

Online Tourism Review : Three Phases for Successful Destination Relationships

Chulmo Koo^a, Seunghun Shin^b, Sunyoung Hlee^c, Daeseop Moon^d, Namho Chung^{e,*}

^a Associate Professor, Department of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, Korea

^b Research Assistant, Graduate School, Department of Convention & Exhibition Management, Kyung Hee University, Korea

^c Researcher, Graduate School, Department of Convention & Exhibition Management, Kyung Hee University, Korea

^d Senior Researcher, Korea Railroad Research Institute, Korea

^e Associate Professor, Department of Hotel Management, College of Hotel & Tourism Management, Kyung Hee University, Korea

ABSTRACT

This study developed a conceptual model that integrated psychological and physical reactions resulting from online tourism reviews through a longitudinal trust-satisfaction model (LSTM) developed based on the extended valence framework and expectation-confirmation theory. Online reviews are essential factor of consumer's purchase decision. This phenomenon is well applied in a tourism context. However, investigations on online reviews in a longitudinal approach in a tourism context are quite limited. Therefore, this study suggests a conceptual model based on LSTM and several propositions about how online tourism reviews, which are divided into factual and experiential reviews, influence the future travelers' perceptions and attitudes, such as expectation, confirmation, and destination loyalty, in a longitudinal format by examining previous related studies. Finally, expected results were discussed and several implications were described theoretically and practically.

Keywords: Online Tourism Reviews, Longitudinal Trust-Satisfaction Model (LSTM), Extended Valence Framework (EVF), Expectation-Confirmation Theory (ECT)

I . Introduction

Today, online reviews have become an essential part in the tourism industry. The unique characteristic of tourism products, which is the intangibility, could increase the helpfulness of other traveler's opinions or words-of-mouth for potential tourists' decisions (Jalilvand and Samiei, 2012). This trend makes the

tourist's behavior be much more influenced by online tourism reviews (Litvin et al., 2008; Lee et al., 2013a). As the internet technology developed, the tourism business has gone through overwhelming transformations and those changes have made the online tourism reviews be more significant resources for the tourists and suppliers (Lee, et al., 2013b; Rhee and Yang, 2014). Prior to making decisions about destina-

This work was supported by the National Research Foundation of Korea Grant funded by the Korean Government (NRF-2013S1A3A2043345).

*Corresponding Author. E-mail: nhchung@khu.ac.kr Tel: 8229612353

tion or reservations, e.g., airline ticket, hotel and restaurant, tourists tend to read countless online tourism reviews to obtain useful information and, also, they are likely to be affected by the information in the online reviews made by the tourists who have already experienced services (Mudambi and Schuff, 2010). For a better understanding of reasons why online reviews impact significantly to the reader's reaction, previous studies have focused on the perceived helpfulness of an online review and its credibility (Hu et al., 2008; Li and Hitt, 2008), and it has been proved the perceived helpfulness of online tourism reviews could facilitate or hinder the tourists' decision making. Moreover, various studies have examined the online review's influences on the tourists perception, such as the perceived image of destination and attitude toward destination (Jalilvand and Samiei, 2012; Li et al., 2009; Sparks and Browning, 2011; Ye et al., 2009).

The travel could be considered as a kind of process including various activities (Bieger and Laesser, 2004; Correia, 2002). In the temporal point of view, the process representing a tourist's visit to destination consists of three phases, which are pre-trip stage, on-trip stage, and post-trip stage. The longitudinal separation is noted to be a sensitive factor to the behavior or perception of tourists (Lovelock and Wright, 2001; Teare et al., 1993). According to construal-level theory, people's information perception is not always exactly same depending on the specific situation, such as spatial distance, temporal distance and social dimension (Lieberman and Trope, 1998; Trope and Liberman, 2003). However, only a few studies have examined the relationship between the information preference and time situation of consumers in the tourism context, nevertheless the timely information could have more importance than that of other industries. Therefore, the purpose of this paper is to examine the different impacts of different

kinds of online tourism reviews, experiential online reviews and factual online reviews, to the tourists' perception and reaction with the longitudinal separation, pre-trip, on-trip and post-trip, based on a LTSM (Longitudinal Trust-Satisfaction Model) (Kim et al., 2009). For this purpose, this study suggested a conceptual research model developed from a LTSM and proposed several prepositions to highlight the online tourism reviews as an important factor for travelers' physical and psychological perception longitudinally. This paper is an effort to add to the body of literature suggesting both direct and indirect effects of tourism review helpfulness processing on satisfaction within the context of pre-trip, on-trip, and post-trip stages. Finally, the expected results were presented and the theoretical and practical implications were followed.

II. Underpinning Theories

2.1. Online Tourism Review

Before the travel, tourists want to obtain valuable information and recommendations from various sources because the tourism product's quality is almost impossible to be evaluated prior to the actual experience (Litvin et al., 2008). An online tourism review provides travel-oriented information such as tourism product or service attributes, quality of experience and performance from a tourist's perspective. Thus the online tourism reviews have the capability to influence the decision-making process of tourists (Lee et al., 2008). Whenever tourists realize that they need to make a decision, information search is likely to take place, and this motivation triggers the usage of online tourism reviews. In this vein, the online tourism review has a vital effect to traveler as well as destination for the on-site information, such as

