

MEASURING ONLINE REVIEWS: A METHODOLOGICAL FRAMEWORK IN THE EUROPEAN CAMPING SECTOR

MEDINDO AVALIAÇÕES ONLINE: UMA ESTRUTURA METODOLÓGICA NO SETOR EUROPEU DE CAMPING

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Abstract

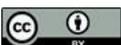
The rapid expansion of digital review platforms has fundamentally transformed how service quality is evaluated in tourism and hospitality as well as in camping sector. Despite their growing importance, most empirical studies rely on ratings from a single platform, overlooking the fragmented nature of online reputation across digital environments. This study aims to develop and empirically test a methodological framework for measuring online reputation through the aggregation of ratings from multiple platforms in the European camping sector. The analysis is based on a sample of 200 high-quality campsites holding the Superplatz designation (ADAC, 2026), for which user ratings were collected from PinCamp, TripAdvisor, and Camping.info. To ensure comparability, platform-specific ratings were harmonized to a common scale and combined using both unweighted and review-count-weighted composite indices. Correlation analysis indicates moderate convergence across platforms, while robustness testing demonstrates high stability of rankings between aggregation methods (Spearman $\rho \approx 0.80$). The findings suggest that online reputation should be understood as a distributed construct shaped by multiple digital ecosystems rather than as a platform-specific metric. The proposed framework provides a transparent and replicable approach for more reliable evaluation of service quality in increasingly platform-mediated tourism markets.

Keywords: Outdoor Hospitality. Online Reputation. Camping. Online Reviews.

Resumo

A rápida expansão das plataformas de avaliação digital transformou fundamentalmente a forma como a qualidade do serviço é avaliada no turismo e na hotelaria, bem como no setor de campismo. Apesar da sua crescente importância, a maioria dos estudos empíricos baseia-se em classificações de uma única plataforma, ignorando a natureza fragmentada da reputação online nos ambientes digitais. Este estudo tem como objetivo desenvolver e testar empiricamente um quadro metodológico para medir a reputação online através da agregação de classificações de várias plataformas no setor europeu de campismo. A análise baseia-se em uma amostra de 200 acampamentos de alta qualidade com a designação Superplatz (ADAC, 2026), para os quais foram coletadas avaliações de usuários do PinCamp, TripAdvisor e Camping.info. Para garantir a comparabilidade, as avaliações específicas da plataforma foram harmonizadas em uma escala comum e combinadas usando índices compostos não ponderados e ponderados pelo número de avaliações. A análise de correlação indica uma convergência moderada entre as plataformas, enquanto os testes de robustez demonstram uma elevada estabilidade das classificações entre os métodos de agregação (Spearman $\rho \approx 0,80$). Os resultados sugerem que a reputação online deve ser entendida como uma construção distribuída, moldada por vários ecossistemas digitais, e não como uma métrica específica da plataforma. O quadro proposto fornece uma abordagem transparente e replicável para uma avaliação mais fiável da qualidade do serviço em mercados turísticos cada vez mais mediados por plataformas.

Palavras-chave: Hospitalidade ao ar livre. Reputação online. Acampamento. Avaliações online.



1 INTRODUCTION

Digital platforms have profoundly transformed how service quality is evaluated in tourism and hospitality. User-generated ratings now function as critical informational signals that shape traveler decision-making, influence market visibility, and increasingly determine competitive positioning. As a result, online reputation has evolved into a strategic asset for hospitality providers.

Despite the central role of online ratings in hospitality markets, limited scholarly attention has been devoted to how reputation should be measured when evaluative signals are fragmented across multiple digital platforms. While such an approach offers analytical simplicity, it risks oversimplifying a structurally complex phenomenon. Review platforms differ substantially in their user bases, evaluation cultures, scoring systems, and participation dynamics. Consequently, ratings obtained from one platform may reflect only a partial representation of perceived quality.

This limitation is particularly relevant in the camping sector, where travelers commonly consult multiple platforms before making booking decisions. The fragmentation of digital reputation across platforms raises an important methodological question: how can hospitality performance be measured reliably in a multi-platform environment?

