Termal Otel İşletmelerinin Müşteri Yorumlarının İncelenmesi: TripAdvisor Örneği

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ÖZET

Bu araştırmanın temel amacı, Yalova'nın Termal ilçesinde hizmet veren 4 ve 5 yıldızlı termal otel işletmelerindeki müşteri yorumlarını inceleyerek termal otellerinde müşteri memnuniyetini etkileyen unsurları belirlemektir. Söz konusu yorumlar 2021-2022 tarihlerine aittir. Bu tarihler arasında 127 yorum bulunmaktadır. Bu araştırmada nitel araştırma yöntemi kullanılmıştır. Yorumlar içerik analiz tekniği ile incelenmiştir. 127 yorumun 73 tanesi harika kategorisinde yer alırken, 103 tanesi ise Türkçe olarak yazılmıştır. İnceleme sonucunda yorumların sırasıyla otelin genel özellikleri, insan kaynakları, yiyecek-içecek, termal hizmet olanakları, odaların özellikleri ve Covid tedbirleri üzerinde yoğunlaştığı belirlenmiştir. En fazla olumlu yorum yapılan alt temalar; otelin genel özelliklerinde hizmet kalitesi, insan kaynaklarında personelin ilgili olması, yiyecek-içecekte yemeklerin lezzetli olması, termal hizmet olanaklarında termal alanların güzel ve yeterli olması, odaların özelliklerinde odaların temiz olmasıdır. En fazla olumsuz yorum yapılan alt temalar ise otelin genel özelliklerinde hizmetin kötü olması, insan kaynaklarında personelin ilgisizliği, odaların özelliklerinde temiz olmaması ve eşyaların eski olması, termal hizmet olanaklarının yetersiz olması, yemeklerin kötü olması, Covid önlemlerinin yetersiz olmasıdır.

Anahtar Kelimeler: Termal Turizm, Termal, Termal Otel İşletmeleri, Müşteri Yorumları, TripAdvisor

Examining Customer Reviews of Thermal Hotel Businesses: A Case Study of TripAdvisor [3]

ABSTRACT

The primary purpose of this research is to determine the factors affecting customer satisfaction in thermal hotels by examining the customer reviews in the four and 5-star thermal hotels serving in the Termal district of Yalova. The reviews in question belong to the dates 2021-2022. There are 127 reviews between these dates. A qualitative research method was used in this study. Reviews were analyzed using by content analysis technique. Of the 127 reviews, 73 were in the excellent category, while 103 were written in Turkish. As a result of the examination, it was determined that the reviews focused on the general features of the hotel, human resources, food and beverage, thermal service facilities, the characteristics of the rooms, and Covid measures, respectively. The sub-themes with the most positive reviews are the service quality in the general features of the hotel, the concern of the personnel in the human resources, the delicious food and beverage, the friendly and sufficient thermal areas in the thermal service facilities, the cleanness of the rooms in the features of the rooms. The sub-themes with the most negative comments are that the service is poor in the general features of the hotel, the lack of interest of the staff in the human resources, the rooms are not clean and the furniture is old, the thermal service facilities are insufficient, the food is bad, and the Covid measures are insufficient.

Keywords: Thermal Tourism, Termal, Thermal Hotel Businesses, Customer Reviews, TripAdvisor

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INTRODUCTION

Individuals encounter negativities in different ways in daily life. With the increase of negativities, various mental and physical disorders occur. The need to reduce these ailments and be healthier is increasing. With the increasing continuation of these travels for health purposes, health tourism has developed and is now considered a popular type of tourism (Ergen & Aydemir, 2020). One of the types within the scope of health tourism is thermal tourism. Thermal tourism is the whole of treatments with healing waters (Demir et al., 2017). With the increasing interest in thermal tourism, hotel businesses operating only on thermal tourism have become widespread (Çağlar & Bulgan, 2016).

