampieri, Collado and Lucio (2013), which suggests a minimum sample size of between 30 and 50 cases. For data collection, a time frame was adopted in the comments of each

development in the year 2019, which is a guiding element for reference and choice of hotels.

After collection, the data obtained were coded for tabulation in the IRAMUTEQ software – which is a free software developed at the University of Toulouse – France, under the open source logic, licensed by GNU (v2). The Iramuteq software is anchored in the statistical environment of the R software and in the Python language ([www.python.org](http://www.python.org)).

The software used enables different types of textual data analysis, from very simple ones, such as basic lexicography (word frequency calculation), to multivariate analyzes (descending hierarchical classification and similarity analysis). Organizes vocabulary distribution in an understandable and visually clear way (similarity analysis and word cloud).

A systemic analysis was also carried out for a better understanding of the results obtained, as well as a comparison, based on the existing literature, demonstrating the different relationships existing in the literature and the reality found today. Tables 1 and 2 present the list of hotels identified and researched in the states of Rio de Janeiro and São Paulo.

## **ANALYSIS OF RESULTS**

The results presented here were prepared through data collection on the TripAdvisor reviews website and later coded in the IRAMUTEQ software. The dendrogram of words generated by the software, according to the frequency presented, in relation to customer reviews of hotels in the city of Rio de Janeiro, can be seen in figure 1 below:

In relation to the dendrogram of the city of Rio de Janeiro, it was divided as follows: Class 1 – Cost-Benefit; Class 2 - Environment; Class 3 - Quality/Service provision; Class 4 - Marketing; and finally, Class 5 - Structure.

And also, in relation to the division of classes, classes 5 to 3 are joined by the same

key as they present greater intensity in the provision of service by hotels. Classes 4 and 1 are in another key as they reflect external factors. The results explained above point to the importance of the quality of service provided by hotels, as well as the experiences offered, as we can see a high incidence of words related to these terms. About the experiences, we noticed the words “spa”, “gym”, “pool”, “wonderful”, “exceptional”, among others. Regarding the quality of service, the words “best”, “checkin”, “attentive”, “maid”, among others, corroborate the need to qualify employees in order to provide competent and quality service, with the objective of to retain customers.

Regarding the dendrogram of the city of São Paulo, it was divided as follows: Class 1 - Service; Class 2 - Infrastructure; Class 3 - Cost Benefit; Class 4 -Customer Satisfaction; and finally, Class 5 – Experience.

Regarding the division of classes of hotels in São Paulo, the keys that connect classes 1, 4, 5 and 2 are linked to customer perception, while class 3 is only related to cost benefit and terms related to the hotel. Again terms linked to the quality of service, cost and the experiences that hotels offer. These data have shown that when carrying out an evaluation, the customer takes into account, mainly, the quality of the service provided, the quality of the accommodations, and the experiences offered by the establishments. Some other factors also appear in the evaluations, such as architecture and decoration, but with less intensity.

## **DISCUSSION**

When investigating the manifestations made in the OTR of the Tripadvisor social media, one can see the complexity that is the hotel administration and its positioning, the analysis of the comments and the transformation of the comments