Addressing this challenge, the present study proposes a transparent framework for aggregating ratings from heterogeneous online sources. Using data from 200 high-quality European campsites, the study harmonizes platform-specific scales, constructs composite indicators, and introduces review-volume weighting as a mechanism for improving measurement credibility.

Importantly, the study moves beyond descriptive ranking by testing the structural robustness of aggregated reputation metrics. By comparing weighted and unweighted indices, it evaluates whether observed performance patterns remain stable across alternative aggregation strategies.

The research contributes to the tourism and hospitality literature by reconceptualizing online reputation as a distributed construct emerging across interconnected digital ecosystems rather than as a platform-bound metric.

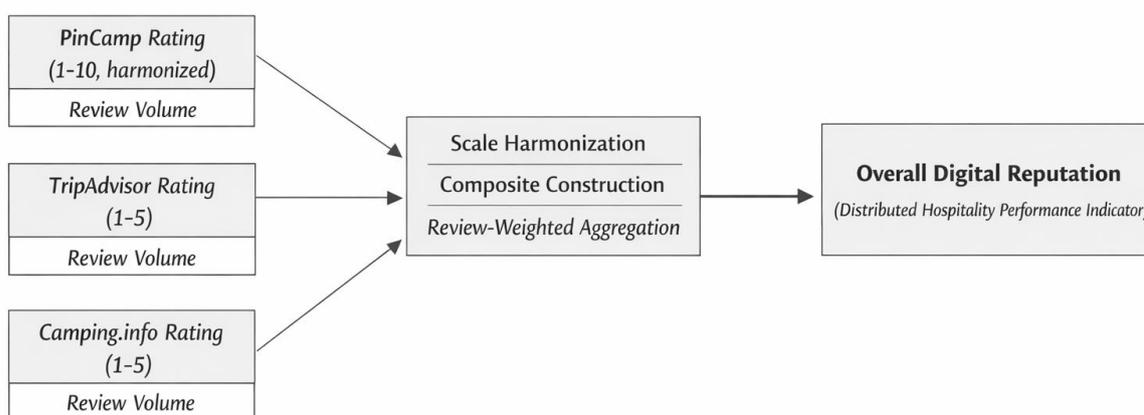
Methodologically, it demonstrates that multi-platform aggregation provides a more reliable foundation for performance evaluation in increasingly platform-mediated markets.

Given the rapid expansion of digital review environments, developing rigorous approaches to reputation measurement is becoming essential for both researchers and practitioners. This study therefore seeks to advance methodological standards while offering actionable insights into the structure of online hospitality reputation.

To guide the empirical analysis, Figure 1 presents the conceptual framework underlying the study, illustrating how heterogeneous platform ratings integrate into a composite indicator of overall hospitality reputation.

Figure 1

Multi-Platform Digital Reputation Measurement Framework



Source: Calculation of authors based on the Platforms data

Figure 1 illustrates the multi-platform measurement framework. Platform-specific ratings represent heterogeneous evaluative signals shaped by distinct digital ecosystems. Through scale harmonization and review-weighted aggregation, these signals are integrated into a composite indicator conceptualized as overall digital reputation. The framework emphasizes reputation as a distributed construct emerging across interconnected platforms rather than as a platform-bound metric.

Existing tourism and hospitality research has established online reviews as powerful determinants of consumer behavior, pricing power, and firm performance. Prior studies have linked higher ratings to increased bookings, revenue premiums, and stronger competitive positioning.

However, the dominant empirical approach relies heavily on single-platform datasets, most commonly TripAdvisor or Booking.com. While informative, this practice implicitly assumes that platform-specific ratings are interchangeable proxies for service quality.

Such an assumption overlooks the socio-technical heterogeneity of review platforms. Differences in user demographics, motivation to review, rating scales, and platform governance may systematically influence evaluation outcomes.

Although a small body of research acknowledges cross-platform variability, methodological frameworks for integrating heterogeneous rating sources remain underdeveloped. In particular, limited attention has been paid to:

- scale harmonization across platforms,
- the role of review volume in strengthening measurement reliability,
- and the structural stability of aggregated reputation indicators.