Thermal hotel businesses, like other businesses, aim to provide better service to their customers and become a preferred position. To achieve this goal, it is necessary to ensure that customers are satisfied with the services offered. Customer satisfaction can be completed in different ways for businesses. Customer satisfaction can be achieved in other ways, such as performing the first service delivery without mistakes, having qualified employees, or being at the top level in thermal facilities. However, everything may go differently than the thermal hotel businesses want, and the hotel's customers still need to be satisfied. Customers who are dissatisfied and leave the businesses with a bad experience can convey this to their environment or negatively assess the business on different social media platforms (Sujithamrak & Lam, 2015).

These negative reviews of the customers are taken into consideration by the other customers who will choose the hotel, and the customers choose according to these reviews (Anderson, 2012). As a result, customer reviews are an essential issue for hotel businesses. This crucial question has also caught the attention of the literature. Researchers are examining the customer reviews of thermal hotel businesses (Ak & Sürücü, 2018; Aylan et al., 2015; Çimenci & Ayyıldız, 2021; Tunçer, 2020). However, in these studies, there needs to be an examination of the thermal hotel businesses in the Yalova Termal region. Yalova is included in the Thermal Tourism Master Plan within the scope of the main decisions of Turkey Tourism Strategy 2023 and Action Plan 2007-2013. 4 priority regions have been determined in the Thermal Master Plan. One of these regions is South Marmara. The Southern Marmara region comprises Balıkesir, Çanakkale, and Yalova (Turkey Tourism Strategy 2023, 2007). Because of this importance, the primary purpose of this research is to determine the factors affecting customer satisfaction by analyzing the customer reviews in the 4 and 5-star thermal hotels serving in the Termal district of Yalova. For this purpose, TripAdvisor customer reviews of thermal hotel businesses were examined. The results will be estimated to contribute to thermal hotel management practices and literature on thermal tourism.

CONCEPTUAL FRAMEWORK

Today, people in developed countries desire to escape cities' dull crowds and stress (Garcia-Altes, 2005). This desire causes the search for different activities and destinations. There is a search for a vacation. One of the results of looking for a holiday can be to participate in health tourism. It benefits from the healing waters, the sea, sand, the sun, and other beauties (Avcıkurt & Çeken, 1998). An individual participating in health tourism wishes to eliminate the negativities of business life and living in the city (Carrera & Bridges, 2006). At the same time, they go to destinations with healing waters to improve their physical and mental health and become more productive (Seow et al., 2021).

Recently, while people are looking for solutions to their health-related problems, they moved out of their cities and countries to get support from businesses and physicians in different destinations. Therefore, all intercity and intercountry activities for therapeutic purposes are included in the scope of health tourism (Aydın, 2012, Hall, 1992). Health

tourism is a sub-branch of tourism and is also a type of alternative tourism (Ianeva & Basmadzhıeva, 2022; Topal & Ergen, 2017). It is possible to list the characteristics of health tourism, which is different from other types of tourism in terms of process and operation, as follows (Özalp, 2005):

- Health tourism is one type of tourism that needs knowledge and facilities.
- Hospitals and businesses operating in health tourism must provide services to international standards.
- It is essential to have staff able to speak a foreign language, communicate with the patient and resolve the problems of the healthcare institution.
- It is a complex type of tourism that can provide various services for patients and their companions.
- Publicly funded advertising and marketing are required for the target audience identified. The health and insurance institution allowing patients to receive services abroad should be chosen in these ads and promotions

Health tourism provides many benefits to countries. The first of these benefits is economic returns. Countries that attach importance to health tourism contribute to regional development by increasing their global market share. Within the framework of this competition, to attract foreign patients to their countries, they also keep up with technological developments and provide services to the citizens of their own countries.

Thermal tourism includes mineral water, baths, mud baths, and inhalation (Hall, 2012). Moreover, supportive treatments include physiotherapy, climate therapy, exercise, rehabilitation, and psychotherapy. Treatment applications are also used for hobbies and entertainment. Thermal is a Latin word given by the thermos. While the word thermal is used in the sense of natural hot waters, the term thermal is used to indicate the temperature-related properties of the waters, and the term thermalism is used to examine the resources and to use them for health purposes (Kahraman, 1987). Thermal tourism, evaluated within the scope of health tourism, uses mineral waters containing molten minerals for treatment, well-being, and relaxation (Kozak, 2006). The main benefits of thermal tourism can be listed as follows (Culture and Tourism Ministry, 2007):

- Operation of thermal tourism facilities with a high occupancy rate.
- It is known that it can be quickly packaged with alternative tourism types.
- Being a 12-month type of tourism, not seasonal.
- In addition to improving human health in thermal tourism facilities, it also meets their entertainment and rest needs.
- The fact that thermal tourism facilities can quickly amortize your cat.