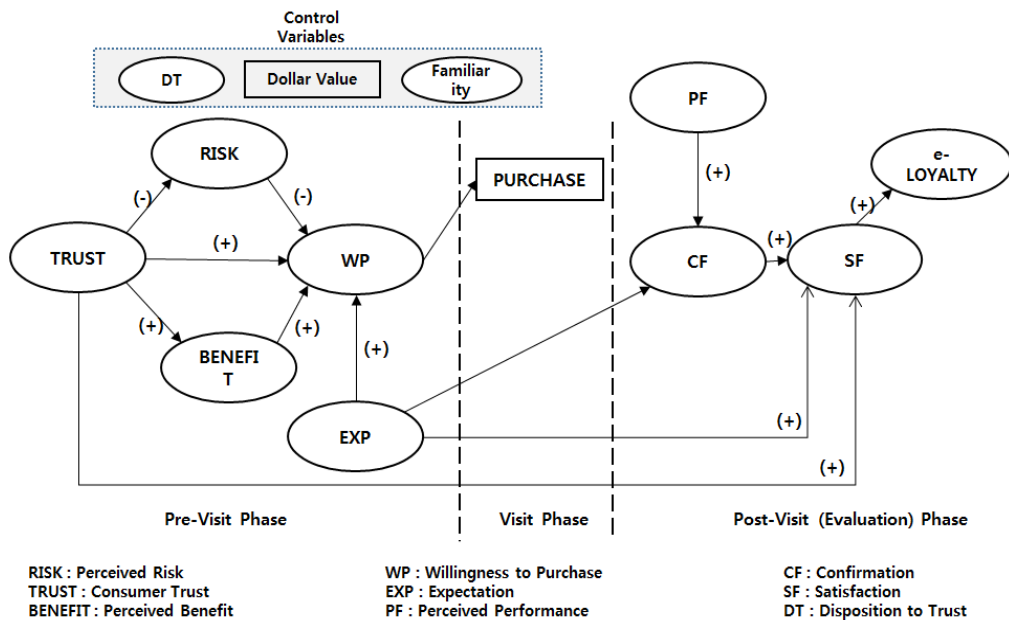
destination expectation or destination image (Jalilvand and Samiei, 2012; Li et al., 2009; Sparks and Browning, 2011; Xiang and Gretzel, 2010; Ye et al., 2009).

Some studies about online reviews and product category, in general, suggested how customers recognize online reviews to be helpful for selecting the products (Chevalier and Mayzlin, 2006; Liu, 2006; Mudambi and Schuff, 2010; Reinstein and Snyder, 2005). Similarly, the helpfulness of online tourism reviews has been focused in practical situation, for example, numerous famous travel review websites (e.g., TripAdvisor, Yelp) highlight the helpfulness of online reviews by showing the number of supportive votes for each reviews. Another significant academic stream of online review research is about the volume of online reviews and valence of online reviews' content (Bansal and Voyer, 2000; Duan et al., 2008; East et al., 2008; Li et al., 2011). Some researchers categorized online reviews with the basis of review's content characteristics (Li et al, 2011; Xia and Bechwati, 2008). Li et al. (2011) argued that there were two types of online reviews, abstract reviews and concrete reviews, which an abstract review represented consumers' individual feeling, emotion or experience, but a concrete review mentioned the general fact or details. Xia and Bechwati (2008) suggested that online reviews could be assorted by their content in which were a factual online review, having plain facts and objective attributes, and experiential online review, having personal experiences and subjective attributes. Based on the previous studies, this paper would employ the division of online reviews resulting in experiential reviews and factual reviews within the tourism context. Thus, this research defined an experiential review as any positive or negative online review describing individual's experiences and feelings formed through the products' or services' experience, whereas, a factual review is defined as

an online review including plain facts or objective information made by experienced buyers (Hennig-Thurau et al., 2004).

2.2. Longitudinal Trust-Satisfaction Model (LTSM)

In the viewpoint of model constructs, a LTSM involved two different perspectives being identified as underpinning frameworks: the extended valence framework (EVF) and expectation-confirmation theory (ECT), as shown in <Figure 1> (Kim et al., 2009). The LTSM is separated into three phases: pre-purchase phase, on-purchase phase, and post-purchase phase. Among those phases, EVF was applied in pre-purchase phase. The framework proved empirically some hypotheses about the consumer behavior with the perception of risk and perception of benefit at the same time (Peter and Tarpey, 1975). The perceived risk was defined as "consumer's subjective belief about the potential uncertain negative values from the online transaction with the selling party or entity" in LTSM, and consumers are likely to minimize, or decrease, any expected negative results related with consumer purchasing behavior. Reversely, perceived benefit was defined as "consumer's subjective perceptions about the potential positive values from the online transaction with a certain website" in LTSM and consumers try to maximize, or increase, any expected positive results related with the purchasing behavior (Kim et al., 2009). Kim et al. (2009) has proposed the trust as an important factor to influence the perceived risk and perceived benefit based on the related research results (Gefen, 2000; Kim et al., 2005; Massey and Montoya-Weiss, 2006; McKnight et al., 2002), and verified the considerable influence of trust to perceived risk and perceived benefit. Additionally, Peter and Tarpey (1975) declared that buyers usually evaluated the



<Figure 1> Longitudinal Trust-Satisfaction Model (Source: Kim et al., 2009)

products, referred as perceived value, by comparing the both positive and negative sides of goods. If the valence of the products was recognized positively, buyers would decide to purchase the goods or vice versa. The perceived valence of products could affect consumer’s intention to purchase, and this intention would finally go to the actual purchase. Clearly, the EVF explained the consumer behavior with a trust factor affecting to perceived risk and benefit which were crucial factors to estimate the perceived value (Peter and Tarpey, 1975).

As for ECT, another model applied to the LTSM, it represented the post-purchase phase of LTSM (Kim et al., 2009). In fact, the ECT has been widely used in various fields of studies to understand the relationship between consumer satisfaction and repurchase intention (Bhattacharjee, 2001; Oliver and Burke, 1999). The consumer satisfaction which is an initial variable of ECT, was defined “as what consumers predict they should and will receive from the e-tailer