This study addresses these gaps by proposing and empirically testing a multi-platform aggregation framework that enhances comparability while preserving informational depth. In doing so, it responds to growing calls for more rigorous measurement approaches in digital reputation research.

This research is positioned at the intersection of digital reputation theory and hospitality performance measurement. Digital reputation theory conceptualizes online ratings as market signals that reduce information asymmetry and guide consumer choice under conditions of uncertainty.

Within platform-mediated environments, reputation does not emerge from a single evaluative source but from the cumulative interaction of multiple digital signals. Each platform functions as a distinct reputational arena shaped by its technological architecture and user community.

Accordingly, this study adopts a distributed perspective on reputation, viewing overall service evaluation as an emergent property of interconnected platforms rather than a platform-specific outcome.

The introduction of review-weighted aggregation further draws on signaling theory by recognizing that the credibility of a signal increases with the volume of supporting observations. Ratings backed by larger review populations therefore provide stronger informational value.

By integrating these theoretical lenses, the study reframes hospitality reputation as a multi-source construct and advances a measurement approach better aligned with the realities of contemporary digital marketplaces.

This study makes three contributions to hospitality research. First, it conceptualizes digital reputation as a distributed construct across platforms. Second, it introduces a review-weighted aggregation framework. Third, it empirically demonstrates the robustness of multi-platform reputation metrics.”

2 LITERATURE REVIEW AND THEORETICAL BACKGROUND

Digital review platforms have fundamentally transformed the way service quality is evaluated in tourism and hospitality. User-generated ratings now function as key informational signals that reduce decision uncertainty, shape provider reputation, and influence market visibility and competitive positioning. Empirical studies consistently confirm that higher ratings and a greater number of reviews positively affect bookings, pricing power, and financial performance of accommodation providers (Ye, Law, & Gu, 2009; Xie, Zhang, & Zhang, 2014; Sayfuddin, 2021).

In this context, electronic word-of-mouth (eWOM) has emerged as a dominant research stream in tourism and hospitality. eWOM is defined as a form of user-generated communication that significantly influences consumer attitudes and behavioral intentions (Litvin, Goldsmith, & Pan, 2008). Because tourism products are intangible and cannot be fully evaluated prior to consumption, travelers rely heavily on the experiences of others as substitutes for their own experience (Sparks & Browning, 2011). Consequently, online reputation is increasingly viewed as a proxy indicator of perceived service quality.

2.1 Service quality in hospitality

Service quality in hospitality is traditionally conceptualized as a multidimensional construct encompassing both functional and technical aspects of service delivery (Grönroos, 1984). The SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1988) further emphasizes the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Subsequent models confirm that perceived quality results from a complex interaction among multiple components of the service experience (Brady & Cronin, 2001).

This multidimensionality is particularly pronounced in tourism, where quality encompasses not only the service itself but also the physical environment, social interaction, and emotional aspects of the experience. As a result, different evaluation channels may capture different dimensions of quality, leading to variability in ratings across platforms.

2.2 Specific characteristics of camping tourism and outdoor hospitality

Camping tourism represents a distinctive segment of the hospitality industry that combines elements of accommodation, recreation, natural environment, and social interaction. Unlike hotels, campsites offer a heterogeneous experience involving infrastructure, environmental context, outdoor activities, and varying degrees of guest autonomy. Literature reviews indicate that the camping experience is strongly associated with perceptions of natural surroundings, safety, cleanliness, social atmosphere, and the level of facilities (Brooker & Joppe, 2014).

Empirical studies confirm that campsite satisfaction results from a complex combination of functional and experiential factors. Importance–performance analyses identify infrastructure quality, location, recreational amenities, and environmental quality as key determinants of perceived campsite quality (Mikulić, Krešić, & Kožić, 2015). Quality management in the camping sector therefore requires an integrated approach encompassing both tangible and intangible service elements (Cvelić-Bonifačić & Milohnić, 2012).

Due to this complexity, campsite evaluations may vary depending on user profiles and platform focus. Specialized camping platforms often emphasize technical and infrastructural characteristics, whereas general tourism platforms may reflect broader aspects of the stay experience.