Hotel Name and Syntax	Physical and electronic address
Belmond Copacabana Palace	Address: Av. Atlântica, 1702 - Copacabana, Rio de Janeiro - RJ, 22021-001 Telephone: (21) 2548-7070 <a href="https://www.belmond.com/pt-br/hotels/south-america/brazil/rio-de-janeiro/belmond-copacabana-palace/">https://www.belmond.com/pt-br/hotels/south-america/brazil/rio-de-janeiro/belmond-copacabana-palace/</a>
Miramar Hotel by Windsor	Address: Av. Atlântica, 3668 - Copacabana, Rio de Janeiro - RJ, 22070-001 Telephone: (21) 2195-6200 <a href="http://miramarhotelbywindsor.com.br/">http://miramarhotelbywindsor.com.br/</a>
Ramada Encore Ribalta Rio de Janeiro	Address: Av. das Américas, 9650 - Barra da Tijuca, Rio de Janeiro - RJ, 22793-081 Telephone: (21) 2430-5500 <a href="https://ribalta.com.br/o-hotel/">https://ribalta.com.br/o-hotel/</a>
Santa Teresa Hotel RJ – Mgallery	Address: R. Alm. Alexandrino, 660 - Santa Teresa, Rio de Janeiro - RJ, 20241-260 Telephone: (21) 3380-0200 <a href="https://www.santateresahotelrio.com/pt-br/">https://www.santateresahotelrio.com/pt-br/</a>
Fairmont Rio de Janeiro Copacabana	Address: Av. Atlântica, 4240 - Copacabana, Rio de Janeiro - RJ, 22070-002 Telephone: (21) 2525-1232 <a href="https://www.fairmont.net.br/copacabana-rio/">https://www.fairmont.net.br/copacabana-rio/</a>

Table 1: Identification of hotels searched in the state of Rio de Janeiro

Source: author (2021)

Hotel's name	Physical and electronic address
Four Seasons	Address: R. Eng. Mesquita Sampaio, 820 - Chácara Santo Antônio, São Paulo - SP, 04711-902 Telephone: (11) 2526-0100 <a href="https://www.fourseasons.com/landing-pages/corporate/four-seasons-saopaulo/">https://www.fourseasons.com/landing-pages/corporate/four-seasons-saopaulo/</a>
Tivoli São Paulo	Address: Alameda Santos, 1437 - Cerqueira César, São Paulo - SP, 01419-001 Telephone: (11) 3146-5900 <a href="https://www.tivolihotels.com/pt/tivoli-mofarrej-sao-paulo">https://www.tivolihotels.com/pt/tivoli-mofarrej-sao-paulo</a>
Emiliano Hotel	Address: R. Oscar Freire, 384 - Jardim Paulista, São Paulo - SP, 01426-000 Telephone: (11) 3728-2000 <a href="https://emiliano.com.br/">https://emiliano.com.br/</a>
Hotel Unique	Address: Av. Brigadeiro Luís Antônio, 4700 - Jardim Paulista, São Paulo - SP, 01402-002 Telephone: (11) 3055-4700 <a href="https://www.hotelunique.com/">https://www.hotelunique.com/</a>
Palácio Tangará	Address: R. Dep. Laércio Corte, 1501 - Panamby, São Paulo - SP, 05706-290 Telephone: (11) 4904-4040 <a href="https://www.oetkercollection.com/pt/hoteis/palacio-tangara/">https://www.oetkercollection.com/pt/hoteis/palacio-tangara/</a>

Table 2: Identification of hotels searched in the state of São Paulo

Source: author (2021)

