

A Systematic Review Of Ewom Of Hospitality Industry On Social Media: A Bibliometric Analysis

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Abstract

This paper performs a bibliometric analysis of electronic word-of-mouth (eWOM) research in the hospitality industry from 1981 to 2024, looking at trends, hot topics, and development patterns within this area. The methodology applies some bibliometric analysis methods and both HistCite and CiteSpace software for processing data and visualization. This study is based on an analysis of the annual publications, such as authorship identification, and a focus on journals, institutions, and countries. Meanwhile, it maps the citation network and identifies levels of research maturity and core themes in synthesis. The development stages are the Inception Stage (1981–2011), the Formative Stage (2013–2020), and the Multifaceted Growth Stage. The major core themes are eWOM and Hotel Performance, The Impact of Social Media and Consumer Motivation, Service Management and Recovery and Methodology. Moreover, keyword co-occurrence and burst detection analysis were utilized to identify its research hotspots and frontiers. The findings will enhance the literature by offering a deep understanding of eWOM research within the hospitality industry. These significant issues will serve as references for future research among scholars and industry professionals.

Keywords: eWOM ; electronic word-of-mouth ; bibliometric analysis ; Social Media ; hospitality industry

1. INTRODUCTION

Social media platforms is a media application designed for everyday conversation and sharing individual life (John, 2024). However, in the face of their increasing popularity, platforms became a prominent channel for electronic word-of-mouth propagation (Alnoor, Tiberius, Atiyah, Khaw, Yin, Chew & Abbas, 2024 ; Anastasiei, Dospinescu & Dospinescu, 2023). For example, the worldwide availability of 5 billion active social media users (We Are Social, 2024) has fuelled eWOM to its current extent. For example, on Instagram and TikTok, users can capitalize on consumer experiences, which activate vast swathes of influence that potentially steer other consumers' habits and purchasing choices with speed (Alalwan, 2018). Compared with conventional dating sites, electronic word-of-mouth on social media is usually dissimilar in polarity/convergence and tends to be more positive, as seen from a different angle for building efficient marketing strategies (Zheng, Zhu & Lin, 2013; Nasser, 2023).

The Internet has changed how consumers get information about products and services, directly impacting how they purchase. For consumers' evidence-based, non-commercial, informal product or service evaluations and recommendations from others who have experienced them via the Internet since the digital era, eWOM has become an influential phenomenon (Belhadi, Kamble, Benkhathi, Gupta & Mangla, 2023). Huete (2017) observes another rather significant divergence of eWOM. These communication channels are based online; they allow information to spread quickly, and individuals can find or retrieve the needed info anytime, making getting some

news faster and having an all-around reach. The effect of eWOM on consumer purchase decisions cannot be ruled out, especially in the hospitality business, which relies heavily upon customer satisfaction and service quality (Zhao, Xu & Wang, 2019; Arismayanti, Andiani & Kusyanda, 2024). In the era of digital word-of-mouth, electronic WOM has become influential for consumer behavior, brand image, and marketing strategies (Shin, 2018; Hua, Hasan, De & Qiao, 2023).

In the rapid digitization and social media evolution era such as today, eWOM, in particular, plays a crucial role or so-called weapon for the hospitality industry. Consumers with high-quality services and positive customer experiences frequently post fervent testimonials on social media, productively promoting hotel brand image through lodging marketing (Gössling, Hall & Andersson, 2018; Zhang, Yu & Kim, 2024). Social media, the dominant platform for eWOM communication, facilitates rapid information diffusion and reach that can alter purchasing decisions among large numbers of consumers within a short period (Cao, Folta, Li & Zhu, 2024). However, this behavior varies significantly across platforms; for instance, reviews on social media are more subjective and more prolonged than those directly coming from marketing or third-party channels (Liu, Ren, Lv & Li, 2024). Especially during the COVID-19 pandemic, eWOM and social media usage proliferated incredibly—their importance to users escalated rapidly (Zhang, Liu & Yao, 2021). Nevertheless, even though the impact of eWOM is increasing daily, this relatively related field has still been less studied (Deng & Zhou, 2022). The study aims to offer scholars and the industry an unambiguous, in-depth research orientation and framework on eWOM to promote further eWOM Hospitality Research development by implementing bibliometric analyses based on hootie and cite space software.

2. RESEARCH METHODOLOGY

The paper adopts a bibliometric approach to uncover trends, research hotspots, and academic impact on science and technology by analyzing publication data. This approach gives an overview of the status and developments within various areas, providing a more organized picture to understand academic research's top reference articles, dominant journals, or key authors (Kaur, Sharma & Guleria, 2024). Looking at eWOM in hospitality industry on social media literature, bibliometric analysis is a new tool that presents an opportunity for identifying the significant scholars reoccurring over time; based institutions and reputable research groups leading influential work so as well-known publication houses most being cited. It also allows us to follow changes and evolution of research from keywords and themes in literature, emerging research areas, and gaps that still lack attention in this field (Zheng, Huang, Wu, Sun & Wang, 2023).

2.1. Data Collection

The paper captured example articles based on a Web of Science Core Collection search. Three keywords were employed: "social media," "eWOM" and "hospitality" The search was limited to the following citation indexes: Social Sciences Citation Index (SSCI), Emerging Sources Citation Index (ESCI), Sciences Citation Index Expanded (SCI-EXPANDED), Book Citation Index - Social Sciences & Humanities (BKCI-SSH), Citation Index - Social Science & Humanities (CPCI-SSH), and Conference Proceedings Citation Index - Science (CPCI-S). The search was carried out on 24 — July 2024 at 10:00 AM. Initially, 165 articles were retrieved.

2.2. Data Cleaning

After reviewing the titles, abstracts, keywords, and full texts of those articles, four were excluded because they did not focus on the research topic analyzed that composed three subcategories; thus, these records references were discarded explicitly from the results; therefore eight new relevant publications are added (resulting in a set of 169 papers).

2.3 Bibliometric Tools

This study uses HistCite and CiteSpace as the primary tools for bibliometrics analysis, with versions HistCite Pro 2.1 and CiteSpace 5.6.R5 64-bit Basic. HistCite is a famous citation analysis tool for authors finding meaningful, recently published papers in any specific research area. A visual map is provided to visually reflect the citation relationship between these works. Recognizing significant trends and themes lets researchers quickly understand how a topic or field evolves. The two key measures in HistCite are the Local Citation Score (LCS), which shows how often a paper is cited within the subject, and the Global Citation Score (GCS), which lists all

citations of this particular paper from other areas. Contrastingly, CiteSpace offers a series of different tools aimed at the visualization of scientific knowledge and is more commonly used for visualizing structure, interactive patterns as well as trends between bodies in scientific research relations (Geng, Zhang, Gao, Yan & Chen, 2024). CiteSpace is a scientific mapping tool that creates science maps that show research hotspots, academic frontiers, and path-breaking in any field. Its core features, such as keyword co-occurrence analysis, co-citation analysis, burst detection for keywords, and citation burst detection, make it an invaluable resource.

