

THE E-WOM AS A MANAGEMENT TOOL

The State of the Knowledge

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The tourism industry has been greatly affected by the development of information technologies, among them electronic word of mouth or e-WOM, which allows online users to provide feedback on your experience as tourists. Hotels are one of the members of the industry most affected by the application, which can get feedback and take advantage of the information generated to improve their management and results. The academic literature on the research has focused on the consumer perspective and has paid little attention to the perspective of management. Thus, this research aims to add value by studying the state of knowledge of e-WOM as a tool for management, focusing the study in hotels and in the Spanish area. To do this, a descriptive analysis of the situation is developed, from a survey of hotel managers, able to discriminate between users and non-users of the system. The results indicate the absence of differences between groups by characteristics of the respondent, or their perceptions of the advantages provided by the application; differences emerge when considering reliability and reflection of reality as well as the intentions of future use of the tool. Therefore, some management implications arrive.

KEY WORDS: e-WOM, hotel management, information and communication technologies, hotels.