

Kopes N.G.<sup>а</sup>, Assipova Z.M., Kulakhmetova G.A., Zhilkibaeva M.I.

Al-Farabi Kazakh National University, Almaty, Kazakhstan

## RANKING IN TOURISM AND HOSPITALITY: APPROACHES OF CLASSIFICATIONS AND IMPACT

Kopes Nuraimy Ganikyzy, Assipova Zhanna Medeuovna,  
Kulakhmetova Gulbaram Amantaevna, Zhilkibaeva Marzhankul Inkarbekovna

**Ranking in tourism and hospitality: approaches of classifications and impact**

**Abstract.** The article examines rating systems in the field of tourism and hospitality, their classification, methods of formation and impact on the industry. An analysis of official, commercial and user ratings is conducted, including star classification systems for hotels, expert assessments as Forbes, Michelin and online ratings on digital platforms as TripAdvisor, Booking.com, Google Reviews. Both international and national rating systems were considered, with special attention paid to city tourism indices reflecting the attractiveness of destinations. The main ranking algorithms are described, including expert, statistical and hybrid models. The article also touches upon the impact of ratings on consumer behavior, business strategy and public policy in the field of tourism. The problems of existing systems are highlighted: manipulation of reviews, subjectivity of assessments and opacity of algorithms. In conclusion, the prospects for the development of ratings are considered taking into account new technologies, such as artificial intelligence, blockchain and personalized recommendations.

**Key words:** tourism, hospitality, city indices, ranking methods, consumer behavior, digital platforms.

Көпес Нұрайым Ганиқызы, Асипова Жанна Медеуовна,  
Кулахметова Гүльбарам Амантаевна, Жилкибаева Маржанкул Инкарбековна

**Туризм және қонақжайлылық рейтингі: жіктеу тәсілдері және әсері**

**Аңдатпа.** Мақалада туризм және қонақжайлылық саласындағы рейтингтік жүйелер, олардың жіктелуі, қалыптасу едістері мен салаға әсері қарастырылған. Ресми, коммерциялық және пайдаланушы рейтингтерінің талдауы жүргізілді, оның ішінде қонақ үйлердің жұлдызды жіктеу жүйелері, Forbes, Michelin сарапшылық бағалаулары және TripAdvisor, Booking.com, Google Reviews сандық платформаларындағы онлайн рейтингтері. Дестинациялардың тартымдылығын көрсететін қалалық туризмнің индекстеріне ерекше назар аударып, халықаралық және ұлттық рейтингтік жүйелер қарастырылады. Сараптамалық, статистикалық және гибриді модельдерді қоса алғанда, рейтингтің негізгі алгоритмдері сипатталған. Соңдай-ақ мақалада рейтингтердің тұтынушылардың мінез-құлқына, бизнес стратегиясына және туризм саласындағы мемлекеттік саясатқа әсері талқыланады. Қолданыстағы жүйелердің проблемалары атап өтілді: шолуларды манипуляциялау, рейтингтердің субъективтілігі және алгоритмдердің ашықтығының болмауы. Соңында жасанды интеллект, блокчейн және жекелеңдірілген ұсыныстар сияқты жаңа технологияларды ескере отырып, рейтингтерді дамыту мүмкіндіктері қарастырылады.

**Түйін сөздер:** туризм, қонақжайлылық, қала индекстері, саралау едістері, тұтынушылардың мінез-құлқы, цифрлық платформалар.

Копес Нұрайым Ганиқызы, Асипова Жанна Медеуовна,  
Кулахметова Гүльбарам Амантаевна, Жилкибаева Маржанкул Инкарбековна

**Рейтинг в сфере туризма и гостеприимства: подходы к классификациям и влияние**

**Аннотация.** В статье рассматриваются рейтинговые системы в сфере туризма и гостеприимства, их классификация, методы формирования и влияние на отрасль. Проведен анализ официальных, коммерческих и пользовательских рейтингов, включая системы звездной классификации отелей, экспертные оценки Forbes, Michelin и онлайн-рейтинги на цифровых платформах TripAdvisor, Booking.com, Google Reviews. Рассмотрены как международные, так и национальные рейтинговые системы, при этом особое внимание уделено индексам городского туризма, отражающим привлекательность дестинаций. Описаны основные алгоритмы ранжирования, включающие экспертные, статистические и гибридные модели. В статье также затрагивается влияние рейтингов на поведение потребителей, бизнес-стратегию и государственную политику в сфере туризма. Выделены проблемы существующих систем: манипулирование отзывами, субъективность оценок и непрозрачность алгоритмов. В заключение рассматриваются перспективы развития рейтингов с учетом новых технологий, таких как искусственный интеллект, блокчейн и персонализированные рекомендации.

**Ключевые слова:** туризм, гостеприимство, городские индексы, методы ранжирования, поведение потребителей, цифровые платформы.

