

Proposing a framework to predict travel blogs' influence on potential
tourists' travel intention

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Abstract

Travel blogs are rapidly turning into a popular new source of reading material for web users. By travel blogs, potential tourists can share and access other persons' travel experiences from articles, photos and even videos. This study presents a new research framework that can capture cognitive, affective and cyber-interactive components influencing travel blog readers' travel intention through affecting their perceived destination image. Seven propositions are proposed to promote future empirical research.

Keyword : travel blogs, destination image