As the basis for thermal tourism is health, it is not made in all regions. In the area where thermal tourism will be held, first of all, there should be a thermal source, the environment should not be destroyed, a calm and serene environment, and most importantly, the air should be clean. In general, equipment that should be in thermal facilities can be listed as follows (Kök, 2013; Zengingönül et al., 2013):

- The thermal water must have some physical and chemical properties, the temperature of the thermal water must be at least 20 degrees, and the water must have mineral value.
- The thermal facility must have a suitable environment and infrastructure for alternative treatments (Thermo, inhalation, climate therapies).
- Sports equipment must be available for patients and their companions who want to do sports.

- To meet the beauty and care needs of those who will receive service at the facility, there should be alternatives such as a hairdresser and mud bath and experienced personnel and infrastructure for those who want a massage.
- Healthcare professionals should be present along with some instruments and units (x-ray, laboratory, etc.) used in diagnosing patients in health institutions.
- The facilities should be far from the city's center, calm, and intertwined with nature. Outdoor walking and sports areas must be available.

Having thermal water and various opportunities in a region does not mean that that region is suitable for thermal tourism. Detailed analyses are required to ensure this compliance and establish a thermal tourism facility in the area. Adequate research should consider factors such as infrastructure, superstructure, and geographical conditions while performing the analyses.

There are research examining customer reviews on thermal hotel businesses. Ak and Sürücü (2018) considered thermal hotel businesses as a whole without choosing a region. As a result of the research, it was determined that customer reviews were between average and good. It has been concluded that the thermal hotel enterprises in the Aegean region have more customer reviews. Tuncer (2020) examined customers' complaints about thermal hotel businesses on the complaint platform. At the end of the examination, it was determined that the customer complaints were related to the general service quality and prices. Çimenci and Ayyıldız (2021) examined the customer reviews on the thermal hotel business in the Pamukkale region. It has been determined that the most complaints of customers are about service quality, staff, and hotel architectural features. Aylan et al. (2015) state that price is at the forefront of customer complaints.

Yalova is a province located southeast of the Marmara Sea, at the beginning of the Gulf of Izmit, on the northern skirts of the Samanlı Mountains. Termal, on the other hand, is a town located southwest of Yalova. The district, which became a community with Decree-Law No. 550 on June 6, 1995, has the center of Yalova in the east, Çınarcık district in the west, the Sea of Marmara in the north and the Gemlik district of Bursa in the south. It is 12 km away from Yalova and easy to reach. The community of Termal has a rainy and moderate climate. July and August are the hottest months, with an average of 40-41 degrees, while January and February are the coldest months, with -10 degrees. The average temperature of the district is 14°C, the average rainfall is 800 mm, and the wind speed is 2m/sec (yalova.ktb.gov.tr). Termal, the healing center of various cultures since ancient times, helps treat many diseases thanks to its healing water sources. Thermal spring waters in the Termal district heal patients with the digestive system, gall bladder, liver, urinary tract diseases, rheumatism, metabolic disorders, skin diseases, and gynecological and psychological diseases (www.termal.bel.tr).