**Introduction.** In today's world, the hospitality industry plays a key role in the global economy, significantly affecting employment, infrastructure development and international cooperation. Tourist destinations must constantly adapt and innovate in order to maintain their attractiveness and stay ahead of competitors, as market conditions are changing rapidly. Traditionally, when assessing the competitiveness of tourist destinations, the focus is on economic stability, infrastructure, and political conditions. However, these factors alone do not fully take into account the changing preferences and behavior of tourists, which are increasingly influenced by personal experience and subjective perception. A deep understanding of the competitiveness of tourist destinations involves studying the tourist experience and new trends. How tourists evaluate their impressions of their stay at their destination is important for the destination itself, as positive experiences can be used for effective marketing and increased customer loyalty.

Tourism and hospitality ratings are structured evaluation systems that help tourists choose the best options for accommodation, flights, restaurants and tourist destinations [1]. They are formed based on various methods: expert assessments, algorithms for processing user reviews and combined models. Depending on the source and purpose, ratings can be official, commercial or user based [2]. One way to assess the popularity of a hotel is to study its online bookings. An increase in the number of online bookings may lead to an increase in the hotel's revenue from room reservations over a certain period of time. Since there are many publications claiming that consumer reviews are compelling when making a hotel booking decision, determining the exact impact should be a priority area of research. Monitoring, responding, and taking action on consumer feedback takes time, effort, and money. Therefore, studies that determine whether a hotel can benefit from higher ratings on TripAdvisor may be useful to hoteliers, as they can confirm the effectiveness or insufficiency of their efforts and investments. In light of this, the **purpose of this study** was to understand the impact of the number of reviews, ratings and the number of transactions on the market rating of a hotel within its competitive environment. Given the cur-

rent literature flow and the desire to expand scientific research, the following **objectives of the study** were proposed: to study the effect of the absolute rating of a hotel on its market rating, to study the effect of the number of reviews on the market rating of a hotel, and to study the effect of the number of online transactions on the market rating of a hotel.

Nowadays, the influence of rating systems goes beyond the individual choice of travelers. High positions in reputable ratings help increase company revenues, strengthen the image of tourist destinations and shape government policy in the field of tourism [3]. However, existing systems are not without drawbacks: possible manipulation of reviews, the influence of subjective factors, as well as the lack of transparency of ranking algorithms. The purpose of this article is to analyze modern ratings in the tourism and hospitality industry, study the methods of their formation, determine the impact on consumers, business and government regulation, and consider key problems and prospects for further development.

**Materials and methods.** City rankings play an important role in assessing the attractiveness and competitiveness of cities in various areas, including tourism and hospitality. There are many approaches to classifying and assessing cities, each focusing on specific aspects of the urban environment and infrastructure.

Both international and national rating systems were considered, with special attention paid to city tourism indices reflecting the attractiveness of destinations. To create an overview of city indices in the field of tourism and hospitality, a content analysis of specialized sources was conducted, including scientific research, industry reports, rating publications and data from international organizations. The data of the main organizations, including international organizations (UNWTO, WTTC, World Economic Forum); analytical companies (Mastercard, Euromonitor International) and expert publications (The Economist Intelligence Unit) were studied. Open reports, publications on official websites, scientific articles and data from books on urban economics and tourism were used. Then, based on the above criteria, the five most significant indices from a variety of tourist ratings were selected (table 1).

Table 1 – Most significant indices

Index	Organization	Reason for selection
Global Destination Cities Index	Mastercard	Ranks cities by the number of tourists and their spending, which is important for the tourism economy
Travel & Tourism Competitiveness Index	World Economic Forum	One of the most comprehensive indices analyzing the competitiveness of tourism at the country level
Top 100 City Destination Index	Euromonitor International	Based on the actual flow of tourists and the dynamics of city visits

Continuation of Table 1

Global Liveability Index	The Economist Intelligence Unit	Related to quality of life, which is important for tourists choosing comfortable cities
Safe Cities Index	The Economist Intelligence Unit	Safety is a key factor when choosing a travel destination
Note: compiled by the authors		

International rankings assess cities based on various parameters, including safety, tourist attractiveness, ecology and climate comfort. For example, London and Paris occupy high positions due to their developed infrastructure and cultural heritage.

Ratings of cities and regions are an important tool for assessing their attractiveness and effectiveness in various areas. They not only reflect the current state, but also help to determine areas for further development and improvement of the quality of the urban environment and tourism infrastructure.

In writing the article, a comprehensive methodology was used, including an analysis of scientific and practical literature, a comparative study of rating systems, and an assessment of their impact on the tourism and hospitality industry.

The most significant ratings in the field of tourism and hospitality were selected for the study. Their selection was based on the following criteria:

- The level of recognition in the industry (official, expert, user ratings);
- Availability of information on the methodology for forming ratings;
- Comprehensiveness of the assessment - it is important that the index takes into account various aspects of tourism and hospitality (infrastructure, safety, economy, environmental friendliness, etc.).
- Impact on consumers and business.