2.3 Online reviews and economic effects of reputation

Numerous studies confirm that both rating scores and review volume influence booking intentions and willingness to pay (Vermeulen & Seegers, 2009). Online reputation functions as a quality signal in markets characterized by information asymmetry, consistent with signaling theory (Sayfuddin, 2021). Trust in reviews additionally depends on perceived credibility, relevance, and usefulness (Filieri, 2015).

Meta-analytic findings demonstrate that reputation metrics have measurable effects on business outcomes of accommodation providers, including occupancy rates, pricing, and revenue (Xie *et al.*, 2014).

2.4 Platform fragmentation and multiple reputation sources

Despite extensive eWOM research, a large proportion of empirical studies relies on data from a single platform. Such an approach implicitly assumes that platform-specific ratings represent equivalent measures of service quality. However, review platforms operate as distinct socio-technical systems with their own user bases, evaluation norms, and governance mechanisms (Leung *et al.*, 2022).

Recent studies emphasize that reputation in the digital environment is formed across multiple interconnected platforms functioning as an informational ecosystem. Bibliometric analyses confirm that inter-platform relationships remain insufficiently explored in hospitality research (Pestana, 2024). The concept of reputation as a distributed construct is gaining increasing importance, particularly in the context of platformized tourism.

Studies integrating ratings from multiple sources identify key methodological challenges, including differences in rating scales, unequal numbers of reviews, and

platform-specific biases (Zhang *et al.*, 2021; Wu *et al.*, 2024). Without appropriate adjustments, such heterogeneity may lead to distorted comparative assessments.

2.5 Scale harmonization and the role of review volume

Scale harmonization is essential for comparing ratings across platforms. Methodological literature emphasizes that transformations must preserve relative differences among values while ensuring transparency and replicability (de Jonge *et al.*, 2014).

Review volume also represents an important component of reliability. Larger numbers of evaluations reduce the influence of extreme opinions and increase rating stability, thereby strengthening the signaling power of reputation (Zhang *et al.*, 2022). Incorporating review counts into aggregated indicators can therefore be interpreted as a mechanism for enhancing measurement credibility.

2.6 Research gap

Despite progress in the field, the literature reveals three major limitations. First, most studies rely on a single platform, neglecting the distributed nature of online reputation. Second, integrated methodological approaches combining scale harmonization, review-volume weighting, and robustness testing are rare. Third, the stability of aggregated indicators across different aggregation methods remains insufficiently explored.

2.7 Research positioning

The literature review identifies three key research gaps.

First, hospitality research continues to rely predominantly on single-platform data, limiting the ability to conceptualize reputation as a distributed phenomenon shaped across multiple digital ecosystems.

Second, although methodological tools such as scale transformation and weighted aggregation are increasingly mentioned, their combined empirical application remains relatively rare.

Third, insufficient attention has been paid to the structural stability of aggregated reputation indicators. Few studies systematically examine whether rankings remain consistent across different aggregation strategies, raising questions about measurement robustness.

2.8 Research questions

To address these research gaps, the study is guided by the following research questions:

RQ1: To what extent do campsite ratings converge across leading online review platforms?

RQ2: Does aggregating ratings from multiple platforms improve the reliability of performance measurement in hospitality?

RQ3: How does weighting by review volume affect composite reputation scores and campsite rankings?

RQ4: Are multi-platform reputation indicators structurally stable across different aggregation methods?

3 METHODOLOGY

All procedures were designed to enhance measurement transparency and ensure the replicability of the research.

3.1 Data collection

The study is based on a sample of 200 campsites that hold the „Superplatz“ designation according to the PIN-Camp portal. Superplatz sites are campsites rated with five stars by PIN-Camp in 2026. PIN-Camp is a subsidiary of Europe’s largest automobile club, ADAC (ADAC, 2026), as well as ANWB (PIN-Camp, 2026) and TSC (PIN-Camp,

2026), and represents the only systematic campsite quality assessment scheme in Europe. In addition to the Superplatz designation—awarded on the basis of detailed anonymous inspections—the platform also collects guest ratings and reviews.