METHOD

This study aims to identify customer satisfaction factors by reviewing customer feedback at four and five-star hotels in the Termal district. This choice was made on the grounds that five and four-star thermal hotel businesses have more customer reviews (Ak & Sürücü, 2018). For the study, a qualitative research methodology was adopted. The qualitative research is a method that comprehensively reveals the thoughts and feelings of individuals on any subject (Merriam & Tisdell, 2015). The qualitative research method enhances the subject's sense and determines the questions' details (Rubin & Babbie, 2016). These reviews are in the range of 2021-2022. There are 127 reviews in all between these dates. The reviews were analyzed using content analysis. Content analysis and data are assessed and categorized by themes (Gürbüz & Şahin, 2018). Themes were determined in line with similar studies examining customer reviews of the thermal hotel business. Customer reviews were also taken into consideration in determining the main and sub-themes. Six main themes were identified

during the review of the content analysis. Main themes are general hotel features, human resources, room features, food and beverage, thermal facilities, and COVID-19-related measures. Each main theme was looked at as both positive and negative. Both get the reviews and perform the content analysis jointly with the authors.

FINDINGS

Customer reviews on thermal hotel businesses cover 2021 and 2022. There are a total of 127 reviews between these dates. These reviews were first examined in terms of comment category and comment language. The findings associated with the two criteria are shown in Table 1. When the categorical classification of the reviews in Table 1 is examined, a significant part is in the category of excellent (73 reviews). In the type of the writing language of the reviews, it is seen that the reviews were written in 5 different languages, and most words were written in Turkish (103).

Table 1: Classification of reviews

Criteria	Category	n	%
	Fantastic	**73**	**57.5**
	Very good	12	9.4
Comment Category	Average	6	4.7
	Bad	5	4
	Terrible	31	24.4
	Total	127	100
	Turkish	**103**	**81.1**
	English	12	9.4
	Russian	10	7.9
Comment Language	Japanese	1	0.8
	Arabic	1	0.8
	Total	127	100

Table 2 shows the findings of the customer reviews regarding the general features of the hotel. The sub-themes of the general characteristics of the hotel are listed in Table 2. In the theme of general features of the hotel, the most positive emphasis is on the service quality of the hotel (34), the cleanliness of the hotel (22), the view of the hotel (19), and the location of the hotel (18). The least emphasized positive sub-themes are that the hotel is new (1) and unique day gestures are made at the hotel (1). It is seen that the most negative reviews related to the sub-theme of poor-quality service (20) were made in the theme of the general features of the hotel. The least mentioned sub-theme negatively in the general characteristics of the hotel is that the hotel is suitable for families with children (1).

Positive customer reviews for the sub-themes related to the general features of the hotel are as follows:

''Service quality is excellent.''

''We had cleaning concerns but didn't even have the slightest question mark in mind.''

''The hotel could be more spotless.''

''You are in a warm landscape intertwined with nature.''

''You are in a friendly landscape intertwined with nature.''

''Wonderful view.''

''The location is incredible.''

''The location and campus were good.''

''A relaxing environment.''

''Beautiful and peaceful environment.''

''Children's playground is a very nice application.''

''In addition, the presence of a children's playroom and a teacher caused us to have a comfortable holiday with our child.''

''The hotel is visually superb, that's all.''

''Well-maintained large hotel.''

''Very peaceful and quiet family hotel.''

''We had an excellent holiday for a minimal amount.''

''Fasıl team was amazing. He was very professional and lovingly making music.''

''They served a cake for my mother's birthday; it was a good idea.''

''It has been completely renovated and turned into a beautiful facility.''

Negative customer reviews for the sub-themes related to the general features of the hotel are as follows:

''If there were 0 points, I would give 0.''

''Low service quality, or rather no.''

''The hotel was never worth the price.''

''The price for this service was relatively high.''

''The whole hotel is filthy.''

''Cleaning could be better too.''

''The hotel was overcrowded, and people were almost in a row.''

''Everything; rooms, halls, elevator, restaurants, swimming pools, hammam, and sauna are dilapidated.''

''No fun other than visiting the pool.''

''Not a baby-friendly hotel.''