We started our study by extracting data (e.g., numbers of publications per year, key figures, core journals, and research institutions) using HistCite. This was followed by creating a citation map, highlighting vital publications and their relationships within the research area of electronic word-of-mouth (eWOM) in hospitality on social media. Through careful reading and organization of these publications, we identified different stages of development, major research themes, and commonly used research methodologies in this field. In addition, CiteSpace was applied to establish maps of keyword co-occurrence and emerging keywords that can assist in understanding the research hotspots further. It would help people understand a clearer picture of the literature focus and its characteristics, which is beneficial for future reference.

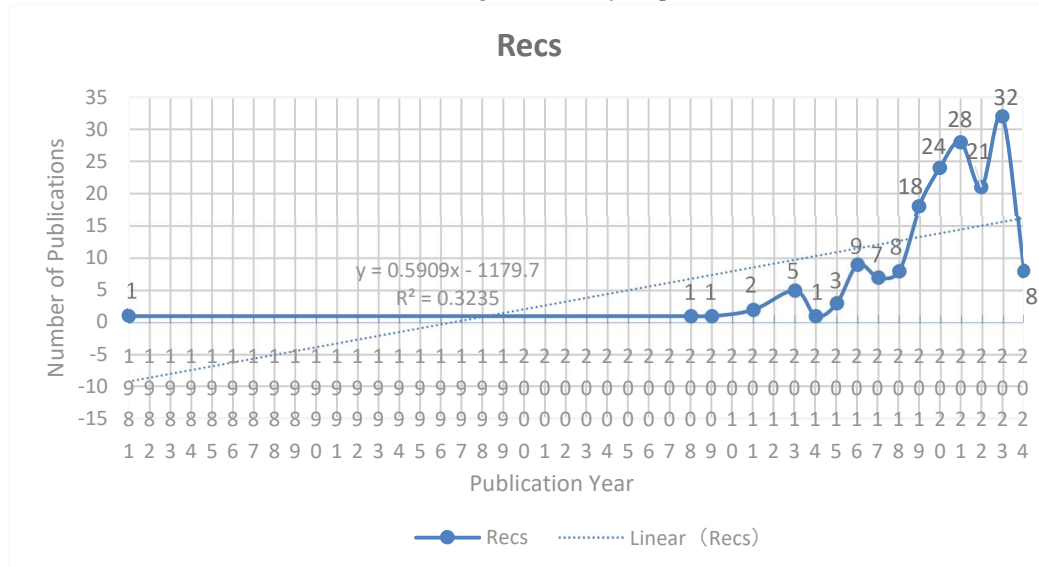
3. GENERAL SITUATION OF RESEARCH

In this section, HistCite is primarily adopted to plot the annual publication of research articles on social media eWOM in the hospitality industry. Specifically, this section includes annual publication counts, prolific authors and journals, critical articles, and influential countries and research institutions.

3.1. Number of Annual Publication

Using the function "Yearly Output," This study calculated the yearly publication of these 169 articles. The following figure shows the fluctuation of research output concerning electronic word-of-mouth in the hospitality industry on social media: As displayed in Figure 1, the publication of research on eWOM in the hospitality industry on social media experiences a fluctuation. However, the trend is drastically increasing. Specifically, no research article in this vein had been studied before 2008. There was a slight accumulation of research, but it was minimal until 2013. Social media was introduced during this time, which limited most academicians' attention. From 2013 to 2020, the number of publications on social media eWOM has dramatically increased. The increased prevalence of social media and the simultaneous escalation of eWOM in the hospitality industry may be contributing to the impetus for more related research. This publication fluctuated after 2020; it might be reasonable to infer that the research regarding the eWOM influence in the hospitality industry is likely to develop into a more diversified phase. Specifically, between 2021 and 2024, the publication count showed some fluctuation. It was at the highest peak, 32 publications in 2023, and the lowest peak recorded in 2024, 8 publications. However, 2024 is an ongoing publication, so the final publication for the year is not yet determined.

Figure 1. Yearly output



3.3.Top Ten Institutions and Countries

We locate the geography of hospitality and online data through analysis using HistCite. The results show that these 169 articles are from 50 countries/regions. In Table 1, we indicated the ten countries (recs) or regions with a high percentage of publications. The United States dominates with 29% of the publications, reflecting its leadership role in this area of research. Next, after the US is China, contributing 18.3%, followed by Spain with a share of 15.4 %, the United Kingdom at 10.7, Australia at 7., Malaysia and India both 6 and Portugal; Saudi Arabia and South Korea each have contributions of about percent. In addition, the United States leads in both TLCS and TGCS values, highlighting its central role on social media for eWOM study within the hospitality sector. Implications As mentioned above, these outcomes emphasized the significant input that this country has provided in building the eWOM research field in social media within the hospitality industry.

Table 1. Top ten Countries among 50 Countries ranked by Recs and percentage

No.	Country (Region)	Recs	Percentage (%)	TLCS	TGCS
1	USA	49	29	210	4171
2	Peoples R China	31	18.3	66	1534
3	Spain	26	15.4	50	830
4	UK	18	10.7	60	1565
5	Australia	12	7.1	56	1319
6	Malaysia	11	6.5	8	309
7	India	8	4.7	10	211
8	Portugal	8	4.7	3	92
9	Saudi Arabia	7	4.1	0	85
10	South Korea	7	4.1	10	206

TLCS = Total Local Citation Score; TGCS = Total Global Citation Score.

Source: Authors

We used the HistCite software to explore institutions dealing with eWOM on hospitality social media thoroughly. Based on that search, 289 unique institutions published relevant studies. Table 2 Top ten institutes based on contributions Full-size table, the United Kingdom-based Bournemouth University is leading in the maximum number of publications. The No. 1 Local Citation Score (LTCS) is also Florida State University in the United States, while the Global Citation Score (TGCS) is also. These results prove that the academic outputs produced by Bournemouth University and Florida State University should have been well recognized and read among

academicians, including in eWOM research relevant to the hospitality industry on social media.

Table 2. Top ten institutions among 289 institution ranked by Recs and percentage

No.	Institution	Recs	Percentage (%)	TLCS	TGCS	TLCS/Recs
1	Bournemouth University (UK)	6	3.6	50	1219	8.3
2	The Hong Kong Polytechnic University (China's Hong Kong)	6	3.6	37	982	6.2
3	University of Algarve (Portugal)	6	3.6	0	31	0
4	Florida State University (USA)	5	3	97	1742	19.4
5	Kent State University, Kent State (USA)	5	3	5	62	1
6	Pennsylvania State University (USA)	5	3	49	1076	9.8
7	Temple University (USA)	5	3	12	324	2.4
8	Florida Atlantic University (USA)	4	2.4	0	50	0
9	Harbin Institute of Technology (China)	4	2.4	10	184	2.5
10	Sejong University (South Korea)	4	2.4	10	138	2.5

Source: Authors

3.4. Top Ten Authors, Articles, and Journals

The number of published papers has frequently served as a critical indicator of academic standing within various fields. In the current analysis, HistCite was employed to pinpoint the premier ten authors, articles, and journals in the domain of eWOM concerning the hospitality industry on social networking platforms.

Table 3 depicts the ranking of contributors according to the number of recommendations (Recs) attained. Buhalis became the most prolific author, owning credit for six publications. Litvin, however, leads in both the Local Citation Score (TLCS) and Global Citation Score (TGCS), with metrics of 88 and 1667 respectively. These statistics indicate that the efforts of both Buhalis and Litvin in exploring eWOM trends within the hospitality sector online have garnered meaningful acknowledgment and notice from their peers.

