

An online review on customer satisfaction of mid-to-high-end health and wellness hotels in China

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Abstract: The rapid development of information technology has enabled the collection of online review data, which provides a more precise representation of hotel guest satisfaction. It is crucial to investigate the factors that impact hotel guest satisfaction as identified through online review content. This study will examine relevant scholarly literature on online reviews and concentrate on 50 mid-to-high-end health and wellness hotels in China. Python is utilized to crawl the online review database, and a comprehensive analysis is conducted on the semantic keywords and categories present in customer online review statements. Service, traffic, catering, and other variables are identified as determinants of customer satisfaction in mid-to-high-end health and wellness hotels through factor analysis. This article will propose specific measures and recommendations to improve customer satisfaction in health and wellness hotels, attract more customers, and contribute to the sustainable development of the industry.

Keywords: China, Customer satisfaction, Health and wellness hotels, Online reviews.

1. Introduction

The notion of health and wellness hotels was established by (Chi et al., 2020), who also devised the Scale of Wellness Hotel Amenities, a facility scale used to assess the quality of health services offered by the hotel in accordance with a list of health facilities. The importance of ecotourism products in China is significant as they contribute to the preservation of the ecological environment and have a profound influence on the well-being and livelihoods of individuals (Jiao, 2020). In response to this development, the government has granted preferential treatment to the health and wellness tourism sector and has assisted it in becoming a significant local and national tourism industry (Wei et al., 2020). An American scholar's analysis conducted in 2004 on the significance of enhancing health and wellness in resort hotels revealed that this significance is steadily increasing (Johanson, 2004). Research on health and wellness accommodations has increased in recent years across multiple nations, with examples including the wellness monastery hotel, which has been the subject of research by (Kim & Yang, 2021); the 'Hotel-Hospital Tie Up' model, which Indian scholars have examined from a mathematical standpoint to foster the growth of health and wellness tourism (Nandan Bahuguna & Universtiy, 2022); and the significance of the wellness concept to the hotel industry as perceived by Millennial hotel guests (Lee et al., 2019). The growth and popularity of health and wellness tourism in China can be attributed to the organization of relevant literature, as well as the progression of health and wellness hotels. Understanding customer satisfaction at these hotels is crucial for meeting the wellness needs of patrons, as well as stimulating the growth of health and wellness tourism, which can invigorate the tourism sector and drive economic expansion. However, research on health and wellness hotels in China is currently limited. A keyword search on the China National Knowledge Infrastructure (CNKI) yields only 38 relevant documents, with just one study examining the relationship between consumer satisfaction and wellness hotels.

This paper aims to fill this research gap by answering the following questions:

1. How would you assess the current level of customer satisfaction at mid-to-high-end wellness and health hotels in China?

2. What suggestions can you provide to improve customer satisfaction?

Based on these inquiries, the subsequent research objectives are proposed:

1. To investigate the positive aspects of online reviews regarding mid-to-high-end health and wellness hotels in China, and to analyze the factors that influence customer satisfaction.

2. To assess the positive aspects of online hotel assessments and provide relevant recommendations based on the determining factors.

2. Literature Review

2.1. Definition of Health and Wellness Hotels and Its Development in China

According to (Mueller & Kaufmann, 2001), a health and wellness hotel is characterized by its comprehensive health infrastructure and the fulfilment of the wellness requirements of its guests across three domains: physical, mental, and environmental. As (Chi et al., 2020) stated, a health and wellness hotel cater to the well-being of its clients by offering lifestyle modifications, integrating health care with tourism, and providing non-medical health services that benefit the body, mind, and spirit. In summary, health and wellness hotels aim to enhance individuals' overall well-being through the implementation of wellness programs that provide physical health benefits and mental relaxation. The growth of China's middle-income and high-income populations has been accompanied by an increase in demand for health and wellness accommodations, as illustrated in Figure 1.

According to (Zhang, 2020), the health and wellness hotel industry in China experienced significant expansion from RMB 26.98 billion in 2015 to RMB 68.18 billion in 2019, with an average compound annual growth rate of 26.1%. Despite this progress, challenges remain, such as the scarcity of innovative marketing strategies, inadequate understanding of conceptual marketing, and limited comprehension of relevant concepts (Guo, 2014). In the context of health and wellness tourism, (Liu, 2016) proposes a comprehensive experience product category from an international tourism perspective. (Wang & Jiang, 2022) discussed the importance of developing wellness hotels in terms of industrial integration. The current situation of China's ageing population is pressing, and the rapid economic development has resulted in excessive pressure on life for young and middle-aged individuals, with young people being particularly prone to sub-health issues (Lin, 2008). As a result, individuals are increasingly pursuing health and well-being. The establishment of mid-to-high-end health and wellness hotels can alleviate the physical strain caused by poor health to some extent and align with the prevailing principle of fostering a healthier China.