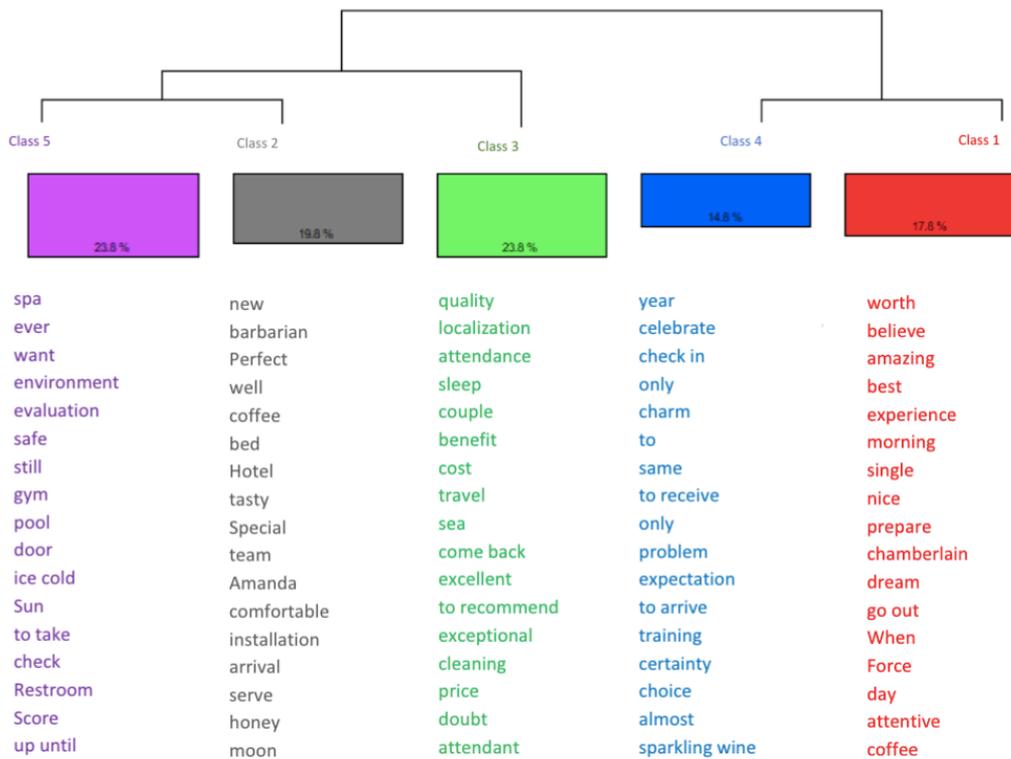


Figure 1 – Dendrogram of words on TripAdvisor reviews of Hotels in the city of Rio de Janeiro

Source: Iramuteq (2021)

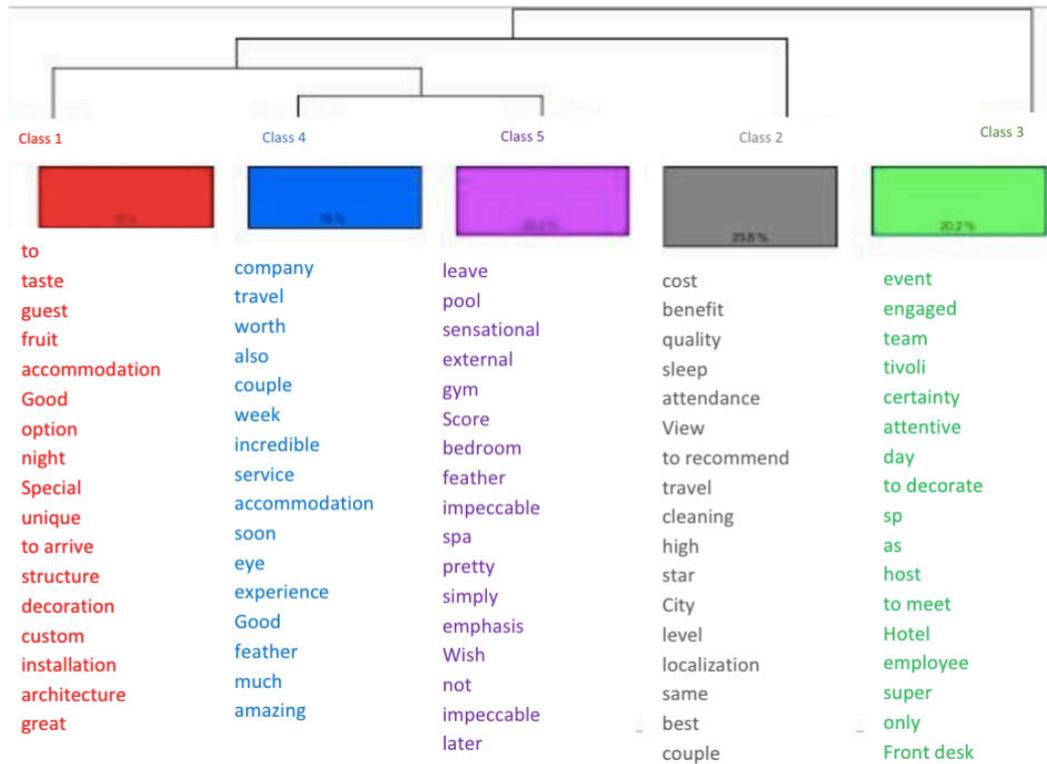


Figure 2 - Dendrogram of words about the TripAdvisor reviews of Hotels in the city of São Paulo