Table 3. Top Ten author of the 488 authors ranked by Recs

No.	Author	Recs	Percentage (%)	TLCS	TGCS
1	Buhalis D	6	3.6	50	1219
2	Israeli AA	4	2.4	4	46
3	Leung XY	4	2.4	10	227
4	Bai B	3	1.8	10	210
5	Hanks L	3	1.8	9	90
6	Herrero A	3	1.8	6	33
7	Kim J	3	1.8	0	61
8	Law R	3	1.8	28	794
9	Lee SA	3	1.8	4	45
10	Litvin SW	3	1.8	88	1667

Table 4 lists the articles having the most significant impact as graded by Local Citation Scores(LCS). Higher values of LCS imply that local datasets more often cite an article and thus have more significant influence within its(own) field. In recent years, LCS has become a research assessment tool in academia. It is a good measure of how well an article was received locally, indicating the degree to which it has an impact (Bai et al., 2023). Also, LCS/t shows the level of development achieved in LCS over any given period, with t representing the number of years since an article was published. This indicator provides a moving picture of how a work's influence evolves and provides valuable insights into citation patterns (Chen, Shen, Zhang & Chen, 2023).

The top-scoring article by Litvin, Goldsmith, and Pan (2008) among ranked works has an LCS of 74 and an LCS/t of 4.35. This means that the article was recognized with immediate success but also enjoyed a long period in which its influence only grew. The results suggest the paper has categorically laid the theoretical groundwork for future research. However, eWOM is concerned with consumer feedback for hospitality service providers on social media platforms, which has gained recognition within academic circles.

Table 4. Top Ten articles of the 169 articles ranked by TLCS

No.	Articles	TLCS	TLCS/t
1	Electronic word-of-mouth in hospitality and tourism management	74	4.35
2	New consumer behavior: A review of research on eWOM and hotels	44	4
3	The impact of online reviews on hotel booking intentions and perception of trust	43	3.07
4	eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions	38	3.8
5	Evaluating structural equation models with unobservable variables and measurement error	36	0.82
6	Vacationers and eWOM: Who Posts, and Why, Where, and What?	33	2.36
7	Tried and tested: The impact of online hotel reviews on consumer consideration	31	1.94
8	Social Media in Tourism and Hospitality: A Literature Review	28	2.33
9	Hotel attribute performance, eWOM motivations, and media choice	15	1.5
10	The influence of e-word-of-mouth on hotel occupancy rate	14	1.56

Table 5 presents the top ten social media eWOM literature journals ranked based on Recs in studying the hospitality industry. Data show that research in this area is published in 73 journals, the most common being the *International Journal of Contemporary Hospitality Management*, *International Journal of Hospitality Management*, followed by four other central contemporary planning and Journals outlets, namely; *Journal of hospitality and tourism technology*, *Sustainability* and *Tourism Management*. The maximum number of publications, 14 articles (8.3 percent), is contributed by the *International Journal of Contemporary Hospitality Management*. Surprisingly, even though Tourism Management ranks fifth in publication volume, it also reaches the highest TLCS and TGCS output among all journals; thus, its articles are less published but score high yields of citations. The top ten journals contribute to 46.3% of the publication's output, which means that research on eWOM in the hospitality industry with a social media context is relatively centralized around several core

academic outlets.

Table 5. Top Ten Journals of the 73 Journals ranked by Recs

No.	Journals	Recs	Percentage (%)	TLCS	TGCS
1	International Journal of Contemporary Hospitality Management	14	8.3	71	990
2	International Journal of Hospitality Management	11	6.5	97	997
3	Journal of Hospitality and Tourism Technology	9	5.3	9	138
4	Sustainability	9	5.3	0	134
5	Tourism Management	8	4.7	158	3749
6	Journal of Hospitality and Tourism Insights	6	3.6	9	98
7	Journal of Travel Research	6	3.6	35	451
8	Journal of Hospitality & Tourism Research	5	3	19	362
9	Journal of Hospitality Marketing & Management	5	3	6	125
10	Journal of Quality Assurance In Hospitality & Tourism	5	3	0	5

4. BIBLIOMETRIC ANALYSIS

4.1. HistCite Citation Mapping

This study uses HistCite to provide extensive literature on electronic word-of-mouth (eWOM) within the hospitality industry, specifically social media. We chose the 50 most-cited articles (LCS > 50) when plotting citation fullness vs. clarity to not only have a representative sample of completeness and clarity values but also make sure we do: Figure 2 represents a citation map produced from this choice showing each node = each-article. The size of each node is proportional to the number of times that article has been cited, where larger nodes signal higher citation rates. The numbers in the nodes are auto-generated IDs, and arrows represent citation relationships from one article to another. Figure 2 shows 50 nodes and 167 citation links, revealing solid linkages between these cited sources, forming an intricate structure within the eWOM research stream on hospitality. This figure enlightens the developmental trajectory of eWOM research for four decades and how some significant articles have played roles in this legacy. Overall, this visualization helps to set the entire research framework for this area and lets us know what influential studies within the academic network are.

