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TUGAY ARAT

Selcuk University Faculty of Tourism, Turkey

A STUDY ON TRAVEL BLOGS AND WORD OF MOUTH COMMUNICATION

Abstract:

Nowadays, consumers see tourism as an experience and while they are deciding which experience they want to live, they give more importance to past experiences. In addition, past experiences are more comprehensive and reliable. Blogs which are a major contribution to the tourism sector are used by more and more consumers; it is understood from the comments and from the counter. Because consumers want to make the right decision while they are purchasing a product. Moreover blogs have become extremely important for the customers to provide the opportunity for dialogue among themselves. In particular, travel blogs exchange information among tourists; it offers real information about the approach of market places and business destinations. With the perspective of a tourist, blogs; getting ideas from other travel-related consumer products is digitized word of mouth communication.

The purpose of this study is type of communication and word of mouth work to examine the effects of these forms of communication. In this study, the best trip blogs is examined with analysis of web pages contents. The scope of content analysis is limited to the first fifty travel blog sites obtained from the google search engine.

Keywords:

Word of mouth communications, Trip blogs, Tourism

JEL Classification: D83