C|O|P|E
Member since 2019
JM14487

turyzm
tourism

Mapping the landscape of virtual word of mouth (v-WOM) in the tourism sector: A bibliometric review

Jyoti[a] (iD), Jitender Kumar[b*] (iD)

[a] Maharshi Dayanand University (Rohtak, India), Institute of Management Studies and Research;
  https://orcid.org/0000-0003-4099-5965; e-mail: msjyoti.rs.imsar@mdurohtak.ac.in
[b] Maharshi Dayanand University (Rohtak, India), Institute of Management Studies and Research;
  https://orcid.org/0000-0002-0017-6466; e-mail: jitender.rathee.imsar@mdurohtak.ac.in
[*] Corresponding author.

ABSTRACT

The increasing significance of virtual word of mouth (v-WOM) in the digital era has the potential to revolutionize consumer decision-making across a wide range of markets such as tourism. The objective is to review the literature on v-WOM published between 2013 and 2023 and the research employs bibliometric analysis to examine 718 documents from the Scopus database. For performance and science mapping analysis, Biblioshiny and VOSviewer were utilized. The growing trend in publication and citation numbers shows that v-WOM is a growing field and the prominent journals involving tourism research are *Tourism Management* and *International Journal of Hospitality Management*. Robert Law is a well-known author and China has the greatest number of publications. The conceptual themes of v-WOM literature were formed by the co-occurrence analysis of keywords and bibliographic coupling networks. In order to provide insights for the future, a word cloud analysis of 549 documents published in the previous four years was also carried out.

1. INTRODUCTION

Consumer action and decision-making processes have advanced greatly as a result of the ongoing development of information technology (Web 2.0) and the introduction of new communication methods (Verma & Yadav, 2021). Numerous service providers have changed their focus in their marketing strategies and operations management as a result of these advances (Pelli, 2021). Virtual word of mouth (v-WOM) refers to virtual communication between consumers who have never met in real life (Gruen et al., 2006; Park & Lee, 2009), whereas electronic word of mouth (e-WOM) refers to any positive or negative comment made by prospective, real or past customers about a product or company. It is made available online to a wide range of individuals and organizations, and has completely changed the way consumers research

products and make decisions (Hennig-Thurau et al., 2004). This shows that there is a difference between the two terms (Parry et al., 2012). The authors use the term v-WOM to refer specifically to virtual word-of-mouth communication between consumers who do not know each other and also, it rules out some forms of electronic communication (e.g. landline and cellular telephone calls) that are typically used for word-of-mouth. Over the last 15 years, the importance of v-WOM has increased with the explosion of web sites offering product reviews written by consumers and online forums containing consumer discussions of product features and benefits. Virtual word of mouth is one of the key elements influencing consumer preferences for online businesses. The pervasiveness of v-WOM and its capacity to swiftly impact consumer behaviour highlights the significance of this study and it refers to a consumer-driven online information exchange technique (Wu & Wang, 2011; Zubac Musa & Mabić, 2022). It also includes any text or audio about specific products, services or organizations that is available online for everyone to read, whether it is favorable or unfavorable (Tobon & García-Madariaga, 2021). Positive v-WOM is regarded as a free marketing tool for the travel and hospitality sector (Chen & Law, 2016; Rajendran & Arun, 2021).

Through online communities such as newsgroups, chat rooms, email list servers, personal blogs and other online formats that foster community building, consumers are trading and sharing virtual word-of-mouth (Kozinets, 2002). Web evaluations are considered more valuable and trustworthy sources of information because they are predicated on consumers' past experiences (Park & Lee, 2009).

Virtual word of mouth is important from two angles: firstly, it helps consumers to gather essential information that aids in the decision-making process when making a purchase; secondly, it helps businesses to create value by generating leads for the company (Liang et al., 2018; Nam et al., 2020). Prior to engaging in a formal purchasing procedure, it can be challenging to accurately gauge the quality of the intangible services delivered by the hotel and tourism sectors (Yang et al., 2018) which highlights how important it is to get authentic v-WOM from clients prior to completing an online transaction (Liu and Park, 2015). Pourfakhimi et al. (2020) suggest that more than any other business sector, the hospitality and tourism industry depends heavily on v-WOM.

Prior to the COVID-19 pandemic, the tourism sector played a vital role in promoting corporate expansion and job opportunities globally, especially for women, youth, immigrants and local communities. It accounted for one in ten jobs worldwide and almost 10% of the global gross domestic product (GDP) (Citaristi, 2022). Many nations' economies rely heavily on the tourist sector which raises GDP and employment rates. The development of digital platforms in recent years has drastically changed the nature of tourism, making the value of v-WOM a crucial factor in travellers' intention to buy (Huete-Alcocer, 2017; Munar & Jacobsen, 2014).

Recent years have seen a large number of literature reviews on measuring the impact and composition of v-WOM in the hospitality and tourism sector (Abd-Elaziz et al., 2015; Roy et al., 2021; Serra-Cantallops et al., 2020; Serra Cantallops & Salvi, 2014; Yan et al., 2018). Given the newly emerging nature of the field, conducting periodic reviews and summaries of current research could prove beneficial for academics as a whole (Leung et al., 2017). A thorough multidisciplinary quantitative literature review involving a sizable corpus of manuscripts could undoubtedly provide insightful information by highlighting the main points of emphasis of research, the connections between these emerging themes, and the variety of categories within the chosen corpus (Muñoz-Leiva et al., 2015). Even though a small number of bibliometric studies on e-WOM have been carried out (Donthu et al., 2021; Ngarmwongnoi et al., 2020; Verma & Yadav, 2021), including a thorough literature assessment of recent publications while performing bibliometric analysis for mapping the v-WOM literature specifically in the tourism industry, to the best of the author's knowledge, no review research utilizing bibliometric analysis that focuses on v-WOM literature has been published so far. Therefore, the author has performed a comprehensive bibliometric analysis on v-WOM in tourism.

To address this gap, a systematic bibliometric analysis of v-WOM literature will be made. Specifically, the following research questions (RQs) are addressed in this study:

RQ_1: What is the current trend in the number of publications and citations in the v-WOM domain over time?

RQ_2: Which author, document, country and journal are the most prominent in v-WOM?

RQ_3: What are co-citation analysis of authors, co-author analysis of countries, and co-occurrence analysis of keywords?

RQ_4: How has the focus of research within v-WOM shifted over time based on the bibliographic coupling of documents?

RQ_5: What are the emerging research trends based on bibliometric data in the v-WOM domain?

This article is structured as follows: the methodology, screening procedure and data analysis tools utilized for bibliometric analysis are covered in section 2. The results of the bibliometric analysis are presented in section 3, along with trends in publication and citation, as well as information on prominent journals,

prominent authors, prominent documents, prominent countries, co-authorship analysis, co-occurrence analysis, co-citation analysis and bibliographic coupling of documents. Section 4 delineates the discussion and conclusions including limitations and future research directions, based on word cloud analysis results from the years in which the number of publications has been increasing (2019–2021).

2. Research methodology

2.1. Data collection process and methodology

Elsevier Scopus provided the data used in this bibliometric analysis, the largest database of academic articles (Comerio & Strozzi, 2019) with 60% more coverage than Web of Science, according to Norris & Oppenheim (2007). For this reason, this review was conducted using Scopus employing two stages of content screening strategy. In the first stage, the following search query: "virtual word-of-mouth" OR "digital word-of-mouth" OR "electronic word-of-mouth" OR "online reviews" OR "web reviews", and in the add search field "tourism" OR "travel" OR "travel industry" OR "tourism industry", was placed. The initial search results showed 1165 published articles. Through a rigorous review process, only research articles and review papers published in journals were taken into consideration during the second stage of screening, which involved filtering the documents based on subject categories and document type (Sahoo et al., 2022). Additionally, the articles were filtered according to their time frame, which is 2013–2023. Only publications written in English were taken into account for this research. Ultimately, as Figure 1 illustrates, 718 research articles were incorporated into the investigation. This study uses bibliometric analysis to investigate the newly-emerging topic of v-WOM, a methodical and thorough approach for examining and evaluating large amounts of data (Donthu et al., 2021) widely used for getting a quantitative picture of a field (Iskandar Putri, 2021). Figure 1 presents the methodology flow.