Source: Iramuteq (2021)

into quantitative representations represented graphically (dendograms and clouds of words) allows the science, in this case, to provide more solid knowledge about the positioning of the hosting enterprises analyzed as the expectation, the search and the full satisfaction of the customers or even to understand their dissatisfaction or complaint through social media, generating conditions for the expansion of strategies that can intervene together with the way of positioning the means of accommodation.

Rescuing the research by Petry, Pickler, Tomelin (2016) which shows that with the OTRs collected on the Booking.com platform analyzing 1,133 reviews regarding the quality of hotels in Florianópolis that point out the location, breakfast and room comfort, the attributes found can help hotel managers to develop specific strategies that meet the needs and expectations of guests.

Yin's research, Ping. (2020) corroborates the class four of hotels in Rio de Janeiro, while hotels in São Paulo comprise classes 1, 4, 5. This research interprets the connotation of the theme of seven aspects: thematic concepts, thematic environment and atmosphere, themed facilities and products, activities and services; building sustainable competitive advantage; fully implement the customer and management experience. Featured hotels must create a unique impression, letting guests see the differences between their products and those of other hotels. From this point of view, positioning characteristic hotels is actually a process of finding and displaying hotel differences. These differences include product differences, service differences, employee differences, different environments, image differences, price differences and promotional differences. At the same time, personality is a special feeling formed by guests in the process of purchasing Hotel products. Customization does not equal differentiation, and any

differences can be reduced or eliminated, such as price differences that can be reduced by repositioning.

The work of Cortes & Mondo (2016), addresses and affirms the influence of online comments on the purchase decision of hotel users, analyzing 240 questionnaires applied to users, is a theme with a relevant factor in the hotel industry, at the time of purchase decision. of one or more housing units (HU) in the hotels by the clientele, are the preferences of the users, since this characterization demonstrates the perception that guests have of the developments, which contributes and endorses all classes in both São Paulo and Rio de Janeiro. Janeiro, considering that all refer to users' perceptions.

Class three, both from SP and Rio de Janeiro, from the two dendograms of the research, points out that customers seek, in addition to the use of UH in hotel enterprises, also see, according to the comments, and perceive hospitality as important in the way of attending and receiving the customer, whether upon arrival, departure or stay at the hotel, regarding this variable, the work of Sturmer, Wissmann & Pedroso (2019) presents as final data of the research the analysis of the digital interactions of the Hotel Alpestre in Gramado-RS, emphasizing that digital interactivity and brand management are shown to be connected through the actions carried out by the hotel and employees feel inserted and relevant to the organization processes and building the hotel's reputation.

The production of Vogel, Wouters, Dos Anjos & Limberger (2021) reveals the attributes considered by consumers in the process of using the food and beverage area from 1,600 OTRs made by guests, on the TripAdvisor website, of 10 resorts located in Brazil and in Caribe. The analysis included breakfast, lunch, dinner and bar services, in relation to general satisfaction with food. The

OTR were analyzed using 4 categories that comprise satisfaction with food: the physical aspects of the establishment, the food quality aspects, the service quality aspects and the quality aspects of the providers. The analysis showed that there are no differences in the aspects observed by guests at resorts in the Caribbean and Brazil. Satisfaction with food services is an important part of resort Online Travel Reviews (OTRs). These services can both attract and retain guests and drive them away, in addition to influencing the perception of satisfaction with the accommodation itself.

The study by Karson, Kevin Murphy & Kevin (2013) conducts a study with hotels in Orlando -USA seeking to understand what could drive the frequency of non-hotel customers in hotel restaurants seeking to boost food and beverage revenues during low periods. occupation in this location and one of the factors described in the research is to offer food options that arouse the desire and interest of customers to consume, acting as a marketing machine to expand brand recognition in the community.