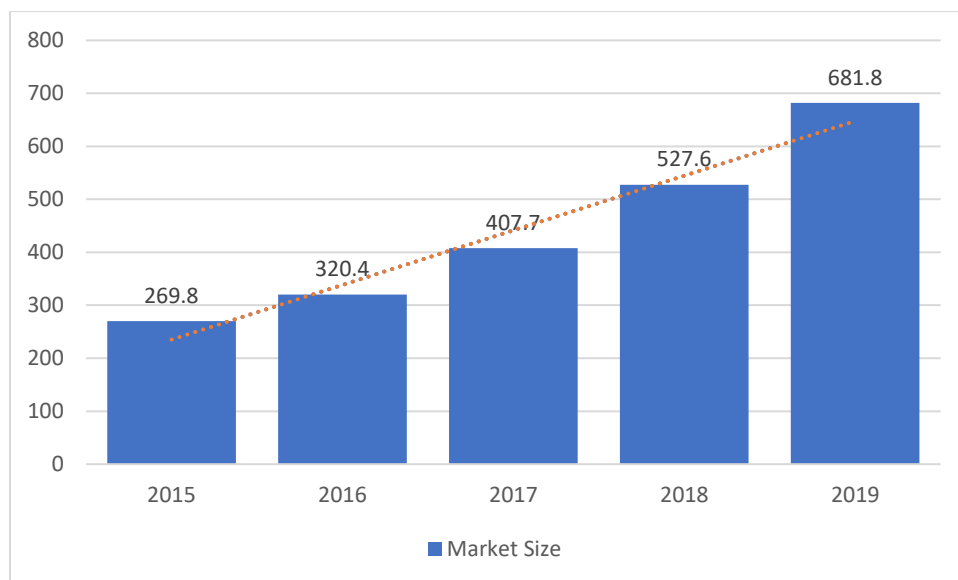


Figure 1.
Changes of market size of the health and wellness hotels in China.

2.2. Online Reviews and Customer Satisfaction

Consumers frequently utilize online platforms to share their opinions, grievances, and suggestions about products and retailers. These reviews possess the potential to impact consumers' purchasing decisions and assessments of products (Chatterjee, 2001). The experiences of consumers regarding the quality of products and services offered by online service providers are often reflected in their online evaluations (Thakur, 2018). One could argue that online consumer evaluations represent a unique form of word-of-mouth dissemination (Godes & Mayzlin, 2004). According to a survey of American Internet users conducted in 2010 (Freedman, 2011), a staggering 92% of users read online product reviews, and 89% of those users claimed that online product reviews influenced their product selection. Gaining an understanding of the influence of online reviews on product sales can assist organizations in refining their management strategies, while the strategic utilization of favorable reviews can stimulate product sales (Hu et al., 2008).

Consumer preference for making reservations is significantly influenced by favorable online evaluations, which offer beneficial information, foster confidence, and draw attention to the hotel (X. (Roy) Zhao et al., 2015). (De Pelsmacker et al., 2018) found that consumers of higher-star hotels were more inclined to express their opinions in online reviews compared to those of lower-tier hotels. The existing body of research on online reviews primarily focuses on three aspects: the economic consequences of reviews, the willingness of individuals to participate in such reviews, and the role of review components (Cao, 2022). A significant advancement in hotel industry research has been the examination of online reviews since consumers increasingly rely on the Internet to gather information before selecting tourism products (Browning et al., 2013; Gavilan et al., 2018; Sparks & Browning, 2011). The hotel industry has come to depend heavily on online evaluations due to the rise of the Internet. Customers are more likely to express their opinions candidly when reviewing mid-range to upscale hotels on the Internet.

Satisfaction is a subjective feeling or evaluation that arises when customers compare their initial expectations of a product with their actual emotions regarding the product's performance after its purchase (Oliver, 1980). Consumer satisfaction is determined by the way the consumer perceives the provision of services (Rao & Sahu, 2013). Achieving customer satisfaction is considered a primary objective of marketing efforts in organizations that are customer-focused (Kandampully & Suhartanto, 2000). Since 1990, customer satisfaction has been understood as encompassing customers' evaluations, perceptions, and psychological responses to their service consumption experience (Yi, 1990). According to (Cronin & Taylor, 1992), purchase intention is highly influenced by consumer satisfaction. Utilizing online reviews to evaluate customer satisfaction is a widely accepted methodology, and various academic disciplines are presently exploring this topic (Li et al., 2013; Lucini et al., 2020; Y. Zhao et al., 2020).