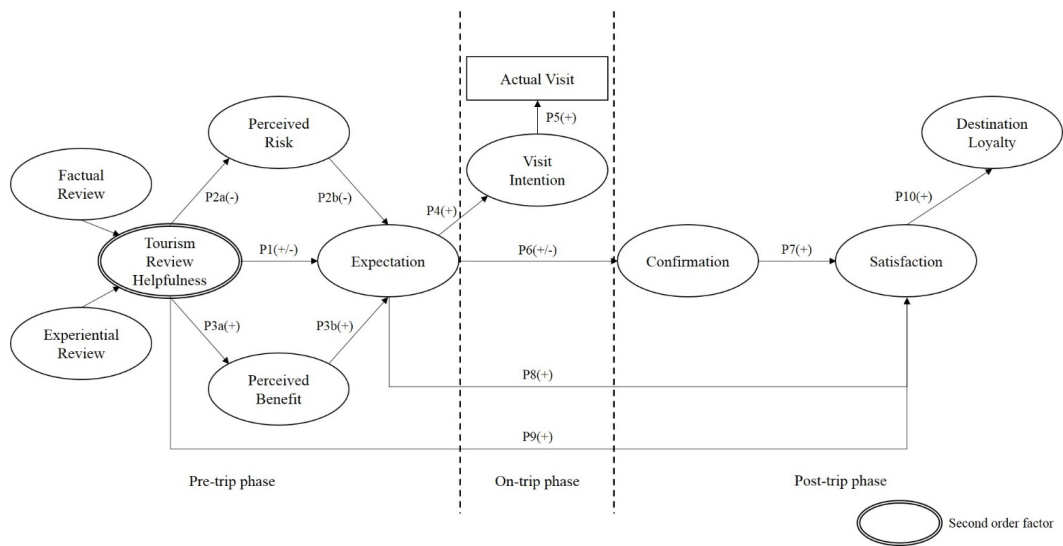
through a specific current e-commerce transaction” in LTSM. According to the operational definition of consumer expectation, it is formed prior to the actual purchase because expectation is the anticipated concept predicting the future consequences in advance. Furthermore, the expectation was proposed to be closely related with the confirmation, and perceived performance and satisfaction included in post-purchase phase. Hence, this made the consumer expectation factor be possible to be connected with pre-purchase phase and post-purchase phase (Kim et al., 2009). In LTSM, the perceived performance was defined as “consumer’s perception of how the transaction, including product/service performance, fulfils his or her needs, wants, and desires” (Churchill and Surprenant, 1982). In case of the confirmation, it was referred to “consumer’s subjective judgment of the transaction performance against some pre-purchase standards such as expectations” (Kim et al., 2009). ECT confirmed that consumers would be sat-

ified only when the perceived performance is greater than their expectation about specific goods or services and, on the contrary, consumers would be disappointed when the perceived performance is lower than their expectation (Bhattacharjee, 2001; Oliver and Burke, 1999). Simply, the consumer satisfaction is decided through specific process, called as confirmation, to compare the level of two factors, perceived performance and expectation. Finally, if the buyers were satisfied, they would be inclined to re-purchase or recommend the products to others. According to McKinney et al. (2002), consumer satisfaction can be conceptualized as “customer’s cognitive and affective state of fulfillment in the consequence of the purchase.” The loyalty, stemmed from the studies of consumer behavior, reflects the positive attitude of consumers, and this construct is explained with three kinds of actions, which are retention, repurchase and recommendation (Rowley and Dawes, 1999). In LTSM, this construct appeared as e-loyalty for the research context, e-commerce, in same conceptualization. The loyalty has been verified to be positively influenced by consumer satisfaction through previous research (Oliver and Burke 1999; Singh and Sirdeshmukh, 2000; Yi and La, 2004), thus it has been regarded as a result construct of satisfaction.

Synthetically, the EVF and ECT composed LTSM to explain the relationship between consumer trust and satisfaction in the electronic commerce environment. Besides, the LTSM had some implications for confirming the relationship in perspectives of longitudinal concept, separating into pre-purchase phase, purchase phase and post-purchase phase. By proving the influence of consumer trust, LTSM developed the framework of consumer behavior in an internet transaction setting as a three-fold process (Kim et al., 2009).

III. Propositions Development

Adopting the underpinning theory literatures of LTSM and synthesizing the online tourism review context, this study proposed a research model, called as longitudinal online tourism review-satisfaction model (LOTR-SM), and it shows in <Figure 2>. In this study, the LTSM developed for the examination of the effects of trust to e-commerce websites and other elements (e.g., willingness to purchase, expectation to online transaction, actual purchase, satisfaction, confirmation, and e-loyalty) was applied to the tourism context. In case of LTSM, it confirmed the relationship between trust and satisfaction within e-commerce circumstance, but the LOTR-SM was proposed to clarify that how online tourism review’s helpfulness influences to the several critical tourism elements (e.g., expectation of destination, visit intention, destination satisfaction, and destination loyalty) in a travel setting. In other words, LTSM is a model of single perspective within e-retailer level, but LOTR-SM is a multi-perspective model covering the areas, e-retailer and tourism. In the model, the helpfulness of online tourism review is expected to affect expectation directly and also indirectly two constructs, perceived risk and benefit, in pre-trip phase. At on-trip phase, the expectation would impact the visit intention which is an antecedent of actual visit behavior. Through the actual trip experiences, the tourists could compare their expectation with the reality of travel experience and, consequently, the travelers would be determined to be satisfied or dissatisfied. Finally, this satisfaction or dissatisfaction could impact the destination loyalty. Thus, this research further verified not only the effects of online tourism review’s helpfulness to expectation and intention, but also the effects to tourist’s satisfaction in longitudinal process.



<Figure 2> Longitudinal Online Tourism Review-Satisfaction Model (LOTR-SM)

3.1. Pre-trip Phase

The influence of online review in tourism area has been considered higher than that of general products due to the unique characteristics of tourism products, an intangibility making it difficult to pre-experience the products or services without actual purchase (Litvin et al., 2008). The online review's impact can be determined by its helpfulness, referred as review helpfulness, which has been explained by information diagnosticity (Chen and Xie, 2008; Jiang and Benbasat, 2007; Pavlou and Fygenson, 2006; Pavlou et al., 2006). When the information in online reviews meets to consumer's specific needs or wants, the reviews can be perceived as useful to the reader, and this increases its helpfulness. In this regard, previous studies found that the online review helpfulness had an effective impact to reader's psychological perception and physical behaviors (Chen et al., 2008; Kohli et al., 2004; Ye et al., 2009). From the theoretical supports, this research used the online tourism review's helpfulness as the first factor, replacing the

consumer trust in LTSM, defined as the perceived extent of usefulness of helpfulness for forming traveler's psychological recognition and behavioral intention caused from the travel information's relevance with specific decision about travel experiences (Chen et al., 2008; Feldman and Lynch, 1988; Kohli et al., 2004; Menon and Raghurir, 2003).

