

A Framework for Consumer Selection on Travel Destinations

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Abstract : The aim of this study is to develop a parsimonious model that explains the effect of different stimulus on a tourist's intention to visit a new destination. The model consists of destination trust and interest as the mediating variables. The model was tested using two different types of stimulus; both studies empirically supported the proposed model. Furthermore, the first study revealed that advertising has a stronger effect than positive online reviews. The second study found that the peripheral route of the elaboration likelihood model has a stronger influence power than the central route in this context.

Keywords : advertising, electronic word-of-mouth, elaboration likelihood model, intention to visit, trust

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