3. Methodology

3.1 Data Collection

This article investigates consumer satisfaction by analyzing online hotel review data. As shown in Table 1, the study ranks health and wellness hotels among the top 50 on China's health and wellness hotel competitiveness index for 2020, using data from the Meadin Research Institute (Yang, 2021). For this study, Ctrip, the dominant online travel platform in the Chinese market, served as the model platform. A comprehensive dataset of 42,585 valid online hotel reviews was collected through the examination of Ctrip's online reviews from 2020 to 2023. The statistical data in Figure 2 demonstrates a consistent upward trend in the quantity of online reviews for mid-to-high-end wellness hotels from 2020 to 2023. Remarkably, 2021 recorded the highest number of online reviews.

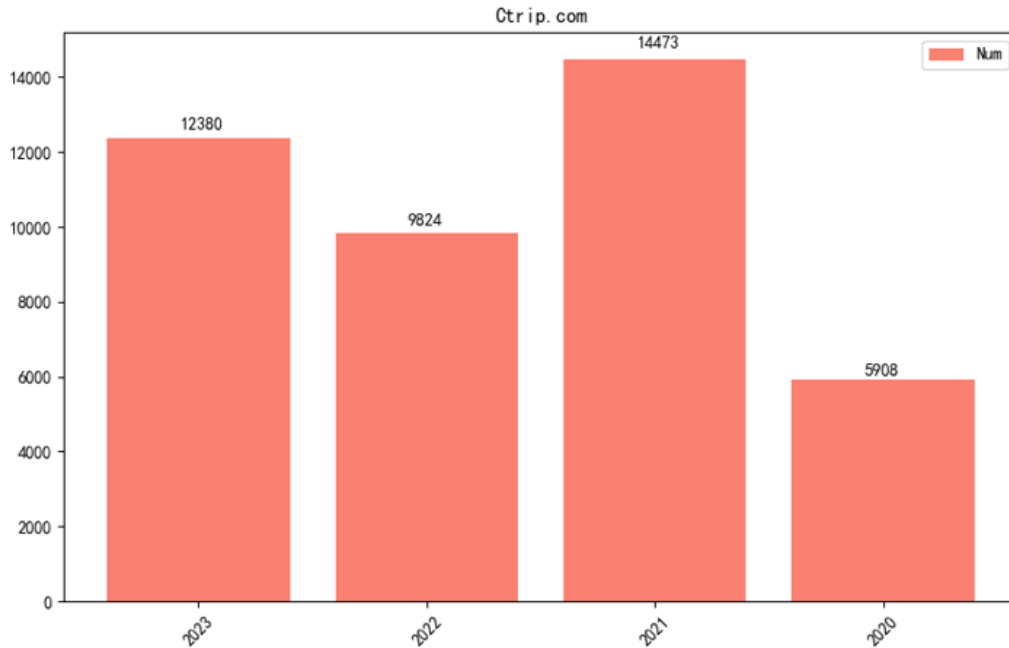


Figure 2.
Hotel online review statistics table (Items).

Table 1.
2020 top 50 list of health hotel competitiveness index.

| Ranking | Name | MCI | City |
|---------|--|-------|-----------|
| 1 | Anandi Hotel and Spa Shanghai | 57.17 | Shanghai |
| 2 | Banyan Tree Hangzhou | 54.68 | Hangzhou |
| 3 | The St. Regis Lhasa Resort | 53.66 | Lhasa |
| 4 | HUALUXE Hotels and Resorts Kunming, an IHG hotel | 50.37 | Kunming |
| 5 | Yinchuan International Convention Centre Hotel | 50.08 | Yinchuan |
| 6 | Deefly Yagu Resort | 49.7 | Hangzhou |
| 7 | Gloria Plaza Hotel Shenyang | 49.32 | Shenyang |
| 8 | Aman Summer Palace | 48.44 | Beijing |
| 9 | Amanfayun | 48.18 | Hangzhou |
| 10 | Huanxiu Resort & SPA | 47.97 | Suzhou |
| 11 | LN Garden Boutique Ho tel | 47.88 | Foshan |
| 12 | Aman Resorts Ltd | 46.92 | Shanghai |
| 13 | Suzhou Taoyuan International Resort Hotel | 46.55 | Suzhou |
| 14 | Qiandao Lake Wenyuan Shicheng Pushi Hotel | 46.22 | Hangzhou |
| 15 | Scholars Shushan Hotspring Resort | 45.89 | Suzhou |
| 16 | Yuanboyuan Holiday Hotel | 45.7 | Jinan |
| 17 | Kaihong Four Seasons Hotel Changzhou | 45.52 | Changzhou |
| 18 | Six Senses Qing Cheng Mountain | 44.94 | Chengdu |
| 19 | Nanjing Tangshan Easpring Resort | 44.17 | Nanjing |
| 20 | Mehood Elegant Hotel (Xi'an Qujiang Giant Wild Goose Pagoda) | 43.21 | Xi'an |
| 21 | Dusit Thani Qingfeng Garden Hotel Changzhou | 43.16 | Changzhou |