Many researchers found that the online users perceived the online reviews' helpfulness or reliability differently based on their various traits (Mudambi and Schuff, 2010; Schlosser, 2011). Mudambi and Schuff (2010) argued that the characteristics of online reviews' sources had effective influences to online review's helpfulness. Also, Schlosser (2011) maintained that the extent in which online reviews could persuade the readers and make them have a specific intention, was largely dependent to the product's unique nature described in the reviews. On the other hand, some studies assorted the online reviews into different categories accordance with review content features (Li et al., 2011; Xia and Bechwati, 2008). Li et al. (2011) assessed that a concrete review differed

from an abstract review because a concrete review provides concrete attribute information (e.g., the CPU of this computer is the latest version), whereas an abstract review is typically more related to a reviewer's personal feelings (e.g., this computer uses very well). They investigated that both types of online reviews could result in consumer varied perception of products or services (Li et al., 2011). The other suggested the separation of online reviews by the review content is experiential and factual reviews (Xia and Bechwati, 2008). Likewise the abstract reviews, the experiential reviews provide the reviewer's individual experiences and feelings, but factual reviews focus on plain facts such as objective functions similar as concrete reviews (Xia and Bechwati, 2008). Though the distinctions used different names and concepts, the central point of separation is quite analogous in terms of focusing on review's content characteristics. Moreover, those classifications were proved empirically by confirming the different influences of distinct kinds of reviews. This study applied the separation concept to the online tourism review

context for evaluating the online tourism review's effect in various angles and different affects to the multiple constructs of tourist perception and behavior. In TripAdvisor, one of the most famous travel review websites, different inclinations of online tourism reviews can be seen proposed by the previous literatures (see <Figure 3>). Therefore, this study categorized online tourism reviews into two segments, a factual tourism review and experiential tourism review, and defined as follows,

A factual tourism review is any positive or negative statement offering plain fact or nformation made by experienced tourists about a tourism which is made available to ultitude of the people and institutes via the Internet (Xia and Bechwati, 2008). An experiential tourism review is any positive or negative statement describing individual's experiences and feelings made by experienced tourists about a tourism which is made available to multi-tude of the people and institutes via the Internet (Xia and Bechwati, 2008).



<Figure 3> Examples of Factual Tourism Review and Experiential Tourism Review

3.1.1. Direct and Indirect Effects of Online Review Helpfulness

The online reviews have been indicated that it had a great impact on the receiver's expectation toward the reviewed subjects (Webster, 1991). In this study, the expectation is defined as what tourists anticipate they should or will get from the tourism experiences (Kim et al., 2009). In tourism area, Hanlan and Kelly (2005) confirmed that online reviews were a crucial source for developing the tourists' image about destination in Australian region. Since the tourism products and services are intangible, tourists are inclined to rely on the online reviews about destination to form their expectation and to acquire indirect experiences (Bansal and Voyer, 2000; Murray, 1991; Olshavsky and Granbois, 1979). Hence, we proposed the following proposition based on the previous research.

P1: A tourist's expectation is likely to be related to tourism review helpfulness.

In addition to the direct effect of review helpfulness, we proposed that online tourism review played in indirect effects through perceived risk and benefit. Usually, travelers are prone to rely on the information of online reviews to get more benefits and to minimize the risks at the same time (Hennig-Thurau et al., 2003). In this study, we defined perceived risk as a personal belief about uncertain negative utility such as "uncertainty," "discomfort," or "anxiety" from the travel. In the tourism context, Roehl and Fesenmaier (1992) found three dimensions of perceived risk, including physical-equipment risk, vacation risk, and destination-specific risk. It is salient to explore tourists' risk perception because how tourists perceive risk is likely to affect their current and future travel

decisions (Yuksel and Yuksel, 2007). The online tourism review provides tourists with the information of actual risks, which they might encounter when travelling to destination or place, and the reviews are likely to reduce the perception of individual's internal risks (Yang and Nair, 2014). Also, this reducing of perceived risks is assumed to stimulate the form of tourist's expectation sequentially. Thus, following propositions could be proposed.

P2a: A tourist's perceived risk regarding destination through the tourism reviews is likely to be negatively affected by tourism review helpfulness.

P2b: A tourist's expectation through the tourism review helpfulness is likely to be negatively affected by a tourist's perceived risk.

As for the perceived benefits, current study defined perceived benefit as a personal belief about positive value from the travel. Through online tourism reviews, tourists can arrive at a better decision or decrease their efforts to search information (Hennig-Thurau et al., 2004). The reduction of search costs within destination and place may contribute to tourism related benefits with traveling destination. In the tourism context, we suggested that tourists are likely to save their efforts (e.g., search cost and comparison process) and even increase their productivity (e.g., better traveling decision, lower price hotel) in the information search for travel experiences when they can connect with credible online reviews. The perceived benefit, confirmed as an effectual motive to read online reviews, could be influenced by online tourism review's helpfulness and impact to the building of expectation, thus we proposed the following propositions.

P3a: A tourist's perceived benefit regarding destination

through the tourism reviews is likely to be positively affected by tourism review helpfulness.

P3b: A tourist's expectation through the tourism review helpfulness is likely to be positively affected by a tourist's perceived benefit.

3.1.2. Effect of Expectation on Visit Intention

According to ECT, consumer forms an expectation of a specific product or service prior to transaction (Bhattacharjee, 2001; Oliver and Burke, 1999), and after a step of consumption, they perceive its performance. Consumers assess the perceived performance of products or services through their prior expectation and consequently, confirm their expectation. Then, they develop a satisfaction level from their confirmation level. Finally, they formulate a product purchase intention based on their satisfaction level (Oliver, 1980). Thus, tourists' expectation acts as a connector between the pre-purchase and post-purchase phases. In other words, the expectation construct is both a backward and forward factor (Kim et al., 2009). Tourists' expectation is related tourists' prediction of what they should and would get through traveling experiences. Tourists have an expectation about the quality of tourism experiences that he or she will get from the travel. Along with the expectation, the tourist perceives not only uncertain negative results (e.g., physical-equipment risk, vacation risk, and destination-specific risk) but also certain positive results (e.g., lower cost, saving time, etc.) through the online reviews. Pizam and Milman (1993) confirmed ECT in the perspectives of tourism industry by proving confirmation and disconfirmation between tourists' expectation, and travel experiences were reliable indicators of satisfaction with destination. Thus, the following proposition could be suggested.

P4: A tourist's visit intention through the tourism review helpfulness is likely to be positively affected by his or her expectation.