Based on the analysis of the selected ratings, their classification was carried out. The main research method at this stage was desk analysis - studying scientific publications, official reports and data provided by the ratings. This made it possible to identify the

main categories of ratings and determine their differences in assessment methods.

To understand the principles of rating formation, the methodological approaches of various systems were considered. The analysis was carried out using user methods (analysis of reviews, ratings on online platforms), as well as combined methods (taking into account various factors, for example, statistical data and subjective assessments). At this stage, the content analysis method was used - studying the descriptions of the methods of various rating agencies and platforms.

To assess the impact of rating systems on the tourism and hospitality industry, the comparative analysis method was used.

Based on this work, conclusions were made about the importance of ratings for the tourism industry. Possible directions for the development of rating systems and their improvement were also considered.

Thus, the methodology of the article is based on desk analysis, content analysis of the methodological foundations of ratings, comparative analysis of their effectiveness and case analysis of the impact on the industry.

**Results.** Rating systems in the tourism industry can be divided into three main groups [4]:

- a) Official (state and international) - classification systems developed by states and international organizations to establish quality standards.
- b) Commercial (expert) - ratings compiled by independent agencies and industry experts, often focused on the premium segment.
- c) User (online ratings and review aggregators) - platforms that form ratings based on mass reviews of real consumers (figure 1).

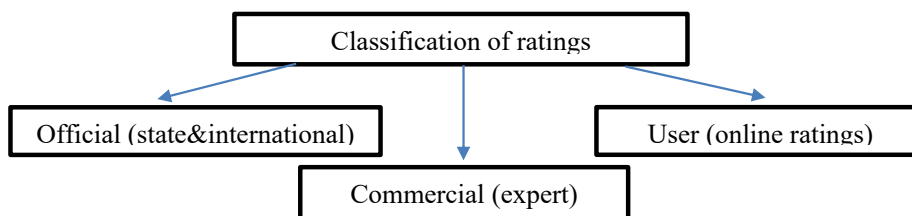


Figure 1 – Classifications of rating systems in the hospitality industry

Note: compiled by the authors based on data from [4]

Official rating systems serve to standardize and regulate the quality of services. They are developed by government agencies or international organizations and are often mandatory for the hotel business and travel companies.

Hotel ratings are commonly used to rank hotels based on service quality. Hotelstars Union (EU) is a European hotel rating system operating in 21 European countries. It assigns hotels from 1 to 5 stars based on 270 criteria, including service, infrastructure, cleanliness, amenities and safety [5].

The most popular ranking of destinations is the UNWTO Tourism Highlights, an annual ranking of countries by the number of international tourists compiled by the World Tourism Orga-

nization (UNWTO). An equally reliable ranking is the Global Destinations Sustainability Index (GDS-Index), a ranking of cities and countries based on sustainable tourism criteria, including environmental safety, social responsibility, and economic sustainability [6].

Airline ratings:

- Skytrax World Airline Awards – global airline rating based on passenger surveys on more than 50 parameters (comfort, food, staff, punctuality, etc.).

- DOT Air Travel Consumer Report (USA) – airline reliability rating, including data on flight delays, lost baggage and passenger complaints [7].

Below are the advantages and disadvantages of official ratings (table 2).

Table 2 – Advantages and disadvantages of official ratings

Advantages	Disadvantages
Provide uniform quality standards	May become outdated, as they are updated infrequently
Legally significant and mandatory	Sometimes do not reflect the real user experience
Guarantee safety and compliance of services with regulations	The “snowball effect” - high-ranking hotels receive more reviews and remain at the top
Note: compiled by the authors	

Commercial ratings are formed by independent agencies and expert organizations. They are focused on the premium segment and are used by travelers willing to pay for a high level of service.

More popular hotel ratings are Forbes Travel Guide and AAA Diamonds. Forbes Travel Guide is an expert rating system for hotels, restaurants, and resorts, awarding 3-5 stars based on anonymous reviews. It considers more than 900 criteria, including design, service, and unique amenities. Forbes Guide rates not only hotels and restaurants, but also resorts, spas, and other hospitality properties. AAA Diamonds is a five-tier rating system for hotels and restaurants based on reviews by professional auditors. The AAA Diamond Rating System is a trusted and respected rating system in the hospitality industry. AAA has been rating hotels and restaurants for more than 80 years, and their diamond ratings are a valuable tool for travelers who want to ensure they are getting the best experience possible [8].

The Michelin Guide is the most prestigious gastronomic rating, awarding restaurants from 1 to 3 stars. Inspectors evaluate the quality of the cuisine, presentation of dishes, level of service and atmosphere of the establishment. Restaurants and hotels contact anonymous Michelin inspectors, who conduct an inspection and observation of the establishment, checking the cuisine, service, atmosphere and other aspects [9]. Another restaurant rating is the World’s

50 Best Restaurants - an annual rating of the 50 best restaurants in the world, compiled based on votes of chefs, critics and gastronomic experts. The main difference is that the Michelin rating is based on the assessment of its inspectors, and the World’s 50 Best Restaurants is based on the assessments of gastronomic experts [10].