In this study, alongside guest ratings from the PIN-Camp platform, data were collected from two additional major online platforms: TripAdvisor and Camping.info (Camping.info, 2026), both of which represent prominent sources of user-generated evaluations in the camping sector.

To ensure comparability, only campsites with available ratings on all three platforms were included. This approach enabled the construction of a balanced dataset suitable for cross-platform analysis.

Table 1 presents the key structural characteristics of the included platforms, including rating systems, number of reviews, and average ratings.

Table 1:

Structural Characteristics of Rating Platforms Included in the Study

Platform	Rating Scale	Transformed	Number of Campsites	Total Reviews	Mean Rating
PinCamp	1–10	Yes (1–5)	200	40.021	4,17
TripAdvisor	1–5	No	200	116.328	3,79
Camping.info	1–5	No	200	53.886	3,85

Source: Calculation of authors based on the platforms' data

3.2 Scale harmonization

Because PinCamp employs a rating scale from 1 to 10, whereas TripAdvisor and Camping.info use a scale from 1 to 5, a linear transformation was applied to ensure measurement equivalence. Ratings from the PinCamp platform were divided by two, thereby mapping them onto a common five-point scale.

This procedure preserved proportional differences among values and enabled methodologically consistent aggregation of ratings from heterogeneous sources.

3.3 Construction of the composite indicator

To assess online reputation, two composite indices were calculated.

First, an unweighted index was constructed as the arithmetic mean of the harmonized platform ratings, assuming that each platform contributes equally to overall reputation.

Second, a weighted index was developed that incorporates the number of reviews as a proxy for information depth. Platforms with a larger volume of evaluations were assigned proportionally greater weights, thereby increasing measurement stability and reducing the influence of extreme values.

3.4 Reliability and robustness

The internal consistency of platform ratings was assessed using Cronbach's alpha coefficient, while interrelationships among platforms were analyzed using Pearson correlation.

Table 2 presents the correlation matrix of platform ratings.

Table 2

Inter-Platform Correlation Matrix

Variable	1	2	3
1. PinCamp	—		
2. TripAdvisor	0.19	—	
3. Camping.info	0.23	0.43	—

Source: Calculation of authors based on the platforms' data

To test ranking stability, Spearman's rank correlation coefficient was used to compare the weighted and unweighted composite scores. All analytical procedures were designed to enhance measurement transparency and ensure research replicability.

4 RESULTS

4.1 Scale alignment and descriptive overview

To enable direct comparability across platforms, the original PinCamp ratings on a 10-point scale were linearly transformed to a 5-point scale. Ratings on TripAdvisor and Camping.info were already expressed on five-point scales and therefore did not require transformation.

The resulting dataset enabled a direct comparison of campsite performance across the three major online review platforms. Composite scores were calculated using both the unweighted arithmetic mean and a review-volume-weighted aggregation approach.

Overall, most campsites achieved relatively high ratings across all platforms, with composite values predominantly exceeding 4.0. This distribution indicates generally high levels of user satisfaction within the upper segment of the European camping market.

After harmonization, PinCamp recorded slightly higher average ratings, whereas TripAdvisor and Camping.info displayed more similar values.

4.2 Inter-platform relationships

To assess the degree of convergence among platforms, a correlation analysis was conducted. Taken together, these results provide strong empirical support for the validity of a multi-platform approach to reputation measurement.

Table 3

Inter-Platform Correlation Matrix

Variable	1	2	3
1. PinCamp	—		
2. TripAdvisor	0.19	—	
3. Camping.info	0.23	0.43	—

Source: Authors' calculations. All coefficients represent Pearson correlations.

Table 3 presents the correlation matrix among platforms. The coefficients indicate positive but generally moderate relationships between rating sources, suggesting partial convergence alongside substantial differences. The strongest association was observed

between TripAdvisor and Camping.info ($r = 0.43$), whereas PinCamp exhibited weaker correlations with both platforms.

These results support the view that digital reputation represents a distributed construct shaped by heterogeneous evaluation environments rather than a single unified measure of service quality.

The correlation analysis revealed low to moderate relationships among rating sources. The strongest link was observed between TripAdvisor and Camping.info ($r \approx 0.43$), while correlations between PinCamp and the other two platforms were weaker ($r \approx 0.19$ – 0.23).

