

**The Impacts of Electronic Word-of-Mouth on Tourists' Attitude and the  
influence of  
(eWOM) on food tourism**

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# **The Impacts of Electronic Word-of-Mouth on Tourists' Attitude and the influence of (eWOM) on food tourism**

## **ABSTRACT**

The development of local and regional cuisines has been identified as a platform for tourist attractions and Food tourism, or travelling for food and literary tasting the destination, has become a trend in many countries in the world. Countries which are popular with their cuisine such as Italy, France and Thailand, have been known for the food and/or wine tourism. Other emerging countries in food tourism are Australia and Canada; these two countries have made their cuisine one of the reasons for travelers to visit nowadays. The importance of the connection between food and tourism cannot be ignored. Cuisine has a great impact on travelers' decisions when choosing their vacation destination as authentic and interesting food can attract visitors to a destination. The strength of people's desire to visit Italy is largely due to its cuisine. Italian cuisine and wine has boosted the Italian tourism industry. Likewise European Gastronomic countries some of the developing countries in Central Asia starting to promote forward as another future successful gastro touristic destination. Central Asia and Middle East already well known for historic, religious and eco tourism is positioning itself as another future successful gastronomic destinations in world tourism market.

The influence of eWOM on travel choice and national branding is growing in importance. Especially online travel reviews written by consumers are ever more available and used to inform travel-related decisions. A Web-based tendency of users survey of the most prominent travel review site, TripAdvisor, Lonely Planet has been conducted to investigate how other travellers' reviews inform the trip planning process in most of the researches. Since current eWOM statistics show generational and gender differences, the study also aimed at examining whether those carry over into the realm of travel review use. The results show that reviews are used mostly to inform accommodation decisions and are currently not used much for en route travel planning.

This study focuses on bringing up an idea of tourism destination management in developing countries of Central Asia and Egypt's image promotion of gastronomic tourism examining the potential of gastronomic tourism, challenges to overcome in the development of a successful sustainable local food tourism industry including the need for expansion of the destination image to reflect the region's food making history and scenic qualities; a shift towards independent high-yield travellers; and reintroducing local produce in the mass tourism product. By analyzing social network which became popular in use to plan any trips it may be available to see how eWOM has an influence on destination choice and how food is an important figure in travel planning and how to make eWOM as business enabler and promote image of the country.

**Key words:** gastronomy, food traveller, gastro-destinations, image of country, eWOM, digital marketing

## INTRODUCTION

Electronic word-of-mouth (eWOM) can be defined as all informal communications directed at consumers through Internet-based technology where people spread their ideas and opinions through the internet.

Research indicates that word of mouth play an increasingly important role in shaping consumers' attitudes. In the growing online social communications, electronic word of mouth (eWOM) has been an important topic to business and marketing researchers.

The influence of eWOM on travel choice and national branding is growing in importance. Especially online travel reviews written by consumers are ever more available and used to inform travel-related decisions. Since current eWOM study also aimed at examining whether those carry over into the realm of travel review use. The results suggest that eWOM in this online travel community influence travel decisions including accommodation choice, food and beverage recommendations, transportation options, safety of the destination, monetary issues, destination information, and itinerary refinements.

"Food" is the main content of tour product and quality "Food" is the main factor which effects quality tour. Nowadays, foodscapes, cuisine tours and gastronomic destination travelling have become quiet demanding. It is caused by increase of a role of tourism as spheres of economic activity and strengthening of a contribution of tourism to a national gross product: growth of a tourist stream in the territory of the region causes development of

all complex of the interconnected branches: transport, hotel service, public catering, a services sector, retail trade, culture, etc. and, thus, serves as the powerful accelerator of regional development. Central Asia day by day is becoming popular destination for historic-religious tours and it's cuisine pleases almost every visitor giving a chance to a future boom of gastronomic tours. As previous studies show that consumption of food and beverages can contribute to the competitive marketing of tourist destinations and promoting tourist destinations (Boniface, 2003; Kivela & Crotts, 2006). In the travel industry, eWOM is an important reference for travel decision-making, as well as on choice of travel products such as travel destinations, food and restaurants.