2.2. Data analysis methods

Donthu et al. (2021) have proposed a two-stage analytical technique for bibliometric analysis: performance analysis and scientific mapping. Science mapping illustrates the relationships between research constituents, whereas performance analysis consists of descriptive data indicating the contribution of research constituents e.g. authors, documents, countries and journals (Donthu et al., 2021). The research structure
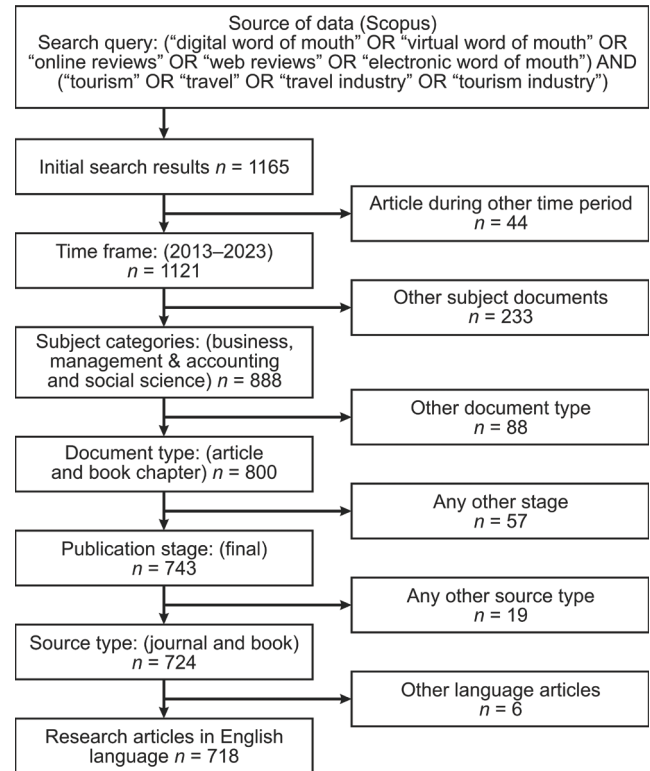

Figure 1. Methodology flowchart
Source: authors

is shown in Figure 2. The Biblioshiny app, an R-Cloud tool, was used for performance analysis (Aria & Cuccurullo, 2017). Using descriptive data comprising the most prominent authors, documents, countries and journals, research trends were categorized and examined individually. Furthermore, network analysis of co-authorship, co-occurrence, co-citation and bibliographic coupling were mapped and visualized using VOSviewer (van Eck & Waltman, 2010). In order to identify the future components of the study, a word cloud consisting of 549 articles over the last four years (2019–2023) was created.
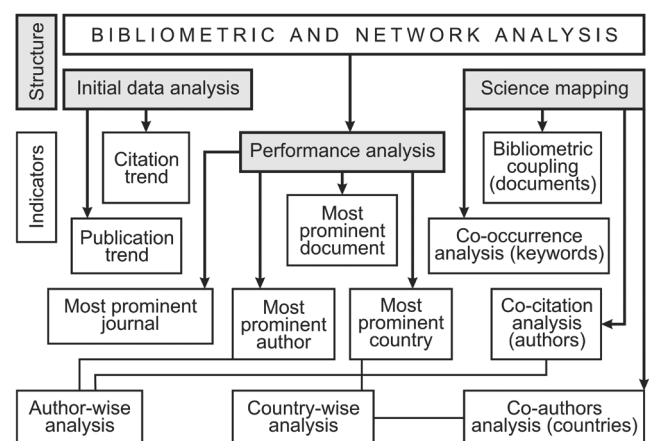

Figure 2. Data analysis
Source: authors

3. Results and discussion

3.1. Initial data analysis

Publication and citation trends in the field of virtual word-of-mouth (v-WOM)

As Table 1 shows, there are 718 documents in the Scopus database. While the concept of v-WOM is not new, documents published on v-WOM were less than 20 in 2013 and 2014. Publications have risen gradually since 2015 and v-WOM's yearly publication trend is shown in Figure 3, which demonstrates its steady growth over time. The subject has become more relevant as technology has advanced, particularly with the emer-gence of social media. The table displays the trend in v-WOM publication, structure of citations and pattern of authorship (number of contributing authors, articles with a single author and articles with multiple authors) for those published between 2013 and 2023.
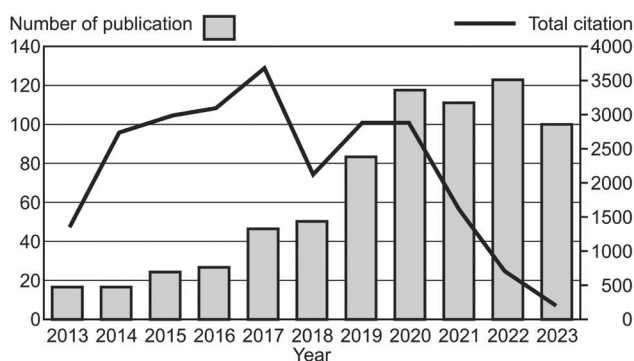

Figure 3. Time profile of virtual word of mouth publications
Source: authors

3.2. Performance analysis

Performance analysis looks at the contributions made to a certain research field by different individuals, organizations, journals and countries. Performance evaluation is used to identify the most prominent publications, authors, countries and journals as well as to identify broad patterns in the growth of the discipline.

Most prominent authors

The most prominent authors in the v-WOM field aid understanding of those who have made a substantial contribution to the v-WOM domain. The authors who have been constantly publishing in the field of v-WOM are listed in Table 2. With 30 publications and a total of 2,030 citations, Rob Law is at the top of the list. His total of 30 publications has been cited at least 900 times, with 19 of his articles receiving 19 citations each. Law has done research on a variety of variables including online reviews, user-generated content, e-WOM, tourism and hospitality etc., individually and collectively. His research has focused on the role of social media in tourism and hospitality, progress in information com-munication technologies in hospitality and tourism, influence of user-generated content on traveller behaviour, smart tourism etc. Though Law has worked on other variables including tourism management progress, smart tourism etc. identification of the most prominent author (part of the objective of this work) is based on the total number of citations. The most cited articles (Law TC: 6099) are related to the linkage of e-WOM in tourism entitled "Progress in information technology and tourism management: 20 years on and

Table 1. Publication trend and citation structure

Year	*N*	TC	SA paper	CA paper	NCA	*h*-index	*g*-index
2013	16	1351	4	12	31	12	16
2014	16	2764	0	16	47	13	16
2015	24	2982	5	19	67	17	24
2016	27	3119	3	24	72	20	27
2017	47	3688	6	41	141	30	47
2018	50	2123	4	46	138	25	46
2019	84	2896	10	74	245	30	52
2020	118	2906	10	108	340	32	47
2021	112	1613	8	104	356	24	33
2022	124	712	10	114	388	15	19
2023	100	213	8	92	308	8	11

Note: *N* – number of publications in a specific year, TC – total citations, SA – sole authorship, CA – co-authorship, NCA – number of contributing authors in various years.
Source: authors.