| | | | |
|----|--|-------|-----------|
| 22 | Showse Wellness Hotel | 42.73 | Hangzhou |
| 23 | Kangjia Yiju Kangyang Holiday Apartment | 42.67 | Chengdu |
| 24 | Mehood Elegant Hotel | 42.1 | Hangzhou |
| 25 | Grand Bay Hotel,Beijing | 42.04 | Beijing |
| 26 | Osotto Recreation Hotel | 41.61 | Foshan |
| 27 | Dusit Thani Wujin, Changzhou | 41.24 | Changzhou |
| 28 | China Coal-miner Dalian Sanatoriun Hotel | 40.63 | Dalian |
| 29 | Heungkong Wellness Valley | 40.41 | Guangzhou |
| 30 | Hangzhou Yuxiang Lake Health Resort | 40.38 | Hangzhou |
| 31 | Bolian Resorts & Spa | 39.68 | Kunming |
| 32 | Honggang Health Theme Hotel | 39.53 | Lhasa |
| 33 | Guozhen Health Hotel | 38.62 | Hefei |
| 34 | Yunhe Yebo Hotel (Wuxi Lingshan Town) | 37.93 | Wuxi |
| 35 | Greenland Kang Young Hotel | 37.42 | Ningbo |
| 36 | Yunbo Tianmu Yangsheng Manor | 37.06 | Hangzhou |
| 37 | Shuibu Yuerong Hotel | 36.95 | Fuzhou |
| 38 | Bolian Resorts | 36.91 | Chongqing |
| 39 | Xuanpu Hotel | 36.01 | Urumqi |
| 40 | Dusit Thani Wellness Resort Suzhou | 34.82 | Suzhou |
| 41 | Guangdong Nanmei Osotto Hotel | 34.78 | Guangzhou |
| 42 | Wyndham Kunming Resort | 34.59 | Kunming |
| 43 | Conghua Bishuiwan Hot Spring Resort | 32.79 | Guangzhou |
| 44 | Biquan Kongzhong Hot-spring Hotel | 30.95 | Guangzhou |
| 45 | Hotels & Preference Haily Binya Resort & SPA | 30.54 | Kunming |
| 46 | Huayi Health Hotel Tonglu | 30.16 | Hangzhou |
| 47 | Greenland Kang Young Hotel | 29.23 | Yinchuan |
| 48 | Nanchang Tianmu Hot Spring Hotel Resorts | 27.9 | Nanchang |
| 49 | Elegant Hotel Shanghai Bund | 27.75 | Shanghai |
| 50 | Tuanbo Lake Hot-spring Resorts & Spa | 26.43 | Tianjin |

3.2. Data Analysis

The analysis of online reviews in the tourism and hospitality industry primarily entails the use of quantitative research methods due to the reliance on empirical techniques (Schuckert et al., 2015). This study's inquiries pertain to the quantitative component, which encompasses data retrieval, keyword extraction, and data analysis. Consequently, Python was selected as the research tool for quantitative analysis in this study. Following the extraction of keywords associated with influencing factors using Chinese Word Segmentation and Word Count in Python, a five-level Likert scale was constructed using the extracted keywords. Finally, Python was employed to conduct statistical analysis on customer satisfaction data.

4. Results

4.1. Factor Analysis of Online Reviews

An extensive examination of the semantic keywords and categories present in online customer feedback sentences is necessary to arrive at a discerning conclusion about the determinants that affect hotel patron satisfaction. The primary focus of this article is the service quality evaluation table for

budget hotels. Following the extraction of 42,585 collected evaluation sentences from keyword features, they are classified via manual annotation and then tallied by word frequency. The results are presented in Table 2. Initially, customer online evaluations predominantly concentrate on seven key factors: service quality, catering quality, environmental quality, traffic quality, hygiene quality, health and wellness quality, and additional service quality. Furthermore, negative customer reviews primarily center around service quality, with comments containing terms such as "poor service attitude," "low service level," "poor service quality," and "low service enthusiasm of employees." In conclusion, the weight of each evaluation category is determined by the proportion of guest online reviews relative to the total number. Seven aspects are selected in ascending order of importance: service quality, environmental quality, catering quality, traffic quality, hygiene quality, health and wellness quality, and the quality of supplementary services. Consequently, an evaluation system for hotel customer satisfaction should be constructed using the aforementioned as first-level evaluation indicators and an additional 36 factors as second-level evaluation indicators.