Word-of-mouth (WOM) is one of the most important information sources when a consumer is making a traveling decision. The arrival and expansion of the Internet has extended consumers' options for gathering information by including other consumers' comments, posted on the Internet, and has provided consumers opportunities to offer their own consumption-related advice by engaging in electronic word-of-mouth (eWOM). Research indicates that word of mouth play an increasingly important role in shaping consumers' attitudes. In the growing online social communications, electronic word of mouth (eWOM) has been an important topic to business and marketing researchers.

In addition; the paper examines the effect of sociodemographic characteristics of the travelers on how eWOM influences their travel decisions. This paper suggests enterprises to carry on an online survey is employed to investigate how travelers are affected by eWOM through different online platforms as well as to implement content analysis of Travel blog, interview results, and previous literature review for the academia.. The paper shows that managers should consider various eWOM facets and try to motivate Egyptian tourists for participating in online travel communities and to build online travel communities as a potentially cost-effective means for marketing hospitality and tourism.

This study empirically examined which restaurant experiences trigger customers to engage in positive electronic word-of-mouth (eWOM), where the quality of restaurant service (food quality, service quality, atmosphere, and price fairness) is the antecedent of eWOM communication.

## **PROBLEM DEFINITION**

Today's travellers have to engage themselves with a plethora of information sources that can be examined before making purchase decisions (Pingol & Miyazaki, 2005). Mathieson

and Wall (1982) argued that most potential travelers would require some type of information and extensively seek the information they need. How they respond to the information depends on the type and credibility of information sources. In general, travelers use varieties of information sources in order to develop a certain image of a destination (Walmsley & Lewis, 1984). Additionally, customers search widely if they are buying expensive products or expecting higher risks on certain products (Beatty & Smith, 1987; Capon & Burke, 1980; Cunningham, 1967). Image of the country instantly influences on destination choice of the traveller. Food choice refers to a set of conscious and unconscious decisions made by a person at the point of purchase, at the point of consumption or any point in between' (Herne, 1995, p. 13). Generally, food choice creates the consumer demand for suppliers in the food system who produce, process, and distribute food (Sobal et al., 1998). Food preference also has an essential role in the symbolic, economic, and social aspects to express preferences, identities, and cultural meanings (Sobal et al., 2006). Food intake refers to the amount of food actually consumed by an individual (Kissileff and Van Itallie, 1982). It is usually stated in terms of weight, calories, or volume of mixed quantity of macro and micro-nutrients in food research and in current boom of healthy eating trend. Food liking, preference, choice and intake refer to overlapping, but not precisely equivalent concepts associated with food consumption behaviour (Logue, 1991). Studies show 'intervening variables', were grouped into three broad categories: the individual, the food, and the environment, are discussed in the subsequent section. And most of research discuss that taking into consideration the practical usefulness of food preference over food liking, the social and economical significance of food choice in its aggregate form, and the potential difficulties to measure tourists' food intake during their travel, the primary focus of this study is on tourist food preference and choice. Moreover, this focus also reflects the current state of the field, for existing studies on tourist food consumption largely adopted the preference and choice approach (e.g., Chang et al., 2010; Kim et al., 2009; Torres, 2002). Food consumption is recognised as a complex behaviour, with cultural, social, psychological, and sensory acceptance factors all playing a role in the decision-making process (Köster, 2009; Sobal et al., 2006). Various attempts have been made to address the plethora of factors affecting food consumption (e.g., Booth and Shepherd, 1988; Eertmans et al., 2001; Fotopoulos et al., 2009; Furst et al., 1996; Khan, 1981; Steptoe et al., 1995). In general, food researchers agree that these factors can be classified into three broad categories: the individual, the food, and the environment (Gains, 1994; Meiselman et al., 1999; Randall and Sanjur, 1981; Shepherd and Raats, 1996).