These findings indicate that although platforms capture related perceptions of quality, they are not interchangeable measures. Each platform reflects somewhat different evaluative logics, likely influenced by user composition, platform positioning, and rating culture. The strongest association was again observed between TripAdvisor and Camping.info, while PinCamp showed weaker correlations with the remaining platforms.

Overall, these findings support the conceptualization of digital reputation as a distributed construct.

4.3 Composite results

Internal consistency testing yielded a Cronbach's alpha of approximately 0.56. Although this value falls below the conventional threshold of 0.70, such a level of reliability is acceptable in exploratory research based on heterogeneous secondary data sources.

Given the structural differences among platforms, very high internal consistency was neither expected nor conceptually required. Accordingly, the composite score should be interpreted as an aggregated indicator of reputation rather than as a unidimensional latent construct.

4.4 Weighted composite index

The weighted composite index was calculated as a weighted arithmetic mean of platform ratings, with the number of reviews on each platform serving as the weighting

factor. Weights were normalized so that their sum equaled one. Statistical analyses were conducted using Pearson correlation and Spearman rank correlation at a significance level of $p < 0.05$.

This approach enhances transparency and replicability while reducing the influence of platforms with relatively small numbers of evaluations.

The weighted aggregation produced moderate changes in rankings. Campsites with large review volumes experienced slight improvements in their relative positions, whereas those with limited feedback showed minor declines.

These findings confirm that review volume plays a significant role in stabilizing reputation metrics and support the use of weighting as a methodological enhancement.

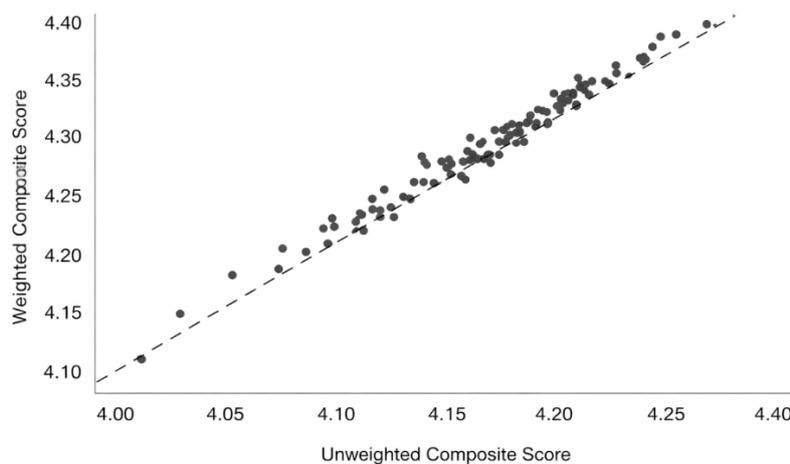
4.5. Robustness analysis

A robustness test comparing weighted and unweighted rankings yielded a Spearman rank correlation coefficient of approximately 0.80. This strong positive association indicates high ranking stability regardless of the aggregation method applied.

To further assess the stability of the proposed measurement framework, Figure 2 illustrates the relationship between weighted and unweighted composite scores.

Figure 2

Relationship Between Weighted and Unweighted Composite Scores



Source: Authors' calculations based on platform data.

The visual representation reveals a strong positive relationship, confirming that rankings remain largely consistent across different aggregation methods. This finding further reinforces the robustness of the proposed measurement framework.

As shown in Figure 2, the strong positive association indicates that campsite rankings remain highly consistent across alternative aggregation approaches. This visual evidence further supports the robustness of the composite indicator and suggests that weighting enhances measurement precision without substantially altering performance patterns.

Overall, the findings indicate that campsite performance is consistently reflected across multiple online platforms and that incorporating review volume increases measurement credibility without fundamentally changing the results.

Taken together, these results further confirm the structural robustness of the proposed multi-platform reputation measurement framework and provide strong empirical support for its validity.