Table 2.
Online review category percentage.

| Category | Semantic keywords | Accounting for total percentage (%) | Number of positive reviews | Number of medium and negative reviews |
|--------------------------------|--|-------------------------------------|----------------------------|---------------------------------------|
| Service quality | 1. Attitude; 2. Caring and enthusiastic; 3. Service personnel (Butler, front desk); 4. Experience; 5. Kindness | 30% | 32528 | 843 |
| Environmental quality | 1. Environment; 2. Scenery; 3. Quietness; 4. Facilities and hardware; 5. Design | 19% | 21070 | 474 |
| Catering quality | 1. Breakfast, afternoon tea, buffet; 2. Catering; 3. Restaurant; 4. Taste; 5. Sumptuous; 6. Fruit | 16% | 17708 | 552 |
| Traffic quality | 1. Convenience; 2. Location; 3. Scenic Spots; 4. Parking; 5. Transportation; 6. Geographical location | 11% | 12345 | 224 |
| Hygienic quality | 1. hygiene; 2. clean; 3. cleaning; 4. tidy | 10% | 11179 | 402 |
| Health and wellness quality | 1. Hot Springs; 2. Health and wellness; 3. Feel at home; 4. Comfort; 5. Vacation | 7% | 7361 | 111 |
| Quality of additional services | 1. Surrounding; 2. Nearby; 3. Cost Performance; 4. Gifts; 5. elderly and children | 7% | 7226 | 171 |
| Total | | 100% | 109417 | 2777 |

4.2. Analysis of Online Evaluation Situation

Online hotel reviews provide a measure of the disparity that exists between the anticipated and actual experiences of guests prior to their stay. Identifying the key words present in review sentences with precision and assigning them appropriately are essential elements in the analysis of online review content. For this research, three current students from the Department of Tourism and one hotel management instructor were selected as evaluators, using the sample semantic keywords in Table 1.

Their responsibility was to individually assess the extracted topic keywords. When scoring, if the scores of more than three evaluators are consistent with the score of the topic keyword, the score of the subsequent keyword will be determined. If only two evaluators maintain consistent scores, the keyword will be re-scored by the four raters listed above. In cases where scores from more than three evaluators are consistent, the total score will be regarded as the score for the keyword. This process will be repeated until every keyword has been assigned a score. The evaluative content is categorized into five levels on the scoring standard using the well-established five-level Likert Scale: very poor, poor, average, good, and very good. The hotel customer satisfaction evaluation system consists of seven first-level indicators and thirty-six second-level indicators, as determined by the evaluation content obtained. As illustrated in Table 3 below:

Table 3.
Hotel customer satisfaction evaluation system and rating coding.

| First level indicator | Secondary indicators | Judging rules | Scoring instructions |
|-----------------------------|--|---|--|
| Service quality | 1. Attitude; 2. Caring and Enthusiastic; 3. Service Personnel (Butler, Front Desk); 4. Experience; 5. Kindness | 1=very poor 2=poor 3=average 4=good 5=very good | 1. Very Good = Very Good, Great, Excellent, Outstanding, Quite Satisfied 2. Good = Good, Pretty Good, Okay, Satisfactory 3. Average = Not Bad, Pretty Average, Pretty Ordinary, All Right 4. Poor = Not Good, Bad, Dislike 5. Very Bad = Too Bad, Complain, Never Come Again Improvement |
| Environmental quality | 1. Environment; 2. Scenery; 3. Quietness; 4. Facilities and Hardware; 5. Design | | |
| Catering quality | 1. Breakfast, Afternoon Tea, Buffet; 2. Catering; 3. Restaurant; 4. Taste; 5. Sumptuous; 6. Fruit | | |
| Traffic quality | 1. Convenience; 2. Location; 3. Scenic Spots; 4. Parking; 5. Transportation; 6. Geographical Location | | |
| Hygienic quality | 1. Hygiene; 2. Clean; 3. Cleaning; 4. Tidy | | |
| Health and wellness quality | 1. Hot Springs; 2. Health and Wellness; 3. Feel at Home; 4. Comfort; 5. Vacation | | |
| Additional services quality | 1. Surrounding; 2. Nearby; 3. Cost Performance; 4. Gifts; 5. Elderly and Children | | |

The purpose of this article is to scrutinize the content of online evaluations on Ctrip, a travel comparison website, and assess the ratings given to various aspects, along with the comprehensive assessment score of the hotel. The findings are summarized in Table 4.

Table 4.
Evaluation score table for each indicator of the website.

| Overall evaluation | Service quality | Hygienic quality | Health and wellness quality | Environmental quality | Catering quality | Traffic quality | Additional services quality |
|--------------------|-----------------|------------------|-----------------------------|-----------------------|------------------|-----------------|-----------------------------|
| 4.52 | 4.75 | 4.52 | 4.59 | 4.58 | 4.16 | 4.49 | 4.58 |

The results displayed in Table 4 suggest that the average level of client satisfaction with the hotel is 4.52, which is considered satisfactory to very good. Generally, client satisfaction is relatively high in

mid- to upscale health and wellness hotels. However, the scores for catering quality and traffic quality were lower. The score for catering quality is the lowest, indicating that there is room for improvement in the areas of flavor, chef quality, and catering quality. This further emphasizes the challenges that health and wellness hotels face in this aspect. Therefore, it is essential for managers to prioritize improving catering quality. Regarding the quality of traffic, the hotel needs to enhance its parking infrastructure and location capabilities. Although health and wellness hotels receive the most service quality evaluations, they consistently score the highest. This finding indicates that high-end health and wellness hotels tend to have more positive visitor perceptions regarding service quality. Additionally, this underscores the importance of hotels maintaining a high service ethos and refining their service standards.