Table 2. Most prominent authors

Author	Previous year start	TC	*N*	*h*-index	*g*-index	*m*-index
Law R.	2014	2030	30	19	30	1.900
Li H.	2014	626	16	8	16	0.800
Liang S.	2017	406	12	6	12	0.857
Liu Y.	2017	373	8	6	8	0.857
Rita P.	2015	350	12	6	12	0.667
Brochado A.	2015	295	10	8	10	0.889
Moro S.	2023	281	11	5	11	0.714
Mariani M.M.	2018	279	8	6	8	1.000
Kim J.M.	2018	119	9	5	9	0.833
Zhang X.	2020	94	10	4	9	1.000

Note: TC – total citations, *N* – number of publications of each author.
Source: authors.

10 years after the Internet: The state of e-tourism research" (Buhalis and Law, 2008). It is fascinating to observe that the majority of authors have employed social media platforms (online reviews and ratings) as their main v-WOM platforms to research their influence on travellers' purchasing intentions. Additionally, tourism and hospitality management have appeared as the key sector from the themes of many experts. 'Top 10' journals have published 24 of his 30 articles, and these include *Tourism Management*, *International*

Table 3. Prominent documents

Authors	Title	Journal	Year	Total citations (TC)	TC per year
Ert, E., Fleischer, A. and Magen, N.	Trust and reputation in the sharing economy: The role of personal photos in Airbnb	*Tourism Management*	2016	874	109.30
Munar, A.M. and Jacobsen, J.K.S.	Motivations for sharing tourism experiences through social media	*Tourism Management*	2014	663	66.30
Liu, Z. and Park, S.	What makes a useful online review? Implication for travel product websites	*Tourism Management*	2015	630	70.00
Filieri, R. and McLeay, F.	E-WOM and accommodation: An analysis of the factors that influence travellers' adoption of information from online reviews	*Journal of Travel Research*	2014	601	60.10
Guo, Y., Barnes, S.J. and Jia, Q.	Mining meaning from online ratings and reviews: Tourist satisfaction analysis using latent Dirichlet allocation	*Tourism Management*	2017	585	83.57
Serra Cantallops, A. and Salvi, F.	New consumer behavior: A review of research on eWOM and hotels	*International Journal of Hospitality Management*	2014	561	56.10
Xiang, Z., Du, Q., Ma, Y. and Fan, W.	A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism	*Tourism Management*	2017	499	71.29
Filieri, R., Alguezaui, S. and McLeay, F.	Why do travellers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth	*Tourism Management*	2015	499	55.44
Fang, B., Ye, Q., Kucukusta, D. and Law, R.	Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics	*Tourism Management*	2016	415	51.88
Schuckert, M., Liu, X. and Law, R.	Hospitality and tourism online reviews: Recent trends and future directions	*Journal of Travel and Tourism Marketing*	2015	401	44.56

Source: authors.

Journal of Hospitality Management, *International Journal of Contemporary Hospitality Management* and *Current Issues in Tourism*. Thereafter, authors like Li, H., Liang, S., Liu, Y. and Zhang, X. have also researched other v-WOM platforms like online review forums, online travel booking websites, and travel bloggers and vloggers to understand the impact of online reviews and ratings.

Most prominent documents

It is crucial to identify the most prominent documents in the v-WOM literature, much like the most prominent authors. In the field of v-WOM research, highly cited publications are regarded as more notable, indicating the effect and significance of an article. The top 10 citation scores in the Scopus database are shown in Table 3. The paper by Ert et al. (2016), published in *Tourism Management* has received 874, making it the most cited in v-WOM which suggests that the availability of photographs may have a significant impact on visitors' decision-making. In addition, the work by (Munar & Jacobsen, 2014) shows that social media is becoming a more significant component of tourism practices that impact travel destinations and enterprises, focusing on how social media platforms for tourists are being adopted in technologically sophisticated markets with high ICT usage rates. Qualitative aspects of reviews were identified as the most influential factors that make travel reviews useful, according to the study by Liu and Park (2015) and the implications of these findings contribute to tourism and hospitality marketers to develop more effective social media marketing. This document is followed by Filieri and McLeay (2014), and Guo et al. (2017), which have been cited 601 and 585 times, respectively.

Most prominent countries

Table 4 provides a list of the most prominent nations that contributed to the v-WOM sector as a country's research-focused activities influence its growth and development to some extent. China is ranked first among the top 10 nations, followed by the USA, UK, Spain, Australia and Hong Kong whose documents have been cited a combined total of more than 1000 times. Authors from China have 3,500 citations made to 132 publications, amounting to an average of 26.52 citations per article. If we examine the production of articles from 2013 to 2023, China had the highest frequency (0.184) and has also showed an increasing trend. In 2013, it only produced three publications of academic value, but by 2023, that number had risen to 451. China is the only country having 63 single publications (SCP), the most of any nation. China, the United States and the United Kingdom were the top three contributors, accounting for 59.01 percent of all articles. According to citations, Israel has the highest citations per article (C/A), with 461.50, followed by Denmark with 331.50 and the United Kingdom with 63.88. The articles from Israel, Denmark and the United Kingdom have more citations per article than those from other countries, indicating a greater influence.

Most prominent journals

Table 5 reveals the most productive journals with the highest number of articles published in the v-WOM field along with their citation counts. The journal *Tourism Management* topped the list, followed by the *International Journal of Hospitality Management*, *Journal of Travel Research*, and *International Journal of Contemporary Hospitality Management* that have each

Table 4. Prominent countries

Country name	N	TC	Average AC	NSP	SCP	MCP	Frequency (%)	MCP ratio
China	132	3500	26.52	451	63	69	0.184	0.523
USA	65	2778	42.74	254	43	22	0.091	0.338
United Kingdom	42	2683	63.88	135	21	21	0.058	0.500
Spain	49	1875	38.27	175	42	7	0.068	0.143
Australia	24	1186	49.42	82	16	8	0.033	0.333
Hong Kong	19	1045	55.00	–	5	14	0.026	0.737
Israel	2	923	461.50	5	2	0	0.003	0.000
Portugal	32	776	24.25	110	26	6	0.045	0.188
Denmark	2	663	331.50	6	1	1	0.003	0.500
Korea	38	659	17.34	111	25	13	0.053	0.342

Note: N – number of publications produced by each nation, TC – total citations of each nation's papers, AC – article citations, NSP – number of scientific productions, SCP – single country publications, MCP – multiple country publications.
Source: authors.

Table 5. Prominent journals

Source	Publication year	TC	N	h-index	g-index	m-index	CS	SJR	SNIP	IF	Q-score
Tourism Management	2013	8171	62	39	62	3.545	19.8	3.561	3.643	12.879	1
International Journal of Hospitality Management	2014	2381	35	21	35	2.100	18.0	2.928	2.694	10.427	1
Journal of Travel Research	2014	1298	20	15	20	1.500	16.0	3.249	3.062	8.933	1
International Journal of Contemporary Hospitality Management	2015	1269	31	21	31	2.333	14.6	2.500	2.074	9.231	1
Annals of Tourism Research	2015	1144	13	9	13	1.000	17.0	3.426	2.742	9.010	1
Journal of Travel and Tourism Marketing	2013	1043	14	12	14	1.091	11.5	2.126	2.134	8.178	1
Current Issues in Tourism	2015	778	25	15	25	1.667	13.6	2.062	2.547	7.578	1
Sustainability (Switzerland)	2017	726	52	16	25	2.286	5.7	0.664	1.198	3.900	1
Journal of Hospitality and Tourism Technology	2013	456	21	9	21	0.818	6.8	1.460	1.414	5.576	1
Asia Pacific Journal of Tourism Research	2014	90	11	6	9	0.600	7.4	0.981	1.303	5.470	1

Note: TC – total citations, *N* – number of publications, CS – cite score, SJR – SCImago Journal Rank, SNIP – Source Normalized Impact per Paper, IF – impact factor, *Q*-score – quartile score.

