

TOURISTS BEHAVIOUR DURING THEIR TRIP: HOW THEY USE AND OFFER RECOMMENDATIONS?

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ABSTRACT

The rise of new technologies has changed the way tourists trust in eWOM to choose a restaurant. There is a growing use of opinion and price comparison websites, where opinions and ratings can be shared with other users. In addition, the spreading of false or paid comments has made this type of webs seek the generation and maintenance of trust. However, there are few studies that analyse how to generate trust in these webs and its effect in the intention of the consumer to participate in WOM behaviours, once the tourist is already in its tourist destination. Therefore, this research analyses the influence of recommendations on the generation of tourists' trust in the review websites of restaurant industry while they are in the destination. A regression analysis of data from 439 tourists has revealed that the perceived credibility, the quality of the information and the quality of the web affect trust in review websites. This fact encourages the contracting of restaurant services and communication among consumers, both in a traditional way (WOM) and through the review websites (eWOM), while the tourist is in the tourism destination.

Key Words: *eWOM, WOM, Web Trust, restaurant industry, tourism destination*

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