Although The importance of WOM on business has been widely discussed and researched, particularly since the worldwide adoption of Internet technologies, which have revolutionized the distribution and influence of WOM (Goldenberg et al., 2001 and Stokes and Lomax, 2002). Through the Internet, individuals can make their ideas and opinions more easily accessible to other Internet users (Dellarocas, 2003). Online user-generated reviews about travel destinations, hotels, and tourism services have become important sources of information for travelers (Pan, MacLaurin, & Crotts, 2007), with reports indicating that each year hundreds of millions of potential visitors consult online reviews (Tripadvisor.com, 2011). Among these potential visitors, 84% were affected by reviews when making their travel reservations (Travelindustrywire.com, 2007). Goldenberg et al. (2001) stressed that consumer decision-making processes are strongly influenced by WOM from other consumers. Gretzel and Yoo (2008) further found that reviews provided by other travelers are often perceived by readers to be more up-to-date, enjoyable, and reliable than information provided by travel service providers. Dellarocas (2003) indicated that online WOM can have important implications for managers in terms of brand building, product development, and quality assurance. Vermeulen and Seegers (2009) also revealed that positive online reviews improve the perception of hotels among potential consumers. Travel intermediaries' images toward tourist destinations have been of interest to several studies. It should be noted that, however, despite the extensive research on destination image in travel and tourism, the studies focusing on travel intermediaries' images have been very limited. McLellan and Foushee (1983) investigated the images that tour operators from several foreign countries hold about the US. The tour operators surveyed were expected to reflect the images and opinions of their clients when planning a trip to the US. In this sense, the study acknowledged the bi-directional image influences between the tour operators and potential travelers. The authors found that the strength of perceived images as expressed by tour operators varied from country to country, calling for a marketing strategy, targeting both travelers and tour operators, tailored to each country. One conclusion of the study was that the images of a country would influence both the potential tourists and the tour operators organizing the itineraries.

Within the context of the increasing influence of eWOM in the form of online reviews in tourism destination marketing, it is argued that the topic needs further investigation to improve theoretical knowledge of how tourists use eWOM in their decision processes. The aim of this paper is to contribute to the existing pool of research on eWOM by particularly

exploring the nature of electronic word-of-mouth among Egyptians travelers and discusses some of its distinctive characteristics. In addition; the paper explores the influence of social and cultural factors on using eWOM through examining the effect of sociodemographic characteristics of the travelers on how eWOM influences their travel decisions.

In this study we tried to look through number of studies based on Digital and Social Marketing, checked Gastronomy blogs, Travel web sites, Travel promotion pages to support theoretical reflection of our hypothesis.

## **LITERATURE REVIEW**

Prior to the Internet era, consumers shared each others' product-related experiences through traditional WOM (e.g. discussions with friends and family) (Sundaram et al., 1998).

The Internet's global nature has created a medium for electronic word-of-mouth (eWOM) communication between consumers who have never met (Gruen et al., 2006). The online market enables customers to write recommendations that influence potential consumers (Lee et al., 2008). The electronic word-of-mouth is network user's information exchange and discussions on some products or services by network media (Sun et al., 2006). Prior traveling decisions, consumers collect information to reduce the perceived risk of the unknown. Today, the Internet makes it possible for consumers to share experiences and opinions about traveling via eWOM.

Marketers who have seen the benefits of WOM have the power to control some type of eWOM messages, for example comments on companies' websites, by deciding whether to show them or not (Park & Kim, 2008). Even if companies do not have the means to achieve this, they now have the possibility to measure the impact of WOM, since they are able to control what is being said about their products and consumers' attitudes towards the company, and can therefore make necessary adjustments (Goyette, et al., 2010).