Figure 2. HistCite citation map

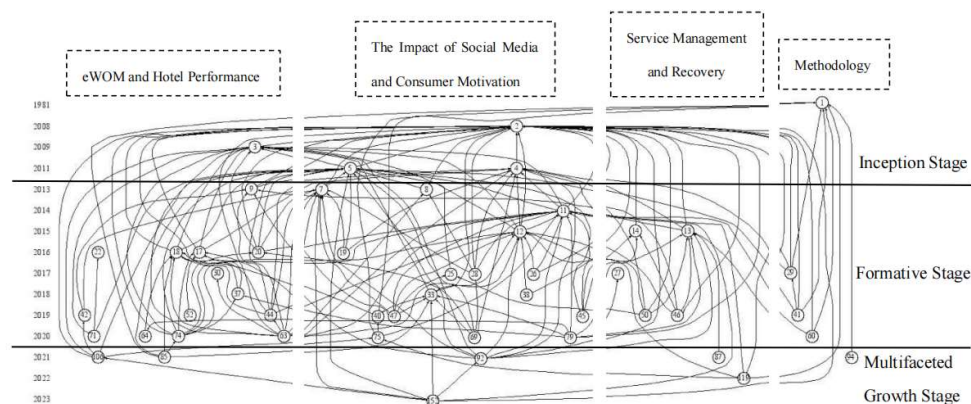


Table 6. Highly cited publications Node	Author (Year)	Journal	LCS	GCS
1	Fornell and Larcker (1981)	JOURNAL OF MARKETING RESEARCH	36	60957
2	Litvin, Goldsmith and Pan (2008)	TOURISM MANAGEMENT	74	1508
3	Vermeulen and Seegers (2009)	TOURISM MANAGEMENT	31	793
4	Bronner and De (2011)	JOURNAL OF TRAVEL RESEARCH	33	312
5	Sparks and Browning (2011)	TOURISM MANAGEMENT	43	922
7	Leung et al. (2013)	JOURNAL OF TRAVEL & TOURISM MARKETING	28	778
8	Tham, Croy and Mair (2013)	JOURNAL OF TRAVEL & TOURISM MARKETING	4	161
9	Kwok and Yu (2013)	CORNELL HOSPITALITY QUARTERLY	10	205
11	Cantalops and Salvi (2014)	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	44	494
12	Ladhari and Michaud (2015)	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	38	332
13	Yen and Tang (2015)	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	15	100
14	Leung, Bai and Stahura (2015)	JOURNAL OF HOSPITALITY & TOURISM RESEARCH	8	172
17	Xie et al. (2016)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	10	111
18	Viglia, Minazzi and Buhalis (2016)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	14	205
19	Zhang, Wu and Mattila (2016)	JOURNAL OF TRAVEL RESEARCH	2	69
20	Baka (2016)	TOURISM MANAGEMENT	3	143
22	Wu et al. (2016)	JOURNAL OF SERVICE RESEARCH	3	64
25	Zhang, Omran and Cobanoglu (2017)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	10	125
26	Wang and Kubickova (2017)	JOURNAL OF HOSPITALITY AND TOURISM TECHNOLOGY	5	18
27	Israeli, Lee and Karpinski (2017)	JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT	4	28

28	Harris and Prideaux (2017)	ROUTLEDGE HANDBOOK OF CONSUMER BEHAVIOUR IN HOSPITALITY AND TOURISM	1	3
29	Yang (2017)	JOURNAL OF HOSPITALITY & TOURISM RESEARCH	10	156
30	Williams et al. (2017)	ANNALS OF TOURISM RESEARCH	6	45
33	Litvin, Goldsmith and Pan (2018)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	14	144
37	Yang, Park and Hu (2018)	TOURISM MANAGEMENT	7	134
38	Lee (2018)	JOURNAL OF HOSPITALITY & TOURISM RESEARCH	1	16
40	Dedeoglu (2019)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	3	78
41	Wang and Li (2019)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	4	35
42	Nusair, Butt and Nikhashemi (2019)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	3	59
44	Leung, Sun and Bai (2019)	TOURISM REVIEW	2	38
45	Dewnarain, Ramkissoon and Mavondo (2019)	JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT	1	71
46	Kim and Jang (2019)	SERVICE BUSINESS	2	19
47	Oliveira and Casais (2019)	JOURNAL OF HOSPITALITY AND TOURISM TECHNOLOGY	3	58
50	Mladenovic, Krajina and Milojevic (2019)	INTERNATIONAL JOURNAL OF CULTURE TOURISM AND HOSPITALITY RESEARCH	1	10
52	Mate, Trupp and Pratt (2019)	JOURNAL OF TRAVEL & TOURISM MARKETING	1	17
60	Kanje et al. (2020)	JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS	5	37
63	Pourfakhimi, Duncan and Coetzee (2020)	TOURISM REVIEW	5	55
64	Anagnostopoulou et al. (2020)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	2	56
69	Zhou et al. (2020)	INTERNATIONAL JOURNAL OF TOURISM RESEARCH	2	31
71	Golmohammadi, Mattila and Gauri (2020)	JOURNAL OF BUSINESS RESEARCH	2	21
74	Mariani and Borghi (2020)	INTERNATIONAL JOURNAL OF ELECTRONIC COMMERCE	3	41
75	Martínez et al. (2020)	JOURNAL OF SUSTAINABLE TOURISM	4	26
79	Line, Hanks and Dogru (2020)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	6	18

85	Filieri et al. (2021)	INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT	5	93
87	Shin et al. (2021)	JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT. ANATOLIA-INTERNATIONAL	1	16
92	Sann, Lai and Chen (2021)	JOURNAL OF TOURISM AND HOSPITALITY RESEARCH	3	14
94	Cheung (2021)	AUSTRALASIAN MARKETING JOURNAL	2	54
106	Donthu et al. (2021)	JOURNAL OF BUSINESS RESEARCH	6	153
119	Strickland and Williams (2022)	JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS	0	1
152	Mukhopadhyay, Pandey and Rishi (2023)	JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS	3	25

4.1.1. Inception Stage (1981–2011)

Between 1981 and 2011, research on eWOM in the hospitality industry on social media was barely underway. During this period, the literature focused on the theoretical groundwork of eWOM in the hospitality industry, providing a reference for future research.

Fornell and Larcker (1981), for example, brought Structural Equation Modeling (SEM) to the fore, highlighting its power and advantages in marketing and digital analysis. This provided a theoretical toolkit for eWOM research, enabling the understanding of complex relationships in consumer behavior. Litvin, Goldsmith and Pan (2008) sought to explain the use of eWOM as a marketing tool in the hospitality and tourism industries while pointing out the influence of eWOM on the decision-making for intangible products. They discussed the digital characteristics of eWOM and its impact on the hospitality industry, setting the stage for later eWOM research. Vermeulen and Seegers (2009) examined online hospitality reviews' impact on consumer booking decisions, looking at the effects of both positive and negative reviews. They pointed out that reviews affect consumer attitudes, a critical consideration for those less-known establishments. Their article also showed how reviewer expertise marks the middle path between these two extremes in word-of-mouth misinformation, with some implications for research on eWOM. Bronner and De (2011) investigated the relationship between vacationers' motivation and their choice when sharing a vacation experience. They suggested that a subject-based method might offer more insights and practical value for vacation service and review site suppliers. Although it concentrated on vacation markets, a similar motivation might well cross over into other types of travel. The research also offered suggestions for entering personalized marketing strategies based on information about the background of people involved in the surveys. Sparks and Browning (2011) looked at overall review ratings, framing, targets, and numerical ratings and their effects on consumer impressions and booking intentions. Consumers were shown to be more profoundly influenced by initial negative information, especially if overall reviews were poor. However, positive framing and numerical ratings can increase booking intentions and trust. The research underlined the importance of social media for travel recommendations and reviews and offered valuable insights into future theories and methods.

During this stage, the theoretical foundations of research on eWOM in the hospitality industry on social media mainly included Consumer Behavior Theory, Information Dissemination Theory, Consideration Set Theory, and Information Processing Theory. Structural Equation Modeling provided methodological support for analysis, while theories related to consumer behavior, information dissemination, and mediating variables helped analyze the characteristics and influencing factors of eWOM in the hospitality and tourism sectors. Consideration Set Theory was used to examine the impact of online hospitality reviews on consumer decision-making, including effects on establishment awareness, attitudes, and consideration levels. Topic-centered and site-centered methods were employed to study the characteristics and motivations of posters, reflecting their behavior on different sites. Information Processing Theory, Framing Effect Theory, Trust Theory, and Information Processing Theory were

used to explain the impact of online reviews on consumer booking intentions and trust mechanisms.

During this period, the theoretical bases of research on eWOM in the hospitality industry via social media generally were Consumer Behavior Theory, Information Diffusion Theory, Consideration Set Theory, and Information Processing Theory. Equations modeling provided methodological support for analysis, while consumer behavior theories about information diffusion and mediating variables helped analyze the characteristics and influentials of EWOM in the hospitality industries as well as travel industries. The Consideration Set Theory was adopted to study the impact of online hospitality reviews on consumer behavior, including the impact on establishments awareness, attitudes, and consideration. Methods were chosen based on topics and areas to investigate how posters behave, their motivations and characteristics, web sites. Information Processing Theory was employed to explain why online reviews had an impact on consumer purchase intentions as well as trust mechanisms. Theory of Framing Effect, the Theory of Trust and Information Processing Theory were recruitment of accounts.