Most recognizable airline and travel destination rating is AirlineRatings.com – expert airline ratings that consider safety, comfort and innovative technologies. Condé Nast Traveler Readers’ Choice Awards – ratings of the best travel destinations, resorts and hotels based on votes from magazine readers [11].

The advantages of commercial ratings are that they are created by industry professionals and are aimed at high quality. It is also worth noting that these ratings influence the development of the industry. However, commercial ratings can cover mainly only the premium segment, which is considered a disadvantage and can depend on the subjective opinion of experts.

The rise of digital technology has made user ratings a key decision-making tool when choosing hotels, restaurants, and travel destinations.

One of the reliable hotel, restaurant, and travel destination rating is “TripAdvisor Travelers’ Choice”, a global ranking based on millions of user reviews of hotels, restaurants, and attractions. Travelers’ Choice awards are based on the quality and quantity of trav-

eler reviews and ratings posted on Tripadvisor over a 12-month period, as well as an additional editorial process [12].

Reviews and ratings are important for landlords and property managers because they help build trust with potential tenants, identify areas for improvement, and ultimately help them become a more trustworthy landlord or property manager. Booking.com is a hotel rating system based on real reviews from customers who stayed at the hotel. Airbnb is a rating of housing based on guest reviews, using algorithms to identify suspicious reviews [13].

There are different airline ratings that allow you to compare airlines based on user reviews, prices and flight rules. These are Kayak, Skiscanner, Expedition [14].

User ratings reflect the opinions of real travelers and cover a wide market segment. However, reviews and ratings can be manipulated and depend on the subjective perception of customers.

Rating formation methods can be divided into three main groups: expert assessments, algorithmic ranking and hybrid models.

Expert assessments are used in Michelin Guide, Forbes Travel Guide, AAA Diamonds. They are needed for premium ratings and are based on professional

assessments. Key criteria include the level of service, especially attention to detail, the work of the staff; the quality of the infrastructure (rooms, design, cleanliness), as well as additional amenities, such as spas, restaurants and conference rooms.

Algorithmic ranking (TripAdvisor, Booking.com, Google Reviews). These methods are based on statistical analysis of reviews. These consider average review scores; review recency (newer reviews carry more weight); user credibility (e.g., TripAdvisor factors in a user’s past contributions).

Hybrid models that combine expert and algorithmic approaches. This is a balanced approach, but difficult to implement. For example, Booking.com uses ranking algorithms to check the authenticity of reviews, and the Michelin Guide analyzes user reviews before sending inspectors.

Ratings are a powerful tool in the tourism industry, influencing consumers, businesses and government regulation. However, their effectiveness depends on the methods of formation, the level of trust and the ability to adapt to new challenges.

Studies show that rankings play a decisive role in travelers’ choices (figure 2): 78% of travelers check online reviews before booking (PhoCusWright, 2023).

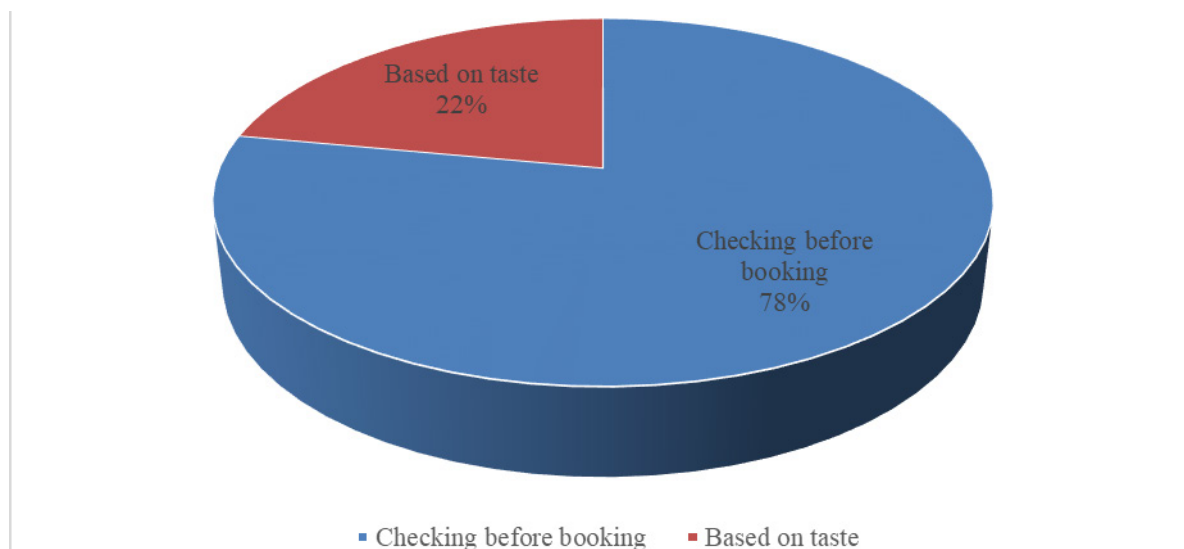


Figure 2 - An indicator of the role of ratings in the choice of travelers Note: compiled by the authors

A one-point increase in rating (on a 1-5 scale) increases booking likelihood by 13% (Harvard Business Review, 2021). Therefore, hotels with high ratings can increase prices by 10-20% without losing demand. Improving customer service, using ratings in marketing, managing reputation - hotels hire specialists to monitor and respond to reviews. Thus, ratings have a great influence on business strategies.