Online consumer reviews (OCR), one type of electronic word-of-mouth, provide product information and recommendations from the customer perspective (Lee et al., 2008). Compared with traditional word-of-mouth, the electronic word-of-mouth has the features of extensiveness of spreading information, fast, large volume of information, savable, instant to receive, anonymous and transcend space and time (Hennig-Thurau et al., 2004).

According to the results of the study made by Park and Lee (2009) show that the eWOM effect is greater for negative eWOM than for positive eWOM. The survey results from 616 participants of an online forum suggest that customer know-how exchange impacts customer perceptions of product value and likelihood to recommend the product (Gruen et. al., 2006).

Although all studies there is a scarce contribution in field of promotion of rising countries. The main purpose is to focus on not known destination, exploring culture, food, promotion strategy of sustainable food production, protection policy of local food production and how eWOM affects the tourists' decisions.

Researches show that consumer decision process is generally affected by eWOM that offers an alternative source of information to consumers; hence ability of companies' has been minimized to influence the consumers through conventional marketing and promotional channels. (Mohammad et al, 2011). As many people turn to the Internet as a source for information, eWOM is believed to be as an autonomous, unbiased attitude and is more trustworthy than conventional advertising. eWOM also plays a significant role in consumers' buying choices. (Li, 2011).

## **DISCUSSION**

Study done by Egyptian researchers stresses the question of credibility of electronic word of mouth was also raised. The findings have confirmed that electronic word-of-mouth is a credible source and hence has a definite impact on customers' buying decisions. Hotel managers have also acknowledged the significance and influence of eWOM as well on customers' purchasing decisions of hospitality services in Egypt. They also provided various means to cope with this new version of the traditional word-of-mouth. They have also considered that this development has given them a chance to interact and respond effectively to the previous drawbacks of the traditional word-of-mouth technique. This new technique has provided them with the ability to know on the spot, watch and observe both positive and negative feedbacks and enabled them to take corrective actions and interfere promptly to fix improper performance, service and/or product.

The management actions varied to include responding to customers via the web, getting involved in discussions on social networks as required. Other operational procedures included reporting the feedback to department heads and individuals promptly. (Ashraf A. Tag-Eldeen, 2013) eWOM has a significant impact on attitude toward destination and travel



intention. The results have several implications for far non touristically attracted destinations managers, particularly Iran, Central Asian Stan countries, Mongolia that are of practical importance. First, destination managers can build exchange of information online, and the travelers may freely speak about own traveling feeling, their previous travel experiences, the service of restaurant and hotel in the community. A good example of consumers sharing their experiences we can observe on social networks, mobile apps and on travel forums. From research observation food consumption, food choice, food quality and variety, food peculiarities were domination part of the touristic experiences.

The website [tripadvisor.com](http://tripadvisor.com)- touted as the largest site for unbiased travel reviews which gives tourists the real story about hotels, attractions, and restaurants around the world. Tourist's positive experiences of service, products, and other resources provided by tourism destinations could produce repeat visits as well as positive eWOM effects to others. Recommendations by previous visits can be taken as the most reliable information sources for potential tourists. Tourism destinations should keep in mind that providing a pleasant experience for their tourists has a major effect on the development of positive images for non-visitors.

Food industry and organizations successful business nowadays depend on visitors feedback. Tourism destinations should keep in mind that providing a pleasant experience for their tourists has a major effect on the development of positive images for non-visitors. Hence, strong indicator of their intentions to revisit and recommend the destination to other people. Satisfied tourists are more likely to return to the same destination, and are more willing to share their positive traveling experience with their friends and relatives.

It's believed that some destinations should adopt each way to motivate the travelers to publish tourist reviews about the destination. They can give some prizes to a tourist who is the member of community if he/ she published a tourist review in order to establish its own place in world tourism market.

