

## A STUDY OF IMPACT OF USER UPLOADED PHOTOS ON VALENCE OF ONLINE REVIEW RATINGS

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### **ABSTRACT**

*Online reviews have been widely studied in the hospitality and tourism literature. Travel photos notify and encourage consumers by passing on direct travel experience. Despite the increase in travel photos in online reviews, analyzing the effects of photos remains a challenge. This study attempts to find the impact of user uploaded photos on valence of online review ratings. Data of 151 hotels was collected from the travel review website. The findings support the proposed hypotheses.*

**KEYWORDS:** *Online Reviews, User Uploaded Photos, Valence Ratings, Travel Review Website*