The rankings also stimulate competition between tourist destinations. For example, Spain is actively developing the luxury sector to maintain leading positions in the UNWTO rankings [15]. And Thailand and the UAE are investing in sustainable tourism to take higher positions in the GDS index.

In recent years, tourism in Kazakhstan has made significant progress. Tourists visit Kazakhstan for

various purposes, as the analysis showed, 83.98% of tourists come for personal purposes, 16.02% - for business purposes. In the structure of personal trips, the main part 89.28% is private trips, for tourism - 9.66% and transit - 1.06%. Due to the large flow of tourists, commercial and expert ratings, for instance, New York Times features Almaty in 2024 top travel destinations list. With a population of two million, Kazakhstan's largest city "has the feel of a peaceful but active rural town," writes author and photographer Craig Mod for The New York Times [16].

Urban indexes in the field of tourism and hospitality are analytical ratings that allow you to assess the attractiveness and competitiveness of various cities. These indexes are formed based on a variety of parameters, including the level of infrastructure, safety, cost of services, environmental situation, and other factors.

Their main goal is to provide tourists, businesses, and city authorities with objective data for analysis and decision – making. For tourists, they serve as a guide when choosing a travel destination, and for representatives of the hospitality industry and municipal authorities, they are a tool for identifying the strengths and weaknesses of the tourist environment.

The methodology for compiling tourist indexes depends on the goals and specifics of a particular rating, but in most cases specific criteria are used. First of all, it is worth noting the tourist infrastructure. It includes the number and quality of hotels, restaurants, museums, cultural sites, sightseeing programs, and affordable entertainment. For example, cities with developed infrastructure (for example, Paris, London, New York, Dubai) traditionally occupy leading positions in tourist ratings. The next thing is accessibility. This indicator reflects the convenience of transport links: the presence of an international airport, the number of flights, the development of public transport and the level of traffic congestion. Visa policy is also taken into account — cities with a simplified or visa-free regime attract more tourists [17].

The key factor influencing the choice of travelers is safety. The crime rate, political stability, the environmental situation, the availability of medical services, and the level of cybersecurity are assessed. For example, Singapore, Copenhagen and Tokyo are traditionally among the safest cities [18]. An equally important criterion is the quality of service. This indicator reflects the level of service in hotels, restaurants, airports, tourist centers and other points of contact with travelers. Staff competence, knowledge of foreign languages and accessibility of information also play an important role. The cost of accommodation is also taken into account. The average price level

for housing, transportation, meals, excursions and entertainment is analyzed. Cities like Bangkok and Kuala Lumpur are often among the budget destinations, while Paris, London and Tokyo are among the most expensive.

Recently, environmental friendliness and sustainable development have played an important role in choosing a destination. These include the level of air pollution, the number of green spaces, waste disposal programs, and the development of sustainable tourism. In recent years, the environmental situation has become an increasingly important factor for tourists, which is reflected in new indexes and ratings. Another relevant topic is digital accessibility. This includes the availability of high-speed Internet, mobile travel apps, digital maps, online booking systems, and wireless payment. In modern conditions, this factor plays an increasingly important role in the attractiveness of the city for travelers.

Global Destination Cities Index (GDCI) from Mastercard. This index is published annually by Mastercard and evaluates the largest tourist centers by the number of international arrivals and travelers' expenses. This rating helps businesses and authorities analyze tourist flows, predict the development of the hotel sector, and assess the financial benefits of tourism [19].

The index analyzes the number of international tourists who arrive in the city during the year, the average amount a tourist spends during their stay and main areas of expenditure (accommodation, meals, shopping, entertainment and transportation).

In recent years, the most visited cities have included:

1. Bangkok (more than 22 million tourists per year)
2. Paris
3. London
4. Dubai (leading in terms of tourist spending)

Global Travel and Tourism Competitiveness Index (TTCI) from the World Economic Forum (WEF). This index evaluates the competitiveness of countries in the field of tourism and hospitality. It is published biannually by the World Economic Forum. It is used for strategic planning at the state level, as it considers not only the number of tourists, but also the long-term sustainability of the industry [20].

TTCI includes 14 factors grouped into 4 groups: Business environment (tax policy, investment, regulation); safety and health; tourist infrastructure (hotels, transport, digital services); natural and cultural resources.