5 DISCUSSION

The findings contribute to the growing body of literature that conceptualizes online reputation as a multidimensional phenomenon shaped across diverse online environments. Moderate correlations among platforms suggest that, although a certain degree of convergence exists, platforms do not function as interchangeable indicators of quality.

From a theoretical perspective, the results support the view of reputation as an emergent construct arising from the interaction of multiple digital signals. Integrating ratings from different sources enables a more comprehensive understanding of market perception and contributes to more precise performance measurement.

Methodologically, the study demonstrates that the combination of scale harmonization and review-volume weighting represents an effective approach to managing data heterogeneity. The robustness test further confirms that aggregated indicators retain structural stability.

For managers in the hospitality sector, the results highlight the importance of maintaining consistent service quality across multiple digital platforms, as reputation is increasingly formed through the cumulative interaction of diverse online audiences.

5.1 Theoretical contribution of the study

This research contributes to tourism and hospitality literature at several interrelated levels.

First, the study extends dominant approaches to online reputation—primarily developed within the hotel sector—by applying them to camping tourism as a specific segment of the outdoor hospitality industry. Campsites differ from traditional accommodation facilities due to the high heterogeneity of the service experience, the strong role of the natural environment, and the active participation of guests in co-creating the experience. Consequently, perceived quality in camping derives from a complex combination of infrastructural, environmental, and experiential factors (Brooker & Joppe, 2014; Mikulić, Krešić, & Kožić, 2015). In this context, online ratings do not reflect a single dimension of quality but rather an aggregated impression of multiple service components.

Second, the study contributes to service quality theory in tourism by demonstrating that digital platforms function as distinct evaluative filters emphasizing different aspects of the service experience. This finding builds on classical service quality models that conceptualize quality as a multidimensional construct (Grönroos, 1984; Parasuraman *et al.*, 1988; Brady & Cronin, 2001) and suggests that, in digital environments, specific dimensions of quality may be selectively reflected through platform-specific rating patterns.

Third, the study contributes to electronic word-of-mouth (eWOM) literature by shifting the focus from individual reviews to aggregated reputational signals derived from multiple platforms. Previous research has largely examined rating effects within a single platform, implicitly assuming their representativeness of overall market perception (Ye *et al.*, 2009; Filieri, 2015). The present study demonstrates that such an approach may be limited, as different platforms encompass different user groups and evaluation norms.

Fourth, the research introduces the concept of online reputation as a distributed construct emerging from the interaction of multiple digital ecosystems. Moderate correlations between platforms indicate the existence of a shared perceptual core alongside platform-specific dimensions of reputation. Thus, reputation is not viewed as a stable and uniform measure of quality but as an emergent phenomenon shaped by heterogeneous informational signals.

Finally, the methodological contribution lies in integrating scale harmonization, review-volume weighting, and robustness testing within a unified analytical framework. This approach enables more reliable reputation measurement under conditions of fragmented digital data and represents a step toward developing standardized methods for performance evaluation in platformized tourism.

6 CONCLUSION

This study systematically developed and empirically tested a framework for measuring digital reputation across multiple platforms in the hospitality sector. By harmonizing rating scales, constructing composite indicators, and incorporating review-volume weighting, the research proposes a transparent and replicable approach to performance evaluation in a platformized market environment.

The results demonstrate that platform ratings should not be interpreted as interchangeable measures of quality. Instead, digital reputation emerges as a distributed construct shaped by heterogeneous evaluation contexts. The strong association between weighted and unweighted rankings confirms the structural stability of aggregated metrics.

The study contributes theoretically by reconceptualizing online reputation as a multi-signal system, while methodologically advancing the development of more rigorous measurement approaches in hospitality research.

Practical implications highlight the need for strategic reputation management across multiple platforms, as market perception increasingly derives from the integration of diverse digital evaluations.

Research limitations include reliance on secondary data and the absence of variables related to reviewer characteristics or platform governance mechanisms. Future

research could extend the framework through longitudinal designs, inclusion of behavioral indicators, or modeling reputation as a latent construct.

Overall, the study provides a theoretically grounded and methodologically robust basis for assessing digital reputation (online reviews) and contributes to a deeper understanding of performance evaluation within increasingly interconnected tourism ecosystems.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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