Table 2: Findings related to the general features of the hotel

Theme	Reviews	Sub Themes	N	%
General Features of the Hotel	Positive	**Hotel service quality**	**34**	**27.6**
		Hotel is clean	**22**	**17.9**
		The view from the hotel	**19**	**15.4**
		Hotel location	**18**	**14.6**
		Hotel is relaxing	9	7.3
		The hotel is suitable for families with children	6	4.9
		The architecture of the hotel	5	4
		The calm of the hotel	4	3.3
		Hotel price	2	1.6
		The hotel has enough activities	2	1.6
		Making unique day gestures at the hotel	1	0.8
		Hotel is new	1	0.8
		Total	123	100
	Negative	**Poor service**	**20**	**38.5**
		Hotel is expensive	9	17.3
		The hotel is not clean	8	15.4
		To be crowded	6	11.5
		Hotel is old	4	7.7

		Insufficient activity	4	7.7
		Not suitable for families with children	1	1.9
		Total	52	100

Table 3 includes the findings related to the theme of human resources. The sub-themes of the human resources theme are listed in Table 3. In the human resources theme, it is emphasized that the employees are most interested (40) and smiling (38). The least stressed positive sub-themes are that employees are respectful (5). The most common negative aspects of human resources are that the employees are indifferent (16) and insufficient personnel (11).

Positive customer reviews for sub-themes related to the human resources theme are as follows:

''Hotel staff are hardworking and interested.''

''Staff interest everything was perfect.''

''Staff attention everything was very nice.''

''From the reception to the valet, they are all very friendly.''

''From the entrance, all the staff are amiable.''

''Especially the staff is way above the standard.''

''Everyone working was incredibly polite and helpful.''

''The staff was very responsive.''

''The staff explain it all very sincerely and politely.''

''Their staff is so kind that they gladly fulfill your every request.''

''Especially the staff at the reception are very respectful.''

Negative customer reviews for sub-themes related to the human resources theme are as follows:

''The staff in the spa department may be more concerned, but there was no news of a problem in the steam room.''

''Most likely, they don't care. They know you'll be leaving in a few days, and that's it.''

''The hotel staff didn't care; they had a rude welcome at the reception.''

Table 3: Findings related to the human resources

Theme	Reviews	Sub Themes	N	%
Human Resources	Positive	**Employees' Relevance**	**40**	**35.4**
		Employees being friendly	**38**	**33.6**
		Having enough employees	12	10.6
		Employees being helpful	10	8.8
		Employees are courteous	8	7.1
		Employees' Respect	5	4.4
		Total	113	100
	Negative	**Employees' Indifference**	**16**	**59.3**
		Being underemployed	11	40.7
		Total	27	100

Table 4 includes the findings related to the theme of room features. The sub-themes of the room features theme are listed in Table 4. Room cleaning is mentioned most positively in the theme of room features (19). The least emphasized positive sub-theme is the beautiful room design (5). The most common negatives in the theme of room features are that the room

is not clean (14) and the room furnishings are impaired (11). In the theme of room features, it was mentioned that the room was the least uncomfortable (1).

Positive customer reviews for the sub-themes related to the room features theme are as follows:

''The rooms are neat and clean.''

''Our room was beautiful and clean.''

''The rooms are comfortable and modern.''

''The room was lovely.''

''The room was spacious and convenient.''

''The rooms are very well designed.''

Negative customer reviews for the sub-themes related to the room features theme are as follows:

''Room cleaning is a disgrace; there is no such thing as cleaning.''

''I didn't even want to put my head on the pillow. Not even dust.''

''The bathrobes they left in the room. Old, worn, and riddled with holes.''

''The bathtub in all rooms is broken.''

''The rooms could be quieter.''

''The bedroom was cold. The rooms are small.''

''Rooms are not comfortable.''

Table 4: Findings related to the room features

Theme	Reviews	Sub Themes	N	%
Room Features	Positive	**The room is clean**	**19**	**47.5**
		The room is nice	9	22.5
		The room is large	7	17.5
		The room design is good	5	12.5
		Total	40	100
	Negative	**Room not clean**	**14**	**35.9**
		Poor room furnishings	**13**	**33.3**
		Poor room insulation	6	15.4
		Room is cold	3	7.7
		Narrow room	2	5.1
		The room is uncomfortable	1	2.6
		Total	39	100

Table 5 shows the findings related to the theme of thermal service possibilities. The sub-themes of the theme of thermal service facilities are indicated in Table 5. In the theme of thermal service facilities, the most positive sub-theme is that the thermal facilities are beautiful (29), and the least emphasized positive sub-theme is that the thermal facilities are sufficient (4). In the theme of thermal service facilities, it was mentioned that the thermal facilities were mostly inadequate (16) and that the thermal areas were coldest (4).