The leaders of the index (according to the latest data):

1. Spain
2. France
3. Germany
4. Japan
5. USA

Euromonitor International’s Top 100 City Destinations. This rating is formed by the analytical company Euromonitor International and evaluates cities by the number of international tourists. It helps cities compare themselves with competitors, identify tourism trends, and adjust marketing strategies [21]. Calculated based on:

- Data on international tourists arriving (including business and medical tourism).
- Length of stay in the city.
- The economic contribution of tourism to the urban economy.

The leaders of the rating (in recent years):

1. Paris
2. Dubai
3. Madrid
4. Tokyo
5. Amsterdam

The Economist Global Liveability Index. This index from The Economist Intelligence Unit (EIU) evaluates cities according to the level of comfort for living and tourism. Although the index focuses

on the quality of life, it is also important for tourism, as comfortable cities attract more visitors. The rating is based on 30 indicators grouped into 5 categories: stability (crime rate, political situation); healthcare; culture and the environment; education; infrastructure (transport, housing, accessibility of services)

Ranking leaders are Vienna (Austria); Copenhagen (Denmark); Zurich (Switzerland); Calgary (Canada) and Geneva (Switzerland) [22].

Safe Cities Index (SCI) from The Economist Intelligence Unit. This index evaluates the safety of cities based on several key parameters. Cities with high security attract more tourists, especially in the context of global risks. 60 indicators are evaluated in 4 categories:

1. Digital security (cybercrime level)
2. Medical safety (quality of medicine and accessibility of ambulances)
3. Infrastructural safety (stability of buildings, reliability of transport)
4. Personal safety (crime, terrorism, law enforcement agencies)

Index leaders are Copenhagen (Denmark), Toronto (Canada), Singapore, Tokyo (Japan) and Sydney (Australia) [23]. Each index has its own description and leaders (table 3).

Table 3 – Description of the Indexes and leaders according to them

The City Index	Description	Index Leaders
Global Destination Cities Index (GDCI) from Mastercard	Help businesses and authorities analyze tourist flows, predict the development of the hotel sector, and assess the financial benefits of tourism.	Bangkok Paris London Dubai
Global Travel and Tourism Competitiveness Index	It is used for strategic planning at the state level, as it considers not only the number of tourists, but also the long-term sustainability of the industry.	Spain France Germany Japan USA
Euromonitor International’s Top 100 City Destinations	It helps cities compare themselves with competitors, identify tourism trends, and adjust marketing strategies.	Paris Dubai Madrid Tokyo Amsterdam
The Economist Global Liveability Index	The index focuses on the quality of life, it is also important for tourism, as comfortable cities attract more visitors.	Vienna (Austria) Copenhagen (Denmark) Zurich (Switzerland) Calgary (Canada) Geneva (Switzerland).
Safe Cities Index (SCI) from The Economist Intelligence Unit	This index evaluates the safety of cities based on several key parameters.	Copenhagen (Denmark) Toronto (Canada) Singapore Tokyo (Japan) Sydney (Australia)
Note: compiled by the authors		

Urban indexes in the field of tourism and hospitality perform three key functions:

1. A landmark for tourists. They help travelers choose comfortable, safe and interesting destinations and allows you to compare cities in terms of cost, security and level of service.

2. A tool for the authorities used by municipalities and ministries of tourism to develop development strategies and allow you to identify problems and identify growth points.

3. A marketing tool for business: hotels, restaurants, and travel companies use ratings to promote themselves and the city authorities create advertising campaigns, attracting tourists based on the strengths of the city.

Despite their importance, rankings have several flaws like fake reviews (fraudulent ratings, bots); algorithmic opacity (platforms do not disclose ranking formulas); the “snowball effect” (high-ranking hotels receive more reviews and remain at the top) and lack of subjectivity consideration (what suits one traveler may be a disadvantage for another).

New approaches are now emerging in the field of tourism and the hotel business:

- Artificial Intelligence (AI) – analyzing the emotional tone of reviews and detecting fraudulent ratings.

- Blockchain – using decentralized technology to prevent review manipulation.

- Personalized Rankings – AI-driven platforms will provide recommendations based on user preferences rather than general ratings.

**Discussion.** Ratings play a significant role in the development of the tourism industry, influencing traveler perceptions, the competitive environment, and business management strategies. Their impact can be considered in several key aspects:

1. Impact on consumers. Modern tourists rely on rating systems when choosing destinations, hotels, restaurants, and other services. Modern tourists rely on rating systems when choosing destinations, hotels, restaurants, and other services. The main effect is the formation of preferences: high positions in international ratings (for example, World’s Best Cities or Michelin Guide) increase the attractiveness of destinations and establishments. Consumers also trust services with high ratings and positive reviews on TripAdvisor, Booking.com, Google Reviews, and other platforms.

