



## Examining eWOM Reviews of the Hotel Enterprises on Tripadvisor: The Case of Usak Province

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### Abstract

Consumers tend to tell others about their product or service experience. The transfer of these experiences about products and services is known as word of mouth (WOM) communication. With technological developments and easy accessibility of the internet, these thoughts can be published electronically and become visible to everyone. At this stage, traditional WOM is transformed into eWOM online. Since tourism products and services are experience products, consumers need to rely on others' recommendations. Consumers; hotels where they stay, restaurants they eat, shopping businesses etc. comments on online platforms. In this study, eWOM elements are evaluated by examining the electronic comments for hotel businesses in Uşak province, which is an online evaluation platform on Tripadvisor. The study was carried out in tourism licensed hotels in Usak.

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