DE INSTAGRAM AL DESTINO TURÍSTICO: EWOM, IMAGEN DEL DESTINO E INTENCIÓN DE VISITARLO

Rafael Anaya Sánchez
Universidad de Málaga
rafael.anaya@uma.es

Marina Machuca Artacho
Universidad de Málaga
machucamarina4b@gmail.com

Rocío Aguilar Illescas
Universidad de Málaga
rocio.aguilar@uma.es

Sebastián Molinillo
Universidad de Málaga
smolinillo@uma.es

RESUMEN

- Objetivos: El objetivo de este trabajo es explorar cómo afectan los comentarios que hacen los usuarios de Instagram (eWOM) sobre los destinos turísticos en la imagen que se percibe de un destino antes de visitarlo, así como la influencia de ésta en la actitud hacia el destino, como variable mediadora de su intención de visitarlo. La originalidad de la investigación radica especialmente en el contexto del estudio, la red social Instagram.
- Marco teórico: Esta investigación propone un marco conceptual basado en la literatura sobre la influencia del eWOM en el comportamiento del turista y la percepción de la imagen de los destinos turísticos como antecedente de la intención de visita.
- Metodología: Se recogieron datos de 198 usuarios de Instagram mediante una encuesta online. Los datos fueron analizados mediante ecuaciones estructurales de mínimos cuadrados parciales (PLS-SEM).
- Resultados/implicaciones: Los resultados muestran que el eWOM influye en la imagen cognitiva del destino. A su vez, la imagen cognitiva y afectiva impactan en la actitud hacia el destino, la cual antecede a la intención de visitarlo. Esta investigación contribuye a la teoría y la práctica de la gestión de los destinos turísticos al mejorar el conocimiento de los efectos del eWOM en Instagram.

Palabras clave:

Instagram; eWOM; imagen del destino; intención de visita; destino turístico

Área temática propuesta

Marketing

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