2. Impact on business and competition. For hotels, restaurants, and tourist attractions, ratings are becoming an important competitive factor. Establishments are actively working to improve the quality of service in order to receive high ratings and positive reviews, and businesses use ratings for promotion (for example, the status of Forbes Travel Guide or World Travel Awards increases prestige and attracts customers). And a high

position in the ratings contributes to an increase in the flow of tourists and growth in company income.

3. Impact on the development of the industry. Rating systems set standards and stimulate the introduction of new technologies and improvement of infrastructure. Hotels, restaurants and travel companies adapt their services to the requirements of rating systems, which increases quality standards. Companies also implement CRM systems, automation and personalized service to increase the rating and loyalty of customers. And the most important thing is the development of the urban environment - cities that are in the top tourist ratings (Global Destination Cities Index) invest in improving transport accessibility, infrastructure and cultural sites.

**Conclusion.** Ratings play an important role in the tourism and hospitality industry, influencing consumers, businesses, and government regulations. They help travelers make informed decisions, create competitive advantages for companies, and promote the development of tourist destinations.

The article examined three main groups of ratings: official (government and international certification systems), commercial (expert assessments and premium ratings), and user (online platforms and review aggregators). Each of them has its own advantages and disadvantages. Official ratings provide standardization but may lag market realities. Commercial ratings are focused on the premium segment. User ratings are dynamic but can suffer from manipulation and cheating.

Despite the widespread use of ratings, their transparency and reliability remain problematic aspects. Algorithmic ranking on digital platforms is not always understandable to consumers, and the influence of fake reviews undermines trust in the system. In this regard, the prospects for the development of rating systems are associated with the introduction of new technologies: artificial intelligence for analyzing reviews, blockchain for data protection, and personalized recommendations that consider user preferences. Thus, ratings continue to evolve, and their role in the tourism and hospitality industry will only increase. Further improvement of these systems requires a balance between objectivity, transparency, and adaptation to new market realities.

Urban indexes are an important tool for analyzing the tourism industry. They help to understand which cities are most attractive to travelers, what factors influence their choice, and how cities can improve their competitiveness.

In the context of global competition for tourists, such indexes are becoming not just statistical indicators, but strategic tools for the development of tourism and improving the quality of the urban environment.