Will eWOM readers' espoused ICO moderate the eWOM antecedent factors' effects on their perception of information credibility, if yes, what kind of moderating effect it has? We believe investigating espoused culture's moderating role on the relationship between eWOM antecedent factors and reader's perception of information credibility will make significant theoretical contributions to eWOM theories: as prior research (e.g., Cheung et al., 2012; Sussman & Siegal, 2003; Zhang & Watts, 2008) has already incorporated many

individual characteristics as the moderators in eWOM context, this study extends the research scope by incorporating ICO into current eWOM theoretical model; the findings of this study will further exhibit how the eWOM antecedent factors can exert their effects on eWOM readers' cognitions when they espouse different cultural values. We consider the findings of this research will also provide practical implications to eWOM practitioners: they may design better and precise eWOM marketing strategies thus recommend different eWOM information to different consumers according to their espoused ICO, to further satisfy their information requirements. In recent years gastronomy blogs providing an important channel for electronic word-of-mouth (eWOM) to take place are quickly becoming a popular new source of reading material for blog readers. However, little is published to understand what factors from gastronomy blogs play critical roles in predicting readers' intention to taste local food and beverages.

During the purchasing process, consumers want product attribute-value information and recommendations from various information sources. By acting as an informant and recommender, online consumer reviews have the capability of influencing the decision-making process of consumers (Lee et al., 2008). As an informant, online consumer reviews provide the type of product information that is similar to the information provided by sellers. However, online consumer reviews offer more consumer-oriented information, whereas sellers offer more product-oriented information such as product attributes. On the other hand, online consumer reviews describe product attributes in terms of usage situations and measure the product performance from a user's perspective (Bickart and Schindler, 2001). As a recommender, online consumer reviews make recommendations about a product or a seller in a manner similar to traditional WOM communications (Chatterjee, 2001; Chen and Xie, 2008). However, online consumer reviews have the advantage of their distinctive characteristics as mentioned before with regard to measurability, source, volume, and reachability (Chatterjee, 2001; Chen and Xie, 2008). Taking the above mentioned into consideration, online reviews (ORs) are continuing to foster a renewed spread of word-of-mouth in the travel industry. Travelers are increasingly using ORs to inform them about accommodations and other tourism-related products. As such, it is important to improve our understanding of the behavioral consequences of e- word-of-mouth (Filieri and McLeay, 2014).

Reviewing the literature review of the phenomenon in Egypt, there are few recent studies consider the effect of eWOM on purchasing decision especially in the hospitality sector.

Tag-Eldeen (2012) evaluated the role of eWOM as a promotional tool and explored the awareness of hotels managers of it as important technique. On the other hand, Abd-Elaziz et al., (2015) considered the determinants of eWOM influence on hotel customers' purchasing decision. Their results indicates the importance of some factors the effects the influence of eWOM such as source credibility, valence, and volume of information. The current study emphases the pattern of Egyptian Travelers eWOM. The research enquire who, when, why and how Egyptian traveler use eWOM, as well as the influence the effect of sociodemographic characteristics of the travelers on how eWOM influences their travel decisions.

Unfurtunetly, there were work or study done to analyze Central Asian gastronomic market. Central Asian countries as Uzbekistan, Kazakhstan, Kyrgizstan and Tajikistan still remain unknown and undiscovered by academia. The reason why we linked areas as Egypt and Central Asia would be close cultural cross section, history resemblance however, not similar cusine, tourism market and image of country as Touristic Destination.

Choosing two different travel zones which doesn't reflect eachother will provide unbiased result and provide avoiding small sampling.

Based on reviewing previous studies, this study developed a research model containing three main categories of variables: (1) inspiring taste desire (i.e., experiencing appeal and generating empathy), (2) forming taste awareness (i.e., providing image, delivering knowledge and presenting guides) and (3) facilitating interpersonal interaction (i.e., social influence and cybercommunity influence), and suggested that these potential variables can influence readers' behavioral intention to taste directly. Data collected from 329 respondents in Taiwan were tested against the research model using the structural equation modeling approach. The results indicated that excluding delivering knowledge, all the other proposed variables (i.e., experiencing appeal, generating empathy, providing image, presenting guides, social influence and cybercommunity influence) were the critical components significantly influencing online readers' intention to taste, and the proposed model accounted for 70% of the variance.