4.3. Analysis of Influencing Factors of Customer Satisfaction

Table 5 provides a comprehensive analysis of the positive feedback received regarding the evaluation of hotel service quality, which amounts to 32,528 in total and accounts for 30% of all positive comments. It is noteworthy that this particular aspect has garnered the most favorable reviews among all topics related to hotels. Hotels are an integral part of the service industry, where customers expect and receive services during their stay. Therefore, the recognition of hotel service quality reflects the commitment and significance that mid-range to upscale healthcare hotels attach to this aspect. The analysis of positive feedback reveals that the two most prominent factors that contribute to hotel service quality are "good attitude" and "caring and enthusiastic," which together account for 21,460 of the total positive comments. These factors are considered crucial and are emphasized during employee training, reflecting the hotel's dedication to providing exceptional service quality. While the number of customers who express "good experience" and "kindness" is considerable, it is not unique, highlighting the importance of hotel staff maintaining a positive service attitude to enhance the overall guest experience.

Table 5.
Number and proportion of service quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|-------------------------|----------------------|-------------|
| Caring and enthusiastic | 11468 | 35.3 |
| Good attitude | 9992 | 30.7 |
| Kind | 5474 | 16.8 |
| Good experience | 4887 | 15 |
| Other | 707 | 2.2 |
| Sum | 32528 | 100 |

Table 6.
Number and proportion of environmental quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|----------------------------------|----------------------|-------------|
| Good environment | 11289 | 53.6 |
| Complete facilities and hardware | 6342 | 30.1 |
| Quiet | 1598 | 7.6 |
| Innovative Design | 939 | 4.5 |
| Beautiful Scenery | 776 | 3.7 |
| Other | 126 | 0.5 |
| Sum | 21070 | 100 |

As illustrated in Table 6, the environmental quality of hotels has garnered a cumulative total of 21,070 favorable reviews, amounting to 19% of all reviews. The assessment of the hotel environment encompasses the guest's perception of its comprehensive quality, which directly influences their overall experience. Two key aspects—"good environment" and "complete facilities and hardware"—account for 83.7% of the environmental quality ratings provided by guests in mid-to-high-end wellness hotels.

Positive comments include those made about the Tangshan Easpring Resort in Nanjing, such as "The space is expansive, the atmosphere is exquisite, birds are in harmony, and blossoms emanate fragrance upon the mountain." Another example is the comment regarding the Aman Summer Palace: "The hotel environment is excellent. It is a Chinese-style garden designed to resemble an old courtyard home from Beijing." These remarks demonstrate that it is crucial for mid-to-high-end health and wellness hotels to prioritize their unique features while also recognizing the importance of software and hardware amenities during the initial design phase.

Table 7.
Number and proportion of catering quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|---|-----------------------------|--------------------|
| Have breakfast, afternoon tea, and buffet | 10349 | 58.4 |
| Have restaurant | 2697 | 15.2 |
| Offer fruit | 1911 | 10.8 |
| Tastes good | 1320 | 7.5 |
| Rich variety | 831 | 4.7 |
| Other | 600 | 3.4 |
| Sum | 17708 | 100 |

Table 7 demonstrates that the catering quality factor has garnered 17,708 positive reviews, accounting for 16% of the total reviews received. Without a doubt, hotel catering constitutes a substantial portion of the hospitality industry's revenue. The statistical data indicates that the catering quality factor ranks third, indicating that guests of health and wellness hotels place great importance on the quality of the catering services provided. However, the catering quality assessment of mid-to-high-end health and wellness hotels yields a score of 4.16, which is notably lower than the overall evaluation score and ranks as the lowest scoring factor across all components. As a result, health and wellness hotels must prioritize the improvement of their catering services. The terms "Have Breakfast, Afternoon Tea, and Buffet" appear most frequently in positive reviews, comprising over half of the total reviews. This suggests that hotel patrons place a relatively high emphasis on the availability of catering services. In contrast to budget hotels, which frequently offer only a basic breakfast, mid- to high-end hotel patrons prioritize the finer things in life and therefore request afternoon tea and buffets, thereby necessitating the provision of a greater variety of dining options. "Offer Fruits" comprises 10.8% of the overall ratings, suggesting that patrons expect hotels with dining facilities to provide fruits and, overall, are satisfied with the hotel's current implementation of fruit provision.