4.1.2. Formative Stage (2013–2020)

Overall, the research on eWOM in the hospitality industry on social media has a Formative Stage, according to the HistCite map from 2013 to 2020. To this stage, many papers with a high degree of citation were produced related to research on eWOM implementation in the hospitality sector on social media platforms, indicating increasing maturity.

Though the rise of social media interactivity was evident, the significance of eWOM in travel destination selection for travelers started to play a pivotal role in 2013. Leung et al. (2013) analyzed social media studies from 2007 to 2011, focusing on the tourism and hospitality implications of utilizing social media strategically to enhance competitiveness within the tourist industry and highlighting research voids, creating directions for future study. Regarding destination choices, eWOM is considered mainly by research scholars as a low-credibility source of influence due to the lack of opinion leader value [presumably referring to traditional word-of-mouth]; however, this high-access networked dissemination rather than local social proof is often an essential component in decision-making (Tham, Croy & Mair, 2013). Specifically focusing on the restaurant space, Kwok and Yum (2013) found that user engagement would increase with a photo upload or other less direct sales-oriented posts based on the Facebook posts observed in their analysis. Some years ago, Cantalops and Salvi (2014) reviewed eWOM research in the hospitality sector, revealing the driving forces for consumers to write their reviews and how they affect consumers and businesses. This fact strengthens the strategic role of eWOM in managing hospitality. Hospitality management was, by 2014, central to what constitutes eWOM. In 2015, prior research examined the influence of eWOM on hotel room and consumer motivations to choose a platform. Ladhari and Michaud (2015) assessed the influence of Facebook reviews on hotel reservation intentions and found that positive feedback significantly boosts consumer confidence regarding booking. Yen and Tang (2015) identified that the reasons why consumers write eWOM, such as for altruistic or cognitive dissonance reduction complaints, also influence where consumers post positive or negative eWOM. Leung and Stahura (2015) also directly compared Facebook and Twitter in hotel marketing, demonstrating similar performances between the two platforms, thus indicating that management could use them in corresponding ways. That same year, more theoretical and hopefully data-driven research had been conceptualized. Management responses to eWOM were explored in a study by Xie et al. (2016), which found that positive management responses can be used to turn negative eWOM into positive feedback or increase the number of future reviews. Viglia, Minazzi and Buhalis (2016) found that the online review score impacts the hotel occupancy rate. With every single point more in guest satisfaction, there is a direct increase of 7.5 percentage points in hotel occupation. Interestingly, Zhang and Mattila (2016) examined information load in evaluating eWOM by consumers and suggested that decision-making was moderated by the level of complexity, among others. Using an examination of TripAdvisor, Baka (2016) demonstrates how user-generated content (UGC) alters hotelier Strategies in managing their reputation, making explicit the critique that UGC is a crucial component driving industry-based reputational parameters. Wu et al. Further, Wu et al. (2016) examined consumers' empowerment states about their perceptions of positive service eWOM novices in case of forum dissent. The researchers also found that reviewers who felt superior tended to write better reviews.

From 2017 up to the present, the available literature states that most of the research has placed a greater emphasis on eWOM in hospitality as it develops. In a similar vein, Zhang, Omran, and Cobanoglu (2017) focused on the

eWOM behavior of Generation Y, documenting a different tendency in both social media and mobile usage, thus estimating that its influencer-oriented eWOM might have ripple effects in terms of hotel performance and customer relationships. Wang and Kubickova (2017) also examined how the timing of promotional information user engagement on hotel Facebook pages can be influenced, affecting promotion at a specific time to increase user interaction and eWOM effectiveness. Israeli, Lee, and Karpinski (2017) found that the severity of service failure produced a significant positive relationship with negative eWOM sharing. For instance, Harris and Prideaux (2017) compared eWOM with traditional word-of-mouth, highlighting that eWOM is more flexible as it adapts to different situations that impact consumer behavior. Yang (2017) also researched the effects of restaurant satisfaction, altruistic needs, and technology acceptance on eWOM intentions. It can be seen as helpful in explaining JewelABCD that perceived usefulness directly affects eWoM intentions more than satisfaction and altruistic needs. However, this variable moderates the relationship between both (satisfaction/altruistic needs) and eWOM intention. Williams et al. (2017) find that eWOM is driven by some central nodes in a macro-network. These little islands of nodes and the content of eWOM are transient, coming and going as time goes by and events change.

Litvin, Goldsmith and Pan (2018) have highlighted how social media and eWOM have experienced "mass adoption" by people as part of daily life, having established themselves as essential elements in hospitality and tourism marketing that will likely continue to play a vital role. The results of Yang, Park and Hu (2018) also suggest that the qualitative dimensions of eWOM are less rigid than the quantitative anchors. Thus, managers should pay more attention to how well customers speak about items over simply getting consumers to talk about an item. Lee (2018) further investigated SNS consumers sharing hotel experiences with the expression of their psychological needs, which includes autonomy and relatedness, contributing to brand engagement. Several studies (Dedeoglu, 2019) also addressed the role of information quality and source credibility in eWOM, claiming that both characteristics impacted consumers' perception of shared content. Leung, Sun and Bai (2019) described the framework of social media research, including the connections between companies to platforms and consumers and what impacts attracting user behaviors going forward.

Wang and Li (2019) studied the effect of perceived usefulness on eWOM generation with the conclusion that information quality and enjoyment of use were significant influences on consumer behavior. Nusair et al. (2019) discussed the changes that have affected the industry in the past five years, with some key emerging topics, including eWOM marketing, service recovery, customer satisfaction, brand/destination image, and the quality of services. Research on big data, ethnography, Tourism 2.0, and Web 2.0 was highlighted as a new topic of interest. Dewnarain, Ramkissoon and Mavondo (2019) developed a SCRM strategic framework to investigate the engagement of social media technologies in brand loyalty. The need for social media-based programs to be promoted was indicated to investigate the role of SCRM in their customer engagement to boost brand loyalty. Oliveira and Casais (2019) noted that using user-generated restaurant photographs to select a restaurant raised the need for the managers to encourage the customers to share more images to increase the brand's influence. Kim and Jang (2019) researched the psychological factors of sharing a restaurant experience on social media. They concluded that self-expression, social perception, and status-need were key mediators without gender differences. Mate, Trupp and Pratt (2019) also found that hotel management adopted different mechanisms to recover from the negative reviews, with values and culture considered the key factors.