3.2. On-Trip Phase

Adopting the theory of reasoned action, a behavioral intention is a predictor of actual behavior (Ajzen and Fishbein, 1980). This research defined the two constructs which were visit intention and actual visit. Visit intention refers to tourists' expectation of future travel to destination or place for leisure or vacation purpose (Lam and Hsu, 2006), and actual visit is tourists' actual travel behavior (visit or not). The relationship between visit intention and actual visit behavior is salient in the tourism industry. The behavioral intention implies as a direct determinant of actual behavior (Ajzen, 1985), so it is assumed that if the intention is evaluated precisely, it would offer the best indicator of behavior (Fishbein and Ajzen, 1975). Tourists are likely to visit as long as they have willingness to visit through the reduction of perceived risk and gain the perception of benefits from online tourism review.

P5: The actual visit to destination is likely to be positively affected by a tourist's visit intention through the tourism review helpfulness.

3.3. Post-Trip Phase

After the actual traveling experiences, tourists confirm their expectation through post-trip evaluation and form their satisfaction level. This study extends tourism review helpfulness and other constructs (e.g., expectation, satisfaction, confirmation, loyalty) as three-phases. The post-trip process may be explained by ECT. According to ECT, the confirmation is the

evaluation process of comparison between prior expectations versus post perceived performance across two different time period (Oliver, 1980). Based on the explanation, the confirmation is defined as the tourist personal judgment about actual destination visit experience against the expectation in this study. Originally, perceived performance has been defined as buyer's subjective perceptions about the degree of fulfillment for consumer's needs and wants by the performances generated from products or services (Churchill and Surprenant, 1982). These two similar concepts are hard to be distinguished clearly because of the simultaneousness, especially in tourism area, noted as one of the tourism product's unique characteristics (Williams and Shaw, 2011). Mostly, tourism intangible products are purchased and experienced simultaneously in tourists' perspectives. In this vein, the tourists are inclined to compare the travel experiences with their prior expectation during the actual travelling period (Bigne et al., 2001). In this regard, perceived performance and confirmation are easy to be overlapped in tourism context practically, caused from a feature of tourism products, and theoretically resulted from similarity among the questions of each constructs. Therefore, in this research, the expected concerns from two overlapped constructs, perceived performance and confirmations, would be handled by simplification of those concepts into a distinct concept that is confirmation.

This model explains satisfaction induced from the match between prior expectation of products or services and their actual performance, hence, the satisfaction refers to tourist's cognitive and affective condition of fulfillment brought from the discrepancies between actual destination visit experience and expectation (Parasuraman et al., 1988). In this vein, we proposed how tourists formulate their revisit intention through the satisfaction level. Tourist's re-

visit process is likely to differ from the first visit process because an experienced tourist to a specific destination has formed satisfaction level by evaluating their past experience, which is likely to influence future revisit decision (Kim et al., 2009). As stated, expectation refers to a tourist's prediction about a travel experience prior to visiting destination. Performance is the tourist's perception of how the experience fulfils his or her needs (Churchill and Surprenant, 1982), and expectation is a bridge of pre-trip phase and post-trip phase. Once tourists set their expectation in the pre-trip phase, performance is evaluated in the post-trip phase through the comparison between the perception of performance and the level of expectation. Confirmation is formed when the actual performance is equal or better than prior expectation. Disconfirmation, in the same sense, is generated when the evaluated performance is less enough to fulfill their expectation. From these comparison process, we may define that expectation provides salient basic information for evaluation performance. Thus, expectation should impact to confirmation and, subsequently, the confirmation would influence satisfaction. Thus, following proposition can be proposed.

P6: A tourist's confirmation is likely to be related to his or her expectation.

The tourist satisfaction literature includes several studies utilizing a design in which satisfaction is an antecedent of purchase intention (Bolton, 1998). Customer satisfaction means a tourist's cognitive and affective state of fulfillment after the purchase (Mckinney et al., 2002). The tourist has known the average quality of tourism services (i.e., expectation), and then he or she updated the prior expectation on the perceived quality of travel experience. That

is tourist satisfaction that resulted from observation of perceived performance. A higher perceived performance than his or her expectation is likely to occur a relatively higher level of satisfaction.

P7: A tourist's satisfaction is likely to be positively affected by confirmation of his/her expectation.

Tourist's satisfaction relies not only on perception of current fulfillment but also on prior expectation. Thus, satisfaction is likely to be impacted by expectation (Kim et al., 2009) because expectation is a connector between satisfaction and confirmation, accordingly. Expectation is not only an information source adjusted confirmation but also a focal factor significantly affecting tourists' satisfaction level.

P8: A tourist's satisfaction is likely to be positively affected by his/her expectation.

According to Senecal and Nantel (2004), an online review has a significant impact to buyer's purchase choices by making the consumers estimate quality of the product based on the online information (Varadarajan and Yadav, 2002). Since the consumer online reviews are considered as more credible than the information made by experts or marketers, the positive online reviews may lead the readers to have a higher expectation (Yoo and Gretzel, 2009). Such a firm attitude about products or services is comparatively hard to be changed, resulting in the consumer's perception which is likely to confirm his or her expectation (Jiang et al., 2010). Empirically, it has been proved that the tourists were more satisfied with their experiences when they were exposed to the positive online reviews (Jiang et al., 2010). To that respect, the online tourism reviews could effectively influence to the tourists' satisfaction by creating

and strengthening their prior expectation.

P9: A tourist's post-trip satisfaction is likely to be positively affected by pre-trip tourism review helpfulness.

Loyalty is a vital requirement of consumer's repurchase behavior. The level of repurchase intention is likely to be increased when the level of loyalty is high. If consumers were satisfied with a previous transaction, they would tend to repeat the transaction in the future. From a firm perspective, satisfaction is an important factor of successful long-term relationship with customers (Kim et al., 2009). Accordingly, tourists satisfied with certain destination are likely to have a high degree of revisit the destination. Finally, the higher level of tourist's loyalty brings the destination's tourism industry to successful output through the higher level of visitor's satisfaction. In addition, destination loyalty is conceptualized as affirmative attitude showing two behavioral concepts (Rowley and Dawes, 1999): intention to revisit the destination and to recommend destination to other people (Oppermann, 2000).

