

COMPARATIVE ANALYSIS GUEST REVIEWS IN THE PAST AND NOW

Abstract:

The aim of the research is to investigate the hotel guest experience using innovative and practice-oriented methods. Achieving high guest satisfaction has always been a key strategic objective in the history of fiber hotels. Nowadays, there are many platforms where guests can write down and share their opinions and their negative and positive experiences with the hotel. In the past, this was the purpose of the so-called guest books. These were physical books in which guests could write down their comments, complaints or satisfaction with the hotel services. How and in what ways do the old guest books differ from the current online platforms?

The Continental's Guest Book, which preserves guest entries, gives an insight into a pivotal period in the 1940s, '50s and '60s, when guests stayed in hotels in Budapest for up to several weeks.

In this thesis I explore how the Continental Hotel in Budapest can build on guest experience feedback to create a unique atmosphere for its guests.