From 2020, there will be a discussion of the psychological aspects that affect eWOM in the hospitality industry. More specifically, Kanje et al. (2020) found that emotional and behavioral customer engagement (CE) positively influenced tourists' eWOM behaviors, whereas CE engagement only impacted eWOM spreading. Pourfakhimi, Duncan and Coetzee (2020) increased the interest in the described issue by arguing that eWOM is a frequent occurrence that affects the target consumer negatively or positively. From another perspective, Anagnostopoulou et al. (2020) proved that the positive impact of online reviews on hotel financial performance was prevalent, whereas the effect of negative reviews was minimal. As hotel service quality is critical for profit, focusing on customer satisfaction could work wonders. In their study on a similar subject, Mariani and Borghi (2020) developed the notion associated with the impact of online review usefulness on hotel financial performance by discovering the moderating effect on evaluation and financial outcomes. Mart nez et al. (2020) proved the significant impact of source credibility, information value, and Facebook trust on the eWOM intention and users' readiness to share information. Another fresh topic associated with eWOM that scholars discussed is examining

tourists' eWOM motivation for the positive or negative effects under the corresponding emotional state. As for the more traditional issues of 2020, Golmohammadi, Mattila and Gauri (2020) discovered how sunk costs could moderate the impact of eWOM. Line, Hanks and Dogru (2020) criticized the obsolete eWOM measure methods, proving the overlooking of instruments for detecting feedback channels, nonuniformity of platforms, and inattention to predicting eWOM.

From 2010 to 2020, research on social media and eWOM became more in-depth, "as opposed to exploring its likelihood more practical applications were addressed." It was shown that consumers' trust in eWOM, platform choice, and communicative behavior mattered for the effectiveness of different processes related to the tourism and hospitality industries, such as booking hotels and other accommodation places, making decisions, and managing reputation.

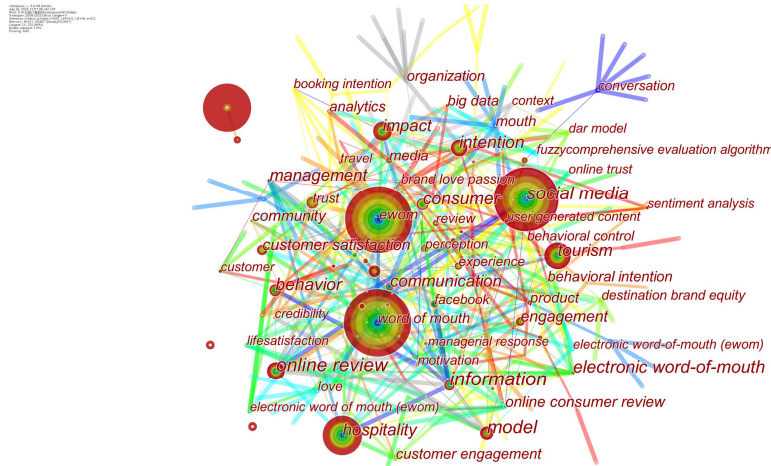
4.1.3. Multifaceted Growth Stage (2021–Present)

In the Multifaceted Growth Stage, the study on eWOM in the hospitality industry shows clearly diverse growth. Filieri et al. (2021) conducted a structural equation model (SEM) to explore the key factors influencing users' continuation of user-generated content (UGC) platforms. It was suggested that the credibility and usefulness of online reviews had a significant positive effect on customer satisfaction and intentions to continue using these platforms, further expanding the application field of the IS Continuance Model. Meanwhile, Shin et al. (2021) examined how the impacts of review rating and review responses on consumers could be measured and shed light on multiple aspects of the eWOM literature in the hospitality industry. Sann, Lai and Chen (2021) point out that eWOM has become increasingly an important information source for buyers, especially in the hospitality industry, where it is hard to assess products before purchasing. Cheung et al. (2021) conducted a comprehensive review of the importance and determinants of eWOM in the hospitality industry, finding 18 themes, including consumer behavior or hotel operations, stressing the significant influence of online reviews on customers. Donthu et al. (2021) find that eWOM studies mainly took place in the U.S. and Europe, and mixed research methods were used, with primary research themes including eWOM, consumer behavior, social media, and brand loyalty. Meanwhile, the determinants of eWOM in the hospitality industry are also significant. Additionally, Martínez et al. (2022) explore possible factors for consumers to share the Corporate Social Responsibility (CSR) information of hotels on social media and primarily focus on how CSR communication could help promote eWOM for the hospitality industry. From Mukhopadhyay, Pandey and Rishi's (2023) perspective, eWOM and behavior, eWOM and social media, as well as eWOM as a marketing strategy were the three main themes in the hospitality and tourism sectors, indicating that future studies should focus on less-explored platforms, heterogeneous samples, more diverse data, and the application of eWOM in Business-to-Business (B2B) situations. The eWOM study is characterized by apparent diversification and multiple empirical themes.

4.2. Keyword Co-Occurrence and Emergent Analysis Using CiteSpace

Keyword co-occurrence analysis (such as the appearance frequency of keyword pairs) in CiteSpace can effectively depict the trend of research hotspots across a field (Cheng et al., 2024). The size of nodes in keyword co-occurrence networks is vital for the research topic—more prominent nodes show central and essential research topics that appeal to many studies. Keywords like eWOM, social media, word of mouth, and hospitality are represented by more prominent nodes in this visualization, reflecting their importance in the current research. Centrality is another critical measure in these networks; this metric investigates how well a node can connect to all the other nodes. The higher the node's centrality, the more critical that node is in the network. They used keyword frequency to measure the number of times a specific term appeared in scientific literature, showing how often certain terms were being co-occurred and thus revealing what is trending and important in papers. The literature on eWOM on social media in the hospitality industry was imported into CiteSpace based on the WoS database for review. Therefore, we obtained a keyword co-occurrence network map as the node type for visualization according to the keyword information shown in Figure 3.

Figure 3. eWOM of hospitality on social media keyword co-occurrence mapping



Some of the most influential keywords in the domain also exceed the centrality threshold of 0.1. Among these words are “social media,” “tourism,” “online review,” “intention,” “behavior,” “model,” “information,” “consumer,” and “electronic word-of-mouth.” Moreover, “impact,” “trust,” “communication,” “satisfaction,” “customer satisfaction,” “experience,” and “engagement” are associated with the primary research topics highlighted in the selected sources related to eWOM in the angle of social media in the hospitality industry. The top 20 keywords in the present study by frequency are illustrated in Table 7. Among the words that are used over 50 times are “word of mouth” (85 times), “social media” (81 times), “eWOM” (81times), “digital computers” (55times), and “hospitality” (50times). Overall, they are central to the research questions posed in the field.

Table 7. Top 20 keywords in terms of frequency for eWOM of hospitality industry on social media

No.	keywords	Frequency	Centrality	Year
1	word of mouth	85	0.04	2008
2	social media	81	0.13	2013
3	eWOM	81	0.03	2013
4	digital computers	55	0	2022
5	hospitality	50	0.06	2013
6	tourism	34	0.14	2015
7	online review	31	0.12	2009
8	impact	27	0.05	2013
9	intention	24	0.1	2015
10	behavior	21	0.15	2011
11	model	21	0.16	2008
12	information	20	0.18	2013
13	consumer	20	0.14	2008
14	trust	18	0.03	2011
15	communication	16	0.07	2008
16	satisfaction	16	0.03	2021

17	customer satisfaction	16	0.06	2017
18	experience	14	0.03	2013
19	engagement	13	0.08	2016
20	review	11	0.07	2011

As a tool for researching frontiers, this burst map is important to understand future development direction and process of keywords and historical hot research topics. A rising keyword occurrence through this period indicates that it has received more attention from researchers. As shown in the visualization, the light blue segments represent periods before an article is published, and the dark blue segments indicate that the article has been published (Li & Li, 2024). The red segments bound the emergence period. We view these emergences as key trends and themes emerging within the field; we can better understand them by exploring them chronologically. Emergence strength indicates how much the keyword has been a concern in the academic community. With emergence detection, we found 17 keywords with the strongest emergence strength, as shown in Figure 4. As shown in the figure, where “Year” represents the publication year, “Strength” indicates the emergence intensity, and “Begin” and “End” represent the period when the emergence began and ended. The red line indicates a timeframe in which these keywords were more popular, representing a point of higher interest by researchers over time.

