


Chapter 8

Exploring the Impact of EWOM Credibility on Tourist Behavior and Destination Selection

Varanasi Rahul

 <https://orcid.org/0000-0003-2407-7654>


Jain University, India

Y. Fathima

 <https://orcid.org/0000-0002-0045-1421>


Jain University, India

N. Sathyanarayana

 <https://orcid.org/0000-0002-4185-7751>


Jain University, India

R. Arun

 <https://orcid.org/0009-0001-1571-3201>

Jain University, India

B. G. Guruprasad

 <https://orcid.org/0000-0002-6533-1068>

Surana Evening College, India

ABSTRACT

Digitalizing the tourism industry has positioned Electronic Word of Mouth (EWOM) as a key influencer in shaping tourist behavior and destination selection. Unlike traditional word of mouth, EWOM enables global travelers to access user-generated

DOI: 10.4018/979-8-3373-2053-3.ch008

content through platforms like TripAdvisor, Instagram, and Google Reviews, enhancing accessibility and interactivity. This study investigates the impact of EWOM credibility on tourist decision-making processes, emphasizing its role in reducing uncertainty, shaping destination image, and influencing visit intentions. Credibility in EWOM is determined by multiple factors, including the content's trustworthiness, expertise, and authenticity and the reliability of the platforms hosting these reviews. Tourists increasingly evaluate the credibility of EWOM by looking for balanced reviews, visual evidence, and transparency in reviewer identity. Psychological frameworks such as the Theory of Planned Behavior and the Elaboration Likelihood Model further illustrate how credible EWOM influences tourist attitudes, subjective norms, and behavioral control.

INTRODUCTION

Background of EWOM in Tourism

The digital revolution has dramatically altered the information collection processes and decision-making mode employed by tourists. Within these massive changes, there was a growing emergence of EWOM, one of the most influential elements to take deep root in modern tourist behaviors. Unlike traditional forms, communication in EWOM exists and takes place in virtual environments, drawing its wider appeal from easy internet accessibility among people around the globe. TripAdvisor, Yelp, and Booking.com, among others, and social media networks like Instagram and Facebook have made it possible for travelers to share experiences and recommendations instantaneously.

As the application of EWOM continues to grow, so is tourists' reliance on the platform for more information of this kind in the form of unbiased, unelaborated UGC. Such information can include everything from simple hotel and restaurant reviews to more complex descriptions of attractions and how to structure a travel itinerary. For example, hundreds of reviews for a certain hotel, restaurant, or cultural site will help the tourist identify which option will provide him/her with a perfect stay in the capital of fashion. This depth and accessibility of information help travelers make informed choices, reducing risks and improving their travel experience, (Poyoi, Gassiot-Melian, & Coromina, 2023).

The centrality of EWOM within tourism is underlined by the ability of EWOM to amplify positive and negative feedback; one viral post or review can greatly enhance or harm a destination's reputation. For instance, an influencer's glowing review on a hidden beach might be translated into an increased influx of tourists, while one critical post about the low quality of service at some resort may keep

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/exploring-the-impact-of-ewom-credibility-on-tourist-behavior-and-destination-selection/396835

Related Content

Identification and Analysis of Quality Gaps for Online Service Retailers

Asem Majed Othman, Vincent Omachonuand Shihab S. Asfour (2016). *International Journal of Innovation in the Digital Economy* (pp. 48-66).

www.irma-international.org/article/identification-and-analysis-of-quality-gaps-for-online-service-retailers/151480

Leveraging Technology to Enhance the Webrooming Experience in the Automotive Service Sector

Sahil Kohli, Anil Kalotraand Rishi Prakash Shukla (2025). *Transforming the Service Sector With New Technology* (pp. 53-72).

www.irma-international.org/chapter/leveraging-technology-to-enhance-the-webrooming-experience-in-the-automotive-service-sector/378704

Instagram as a Marketing Tool for Small and Medium Enterprises

Zuraini Harunand Farzana Parveen Tajudeen (2020). *International Journal of Technology Diffusion* (pp. 48-59).

www.irma-international.org/article/instagram-as-a-marketing-tool-for-small-and-medium-enterprises/258113

Digital Transformation for Better Innovation Governance

Safiya Al Rashdi (2025). *Perspectives on Digital Transformation in Contemporary Business* (pp. 201-240).

www.irma-international.org/chapter/digital-transformation-for-better-innovation-governance/362284

Emerging Markets Reward Risk: Empirical Evidence from MENA during 2008 Financial Crisis

Salim Lahmiriand Stephane Gagnon (2016). *International Journal of Innovation in the Digital Economy* (pp. 65-76).

www.irma-international.org/article/emerging-markets-reward-risk/159574