P10: A tourist's destination loyalty is likely to be positively affected by his/her judgement of positive satisfaction.

IV. Conclusion

The proposed conceptual model, LOTR-SM, will be proved by a questionnaire survey based on longitudinal design. The sample respondents are the future tourists who bought or booked the travel package products, and they will be asked to answer two different questionnaires including questions for each construct. According to participant's situation, for example, the questionnaire asking online review help-

fulness, perceived risk, perceived benefit and expectation will be distributed to the potential tourists preparing their travel. On the other hand, another questionnaire asking online review helpfulness, confirmation, satisfaction and destination loyalty would be answered by the actual tourists finished their travel. As for the questions, they will be sourced from the previous, related research and manipulated based on the current study's purpose and context.

One of the major theoretical contributions of this research is that the proposed model integrates all three phases (pre-trip, on-trip, and post-trip) of travel experiences and analyzes the online tourism reviews as salient sources of tourism information (Li et al., 2011; Xia and Bechwati, 2008). Another theoretical implication of this study is related to the influence of tourists' online review search behavior in pre-trip phase to actual travel experiences in on-trip and post-trip phase. Besides more theoretical implications are expected to be found for each proposition. As for the propositions 1, 4, 7 and 10, the ECT could be supported empirically in the tourism context, specifically within online tourism review context. By proving the propositions 2a, 2b, 3a and 3b, the traveler's dual motivations for reading the online reviews confirmed in previous research could be verified in more realistic situation by focusing on the specific characteristic of online reviews, its helpfulness (Hennig-Thurau et al., 2003). In addition, the influences from the similarities and differences in tourist's factual reviews and experiential reviews lead to intend to visit and satisfaction indirectly or directly could be understood. As a result, the proposed model enables researchers to examine the impacts of perception of online review's helpfulness and other tourism elements (e.g., perceived risk and benefit, destination expectation, visit intention, actual visit, satisfaction, confirmation, destination loyalty) within the long-

term relationship with customers and tourism e-retailers through the overall investigation about the propositions. If the propositions were confirmed positively, it would hint another implication of online review's importance and these results would be able to commit to managerial aspects as well.

The several practical implications for destination marketers can be suggested. First, the importance of online tourism reviews in impacting to perceived risk, and benefit should be noted. The negative effect of perceived risk of traveling destination could be reduced by reinforcing their online review system, or the positive effect of perceived benefit could be increases by manifesting the benefit of online review search. Another implication is that the hypothesis development could be possible, which the more online review perceived as helpful, the more tourists are likely to increase its' expectation and visit intention. This study proposed that expectation is likely to affect both confirmation and satisfaction directly. Additionally, the proposed model suggests that expectation and confirmation both is likely to be influenced their utilization of online review. Therefore, marketers need to develop helpful online reviews for the reduction of perceived risk and strengthen of perceived benefit. It is important for marketers to have various insights of how tourists acquire information. It is also important to know the major components of travel experiences and how they fit together. With those understanding, tourism e-retailer can design different online review strategies matched with different traveling processes. Finally, it is expected that an online review has a significant influence to visit intention for destination and satisfaction. Also, online reviews can be possibly a crucial construct to visit specific destination or place during the visit because of the change in tourist's behavior emerged from smart devices such as smartphone or smartwatch.

<References>

- [1] Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. *Springer Berlin Heidelberg*, 11-39.
- [2] Ajzen, I., and Fishbein, M. (1980). Understanding attitudes and predicting social behaviour.
- [3] Bansal, H. S., and Voyer, P. A. (2000). Word-of-Mouth Processes Within a Services Purchase Decision Context. *Journal of Service Research*, 3(2), 166-177.
- [4] Bhattacharjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, 351-370.
- [5] Bieger, T., and Laesser, C. (2004). Information Sources for Travel Decisions: Toward a Source Process Model. *Journal of Travel Research*, 42(4), 357-371.
- [6] Bigne, J. E., Sanchez, M. I., and Sanchez, J. (2001). Tourism Image, Evaluation Variables and After Purchase Behaviour: Inter-Relationship. *Tourism Management*, 22(6), 607-616.
- [7] Bolton, R. N. (1998). A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction. *Marketing Science*, 17(1), 45-65
- [8] Chen, P. Y., Dhanasobhon, S., and Smith, M. D. (2008). All Reviews are Not Created Equal: The Disaggregate Impact of Reviews and Reviewers at Amazon. com. *Com*, (May 2008).
- [9] Chen, Y., and Xie, J. (2008). Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. *Management Science*, 54(3), 477-491.
- [10] Chevalier, J. A., and Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 19, 345-354.
- [11] Churchill Jr, G. A., and Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 491-504.
- [12] Correia, A. (2002). How do Tourists Choose? A Conceptual Framework. *Tourism (Zagreb)*, 50(1), 21-29.
- [13] Duan, W., Gu, B., and Whinston, A. B. (2008). Do Online Reviews Matter? An Empirical Investigation of Panel Data. *Decision Support Systems*, 45, 1007-1016.
- [14] East, R., Hammond, K., and Lomax, W. (2008). Measuring the Impact of Positive and Negative Word of Mouth on Brand Purchase Probability. *International Journal of Research in Marketing*, 25, 215-224.
- [15] Feldman, J. M., and Lynch, J. G. (1988). Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention, and Behavior. *Journal of Applied Psychology*, 73(3), 421.
- [16] Fishbein, M., and Ajzen, I. (1975). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research.
- [17] Gefen, D. (2000). E-commerce: The Role of Familiarity and Trust. *Omega*, 28(6), 725-737.
- [18] Hanlan, J., and Kelly, S. (2005). Image Formation, Information Sources and an Iconic Australian Tourist Destination. *Journal of Vacation Marketing*, 11(2), 163-177.
- [19] Hennig-Thurau, T., Gwinner, K. P., Walsh, G., and Gremler, D. D. (2004). Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- [20] Hennig-Thurau, T., Walsh, G., and Walsh, G. (2003). Electronic Word-of-Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet. *International Journal of Electronic Commerce*, 8(2), 51-74.
- [21] Hu, N., Liu, L., and Zhang, J. J. (2008). Do Online Reviews Affect Product Sales? The Role of Reviewer Characteristics and Temporal Effects. *Information Technology Manage*, 9, 201-214.
- [22] Jalilvand, M. R., and Samiei, N. (2012). The Impact of Electronic Word of Mouth on a Tourism Destination Choice: Testing the Theory of Planned