Positive customer reviews for sub-themes related to the theme of thermal service facilities are as follows:

''The upstairs pool is delightful.''

''We liked the pool in the spa.''

''The swimming pool, Turkish bath, sauna, relaxation room, and fitness room were all perfect.''

''In general, the SPA section is hygienic.''

''The pools were immaculate, and hygiene was kept at a high level.''

''The soap massage was magical.''

''The massage was the best experience, but it needed longer. Get a more extended massage if possible.''

''There is a beautiful spa center, pools with thermal water, hammams, and various beauty treatments and massages.''

Negative customer reviews for sub-themes related to the theme of thermal service facilities are as follows:

''There is a pool on the top floor, which is also extremely small.''

''Pools are not enough.''

''Both the spa and the hammam and the pool are worth entering.''

''The lower spa area is dirty.''

''The bath needed to be cleaned.''

''It was a cold pool. It was not satisfying at all.''

Table 5: Findings related to the thermal service facilities

Theme	Reviews	Sub Themes	N	%
Thermal Service Facilities	Positive	**Good thermal facilities**	**29**	**54.8**
		Clean thermal areas	14	26.4
		Massage is good	6	11.3
		Adequate thermal facilities	4	7.5
		Total	53	100
	Negative	**Insufficient thermal facilities**	**16**	**51.6**
		Pollution of thermal areas	11	35.5
		Thermal areas are cold	4	12.9
		Total	31	100

Table 6 shows the findings related to the food and beverage theme. In the theme of food and beverage, it was mentioned that the food was mostly good (46). The food and beverage theme said that the most negative meals were bad (22), and the meals were not varied (14).

Positive customer reviews for the sub-themes related to the food and beverage theme are as follows:

''The food is delicious.''

''We loved the breakfast and special dinners.''

''The meals were pretty good.''

''The morning breakfast is very diverse.''

''Evening meals are plentiful.''

''The menu variety is satisfactory.''

Negative customer reviews for the sub-themes related to the food and beverage theme are as follows:

''All dishes are tasteless.''

''Food and breakfast bad.''

''The food was cold and tasteless, like leftovers from the previous day.''

''The breakfast could be better and more adequate.''

''Breakfast and meals could have been much better.''

''Even the order of meals at the hotel started from the hotel's entrance door.''

Table 6: Findings related to the food and beverage

Theme	Reviews	Sub Themes	n	%
Food & Beverage	Positive	**To be beautiful**	**46**	**79.3**
		To be diverse	12	20.7
		Total	58	100
	Negative	**To be bad**	**22**	**57.9**
		Lack of variety	14	36.8
		Have a queue	2	5.3
		Total	38	100

Table 7 presents the findings associated with the Covid-19 Precautions theme. As the reviews for the study cover Covid-19 content and beyond, the Covid-19 Precautions theme was created. Most Covid-19 measures assessments are that Covid-19 measures are insufficient (12).

Positive customer reviews for sub-themes related to the Covid precaution theme are as follows:

"Pandemic rules are followed."

"Covid measures have been taken."

Negative customer reviews for sub-themes related to the Covid precaution theme are as follows:

"The fire was not measured; the HES code was not received."

"Covid measures have not been taken at all."

Table 7: Findings related to the Covid precautions

Theme	Reviews	Sub Themes	n	%
Covid Precautions	Positive	Precautions are sufficient	4	25
	Negative	Insufficient precautions	12	75
		Total	16	100

CONCLUSION

Establishing long-term communication with customers is a necessity for any business. Businesses that successfully show customer relationships gain an advantage in meeting customers' expectations and having a loyal customer profile. Meeting the customers' expectations ensures that the negative reviews that may occur are at a minimum level. Customers whose expectations are met make more positive reviews. This study examines the customer reviews of 4 and 5-star thermal hotels in the Termal district. This review has determined the factors that the customers are satisfied with and not in the thermal hotel enterprises. A total of 127 customer reviews were reviewed. The data obtained for analysis were obtained from TripAdvisor.com.