Source: authors.

been cited more than 1200 times. *Tourism Management* has contributed 62 articles on the subject and has been cited 8,171 times globally from 2013 when it first began to publish articles. The *h*-index of the journal reveals that it has published at least 39 papers, each of which has received at least 39 citations and its *g*-index reveals that a total of 62 articles have been cited at least 3,844 times. The impact factor (IF), at greater than 12, is also excellent. The SCImago Journal Rank (SJR), which is 3.561, is the highest of all journals and its Source Normalized Impact per Paper (SNIP) is 3.643, which is also the highest. The most cited paper in this journal is "Trust and reputation in the sharing economy: The role of personal photos on Airbnb" by Ert, Fleischer and Magen (2016), which is also one of the most highly prominent papers in the v-WOM domain. The top five journals, as presented in Table 5 have published around 22.4% of total publications on Scopus.

3.3. Science mapping analysis (co-citation, co-author, co-occurrence analysis and bibliographic coupling)

Co-citation analysis of authors
Figure 4 displays the network of prominent authors' co-citations. Each author's article has received a certain number of citations, represented by the size of the bubbles while the co-citations between two authors are also represented by the strength of the lines that connect two bubbles (Leung et al., 2017). The cluster with which the article is associated is indicated by the bubble color. Analyzing all 38,416 article citations is all but impossible and to select the most prominent works, McCain (1990) advises using a cut-off. A minimum of 50 citations for an author is required to meet qualification standards here and 241 authors have met the criteria. Four clusters are shown in Figure 4: red, green, blue and yellow. The literature on v-WOM has been used to categorize them.

The first cluster (red) with 72 items, named "Technology-mediated communication and tourism", joined authors who have published on the role of social media marketing, digital marketing and v-WOM in the hospital, travel, tourism and leisure industries. This cluster includes prominent studies like the one by Gretzel and Yoo (2008) who has focused on consumer generated content (online travel reviews) and its impact on travel-related decisions. Furthermore, Buhalis (2020) has focused on e-tourism and analyzed the applications of information and communication technology in the travel and tourism industry. Accordingly, the development of blogs and other social media platforms facilitates the interaction of all users for travel decisions. Lastly, this cluster also includes work published on the role of v-WOM in online consumer behavior and accepting v-WOM communication on social media.

The second cluster (green) with 66 items, named "Smart tourism", suggests joining authors who have exclusively researched on the strategic implications of information technologies. The authors of this cluster
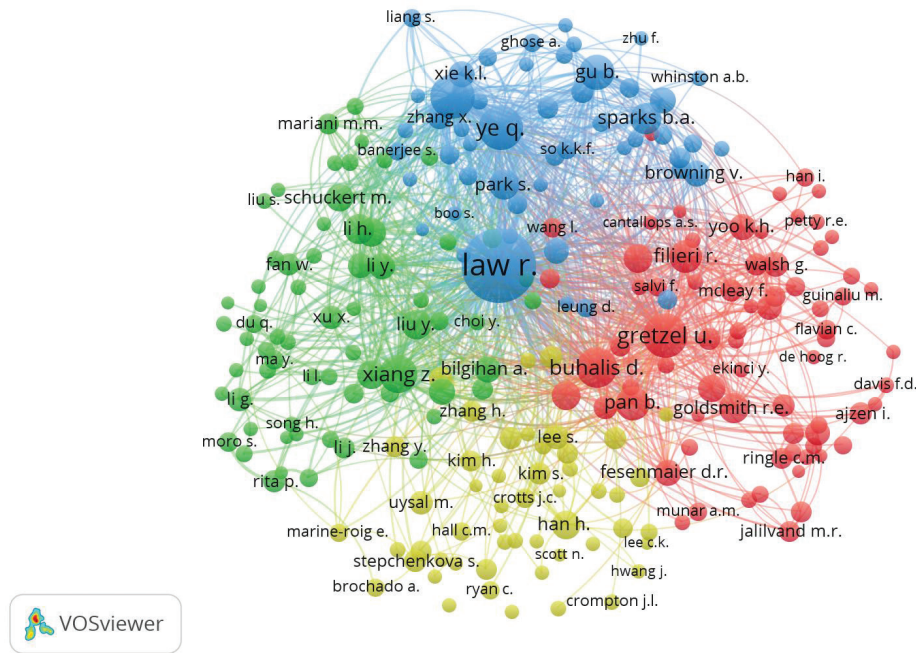
Figure 4. Co-citation analysis of authors
Source: authors

have focused on the role of market intelligence, artificial intelligence, hotel reviews and ratings, and user-generated content in tourism design and consumer travel decision making. This cluster has additionally focused on mar-keting issues involved in tourism, hospitality and service industries.

The third cluster (blue) with 52 items, named "Tour-ism review dilemma", has recommended joining authors who contribute to learn about the impact of positive and negative online reviews on travel decision making, tourists' satisfaction and virtual destination image.

The last cluster (yellow) with 51 items, named "Multidisciplinary tourism and trustworthiness", has focused on analyzing the role of online reviews and v-WOM communication in building trustworthiness in the hospitality and tourism industry specifically in sustainable tourism and wine tourism.

Co-author analysis of countries
In Figure 5, it can be seen that 30 countries have formed seven clusters, visualized with different colors on the map based on citations. It should be emphasized that the visualized link between any item pair on the map created with VOSviewer demonstrates the correlation or the proximity between the items. The strength of each link is identified with a positive numerical value. The higher the value, the stronger the link (van Eck & Waltman, 2022). The analysis of Figure 5 demonstrates that China ranked first with 6,406 citations in the relevant field of research and was connected to 22 countries with a total link strength of 141. China and the USA have

the strongest connection with a link strength of 37. The USA, in second place with 4,978 citations, is linked to 20 countries with a total link strength of 104, while the UK has the second strongest link with China, a link strength of 15. The UK ranked third in highest total link strength (59), with 5,483 citations in total, and had citation links with 18 countries. According to 2022 data, these three countries were among the top 10 countries in research and development spending (Bowman, 2022).

Co-occurrence analysis of keywords
An author keyword co-occurrence cluster was produced using VOSviewer software. A co-occurrence analysis was carried out on 70 keywords that were chosen from 2119, where the minimum number of occurrences of a keyword was six, as depicted in Figure 6.

It can be seen that the research theme of v-WOM in the tourism industry has roughly formed eight clusters in the above figure. Out of the eight, the clusters having more than 10 items were analyzed as follows:

1. Cluster 1 (red): Virtual word of mouth-AI synergy (automated content analysis)
   This cluster with 16 items gathered publications with keywords focusing on online reviews, big data, data mining, machine learning, big data analytics, text mining and text analytics.
2. Cluster 2 (green): Influence of v-WOM on tourism perceptions
   This cluster includes 14 items that show the impact of v-WOM on various variables like destination im-age, revisit intention, tourist satisfaction, consumer
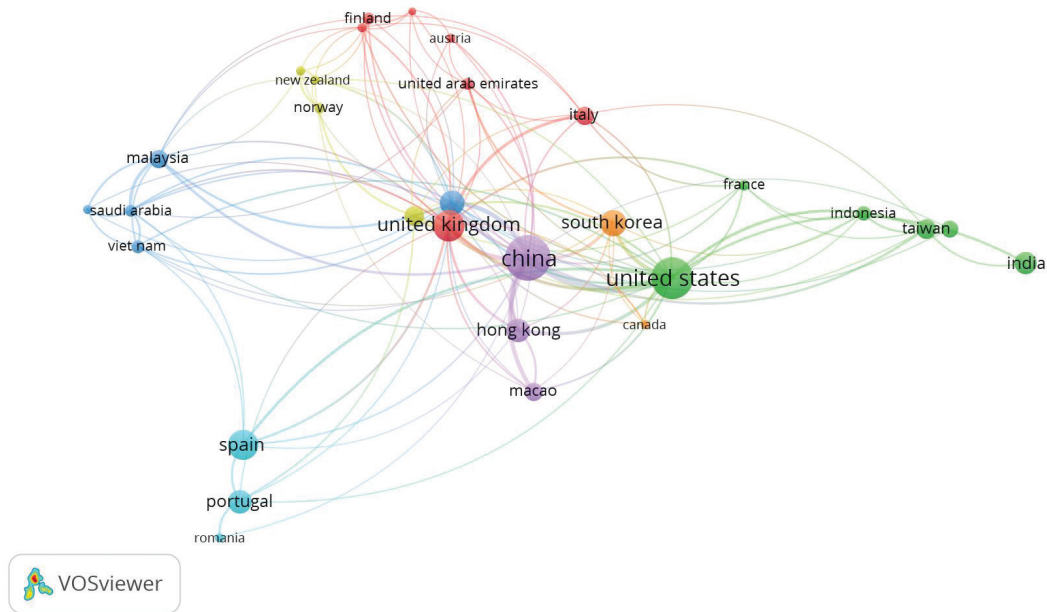
Figure 5. Co-author analysis of countries
Source: authors

behavior and consumer experiences. Consumers often turn to v-WOM to find unbiased and trustworthy information about products and services, which they may not find in marketer-generated information. This shows that v-WOM has become a pervasive and influential force in the digital age, affecting how individuals make decisions and engage with products and services.

3. Cluster 3 (blue): Exploring trust and decision making in v-WOM (theoretical insights)

This cluster comprises 14 items and it mainly includes publications focusing on theories such as the elaboration likelihood model and the information adoption model for identifying the role of online reviews on traveller decision making. Cluster 3 also, centers its attention on trust as a mediating variable. Trust plays a vital role in the influence of v-WOM as consumers are more likely to adopt information and recommendations from sources they trust. Understanding the mediating variable
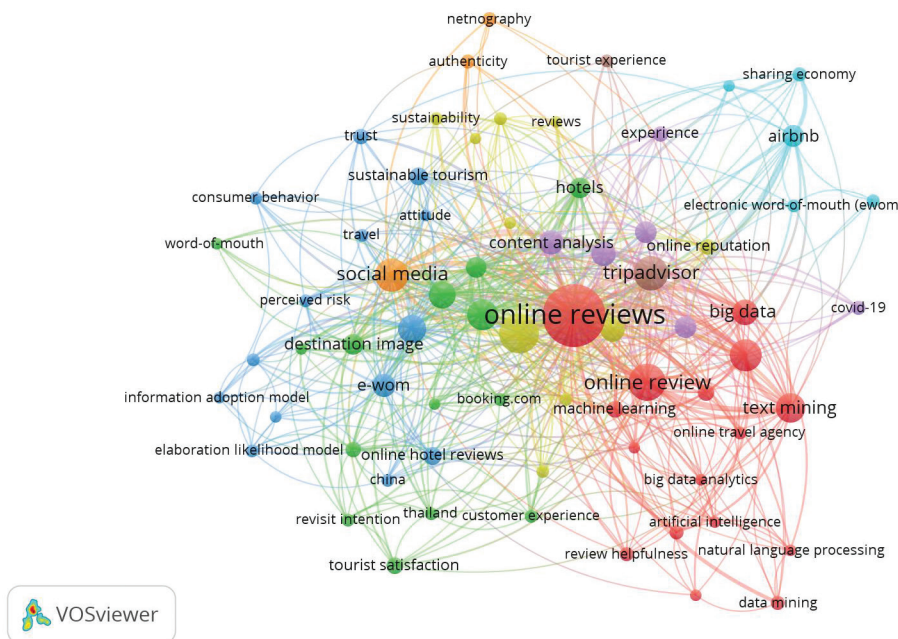

Figure 6. Keywords co-occurrence analysis
Source: authors

and theoretical insights can help the researchers in exploring the dynamics of online reviews and their impact on consumer behaviour.

Bibliographic coupling of documents

To determine the subjects at the forefront of v-WOM research, bibliographic coupling was employed. Four main research fronts were discovered by using bibliographic coupling on articles from the years in which the number of publications were at a maximum (2019–2021), and which match the aforementioned keyword clusters as mentioned in Figure 7. For instance, cluster 1 (v-WOM-AI synergy: automated content analysis) and research front 1 (niche tourism: online platforms and v-WOM) are intimately related. In a similar vein, cluster 2 (influence of v-WOM on tourism perceptions) and research front 2 (cognitive components of v-WOM) are intimately related.

Research front 1 (red): Niche tourism (online platforms and v-WOM)

In this cluster, authors have explored various dimensions and dilemmas faced by the tourism industry and the role of online platforms in disseminating information and shaping perceptions about various forms of niche tourism, including sustainable, halal and medical. Authors such as Boğan and Sarıışık (2019), Junaidi (2020) and Rasul (2019) discuss the trends, opportunities and challenges within the halal-friendly tourism sector, which can be shared and discussed on v-WOM platforms like social media and travel forums. Similarly, studies by Cronjé and du Plessis (2020), and Yoopetch and Nimsai (2019) mapping sustainable tourism development and measuring tourism destination competitiveness can spark conversations on v-WOM channels informing

travellers about sustainable practices and destination options. Overall, v-WOM serves as a conduit for sharing insights, experiences and recommendations related to niche tourism markets, contributing to their visibility and growth.

Research front 2 (blue): Cognitive components of v-WOM

This cluster of papers focuses on researching how online traveller reviews affect purchasing decisions. The author has concentrated on issues linked to the cognitive components of word of mouth in publications on this research front. The articles are all examined from the perspective of the consumer. By conducting a sentiment analysis of online feedback reviews, tourist's revisiting behavior is analyzed by Park et al. (2020). By comparing the utilitarian and hedonic values, Ham et al. (2019) studied the subjective perception patterns of online reviews while Li and Liang (2020) explored the importance of marketer-generated content and fake online reviews in travel-decision making. Virtual word of mouth may affect a consumer in different ways, thus the cognitive components of this phenomenon are a crucial topic of investigation.

Research front 3 (purple): Virtual word of mouth in sustainable tourism

The integration of sustainability principles into the tourism industry has attracted significant attention in recent research and v-WOM plays a crucial role in disseminating information about sustainable tourism practices and initiatives. Through v-WOM channels such as social media, online reviews and travel blogs, tourists can share their experiences, recommendations and concerns regarding sustainability efforts within the
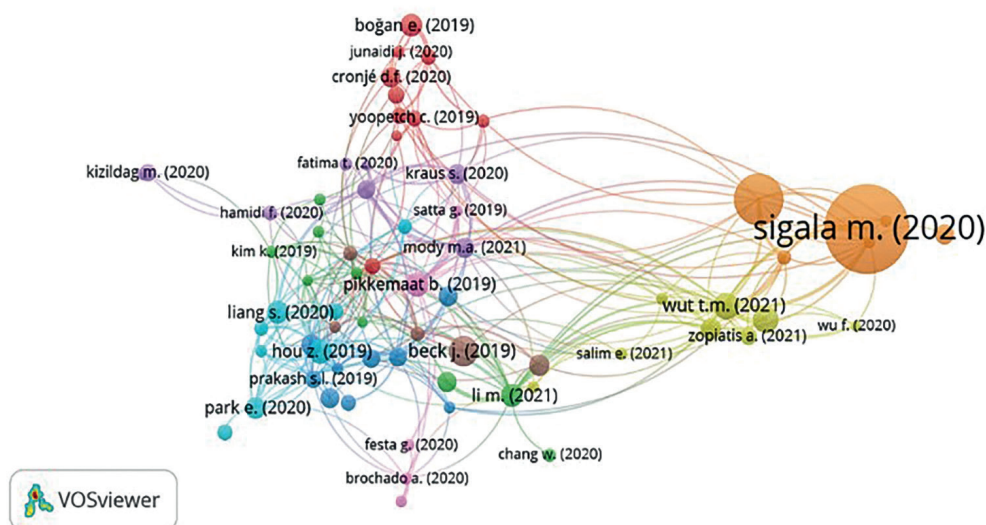