Figure 4. Keyword Emergence Mapping of eWOM in the Hospitality Industry on Social Media

Top 17 Keywords with the Strongest Citation Bursts

Keywords	Year	Strength	Begin	End	2008 - 2023
communication	2008	3.134	2008	2017	
facebook	2008	2.1709	2013	2015	
determinant	2008	1.7935	2013	2016	
management	2008	1.5262	2013	2018	
information	2008	2.3404	2015	2017	
behavior	2008	1.4248	2017	2018	
brand loyalty	2008	1.485	2018	2019	
perception	2008	1.9123	2018	2021	
consumer	2008	1.786	2018	2019	
media	2008	2.8672	2018	2019	
destination	2008	2.0888	2019	2020	
intention	2008	3.3742	2020	2023	
performance	2008	1.8753	2020	2023	
trust	2008	2.5746	2021	2023	
destination image	2008	2.193	2021	2023	
attitude	2008	1.7571	2021	2023	
satisfaction	2008	1.7896	2021	2023	

Figure 4 shows the research front and its influence across the academic community for the past 15 years. The top keyword of "intention" (strength 3.374) has been heavily discussed since 2020 until the end of 2023. This suggests that the research area has garnered significant focus and has recently been a popular subject on academic platforms. Earlier hotspots like "communication" (strength 3.134) received much attention today and have given way to new research fields, though nobody has written about "Communication" as a Communicative Value through this field! Similarly, the appearance of keywords like "Facebook" and 'determinant' from 2013 to 2016 was high due to a popular topic worldwide, social media, and its determinants. Current issues such as "trust," "destination image," "attitude," and "satisfaction" are also relatively new from 2021 to the upcoming 2023, which suggests that scholars have to keep paying attention to these themes. Overall, shifts in research focus from social

media and management topics to trust, destination image, and satisfaction illustrate a shift of academic priorities with time across an ever-changing environment of society and technology.

5. DISCUSSION

5.1. eWOM and Hotel Performance

Nowadays, eWOM has changed the game of the hospitality industry as it affects the consumer decision-making process and influences hotel financial performance. As social media and UGC platforms came into power, it became important for consumers to have a positive online reputation of the hotel while deciding on service quality and booking.

The burgeoning volume of work published on these topics includes social media research focusing on areas such as eWOM marketing, service recovery, and customer satisfaction from hospitality and tourism perspectives that re-emphasize the shift to quantitative research methods (Nusair et al., 2019). Online hotel reviews are viewed as increasing customer awareness. Ironically, negative reviews' effect on attitudes may be partially moderated by how they increase awareness of a particular hotel brand - especially for less recognized hotels (Vermeulen & Seegers, 2009). In the hospitality industry, updates with images or easy status updates tend to perform better than links or videos. Evidence suggests that people react better to conversational posts than sales-laden messages (Kwok & Yum, 2013). One way is through management responses. Beyond effectively, positive review responses stimulate the review rate by making customer complaints more visible and thus may amplify any performance-improving effect of customer praise on hotel performance (Xie et al., 2016). Star ratings, variance, and volume affect hotel occupancy rates, with star ratings traditionally being the most significant. This also highlights the significance of hotel online reputation management (Viglia et al., 2016). This same observation has been made in the context of online hotel reviews, with hotel managers adapting to face new challenges related to reputation management due to platforms like TripAdvisor (Baka, 2016).

Consumers wield significant power, impacting their perception of service and influencing their decision to post reviews on forums. More empowered consumers are likelier to upload positive comments (Wu et al., 2016). For example, research on eWOM within significant destination events suggested that a few central users appeared to dominate message spread while the characteristics and content of their posts evolved (Williams et al., 2017). In addition, a meta-analysis indicates that the assessment components of eWOM are much more critical for hotel performance than review quantity. These effects also depend on the hotel star rating and location (Yang et al., 2018). An academic basic research schema of Social Media has been provided to inform, enlighten, and facilitate how businesses interact with platform interactant consumers to achieve better performance in hospitality-tourism (Leung et al., 2019). For instance, Mate et al. (2019), in their case study on hotels in the Cook Islands, argue that values and culture are central aspects of how hotels deal with negative critique, including replying to negative reviews on platforms such as TripAdvisor.

On the other hand, additional research is requested on a conceptual framework for WOM that focuses on cognitive, normative, and dimensions (Pourfakhimi et al., 2020). Positive reviews significantly boost a hotel's financial performance by touching on highly relevant topics. In contrast, negative effects do not strengthen the importance of service quality in profitability (Anagnostopoulou et al., 2020). Significantly, adoption inhibits the effectiveness of negative eWOM if consumers search for information and invest much time. It is advantageous to address negative feedback early, which does not influence consumers as much (Golmohammadi et al., 2020). Online review usefulness as a moderator of the relationship between all reviews and hotel financial performance, thus showing that not all online reviews are equal, but rather that the quality of online reviews matters more than the volume. This is a significant concern for digital marketing managers (Mariani & Borghi, 2020). Moreover, the credibility and value of reviews on UGC platforms significantly impact customer satisfaction and postadoption continuance (Filiari et al., 2021). Nevertheless, eWOM measurement methods are problematic. They tend to simplify how feedback channels work, which results in a lack of fit with the current consumer behaviors and uses of platforms - new updated standards are therefore called for (Line et al., 2020).

eWOM has multiple impacts on hotel performance. It elevates customer consciousness, drives consumer engagement, manages management responses, and benefits corporate hotels. It can enormously impact a hotel's profitability simply through positive online reviews. Additionally, the degree to which management responses

echo in eWOM may enhance these outcomes, suggesting that reputation management in a digital age is not merely protecting one's brand but also the ability to shape consumer perception and engagement.

5.2. The Impact of Social Media and Consumer Motivation

This theme primarily discusses social media and consumer motives, underlining the strategic nature of eWOM in hospitality. Social media allows users to post about their journeys and accommodations, significantly changing how travelers purchase and hotels market their services.