- Behaviour (TPB). *Internet Research*, 22(5), 591-612.
- [23] Jiang, Z., and Benbasat, I. (2007). The Effects of Presentation Formats and Task Complexity on Online Consumers' Product Understanding. *Mis Quarterly*, 475-500.
- [24] Jiang, J., Gretzel, U., and Law, R. (2010). Do Negative Experiences Always Lead to Dissatisfaction?—Testing Attribution Theory in the Context of Online Travel Reviews. *Information and Communication Technologies in Tourism*, 297-308.
- [25] Kim, D. J., Ferrin, D. L., and Rao, H. R. (2009). Trust and Satisfaction, Two Stepping Stones for Successful E-Commerce Relationships: A Longitudinal Exploration. *Information Systems Research*, 20(2), 237-257.
- [26] Kim, D. J., Song, Y. I., Braynov, S. B., and Rao, H. R. (2005). A Multidimensional Trust Formation Model in B-to-C E-Commerce: A Conceptual Framework and Content Analyses of Academia/Practitioner Perspectives. *Decision Support Systems*, 40(2), 143-165.
- [27] Kohli, R., Devaraj, S., and Mahmood, M. A. (2004). Understanding Determinants of Online Consumer Satisfaction: A Decision Process Perspective. *Journal of Management Information Systems*, 21(1), 115-136.
- [28] Lam, T., and Hsu, C. H. (2004). Theory of Planned Behaviour: Potential Travelers from China. *Journal of Hospitality and Tourism Research*, 28(4), 463-482.
- [29] Lee, J., Lee, J. N., and Tan, B. C. (2013a). The Contrasting Attitudes of Reviewer and Seller in Electronic Word-of-Mouth: A Communicative Action Theory Perspective. *Asia Pacific Journal of Information Systems*, 23(3), 105-129.
- [30] Lee, J., Park, D. H., and Han, I. (2008). The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View. *Electronic Commerce Research and Applications*, 7, 341-352.
- [31] Lee, J. H., Park, J. S., Kim, H. M., and Park, J. H. (2013b). Investigating the Influence of Perceived Usefulness and Self-Efficacy on Online WOM Adoption Based on Cognitive Dissonance Theory: Stick to Your Own Preference VS. Follow What Others Said. *Asia Pacific Journal of Information Systems*, 23(3).
- [32] Li, M. X., Huang, L., and Wei, K. K. (2011). Assessing the Helpfulness of Online Product Reviews: A Progressive Experimental Approach. *PACIS Proceeding July*, 1-13.
- [33] Li, X., and Hitt, L. M. (2008). Self-Selection and Information Role of Online Product Review. *Information Systems Research*, 19(4), 456-474.
- [34] Li, X. R., Pan, B., Zhang, L. G., and Smith, W. W. (2009). The Effect of Online Information Search on Image Development: Insights from a Mixed-Methods Study. *Journal of Travel Research*.
- [35] Liberman, N., and Trope, Y. (1998). The Role of Feasibility and Desirability Considerations in Near and Distant Future Decisions: A Test of Temporal Construal Theory. *Journal of Personality and Social Psychology*, 75(1), 5.
- [36] Litvin, S. W., Goldsmith, R. E., and Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29, 458-468.
- [37] Liu, Y. (2006). Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue. *Journal of Marketing*, 70, 74-98.
- [38] Lovelock, C., and Wright, L. (2001). Principles of Service Marketing and Management. *Prentice Hall*.
- [39] Massey, A. P., and Montoya-Weiss, M. M. (2006). Unraveling the Temporal Fabric of Knowledge Conversion: A Model of Media Selection and Use. *MIS Quarterly*, 99-114.
- [40] McKinney, V., Yoon, K., and Zahedi, F. M. (2002). The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. *Information Systems Research*, 13(3), 296-315.
- [41] McKnight, D. H., Choudhury, V., and Kacmar, C. (2002). Developing and Validating Trust Measures for E-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334-359.
- [42] Menon, G., and Raghurir, P. (2003). Ease-of-Retrieval as an Automatic Input in Judgments: A Mere-Accessibility Framework? *Journal of Consumer*

