



ΣΧΟΛΗ ΚΟΙΝΩΝΙΚΩΝ ΕΠΙΣΤΗΜΩΝ

ΜΕΤΑΠΤΥΧΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΣΠΟΥΔΩΝ

ΔΙΟΙΚΗΣΗ ΤΟΥΡΙΣΤΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ

Πτυχιακή / Διπλωματική Εργασία

Παγκόσμιες ξενοδοχειακές αλυσίδες

και ικανοποίηση πελατών στην Ελλάδα

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Επιβλέπων καθηγητής: Κωνσταντίνος Μαρινάκος



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Τμήμα Διοίκησης Τουρισμού

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Περίληψη

Η παρούσα διπλωματική εργασία εξετάζει την ικανοποίηση πελατών σε διεθνείς ξενοδοχειακές επωνυμίες πολυτελείας που δραστηριοποιούνται στην Ελλάδα, μέσα από την ποιοτική ανάλυση διαδικτυακών αξιολογήσεων επισκεπτών. Η μελέτη εστιάζει στον τρόπο με τον οποίο οι επισκέπτες αποτιμούν δημόσια τη βιωμένη εμπειρία διαμονής, καθώς και στη σχέση ανάμεσα στην ικανοποίηση, τη δυσαρέσκεια, την αντιλαμβανόμενη αξία και την υπόσχεση της επωνυμίας.

Μεθοδολογικά, η έρευνα ακολουθεί ποιοτική, ερμηνευτική προσέγγιση και οργανώνεται ως πολλαπλή μελέτη περίπτωσης. Το εμπειρικό υλικό αποτελείται από 600 αξιολογήσεις πελατών στην Booking.com, οι οποίες αφορούν δώδεκα ξενοδοχεία πέντε αστέρων στην Ελλάδα, ενταγμένα σε έξι διεθνείς ξενοδοχειακές αλυσίδες. Η ανάλυση πραγματοποιήθηκε με τη μέθοδο της Αναστοχαστικής Θεματικής Ανάλυσης.

Τα ευρήματα δείχνουν ότι η ικανοποίηση των πελατών δεν διαμορφώνεται από έναν μεμονωμένο παράγοντα, αλλά από τη συνάρθρωση πολλαπλών διαστάσεων της εμπειρίας, όπως η χωρική και αισθητική ατμόσφαιρα, το δωμάτιο, η καθαριότητα, η ανθρώπινη εξυπηρέτηση, η λειτουργική οργάνωση, οι υποδομές αναψυχής και η αντιλαμβανόμενη αξία. Παράλληλα, η ένταξη σε διεθνή ξενοδοχειακή επωνυμία ενισχύει τις προσδοκίες για συνέπεια, αξιοπιστία και υψηλό επίπεδο εμπειρίας. Όταν η πραγματική εμπειρία ανταποκρίνεται στην υπόσχεση της επωνυμίας, η ικανοποίηση ενισχύεται· όταν όμως υπάρχει απόκλιση ανάμεσα στην εικόνα και στην πράξη, η δυσαρέσκεια γίνεται εντονότερη.

Η εργασία συμβάλλει στη βιβλιογραφία για την ικανοποίηση πελατών, την πολυτελή φιλοξενία και το ηλεκτρονικό word-of-mouth, προσεγγίζοντας τις διαδικτυακές αξιολογήσεις ως δημόσιες αφηγήσεις εμπειρίας. Παράλληλα, προσφέρει πρακτικά συμπεράσματα για τη διαχείριση προσδοκιών, τη λειτουργική συνέπεια και την ενίσχυση της ψηφιακής φήμης των διεθνών ξενοδοχείων πολυτελείας στην Ελλάδα.

Λέξεις – Κλειδιά

Ικανοποίηση πελατών, διεθνείς ξενοδοχειακές επωνυμίες, πολυτελής φιλοξενία, διαδικτυακές αξιολογήσεις, ηλεκτρονική δια στόματος επικοινωνία, Booking.com, Ελλάδα

Abstract

This dissertation examines customer satisfaction in international luxury hotel brands operating in Greece through the qualitative analysis of online guest reviews. The study focuses on how guests publicly evaluate their lived accommodation experience, as well as on the relationship between satisfaction, dissatisfaction, perceived value and the brand promise.

Methodologically, the research adopts a qualitative, interpretivist approach and is designed as a multiple case study. The empirical material consists of 600 customer reviews from Booking.com, referring to twelve five-star hotels in Greece affiliated with six international hotel chains. The data were analysed through Reflexive Thematic Analysis.

The findings show that customer satisfaction is not shaped by a single factor, but by the interaction of multiple dimensions of the hotel experience, such as spatial and aesthetic atmosphere, the room, cleanliness, human service, operational organisation, leisure facilities and perceived value. At the same time, affiliation with an international hotel brand strengthens guests' expectations regarding consistency, reliability and a high-quality experience. When the actual experience confirms the brand promise, satisfaction is reinforced; when there is a gap between the projected image and the lived experience, dissatisfaction becomes more pronounced.

The dissertation contributes to the literature on customer satisfaction, luxury hospitality and electronic word-of-mouth by approaching online reviews as public narratives of experience. It also offers practical implications for expectation management, operational consistency and the enhancement of the digital reputation of international luxury hotels in Greece.

Keywords

Customer satisfaction, international hotel brands, luxury hospitality, online reviews, electronic word-of-mouth, Booking.com, Greece

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