

A Review of eWOM's Influence on Hospitality and Tourism Industry

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Abstract

This article aims to review some research evidence about the fact that the advent of the Internet has led to a word-of-mouth (WOM) revolution. Hospitality and tourism marketers must understand that their customers are moving online in increasing numbers and that in the realm of the Internet these consumers are likely affected by many sites devoted to the promotion or discussion of products and services. Potential readers of blogs are using recommendations and information from other bloggers to make decisions.

Keyword : eWOM; blogs; hospitality and tourism industry