Table 8.
Number and proportion of traffic quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|---------------------------|-----------------------------|--------------------|
| Convenience | 4303 | 34.9 |
| Good location | 3269 | 26.5 |
| Convenient parking | 1776 | 14.4 |
| Convenient transportation | 1116 | 9 |
| Close to scenic spots | 982 | 8 |
| Other | 899 | 7.2 |
| Sum | 12345 | 100 |

Guests have consistently been preoccupied with the convenience of accommodation transportation. 12,345 evaluations showed that 11% of the overall negative reviews were related to traffic quality. The location quality assessment for mid- to high-end health and wellness hotels yielded a score of 4.49, which is lower than the overall evaluation score. This suggests that there is room for improvement in the location selection process for mid- to high-end health care hotels. Certain health and wellness hotels may opt for locations with picturesque landscapes and unpolluted air, which can lead to unaltered

transportation. However, the total count of favorable evaluations obtained by mid-range to upscale health and wellness hotels regarding the attributes of "Convenience" and "Good Location" is insignificant, as indicated in Table 8. Customers have provided fewer favorable evaluations of "Close to Scenic Spots," and thus hotels should consider this demand from their guests and increase the number of buses that pick up tourists at popular scenic spots. This way, even long distances can be traversed more conveniently.

Table 9.
Number and proportion of hygienic quality evaluation factors.

| Review Topic | Total number (Items) | Percent (%) |
|--------------|----------------------|-------------|
| Clean | 5074 | 45.4 |
| Health | 4134 | 37 |
| Tidy | 1400 | 12.5 |
| Other | 571 | 5.1 |
| Sum | 11179 | 100 |

Table 9 demonstrates that approximately 10% of the entire sample, or 11,179 positive reviews, pertain to the hygiene quality management of mid-to-high-end health and wellness hotels. This proportion indicates inadequate management of hygiene quality in these establishments. At present, Chinese room attendants are remunerated based on their workload, leading to a situation where many service staff prioritise quantity over quality in order to secure higher wages. As a result, consumers are dissatisfied with the hygiene standards currently provided. Although consumers may also evaluate aspects such as cleanliness, health, and order, hygiene quality does not represent a significant portion of the overall reviews. Given this, hotels need to improve employee training and salary structures to enhance cleanliness standards and, consequently, boost guest satisfaction. After all, guest accommodations are the most critical asset for hotels.

Table 10.
Number and proportion of health and wellness quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|---------------------|----------------------|-------------|
| Comfortable | 3084 | 41.9 |
| Vacation | 1935 | 26.3 |
| Other | 1164 | 15.8 |
| Health and wellness | 630 | 8.6 |
| Feel at home | 548 | 7.4 |
| Sum | 7361 | 100 |

Health and wellness hotels are distinct from other hotel categories due to their quality and focus. According to the health and wellness criteria, 7% of comments, or 7,361, are positive. The location quality assessment for mid-to-high-end health and wellness hotels resulted in a score of 4.59, surpassing the overall evaluation score. Evidently, mid-to-high-end health and wellness hotels perform well and place great emphasis on wellness quality. The customer acclaim for the health and wellness standards of mid-to-high-end wellness hotels is primarily focused on the "Comfortable" and "Vacation" categories, accounting for 68.2% of the total wellness quality. Noteworthy praise, such as from the Grand Bay Hotel in Beijing, includes comments like "The overall feeling is great, and the hot spring is very comfortable" and "The private hot spring is very convenient, you can take it at any time, and the water temperature is very good, it is very enjoyable." However, as depicted in Table 10, only 630 reviews (or 8.6%) were positive regarding "health and wellness." Therefore, health and wellness hotels, particularly those in the mid- to upper-end range, cannot solely prioritize one aspect. It is recommended that they provide sustainable luxury experiences, prioritize environmental preservation and cultural heritage, offer customers a holistic health experience that incorporates spiritual cultivation, and develop a diverse

range of health experience products that integrate modern technology with traditional Chinese medicine for health preservation.

Table 11.
Number and proportion of additional services quality evaluation factors.

| Review topic | Total number (Items) | Percent (%) |
|-------------------------|----------------------|-------------|
| The old and child | 3121 | 43.2 |
| Surrounding environment | 1560 | 21.5 |
| Cost performance | 1428 | 19.8 |
| Souvenir | 575 | 8 |
| Other | 542 | 7.5 |
| Sum | 7226 | 100 |