References

- 1 McKercher B, Law R, Lam T. Rating tourism and hospitality journals. // *Tourism Management*. - 2006. - №27. - pp. 1235-1252. URL: <https://www.sciencedirect.com/science/article/abs/pii/S0261517705000841> (date of access: 21.02.2025.).
- 2 Arzaghia M, H. Genc I., Naik S. Rating vs. Reviews: Does official rating capture what is important to customers? // *Heliyon*. - 2023. – №9. URL: [https://www.cell.com/heliyon/fulltext/S2405-8440\(23\)03544-2](https://www.cell.com/heliyon/fulltext/S2405-8440(23)03544-2) (date of access: 21.02.2025.).
- 3 Coles T, Fenclova E, Dinan C. Tourism and corporate social responsibility: A critical review and research agenda. // *Tourism Management Perspectives*. - 2013. - №6. - pp. 122-141. URL: <https://www.sciencedirect.com/science/article/abs/pii/S2211973613000044> (date of access: 21.02.2025.).
- 4 Rodríguez-Díaz B. Analysis of the Worth of the Weights in a new Travel and Tourism Competitiveness Index. // *Journal of Travel Research*. - 2020. - №60. URL: <https://journals.sagepub.com/doi/abs/10.1177/0047287519899982> (date of access: 23.02.2025.).
- 5 The European Hotelstars Union. <https://www.hotelstars.eu/portal> (date of access: 28.02.2025.).
- 6 World Tourism Organization. International Tourism Highlights. // *UN Tourism*. 2024. – pp. 1-27. DOI: <https://doi.org/10.18111/9789284425808>.
- 7 Florido-Benitez L. The world airport awards as a quality distinctive and marketing tool for airports. // *Journal of Airline Operations and Aviation Management*. - 2022. - №1. - pp. 54-74. DOI: <https://doi.org/10.56801/jaoam.v1i2.4>.
- 8 Agaoglu B, Ozata G.E. Investigation of Restaurants in Yelp Application with Exploratory Data Analysis. // *International Journal of Contemporary Tourism Research*. - 2024. - №8(1). - pp. 31-40. DOI: 10.30625/ijctr.1452507.
- 9 Vinh H. N., May I. A reflection on the story, current positioning, offerings and the darkerside of the luxury gastronomy book, the Michelin Guide. // *Research in Hospitality Management*. - 2021. - №11(1). - pp. 59–65. DOI: <https://doi.org/10.1080/22243534.2020.1867386>.
- 10 Sezgin E. Development of Taband restaurant rating scale utilizing mixed methods. // *International Journal of Gastronomy and Food Science*. - 2022. - №27. DOI: <https://doi.org/10.1016/j.ijgfs.2021.100458>.
- 11 World's Best Airlines For 2025. 2025. <https://www.airlineratings.com/articles/worlds-best-airlines-for-2025> (date of access: 16.03.2025.).
- 12 Tripadvisor Travelers' Choice Awards. <https://www.tripadvisor.com/en-US/hc/owner/articles/616> (date of access: 21.03.2025.).
- 13 Rita P, Ramos R., Borges-Tiago M.T., Rodrigues D. Impact of the rating system on sentiment and tone of voice: A Booking.com and TripAdvisor comparison study. // *International Journal of Hospitality Management*. - 2022. - №104. URL: <https://www.sciencedirect.com/science/article/pii/S0278431922001074> (date of access: 21.03.2025.).
- 14 Mohanty P., Chellasamy A, Nagarathinam A. Mobile Apps in Bleisure Tourism: Enhancing Travel Experience, Work-Life Balance, and Destination Exploration. // *Impact of AI and Tech-Driven Solutions in Hospitality and Tourism*. - 2024. - №1. URL: <https://www.igi-global.com/chapter/mobile-apps-in-bleisure-tourism/354136> (date of access: 28.03.2025.).
- 15 Gutiérrez-Ravé P. Report on the Impact of Luxury Tourism on the Spanish Economy. // *Luxonomy*. - 2024. URL: <https://luxonomy.net/report-on-the-impact-of-luxury-tourism-on-the-spanish-economy/> (date of access: 28.03.2025.).
- 16 New York Times Features Almaty in 2024 Top Travel Destinations List. 2024. <https://astanatimes.com/2024/01/new-york-times-features-almaty-in-2024-top-travel-destinations-list/#:~:text=ASTANA%20%E2%80%93%20The%20New%20York%20Times,Almaty%20on%20the%2025th%20spot> (date of access: 29.03.2025.).
- 17 Chung N, Lee H, Ham J, Koo C. Smart Tourism Cities' Competitiveness Index: A Conceptual Model. // *Information and Communication Technologies in Tourism*. - 2021. - №1. – p.433-438. URL: [https://link.springer.com/chapter/10.1007/978-3-030-65785-7\\_42](https://link.springer.com/chapter/10.1007/978-3-030-65785-7_42) (date of access: 02.04.2025.).
- 18 Kourtiti K, Marinescu Pele M. M., Nijkamp P, Pele D.T. Safe cities in the new urban world: A comparative cluster dynamics analysis through machine learning. // *Sustainable Cities and Society*. - 2021. - №66. DOI: <https://doi.org/10.1016/j.scs.2020.102665>.
- 19 Pechpakdee P, Muangyai N., Turnbull N., Nghiep L. K., Tudpor K. The challenges of urban tourism, Liveable city, and urban environment in Bangkok. // *International Journal of Health Sciences*. - 2022. - №6(6). - p.11094-11106. DOI: <https://doi.org/10.53730/ijhs.v6nS6.13043>.
- 20 Travel & Tourism Development Index 2024. // *World Economic Forum*. - 2024. URL: [https://www3.weforum.org/docs/WEF\\_Travel\\_and\\_Tourism\\_Development\\_Index\\_2024.pdf](https://www3.weforum.org/docs/WEF_Travel_and_Tourism_Development_Index_2024.pdf) (date of access: 10.04.2025.).
- 21 Euromonitor International's report reveals world's Top 100 City Destinations for 2023. <https://www.euromonitor.com/press/press-releases/dec-2023/euromonitor-internationals-report-reveals-worlds-top-100-city-destinations-for-2023> (date of access: 10.04.2025.).
- 22 Vienna secures its position as the world's most liveable city for third consecutive year. <https://www.eiu.com/n/vienna-secures-its-position-as-the-worlds-most-liveable-city-for-third-consecutive-year/> (date of access: 11.04.2025.).
- 23 Cities Index 2021. <https://impact.economist.com/projects/safe-cities/safe-cities-2021-whitepaper/#:~:text=The%20Safe%20Cities%20Index%202021,infrastructure%2C%20personal%20and%20environmental%20security> (date of access: 11.04.2025.).

<p><b>Хат-хабарларга арналган автор (бірінші автор)</b> Көпес Нурайым Ганиқызы, магистрант, эл-Фараби ағындағы Қазақ ұлттық университеті, Алматы, Қазақстан e-mail: kopesnuraiym@gmail.com</p>	<p><b>Автор для корреспонденции (первый автор)</b> Көпес Нурайым Ганиқызы магистрант, Казахский национальный университет имени аль-Фараби, Алматы, Казахстан e-mail: kopesnuraiym@gmail.com</p>	<p><b>The Author for Correspondence (The First Author)</b> Kopes Nuraiym Ganikyzy, master student, al-Farabi Kazakh National University, Almaty, Kazakhstan e-mail: kopesnuraiym@gmail.com</p>
--	---	--

Date of submission of the article: 17.04.2025  
Date accepted for publication: 31.05.2025