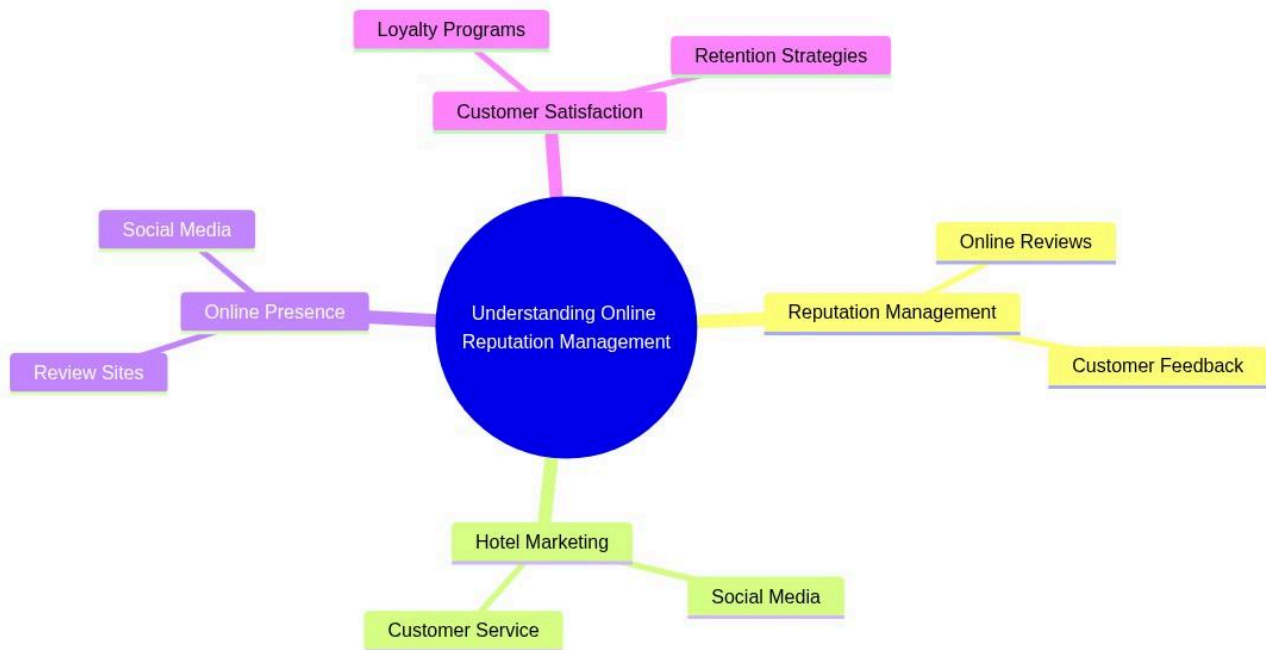


Advanced Certification in Introduction to Hotel Online Reputation Management

# Understanding Online Reputation Management



```

mindmap
    root((Understanding Online Reputation Management))
        Reputation Management
            Online Reviews
            Customer Feedback
        Hotel Marketing
            Social Media
            Customer Service
        Online Presence
            Review Sites
            Social Media
        Customer Satisfaction
            Loyalty Programs
            Retention Strategies
    
```