Orfila-Sintes and Mattsson (2009) assert that the provision of supplementary services by hotels plays a pivotal role in hotel innovation decisions. In accordance with Sharma and Srivastava (2018), a customer is deemed content with a hotel when the service they perceive from the establishment exceeds their expectations. This represents an additional method by which mid-range to upscale hotels can enhance their clientele's contentment. The satisfaction level, which is rated as "very good" and has the highest average score among all factors, is 4.58, as depicted in Table 4. Customer satisfaction is greatest with regard to the quality of enhanced services. It indicates that mid- to high-end health and wellness hotels are adept at accommodating the elderly and children, allowing guests to enjoy their stay without apprehension. The phrase "The Old and Child" appears most frequently in the positive reviews. The term "Souvenir" appears frequently in customer assessments of mid-range to upscale health and wellness hotels, as illustrated in Table 11. This corresponds to high-end establishments. Although this represents a mere 8% of the overall review, it does suggest that offering exceptional small rewards may be able to augment customer satisfaction. Consequently, to increase customer turnover, hotels should improve their capacity for innovation so that they can not only satisfy guests' fundamental requirements but also offer superior supplementary amenities. By encouraging patrons to share photographs and comments on co-branded souvenirs featuring renowned local attractions or auxiliary products bearing the hotel's own label, for instance, hotels can attract guests via mementos.

5. Conclusion

Based on the online evaluations of mid- to high-end health and wellness hotels in China, the mean score is estimated to be 4.52. The ratings indicate that customers have a positive view of the establishment in terms of service quality, health and wellness, ambiance, and additional amenities. It is essential for the hotel to maintain a high standard. However, customers have expressed dissatisfaction with the quality of the hotel's catering, traffic, and hygiene. In particular, the catering quality received the lowest rating. Hotels should take these factors into account and implement appropriate strategies to improve them.

5.1. Strictly Regulate the Standard of Hygiene

Hygiene standards are crucial for all lodging establishments. To improve the hotel's hygiene quality, the following recommendations are proposed: 1. Enhance employee training and raise hygiene awareness prior to staff commencement. 2. Strengthen hygiene supervision and inspection of hotel guest rooms. 3. Improve the hotel's internal hygiene control system and ensure that employee workload is distributed in a reasonable manner. Lastly, reinforce hygiene inspection and control procedures. Inadequate cleansing and disinfection efforts should be met with disciplinary action, and precise attention should be paid to details such as shower nozzle disinfection. *Legionella pneumophila* has been identified in hotel shower water, and it is crucial to implement enhanced cleaning and disinfection protocols for shower facilities, such as shower hot water pipelines and shower heads (Cao et al., 2022). Hotels must not only enhance their own hygiene consciousness but also implement stringent customer

screening procedures, document customers exhibiting substandard conduct, blacklist customers involved in extreme behaviors, and strictly prohibit them from making secondary purchases.

5.2. *Improving Standards for Catering*

According to online reviews, the catering quality of mid-range to upscale health and wellness hotels is often rated as the lowest among all factors considered. To improve guest satisfaction, it is recommended that hotels enhance their catering standards. As mid- to high-end health and wellness hotels prioritize the well-being of their clientele, they should develop catering options that align with the wellness motif and construct a healthy diet system through the fusion of Western and Chinese culinary influences. To achieve this, it is recommended that hotels collaborate with practitioners of Chinese medicine and nutritionists to develop a healthy dietary system that will enable guests to enjoy a nutritious and healthy dining experience. In addition, tailored services can be rendered in accordance with the physical attributes of recurring clientele. For instance, guests diagnosed with hypertension and hyperglycemia should be served nutritious fare that is devoid of excessive amounts of sugar and oil.

5.3. *Improving Conditions of Transportation*

Accessibility by transport serves as a fundamental prerequisite for determining the grade structure, site preference, and allocation of city star hotels. To a certain extent, it influences or even establishes the magnitude and effectiveness of city star hotels, which subsequently impacts the overall standard of city star hotels. Therefore, hotel transportation is critical. When selecting locations, mid-range to upscale hotels should consider both picturesque areas and urban hubs. Guests may be offered a complimentary bus journey to the city center or the scenic area if the distance is too great. Conveniently arranged parking lots should be provided for visitors who are travelling by car. Parking is a challenge for several mid-range to upscale health and wellness hotels in the city center, as these establishments frequently construct subterranean garages in office buildings. To assist patrons in locating parking areas and the hotel lobby, traffic guidance must be supplied, as a considerable number of them are unable to locate the entrances and exits.

5.4. *Improve the Health and Wellness Experience of Visitors*

The significance of a health and wellness hotel lies primarily in the wellness experience it provides. Thus, it is essential to emphasize the health and wellness concierge service before expanding the range of services offered. Prior to guests' check-in, the butler can evaluate their physical condition and recommend personalized services, such as suggesting appropriate meal blends and recommending activities that cater to their specific physical needs. Additionally, the hotel should offer a wider range of self-development courses, including yoga, calligraphy, and Chinese studies, so that guests can not only reside in a wellness-infused atmosphere but also engage in activities that promote wellness and enhance their physical well-being during their stay. To provide guests with a comprehensive experience, the hotel should collaborate with local health and wellness tourism attractions and establish health and wellness tourism routes.

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