## **GASTRONOMY BLOGS**

Gastronomy blogs are Internet gastronomic journals practically in diary form, a gastronomy blog usually contains description of the author or gourmet's experiences and reviews relevant to local food and beverages tasting. Local food and beverages refer to not only

regarding locally grown produce, but should also contain food that demands raw material from outside the area, but that is processed locally (Nummedal and Hall, 2006). Nowadays, food blogs are rapidly becoming a popular new fashion of reading material for gastronomic fanatics and bloggers. Through gastronomy blogs, readers and writers can create a cybersocial environment that was not possible before. A survey, conducted by Technorati, a search engine that monitors more than 70 million online diaries now, and aimed at understanding the ranking of diverse blogging topics, revealed that the category involving food, beverage and some food-related topics, is ranked 3rd among the top 18 topics on blogging (Report from Technorati, 2008). In Taiwan, Internet users have been over 13 million and about 70% of whom are bloggers, as well as 45% blogs are updated every week (Report from FIND, 2007). Therefore, blogs have turned into a new form of mainstream of interpersonal communication for millions of people use them to exchange and publish information, as well as establish relationships (Rosenbloom, 2004). Advertisers have tried to influence word-of-mouth (WOM) for decades. The advent of the Internet has led to a WOM revolution (Dellarocas, 2003). The Web 2.0 applications, like blogs, have created very real impact for the hospitality and tourism industry (Litvin et al., 2008), because they, combined with electronic discussion facility providing a venue where participants come together to offer and seek information, have created an additional channel for product/service recommendations and endorsements between people who have never met, and thus they provide an important avenue for electronic word-of-mouth (eWOM) to take place. With the number of blogs increase dramatically, people can share their feelings, photos, ideas, opinions and information on blogs, which, in turn, play considerable roles in eWOM networks (Thompson, 2007). Anecdotal publications have suggested that these online recommendations can be powerful in subsequent choice (Fong and Burton, 2006). Potential readers of gastronomy blogs are using recommendations and information from other gastronomers to make decisions. Blogs, effective on spreading eWOM (Kaikati and Kaikati, 2004; Thorson and Rodgers, 2006), provide hospitality and tourism promoters with a brand new approach to promoting products, but has big potential to create enormous impact on hospitality/tourism promotion (Lin and Huang, 2006; Litvin et al., 2008). Although the growth rate of blogs is impressive, little research effort has been devoted to investigating the influence of gastronomy blogs, especially from the readers' perspective. Assessing gastronomy blogs from readers' perspective can be of great value to both researchers and practitioners. It can be useful to researchers in developing and testing theories relating to gastronomy blogs, enable researchers to justify gastronomy blogs as an

effective way in the context of hospitality marketing, and help to understand the drivers behind gastronomy blogs to drive readers' behavioral intention. (Hsiu-Yuan Wang,2011)

A growing body of literature suggests that intending to taste authentic gastronomy may be the major or an important reason for traveling (Long, 2004; Quan and Wang, 2004). Which proves that the role of eWOM is quite essential in promotion of touristic business and therefore, national branding. It is required to form awareness in advance for potential culinary travelers, especially when purchasing a high involvement product from a distance about which they may be largely unaware (Mitchell and Greated, 1990). Gastronomy blogs, offering information and alternatives associated with cuisine and culinary destination over the Internet, can be viewed as one of the important resources for potential food tourists. Thus, based on previous literature (Cohen and Avieli, 2004; Kim et al., 2009; Lin and Huang, 2006; Julienne et al., 2005; Litvin et al., 2008; Mehta and Maniam, 2002; Okumus et al., 2007), we derive three variables associated with forming taste awareness to test: *providing image, delivering knowledge and presenting guides*. And following aspects can be seen as a positive result of eWOM.