The first explorations defined the eWOM model and its management strategies, outlining ethical concerns related to tourism and hospitality (Litvin et al., 2008). Later studies considered the connection between participant motivations and platform characteristics, underscoring such variance in the people using them (Bronner & De 2011), hence supporting the call to understand better individualized individual differentiation for marketing. Later research found that consumer perceptions and booking intentions are affected by review ratings, framing, and numerical scores (Sparks & Browning, 2011), with early adverse information having a more dramatic effect. Hospitality and tourism businesses, for their part, have become increasingly aware of the strategic role social media can play in the business. However, even as pressures increase for social media technology adoption (Leung et al., 2013), many businesses have still not used social media to its full extent. Social media utilization contributed to the massive flow of eWOM, significantly contributing to destination choice and decision-making (Tham et al., 2013). Moreover, eWOM has been identified as a critical element within consumer decision-making and hotel marketing (Cantalops & Salvi, 2014), wherein Facebook reviews profoundly influence booking intentions (Ladhari & Michaud, 2015). Studies also revealed the effect of information load on consumer behavior in buying decisions, focusing on the complexity of the information affecting how consumers make decisions under varying circumstances (Zhang & Mattila, 2016). The behavior of Generation Y in social media also affected the performance of hotels (Zhang et al., 2017), and from the comparison between eWOM and traditional word-of-mouth, It can be observed how online reviews are more flexible and context-dependent (Harris & Passion, 2017). Timely posting of promotional posts has been recognized as an essential factor in improving user engagement in social media activities for hotels (Wang & Kubickova, 2017). Moreover, eWOM is considered an integral part of hospitality and tourism marketing as it is likely to contribute significantly to research on this topic in the future (Litvin, Goldsmith & Pan, 2018). In other words, consumer interactions with brands on social media fulfill some psychological needs and increase brand engagement (Lee, 2018). The quality of eWOM diffusion and the credibility of information sources also influence consumer evaluation (Dedeoglu, 2019). In addition, exemplary implementation of SCRM strategies can help hotel managers support their decision-making (Dewnarain, Ramkisson & Mavondo, 2019), and user-generated photos might have a higher brand impact on restaurants and hotels (Oliveira & Casais, 2018). Tourists' Emotions also affect why travelers Share reviews on different Platforms (Zhou et al., 2020). It is important to consider that other variables, for example, Facebook trust and credibility of sources, directly intervene with the willingness to share, as reported by (Martínez et al., 2020). The current measurement methods of eWOM have been identified as outdated and insufficient to represent the actualities of the communication environment today (Line, Hanks & Dogru, 2020). Last but not least, eWOM has turned into a critical information source when it comes to the hospitality industry, especially for services that cannot be assessed post-purchase i.e., early evaluated as (expensive) failures per se, such as individual bookings in hotels (Sann, Lai & Chen, 2021). However, future work needs to concentrate on emerging platforms and B2B context where eWOM is happening (Mukhopadhyay, Pandey & Rishi, 2023).

5.3. Service Management and Recovery

Among all these factors, eWOM has a important role in service management and recovery, most applicable to the hospitality or restaurant industry. It provides more insight into a takeaway of the drivers for consumers writing and sharing reviews. On these sites, they should write, e.g., according to the region's customer base, how management can now strategize in these scenarios. Indeed, the reasons for the eWOM generation are closely related to the platform choice; internalizing from both altruism and reducing cognitive dissonance are keys to all (Yen & Tang, 2015). Instead, Facebook and Twitter are equally effective marketing tools in hospitality (Leung & Stahura, 2015), suggesting that managers may develop the same strategy across social media platforms. There is also evidence that the severity of service failure has a significantly positive relationship with those likely to post negative eWOM (Israel, Lee & Karpinski, 2017). However, unlike female diners, these factors lead to social network gains in self-expression and self-serving behavior (Kim & Jang, 2019). Review ratings and hotel

responses to reviews are important for shaping consumers' perceptions, much as in other women's literature about the hospitality industry (Shin, Ryu & Hwang, 2021). At least, the role of corporate social responsibility (CSR) content on eWOM through social media can enhance word-of-mouth, especially in hotels, by positively influencing CSR efforts (Martínez et al. 2022). However, these studies cover some exciting aspects of eWOM in hotels and restaurants, such as motive, service failures, social media platform selection, and CSR communication.

5.4. Methodology

The theme is based on the research methods used for studying eWOM on social media in the hospitality industry context. The literature consistently employs robust statistical techniques like Structural Equation Modeling and Exploratory Factor Analysis to confirm hypotheses and evaluate model compatibility. Data are commonly collected through survey methods with diverse sample populations of social media users, travelers, or customers, ensuring data breadth and reliability. Fornell and Larcker (1981) introduced SEM, emphasizing its flexibility and advantages in marketing and digital analysis, particularly for evaluating model fit. In this way, an essential theoretical tool was provided to eWOM research, allowing researchers to better understand the complex relationships between various consumer behaviors.

Regarding the theme, Yang (2017) surveyed users from OpenRice.com, using EFA, Confirmatory Factor Analysis, and hierarchical regression analysis to determine the impact of altruistic needs and perceived usefulness on eWOM intentions. Wang and Li (2019) used data from 278 Tanzanian tourists to analyze the significant effects of information quality and enjoyment of use on consumers through SEM. Similarly, Kanje et al. (2020) used a survey and SEM to examine the impact of emotional and behavioral customer engagement on the tourist's eWOM behaviors. They stressed the need for multiple-dimensional strategies to enhance CE. Cheung et al. (2021) used the SEM by employing the data from surveys with consumers in mainland China and Hong Kong to analyze the relationships between the social media marketing (SMM), value co-creationVC, consumer-brand engagement (CBE), and consumers' behavioral intentions through multi-group analysis (MGA). The core variables in these studies are perceived usefulness, customer engagement (both emotional and behavioral), and altruistic needs. They are considered significant factors affecting eWOM intentions and operations, and these variables were obtained through research on various levels of the hospitality industry, such as restaurants, tourism, and the hospitality industry.

5.5. Directions for Future Research

The four essential directions for future research First, researchers need to examine how more intense customer engagement (CE) strategies incorporating several dimensions can help increase the dissemination of eWOM in the future (Pereira et al., 2024). Hotels can build more robust online experiences, enticing guests to share positive reviews and feedback when they add new engagement dimensions such as personalized interactions or cultural differences. Furthermore, the following research might explore the changing perceived usefulness of emerging digital tools like augmented reality (AR) and virtual reality (VR), which exist in some social media platforms while the platforms advance further using technologies (Lim, Jasim & Das, 2024). This review will reveal how these technologies build consumer trust, which may shed light on their contribution to positive eWOM in quantity and scope. In addition, because altruism is a significant driver of eWOM, researchers can study how hotels can use CSR to influence guests' motivations for sharing their reviews with their networks (Kumar & Pandey, 2023). Hotels could enhance their brand image and generate more positive eWOM if they tailor their social responsibility initiatives to customers' values. Last but not least, Initial multi-group analyses have also provided some understanding of the cross-cultural differences in eWOM behavior (Kusawat & Teerakapibal, 2024). However, future studies must continue expanding this literature on eWOM motivations and patterns from different cultural backgrounds. Understanding these differences could equip hotels with insights to mold their marketing strategies for different markets, extending their global footprint.

6. CONCLUSION

This study reviews 169 articles that investigate the application of electronic word-of-mouth (eWOM) to social media in the hospitality industry, published between 1981 and 2024. The study not only revisits the history of research development but also dives deeper into the categories and results studied in this area of religion. It provides insight into consumer behavior, word-of-mouth mechanisms, and how social media platforms impact it.

The study also incorporates the analysis of overall research trends and suggests future avenues by adding broader dimensions of eWOM effects to hospitality practices. This review is the most recent study on eWOM in the hospitality context that offers a compendium of information from a wide range of old and new research, providing valuable reference material as well as novel concepts to guide future research work to improve the knowledge and use of eWOM in this area.

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