- Research*, 30(2), 230-243.
- [43] Mudambi, S. M., and Schuff, D. (2010). What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.Com. *MIS Quarterly*, 34(1), 185-200.
- [44] Murray, K. B. (1991). A Test of Services Marketing Theory: Consumer Information Acquisition Activities. *The Journal of Marketing*, 10-25.
- [45] Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.
- [46] Oliver, R. L., and Burke, R. R. (1999). Expectation Processes in Satisfaction Formation A Field Study. *Journal of Service Research*, 1(3), 196-214.
- [47] Olshavsky, R. W., and Granbois, D. H. (1979). Consumer Decision Making-Fact or Fiction? *Journal of Consumer Research*, 93-100.
- [48] Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39(1), 78-84.
- [49] Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1988). Servqual. *Journal of Retailing*, 64(1), 12-40.
- [50] Pavlou, P. A., and Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 115-143.
- [51] Pavlou, P. A., Liang, H., and Xue, Y. (2006). Understanding and Mitigating Uncertainty in Online Environments: A Principal-Agent Perspective. *MIS Quarterly*, 31(1), 105-136.
- [52] Peter, J. P., and Tarpey Sr, L. X. (1975). A Comparative Analysis of Three Consumer Decision Strategies. *Journal of Consumer Research*, 29-37.
- [53] Pizam, A., and Milman, A. (1993). Predicting Satisfaction Among First Time Visitors to a Destination by Using the Expectancy Disconfirmation Theory. *International Journal of Hospitality Management*, 12(2), 197-209.
- [54] Rhee, H. T., and Yang, S. B. (2014). How does Hotel Attribute Importance Vary Among Different Travelers? An Exploratory Case Study Based on a Conjoint Analysis. *Electronic Markets*, 1-16.
- [55] Reinstein, D. A., and Snyder, C. M. (2005). The Influence of Expert Reviews on Consumer Demand for Experience Goods: A Case Study of Movie Critics. *Journal of Industrial Economics*, 53(1), 27-51.
- [56] Roehl, W. S., and Fesenmaier, D. R. (1992). Risk Perception and Pleasure Travel: An Exploratory Analysis. *Journal of Travel Research*, 30(4), 17-26.
- [57] Rowley, J., and Dawes, J. (1999). Customer Loyalty-A Relevant Concept for Libraries? *Library Management*, 20(6), 345-351.
- [58] Schlosser, A. E. (2011). Can Including Pros and Cons Increase the Helpfulness and Persuasiveness of Online Reviews? The Interactive Effects of Ratings and Arguments. *Journal of Consumer Psychology*, 21, 226-239.
- [59] Senecal, S., and Nantel, J. (2004). The Influence of Online Product Recommendations on Consumers' Online Choices. *Journal of Retailing*, 80(2), 159-169.
- [60] Singh, J., and Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167.
- [61] Sparks, B. A., and Browning, V. (2011). The Impact of Online Reviews on Hotel Booking Intentions and Perception of Trust. *Tourism Management*, 32(6), 1310-1323.
- [62] Teare, R., Moutinho, L., and Morgan, N. (1993). An Exploration of the Consumer Decision Process for Hospitality Services. *Managing and Marketing Services in the 1990s*, 233-248.
- [63] Trope, Y., and Liberman, N. (2003). Temporal Construal. *Psychological Review*, 110(3), 403.
- [64] Varadarajan, P. R., and Yadav, M. S. (2002). Marketing Strategy and the Internet: An Organizing Framework. *Journal of the Academy of Marketing Science*, 30(4), 296-312.
- [65] Webster, C. (1991). Influences Upon Consumer Expectations of Services. *Journal of Services Marketing*, 5(1), 5-17.
- [66] Williams, A. M., and Shaw, G. (2011). Internationalization and Innovation in Tourism. *Annals of Tourism Research*, 38(1), 27-51.

- [67] Xia, L., and Bechwati, N. N. (2008). Word of Mouse: the Role of Cognitive Personalization in Online Consumer Reviews. *Journal of Interactive Advertising*, 9(1), 3-13.
- [68] Xiang, Z., and Gretzel, U. (2010). Role of Social Media in Online Travel Information Search. *Tourism Management*, 31(2), 179-188.
- [69] Yang, E. C. L., and Nair, V. (2014). Tourism at Risk: A Review of Risk and Perceived Risk in Tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3(2), 239-259.
- [70] Ye, Q., Law, R., and Gu, B. (2009). The Impact of Online User Reviews on Hotel Room Sales. *International Journal of Hospitality Management*, 28(1), 180-182.
- [71] Yi, Y., and La, S. (2004). What Influences the Relationship Between Customer Satisfaction and Repurchase Intention? Investigating the Effects of Adjusted Expectations and Customer Loyalty. *Psychology and Marketing*, 21(5), 351-373.
- [72] Yoo, K. H., and Gretzel, U. (2009). Comparison of Deceptive and Truthful Travel Reviews. *Information and Communication Technologies in Tourism, 2009*, 37-47.
- [73] Yuksel, A., and Yuksel, F. (2007). Shopping Risk Perception: Effects on Tourists' Emotion, Satisfaction and Expressed Loyalty Intentions. *Tourism Management*, 28(3), 703-713.

◆ About the Authors ◆



Chulmo Koo

Chulmo Koo is an associate professor and the dean of convention management department, college of hotel & tourism management, Kyung Hee University. He received B.S. degree from the college of humanities at Ajou University and M.S. degree from the department of management business systems at Ajou University. He received his Ph.D. degree from the business school at Sogang University. His current research interests include smart tourism, management information system. His papers have been published in Telematics and Informatics, Technological Forecasting & Social Change, Computers in Human Behavior, Information & Management, Behavior & Information Technologies, Electronic Markets, IT and People, International Journal of Information Management, Total Quality Management & Business Excellence, Information Development, and so on. He is a managing director of smart tourism research center.



Seunghun Shin

Seunghun Shin is in the master's course from the department of convention & exhibition management, graduate school, Kyung Hee University. He received his B.S. degree from the college of hotel & tourism management, Kyung Hee University. His current research interests include online travel review, tourism, marketing, big data, and smart tourism. He is a research assistant of smart tourism research center.



Sunyoung Hlee

Sunyoung Hlee is in the doctor's course from the department of convention & exhibition management, graduate school, Kyung Hee University. She received her B.S. degree from the law school of Ewha Womans University. She worked for MICE(meeting, incentive tour, convention, exhibition) industry as a project manager over 13 years and she had educational job experience at the Korea tourism college. Her current research interest include big data, service design, hospitality and smart tourism. She is a researcher of smart tourism research center.



Daeseop Moon

Daeseop Moon is in Korea Railroad Research Institute. He received his B.S. degree from the department of geography at Dongguk University and M.S. degree from the department of city planning at Seoul National University. He received Ph.D. degree from the department of transport planning at University of Seoul. He worked for HSR (high speed rail) project management side in Korea High Speed Rail Authority for almost 6 years from 1992 and he moved to Korea Railroad Research Institute (KRRI) in 1997, after that he studied many governmental projects in railway policy sector almost 20 years. Some of those projects, he implemented building passenger intermodal system at each high speed rail station in Seoul-Busan HSR and also, the Vietnam high speed rail feasibility study for 4 years from 2006 using ODA funds. His current interests include the collaboration with rail and tourism planning study for many travel and tourism site and program.



Namho Chung

Namho Chung is a Professor at the faculty member of College of Hotel & Tourism Management and the director of Smart Tourism Research Center at Kyung Hee University in Seoul, Republic of Korea. He received his Ph.D degree in MIS from Sungkyunkwan University. His research interests include travel behavior, information search and decision making, destination marketing, knowledge management and the development of information systems for destination management organizations. His research work has been published in journals such as Information & Management, International Journal of Information Management, Computers in Human Behavior, Behavior and Information Technology, Electronic Commerce Research and Applications, Journal of Travel research, Tourism Management, International Journal of Tourism Research and others.

Submitted: April 30, 2015; 1st Revision: August 31, 2015; 2nd Revision: October 31, 2015; Accepted: November 5, 2015