Figure 7. Bibliographic coupling of documents
Source: authors

industry. Blockchain has the potential to support the growth of sustainable tourism by improving the local economy, managing the food supply chain and reducing food waste, ensuring visitor satisfaction, influencing visitors' sustainable behavior and addressing awareness issues, according to the investigation by Erceg et al. (2020). Kraus et al. (2020) and Mody et al. (2021) shed light on how the sharing economy not only drives social and economic progress but also facilitates the sustainable development of the travel sector, leading to cost reductions and mitigating adverse environmental and societal impacts. This digital dialogue not only amplifies awareness but also influences consumer behavior, encouraging more responsible and sustainable travel choices.

Research front 4 (orange): The role of v-WOM in managing ethical issues in tourism

This cluster includes articles that discussed the role of v-WOM in managing the ethical issues related to tourism. Virtual word of mouth platforms such as social media, online forums and review websites provide a widespread platform for individuals to discuss and amplify ethical concerns within the tourism industry. Issues such as financial leakage, environmental concerns, deceptive advertising, unethical customer behavior and workplace ethics (Hua, 2020) and animal ethics in tourism (Prakash et al., 2019; Winter, 2020) gained significant visibility through v-WOM. Since tourism is known to increase jobs, the economy and everyone's learning curve, it is crucial to increase awareness of the problems that local communities worldwide face so that future advances can be sustainable (Jiang, 2023).

3.4. EMERGING RESEARCH TRENDS

Even though this study gathers all the v-WOM research from the preceding 10 years, further research is still needed because there are countless other avenues for future study that researchers might take. Finding new and exciting research areas in v-WOM in the tourism industry is the goal of our fifth research question (RQ_5). To promote more work in this area, a word cloud was created that concentrated on current publications published in last four years in the fields of tourism and v-WOM (2019–2023). The word cloud was generated by selecting author keywords as shown in Figure 8 which provides insight into the main topics and research trends of the v-WOM domain.

Tourism innovation is seen as a multi-level phenomenon. From the perspective of the travel industry, v-WOM communication offers a wide range of opportunities for travel agencies like TripAdvisor, Airbnb etc. by enabling them to objectively portray travel-related goods and services with fewer costs and frequently with larger effects on sales and competition. These travel agencies can use sentiment analysis to analyze those of online reviews and comments about tourist destinations. Sentiment analysis classify these as positive, negative or neutral. These aggregated figures can provide an overall sentiment score for each listing which helps users quickly assess the quality and popularity of a place. Thus, using sentiment analysis technique by travel booking websites will help the users in making informed decisions about destination image and also will be helpful in providing valuable insights for a business. Further, along with sentiment analysis, the researcher can use a content analysis approach for analyzing and categorizing the sentiments expressed in online reviews and comments in various forms of communication like text, audio, video etc. The tourist industry is multi-disciplinary, thus theories and frameworks such as the theory of planned behavior (TPB) and the technology acceptance model (TAM), looking into the social and psychological elements of v-WOM, can also be applied. These theories can be deeply understood by a content analysis approach. Virtual word of mouth can also serve as a rich source of unstructured text data that can be subjected to text mining, big data analysis and machine learning to extract valuable insights about consumer sentiments, product performance, brand reputation and market trends. The findings of the study also open the scope for future studies on the impact of v-WOM on consumer behavior and customer satisfaction.

Figure 8. Visual depiction of the last four years' (2019–2023) textual data using a word cloud
Source: authors

4. DISCUSSION AND CONCLUSIONS

4.1. DISCUSSION

The emergence and growth of the Internet has paved the way for a massive transformation in the patterns of communication between people as well as the way companies carry out their business activities. With the emergence of the Internet, v-WOM has become an important factor affecting consumers' product evaluation, especially in a multidisciplinary field such

as tourism. This study offers a thorough overview of the numerous literature related both to v-WOM, and to v-WOM in the tourism industry, and presents a current and comprehensive summary of high-quality research on the v-WOM domain. The authors examine five research questions using a bibliometric approach to provide an overall retrospective of v-WOM.

RQ_1 is related to publication trends and citation structures. By 2018, v-WOM had accumulated 50 publications up from the 16 publications up to 2013, and showed moderate growth. Then, there was a sudden rise from 2018 with the total number rising from 50 in 2018 to reach 124 by 2022, and showed high growth. Along with the number of publications, citations had also increased from 1,351 in 2013 to 3,688 by 2017, reflecting the impact of v-WOM research. There was a sudden fall in total citations from 2017–2018, but from 2018 again the total has risen, also the number of authors increased from 31 in 2013 to 308 by 2023. These figures thus show an impressive growth in the number of publications, authors and total citations.

RQ_2 discusses prominent authors, documents, countries and journals in the v-WOM domain. The answer to this question was given through the use of R Studio. Law was found to have been the most prominent author in the v-WOM domain, with 30 articles and 2030 total citations. The document by Ert et al. (2016) entitled "Trust and reputation in the sharing economy: the role of personal photos in Airbnb" published in *Tourism Management* in 2016 has received 874 total citations and is the top document in the v-WOM domain. Most v-WOM research has been conducted by authors affiliated from China and the USA and the country analysis reflects that most v-WOM research has been done in developed countries, so there is a lot of scope for future research in emerging economies. *Tourism Management* has published 62 publications on Scopus and has 8,171 total citations topping the journal list.

RQ_3 aimed to demonstrate the co-citation analysis of authors, co-author analysis of countries and co-occurrence analysis of keywords, conducted through VOSviewer. Co-citation analysis of authors suggests the formation of four main clusters: technology-mediated communication and tourism, smart tourism, tourism review dilemma and multidisciplinary tourism and trustworthiness. Co-author analysis of countries demonstrated that China ranked first with 6,406 citations in the relevant field of research and was connected to 22 countries with a total link strength of 141. The highest link strength was between China and the USA (37), followed by the UK (15). Co-occurrence analysis of 70 author keywords suggests the formation of eight clusters and three have more than 10 items in each cluster: synergizing v-WOM and artificial intelligence; v-WOM's influence: impact on key variables; and un-

locking v-WOM (online reviews): mediators and theoretical insights.

RQ_4's focus was to discover how research within v-WOM has shifted over time, based on the bibliographic coupling of documents. The cluster analysis conducted through bibliographic coupling reveals four major research themes:
– current trends in tourism;
– online travel reviews and consumer decision-making;
– sustainability in tourism;
– ethical issues in tourism.

These themes also suggest finding emerging research trends based on bibliometric data, which is RQ_5. This is answered through word cloud analysis in which tourism innovation, v-WOM with sentiment analysis and content analysis are all at the emerging stage and they open scope for future studies. Also, text mining, big data analysis and machine learning are at developing stage and these can make v-WOM data more structured.

4.2. CONCLUSION

In conclusion, this research offers a comprehensive overview of v-WOM research within the tourism industry, examining its growth, impact, prominent contributors, key themes and emerging trends. The findings underscore the increasing relevance of v-WOM in shaping consumer behavior and decision-making processes in the digital age. As technology continues to advance and consumer preferences evolve, v-WOM research will remain a vital area of study, offering valuable insights for businesses, policymakers and researchers alike. By addressing emerging research trends and exploring innovative methodologies, future studies can further enrich our understanding of v-WOM dynamics and its implications for the tourism industry.