The most mentioned among the guest reviews are the general features of the hotel. In the general features of the hotel, factors such as the quality of the hotel's service, the view, and the location are positively in the foreground. In the overall general features of the hotel, the most negative complaints relate to the quality of service. Within the theme of the general

features of the hotel, the quality of service is mentioned both positively and negatively. However, there are more positive reviews about the quality of service. Gândara et al. (2013) state that the quality of experience of customer reviews is positive. Seočanac and Čelić (2019) state that customers' reviews on service quality are high. Quality of service is the primary driver of client satisfaction and is expected to be the most cited driver. In addition to the quality of service, the hotel's view and location are also at the forefront of positively rated factors. Geranaz and Yetgin (2021) argue that the beauty and nature of the hotel's natural environment attract and appease guests. Therefore, it is consistent with positive reviews on the view and location of the hotel.

After the general features of the hotel, the most evaluated theme is human resources. In the theme of human resources, it was stated that the employees should be interested and smiling positively. Similarly, Geranaz and Yetgin (2021) found that there were a lot of positive reviews about the caring and smiling faces of the employees. In the theme of human resources, there are also negative reviews stating that employees are indifferent and inadequate. This result is similar to some studies in the literature. Saatcı et al. (2022) found that customers complain about the indifferent attitudes of the staff and the lack of sufficient staff. Çimenci and Ayyıldız (2021) state that the lack of personnel has a negative impact on customers.

The cleanliness of the rooms is at the forefront of positive and negative reviews of the room's features. Negative reviews refer to improper furniture in the rooms. Customers make sure the rooms are clean. Customers wait for a clean room during the holidays. Doğancili et al. (2018) indicate that cleaning is a priority issue. Bertan et al. (2015) state that the most important issue for customers is cleanliness. Emir and Saraçlı (2012) state that customers attach importance to cleanliness in thermal hotels. Concerning food and beverages, food quality predominates in positive assessments. In the same way, in the negative review, it is said that the food is terrible and inadequate. Ayyıldız and Baykal (2020) note many reviews of food tastes. Giritlioğlu et al. (2014) state that customers attach particular importance to food and beverage quality. Regarding COVID-19 measures, customer reviews are harmful, and proper precautions are not taken. In the theme of thermal installations, mention is made that thermal facilities are the most positive. In the negative, it is indicated that the thermal facilities are insufficient and dirty. Ayyıldız and Baykal (2020) claim that client complaints are related to pool maintenance. Çimenci and Ayyıldız (2021) report numerous complaints about thermal areas in thermal hotels. Specific suggestions can be made based on the results of the research. These:

- Overall, efforts should be made to improve and sustain service quality.

- Employees of thermal hotel businesses should be knowledgeable and experienced about the applications.

- In thermal hotel businesses, sufficient employees should be in thermal facilities such as spas and hammams.

- Employees should be trained to take a relevant and friendly approach to service.

- Attention should be paid to the cleanliness of the rooms and thermal areas in the thermal hotel establishments, and controls should be made quickly. The cleanliness of these common areas used by customers can directly affect satisfaction.

- Thermal areas should be sufficient. Customers mustn't wait in line to use the thermal areas,

- Care should be taken to keep the thermal areas warm; cold thermal areas can lead to customer dissatisfaction,

- Technical maintenance of spas, Turkish baths, and pools should be carried out at regular intervals,

- Informative guidance on using thermal areas should be made in thermal hotel businesses. It is recommended that hotel businesses with a shortage of employees make such an application.

This study is limited to four and five-star hotels in the Termal district. Also, reviews were reviewed for one year. In future studies, customer reviews of thermal hotel businesses in different regions can be evaluated, and comparisons can be made between areas. Customers' reviews may cover a more extended period. In this way, it can be learned whether the complaints that have been going on for a long time continue.

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