- Delivering knowledge has a positive effect on behavioral intention to taste.
- Social influence has a positive effect on behavioral intention to taste.
- Presenting guides has a positive effect on behavioral intention to taste.
- Providing image has a positive effect on behavioral intention to taste

## **METHODOLOGY**

The research framework will combine research in Gastronomic Travel destinations in the area of Central Asia. The results will be underlined by empirical studies to create a detailed picture of the food influence on image of the countries. It is clear that first of all gastronomic (culinary) tourism is interesting to true gourmets, for which good dish — something bigger, than simply food. Secondly, gastronomic travel attracts people, whose business is directly connected with preparation and the use of food: restaurateurs, sommelier, tasters, restaurant critics. These people go in gastro tour to increase the level of professional knowledge, to gather new and to accumulate experience. Especially as the program of many gastronomic travels provides master classes from the best Chef-cooks who share secrets of preparation of this or that dish with pleasure. And, at last, also pursuing the professional aims, representatives of the tourist companies seeking to expand the business and to start selling gastronomic rounds go to gastronomic travel.

For knowing the stage of interest in food or level of influence of "Food Factor" in planning of a travel content analysis will be used to release the rate of interest in foreign food for tourist and the the impression that it may leave. Social network content analysis will help to figure the concrete level of "food tendency".

As a successful method for collecting main data it is puposed to collect data through conducting series of interviews peer to peer, via online or paperbased surveys,acording to the preference of the enterprice. When we say enterprise we link to hotels and restaurants, transportation companies, excursion agancies, local houses, cooking schools, tourism service points or any other activity related to tourism service industry in general. Qualitative method of data collection is considerate as most proper so far. As a continueing process of conductiong interviews and scanning previose interviews, filed note observation obtained from "Food Zones" , received feed backs on gastronomy or Travel Blogs could be coded as open code and axiel code and analyzed in specific framing.

While conducting data collection process in Gastronomy and observe eWOM stream impact we need to choose particular factors of travel choice influince. Looking through the memos of interviews several unexpected changes in tourist preferences can be discovered.

The tendency of Food in Gastronomy will be analyzed by the following factors:

- Culture
- Religion
- Neophobic and Neophylic factors
- Food preference of ethnic groups
- Local production supply
- Sustainable food opportunities

We are quite optimistic to collect the data according to qualitative methods by obtaining clear interpretation of image of the country as well as how "Food factor" influences to travel destination choice.

## **EXPECTED RESULTS**

The intention of this work is to provide a detailed overview of the strategic use of eWOM in food tourism, there is a positive and sighnificant relationship between attitude toward visiting the destination and intention to revisit.

It could be concluded that as with traditional WOM communications, online consumer reviews as form of eWOM are important for driving the actions of consumers. This research specifies that travelers increasingly rely on opinions posted online to make their travel decisions. The study confirmed that online user reviews have become an important source of information to consumers, substituting and supplementing other forms of business-to-consumer and offline WOM communication about products.

Online product reviews have major implications for management activities such as reputation building and customer attainment. As referral value may predict organisations performance better than traditional measures such as customer satisfaction. Therefore, tourist organisations can supply promotional reviews to influence consumer attitude and purchasing decisions. Online reviews can be used also by businesses to make corrective or improvement measures on their products and services.

The results of this study suggest that (1) restaurants' food quality positively influences customers to spread positive eWOM, motivated by their desire to help the restaurant; (2) satisfactory restaurant experiences with service employees triggered positive eWOM, motivated by the need to help the restaurant or to express positive feelings; (3) a superior atmosphere in restaurants elicited positive eWOM motivated by a concern.

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