4.3. LIMITATIONS

This work, like many, has inherent limitations. First, while choosing keywords, the research theme is the only consideration. Researchers may get different results if they use various search queries because the data extraction process was carried out using certain keywords. Secondly, Scopus served as the research data source. If the data are taken from various databases, the work's conclusions could be different. For the bibliometric study of articles on v-WOM, future researchers might make use of different datasets. Furthermore, a more thorough bibliometric study can be conducted on each of the distinct v-WOM dimensions. Thirdly, the data extraction process included many filters, resulting in the inclusion of research publications published only in English. Conference papers, books and other review articles were not included in this analysis. Fourthly, the themes in the current study have been identified

through the use of co-citation, co-occurrence, co-author analysis and bibliographic coupling; however, bibliometric analysis can yield quantitative insights as well. Therefore, there can be bias in the definition and labelling of the clusters the study found. Lastly, more research, especially systematic in-depth literature reviews, sentiment analysis and content analysis, could improve this evaluation and produce more insightful results.

4.4. Future research directions

In light of the comprehensive overview provided in the article, the future research direction lies in delving deeper into the nuanced intersections between virtual word-of-mouth dynamics and the evolving landscape of tourism. Moving forward, studies could explore the integration of emerging technologies like virtual reality and artificial intelligence in shaping v-WOM practices and their impact on tourist decision-making processes. Additionally, there is a need for cross-cultural analyses to understand how v-WOM varies across different regions and cultures, as well as investigations into the role of specific social media platforms in shaping v-WOM dynamics within the tourism sector. Furthermore, researchers could focus on developing standardized metrics for measuring the effectiveness of v-WOM strategies, exploring ethical considerations surrounding v-WOM practices, and investigating the potential of v-WOM in promoting sustainable tourism practices and crisis management within the industry. By exploring new avenues such as the integration of emerging technologies, cross-cultural analyses and ethical considerations, researchers can offer valuable insights for businesses, policymakers and scholars. This ongoing exploration will not only enrich the comprehension of v-WOM but also inform strategies for destination marketing, management and sustainability efforts in the tourism industry.

References

Abd-Elaziz, M.E., Aziz, W.M., Khalifa, G.S.A., & Abdel-Aleem, M.M. (2015). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decision. *International Journal of Heritage, Tourism, and Hospitality*, *9*(2/2), 194–223.

Aria, M., & Cuccurullo, C. (2017). *Bibliometrix*: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, *11*(4), 959–975. https://doi.org/10.1016/j.joi.2017.08.007

Boğan, E., & Sarıışık, M. (2019). Halal tourism: Conceptual and practical challenges. *Journal of Islamic Marketing*, *10*(1), 87–96. https://doi.org/10.1108/JIMA-06-2017-0066

Bowman, L.J. (2022). Statista. *Journal of Business & Finance Librarianship*, *27*(4), 304–309. https://doi.org/10.1080/08963568.2022.2087018

Buhalis, D. (2020). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: A perspective article. *Tourism Review*, *75*(1), 267–272. https://doi.org/10.1108/TR-06-2019-0258

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet: The state of eTourism research. *Tourism Management*, *29*(4), 609–623. https://doi.org/10.1016/j.tourman.2008.01.005

Chen, Y.-F., & Law, R. (2016). A review of research on electronic word-of-mouth in hospitality and tourism management. *International Journal of Hospitality & Tourism Administration*, *17*(4), 347–372. https://doi.org/10.1080/15256480.2016.1226150

Citaristi, I. (2022). International Labour Organization – ILO. In Europa Publications (Ed.), *The Europa directory of international organizations 2022* (24th ed.) (pp. 343–349). Routledge.

Comerio, N., & Strozzi, F. (2019). Tourism and its economic impact: A literature review using bibliometric tools. *Tourism Economics*, *25*(1), 109–131. https://doi.org/10.1177/1354816618793762

Cronjé, D.F., & du Plessis, E. (2020). A review on tourism destination competitiveness. *Journal of Hospitality and Tourism Management*, *45*, 256–265. https://doi.org/10.1016/j.jhtm.2020.06.012

Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, *135*, 758–773. https://doi.org/10.1016/j.jbusres.2021.07.015

Erceg, A., Damoska Sekuloska, J., & Kelić, I. (2020). Blockchain in the tourism industry: A review of the situation in Croatia and Macedonia. *Informatics*, *7*(1), Article 5. https://doi.org/10.3390/informatics7010005

Ert, E., Fleischer, A., & Magen, N. (2016). Trust and reputation in the sharing economy: The role of personal photos in Airbnb. *Tourism Management*, *55*, 62–73. https://doi.org/10.1016/j.tourman.2016.01.013

Fang, B., Ye, Q., Kucukusta, D., & Law, R. (2016). Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics. *Tourism Management*, *52*, 498–506. https://doi.org/10.1016/j.tourman.2015.07.018

Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, *51*, 174–185. https://doi.org/10.1016/j.tourman.2015.05.007

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, *53*(1), 44–57. https://doi.org/10.1177/0047287513481274

Gretzel, U., & Yoo, K.H. (2008). Use and impact of online travel reviews. In P. O'Connor, W. Höpken & U. Gretzel (Eds.), *Information and Communication Technologies in Tourism 2008: Proceedings of the international conference in Innsbruck, Austria, 2008* (pp. 35–46). Springer. https://doi.org/10.1007/978-3-211-77280-5_4

Gruen, T.W., Osmonbekov, T., & Czaplewski, A.J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, *59*(4), 449–456. https://doi.org/10.1016/j.jbusres.2005.10.004

Guo, Y., Barnes, S.J., & Jia, Q. (2017). Mining meaning from online ratings and reviews: Tourist satisfaction analysis using latent Dirichlet allocation. *Tourism Management*, *59*, 467–483. https://doi.org/10.1016/j.tourman.2016.09.009

Ham, J., Lee, K., Kim, T., & Koo, C. (2019). Subjective perception patterns of online reviews: A comparison of utilitarian and hedonic values. *Information Processing & Management*, *56*(4), 1439–1456. https://doi.org/10.1016/j.ipm.2019.03.011

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing, 18*(1), 38–52. https://doi.org/10.1002/dir.10073

Hua, N. (2020). Do information technology (IT) capabilities affect hotel competitiveness? *Journal of Hospitality and Tourism Technology*, *11*(3), 447–460. https://doi.org/10.1108/JHTT-02-2020-0036

Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Psychology, 8*, Article 1256. https://doi.org/10.3389/fpsyg.2017.01256

Iskandar Putri, F. (2021). Bibliometric analysis of socially responsible investment (SRI). *Fara'id and Wealth Management*, *1*(1). https://doi.org/10.58968/fwm.v1i1.153

Jiang, Q. (2023). Dynamic multivariate interval forecast in tourism demand. *Current Issues in Tourism*, *26*(10), 1593–1616. https://doi.org/10.1080/13683500.2022.2060068

Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, *10*(8), 1755–1762. http://doi.org/10.5267/j.msl.2020.1.004

Kozinets, R.V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, *39*(1), 61–72. https://doi.org/10.1509/jmkr.39.1.61.18935

Kraus, S., Li, H., Kang, Q., Westhead, P., & Tiberius, V. (2020). The sharing economy: A bibliometric analysis of the state-of-the-art. *International Journal of Entrepreneurial Behavior & Research*, *26*(8), 1769–1786. https://doi.org/10.1108/IJEBR-06-2020-0438

Leung, X.Y., Sun, J., & Bai, B. (2017). Bibliometrics of social media research: A co-citation and co-word analysis. *International Journal of Hospitality Management, 66*, 35–45. https://doi.org/10.1016/j.ijhm.2017.06.012