Users, customers or buyers of the products or services of the hosting companies perceive these, using attributes or specific dimensions about the products or values of the corporations, performing a triangulation between the authors' notes, with the bibliography and the results of the analyzes with the classification of the classes described here in class 1- service, class 2- restaurant, class 3- hospitality and service and class 4 - food, it can be inferred that the restaurants in this study can be concluded that the restaurants are positioned as:

- **By attribute:** it occurs when the company establishes its positioning based on the performance of the product in some specific, tangible or abstract attributes; In the case of this research, the restaurants are classified in this

typology of positioning, considering the tangible attributes such as food, desserts, environment and the intangibles, hospitality, service and experience.

- **By user:** associates the product with a specific user category, based on characteristics such as lifestyle, personality traits, life history, among others; Positioning in this type can be classified due to the status that the restaurants send their customers, the prices charged and the prior knowledge to use the services, considered sophisticated.

- **By product category;** ranks the product as a leader in a given category; it is more used when it comes to new products, as it allows emphasizing the differences in characteristics between it and the others on the market; The research restaurants fit into these categories considering the ways in which the products are offered, tasting menu, non-trivial flavor, imported products and unusual ways of preparation and the determining sequence of service at the table.

- **By service class:** when the service is positioned as a leader in a certain class. The restaurant businesses that are the object of research in this work, due to their classification and presence in the Michelin Guide, ensure that they are in this category due to the services provided in their various variables food, service and hospitality, among other variables that lead them to this category of positioning.

## FINAL CONSIDERATIONS

With this work, we aim to answer the main questions of hotel chains and the need to adapt to the constant demands for innovations to

which hotels are subordinated. We analyze the importance of marketing in an increasingly competitive and vital sector for the operation and revenue of tourist cities. We seek to understand how technological innovations have been absorbed by hotels and if their lack or scope is felt by customers through the comments.

Thus, with the results obtained, we evaluated that customer service and service provision are directly responsible for the success of hotels, which corroborates the need for constant improvement of employees presented in the literature review.

Hotel marketing is a very important sector, it was expected that in the comments made by customers, their participation in the final choice of hotels would not be mentioned. Which cannot take away the unquestionable merit that marketing has in attracting new customers. Critical to the hospitality industry is a capable marketing team that can leverage guest numbers and provide opportunities for growth and development.

In what characterizes the research objectives, a survey of hotel reviews was carried out, in the cities of São Paulo and Rio de Janeiro, on the Tripadvisor platform, with a recurring time frame for the year 2019, from January to December, where the collection of data was random, prioritizing the order of the months recurring to the clipping.

After all the necessary information, the IRAMUTEQ Software was used, which by the way is free and open source, having its main focus on the analysis of the textual corpus. Then, the syntax of the comments for the tab was performed, which generated the dendrograms and factor plans as well as the word cloud, determining the research results.

Dendrograms bring a dynamic representation of the word cloud, characterized by factorial plans and their classes. It is notable that in the city of Rio de Janeiro there is a

greater intensity in the provision of services generated by the hotel, which emphasizes the importance of the quality of service provided by the hotels. In São Paulo, the perspective of the guests is perceptible, where the quality of the service provided, its accommodation and the experiences lived by the customers are taken into account.

Regarding the word cloud, it is possible to verify the similarities expressed as the words, hotel, pool, service, room and travel. That said, it is possible to verify that the main divergence is the words referring to the places, Rio de Janeiro being located on the coast, it has words such as beach, Copacabana and vista. Hotels in São Paulo, in the customers' perception, have words referring to their composition, such as structure, architecture, location and cozy. Some words that appear less frequently call attention, sophisticated, differentiated and special, words that point to an adaptation of the city's hotels to the increasing tourist requirements.

Finally, the work developed fulfills its objectives by providing the necessary clarifications regarding its problem. It is evident, however, that this work does not have the necessary scope, and it was not its objective, for a generalization of the perennial subject. Therefore, studies and research in the area need to deepen the theme in order to obtain a full understanding of the subject.

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