Li, P., & Liang, H. (2020). Factors influencing learning effectiveness of educational travel: A case study in China. *Journal of Hospitality and Tourism Management, 42*, 141–152. https://doi.org/10.1016/j.jhtm.2019.10.001

Liang, L.J., Choi, H.C., & Joppe, M. (2018). Understanding repurchase intention of Airbnb consumers: Perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, *35*(1), 73–89. https://doi.org/10.1080/10548408.2016.1224750

Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. *Tourism Management*, *47*, 140–151. https://doi.org/10.1016/j.tourman.2014.09.020

McCain, K.W. (1990). Mapping authors in intellectual space: A technical overview. *Journal of the American Society for Information Science*, *41*(6), 433–443. https://doi.org/10.1002/(SICI)1097-4571(199009)41:6%3C433::AID-ASI11%3E3.0.CO;2-Q

Mody, M.A., Hanks, L., & Cheng, M. (2021). Sharing economy research in hospitality and tourism: A critical review using bibliometric analysis, content analysis and a quantitative systematic literature review. *International Journal of Contemporary Hospitality Management*, *33*(5), 1711–1745. https://doi.org/10.1108/IJCHM-12-2020-1457

Munar, A.M., & Jacobsen, J.K.S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, *43*, 46–54. https://doi.org/10.1016/j.tourman.2014.01.012

Muñoz-Leiva, F., Porcu, L., & del Barrio-García, S. (2015). Discovering prominent themes in integrated marketing communication research from 1991 to 2012: A co-word analytic approach. *International Journal of Advertising*, *34*(4), 678–701. https://psycnet.apa.org/doi/10.1080/02650487.2015.1009348

Nam, K., Baker, J., Ahmad, N., & Goo, J. (2020). Determinants of writing positive and negative electronic word-of-mouth: Empirical evidence for two types of expectation confirmation. *Decision Support Systems*, *129*, Article 113168. https://doi.org/10.1016/j.dss.2019.113168

Ngarmwongnoi, C., Oliveira, J.S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, *37*(7), 749–759. https://doi.org/10.1108/JCM-10-2019-3450

Norris, M., & Oppenheim, C. (2007). Comparing alternatives to the Web of Science for coverage of the social sciences' literature. *Journal of Informetrics*, *1*(2), 161–169. https://doi.org/10.1016/j.joi.2006.12.001

Park, C., & Lee, T.M. (2009). Antecedents of online reviews' usage and purchase influence: An empirical comparison of U.S. and Korean consumers. *Journal of Interactive Marketing*, *23*(4), 332–340. https://doi.org/10.1016/j.intmar.2009.07.001

Park, D., Yoon, J., Jeong, Y., & Kim, B. (2020). Key factors affecting customer's repurchase intention in the context of sharing economy platform: Focused on Airbnb. *Journal of Digital Convergence*, *18*(12), 231–242 [in Korean]. https://doi.org/10.14400/JDC.2020.18.12.231

Parry, M.E., Kawakami, T., & Kishiya, K. (2012). The effect of personal and virtual word-of-mouth on technology acceptance. *Journal of Product Innovation Management*, *29*(6), 952–966. https://doi.org/10.1111/j.1540-5885.2012.00972.x

Pelli, P. (2021). Service innovation and sustainable construction: Analyses of wood vis-à-vis other construction projects. *Cleaner Engineering and Technology*, *2*, Article 100061. https://doi.org/10.1016/j.clet.2021.100061

Pourfakhimi, S., Duncan, T., & Coetzee, W.J.L. (2020). Electronic word of mouth in tourism and hospitality consumer behaviour: State of the art. *Tourism Review*, *75*(4), 637–661. https://doi.org/10.1108/TR-01-2019-0019

Prakash, C., Singh, S., Pabla, B.S., Sidhu, S.S., & Uddin, M.S. (2019). Bio-inspired low elastic biodegradable Mg-Zn-Mn-Si-HA alloy fabricated by spark plasma sintering. *Materials and Manufacturing Processes*, *34*(4), 357–368. https://doi.org/10.1080/10426914.2018.1512117

Rajendran, R.P., & Arun, C.J. (2021). The effect of sport nostalgia on discrete positive emotions, positive eWOM, and revisit intention of sport tourists: A conceptual framework. *International Journal of Business and Economics*, *6*(2), 232–248. https://doi.org/10.58885/ijbe.v06i2.232.rr

Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: A systematic literature review. *Tourism Recreation Research*, *44*(4), 434–450. https://doi.org/10.1080/02508281.2019.1599532

Roy, G., Datta, B., Mukherjee, S., & Basu, R. (2021). Effect of eWOM stimuli and eWOM response on perceived service quality and online recommendation. *Tourism Recreation Research*, *46*(4), 457–472. https://doi.org/10.1080/02508281.2020.1809822

Sahoo, B.K., Nayak, R., & Mahalik, M.K. (2022). Factors affecting domestic tourism spending in India. *Annals of Tourism Research Empirical Insights*, *3*(2), Article 100050. https://doi.org/10.1016/j.annale.2022.100050

Schuckert, M., Liu, X., & Law, R. (2015). Hospitality and tourism online reviews: Recent trends and future directions. *Journal of Travel and Tourism Marketing*, *32*(5), 608–621. https://doi.org/10.1080/10548408.2014.933154

Serra-Cantallops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels: Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, *32*(11), 3457–3477. https://doi.org/10.1108/IJCHM-02-2020-0113

Serra Cantallops, A., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, *36*, 41–51. https://doi.org/10.1016/j.ijhm.2013.08.007

Tobon, S., & García-Madariaga, J. (2021). The influence of opinion leaders' eWOM on online consumer decisions: A study on social influence. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(4), 748–767. https://doi.org/10.3390/jtaer16040043

van Eck, N.J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, *84*(2), 523–538. https://doi.org/10.1007/s11192-009-0146-3

van Eck, N.J., & Waltman, L. (2022). *Crossref as a source of open bibliographic metadata*. MetaArXiv Preprints. https://doi.org/10.31222/osf.io/smxe5

Verma, S., & Yadav, N. (2021). Past, present, and future of electronic word of mouth (EWOM). *Journal of Interactive Marketing*, *53*(1), 111–128. https://doi.org/10.1016/j.intmar.2020.07.001

Winter, C. (2020). A review of research into animal ethics in tourism: Launching the annals of tourism research curated collection on animal ethics in tourism. *Annals of Tourism Research*, *84*, Article 102989. https://doi.org/10.1016/j.annals.2020.102989

Wu, P.C.S., & Wang, Y. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, *23*(4), 448–472. https://doi.org/10.1108/13555851111165020

Yan, Q., Zhou, S., & Wu, S. (2018). The influences of tourists' emotions on the selection of electronic word of mouth platforms. *Tourism Management*, *66*, 348–363. https://doi.org/10.1016/j.tourman.2017.12.015

Yang, Y., Park, S., & Hu, X. (2018). Electronic word of mouth and hotel performance: A meta-analysis. *Tourism Management*, *67*, 248–260. https://doi.org/10.1016/j.tourman.2018.01.015

Yoopetch, C., & Nimsai, S. (2019). Science mapping the knowledge base on sustainable tourism development, 1990–2018. *Sustainability*, *11*(13), Article 3631. https://doi.org/10.3390/su11133631

Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, *58*, 51–65. https://doi.org/10.1016/j.tourman.2016.10.001

Zubac Musa, M., & Mabić, M. (2022). EWOM in tourism: Selection of private accommodation for holidays. *DIEM: Dubrovnik International Economic Meeting*, *7*(1), 33–40. https://doi.org/10.17818/DIEM/2022/1.4