Journal of
Theoretical and Applied Electronic Commerce Research

MDPI

Review

Mapping Digital Influence in Tourism and Hospitality: A Bibliometric Analysis and Systematic Review Toward a Tri-Channel Framework

Cristiana Alexandra (Belu) Bîrcu [1], Roxana Marcela Zaharia [1,*], Alexandra Dănilă [2], Gabriela Gheorghiu [3], Elena Cerasela Spătariu [3], Norina Popovici [4] and Alina Elena Ionașcu [2,*]

[1] Doctoral School of Business Administration, Ovidius University of Constanta, 900527 Constanta, Romania; cristiana.bircu@365.univ-ovidius.ro
[2] Department of Finance and Accounting, Faculty of Economic Sciences, Ovidius University of Constanta, 900527 Constanta, Romania; alexandra.danila@365.univ-ovidius.ro
[3] Department of Economics, Faculty of Economic Sciences, Ovidius University of Constanta, 900527 Constanta, Romania; gabriela.gheorghiu@365.univ-ovidius.ro (G.G.); elena.spatariu@365.univ-ovidius.ro (E.C.S.)
[4] Department of Business Administration, Ovidius University of Constanta, 900527 Constanta, Romania; norina.popovici@365.univ-ovidius.ro
* Correspondence: zaharia.roxana@365.univ-ovidius.ro (R.M.Z.); alina.ionascu@365.univ-ovidius.ro (A.E.I.)

Abstract

This study integrates the fragmented literature on digital influence in tourism and hospitality by combining a bibliometric analysis with a PRISMA 2020-guided systematic literature review (SLR), examining how creator-mediated, peer-mediated, and platform-mediated influence jointly shape the customer decision journey. Scopus was searched (last searched 19 May 2026) for English-language articles and reviews addressing tourism or hospitality and at least one digital-influence mechanism, published 2010–May 2026; 906 records met these criteria and were retained for bibliometric analysis. A further eligibility criterion—direct examination of relationships among digital-influence sources, consumer appraisal, and decision outcomes, restricted to 2020–May 2026—narrowed this to 117 studies selected for structured evidence coding, with study design classified using the Mixed Methods Appraisal Tool (MMAT). The corpus grew sharply after 2019 (84.1% of records), and bibliographic coupling and keyword co-occurrence analysis identified four research fronts and five thematic clusters spanning the three influence channels. Building on this structure and a Stimulus–Organism–Response basis, the study proposes a Tri-Channel Digital Influence Framework formalized into seven research propositions (P1–P7). Evidence coding shows consumer-appraisal and decision-progression pathways (P4) are most extensively evidenced (64 studies), while cross-channel interaction (P5, 3 studies) and post-consumption feedback (P7, 4 studies) remain the least tested, representing the main evidence gaps. To our knowledge, this is the first study to integrate all three channels into a single, evidence-based decision-journey framework, offering an integrative theoretical architecture and a specific, evidence-based agenda for future research that current single-construct reviews of eWOM or influencer marketing do not provide.

Keywords: social media influencers; electronic word-of-mouth (eWOM); online reviews; user-generated content; sharing economy; destination image; bibliometric analysis; tourism and hospitality decision-making

Check for updates

Academic Editor:
Bassam Al-Romeedy

Received: 20 September 2026
Revised: 30 September 2026
Accepted: 2 October 2026
Published: 9 October 2026

Copyright: © 2026 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license.

1. Introduction

Digital content now plays a role at nearly every stage of the tourism and hospitality consumer journey: 73% of travelers report that influencer recommendations have directly led to a booking decision, rising to 84% among travelers under 40 [1]. Prospective travellers are exposed to destination content from social media influencers and travel vloggers before initiating active searches [2]. Subsequently, they consult peer-generated reviews, ratings, and user-generated content from platforms such as TripAdvisor to evaluate options, with 57% of global respondents indicating that they check other travelers' experiences before booking a hotel [3]. When booking through intermediaries and peer-to-peer marketplaces such as Airbnb, travellers rely on platform-level trust and reputation signals to commit to unfamiliar providers. These three sources of influence—creator content, peer-generated eWOM, and platform-mediated trust—are conceptually distinct, draw on different theoretical mechanisms (source credibility, information adoption, and institutional trust, respectively), and have historically been examined by largely separate research communities.

This disintegration is visible in the review literature itself. Existing reviews have each addressed one piece of the puzzle. Muritala, Sanchez-Rebull, and Hernandez-Lara [4] conducted a bibliometric analysis of online-reviews research in tourism and hospitality but did not include creator-mediated influence. Pourfakhimi, Duncan, and Coetzee [5] offered a conceptual meta-synthesis of eWOM's impact on tourist behaviour without a quantitative science-mapping component. Bhaiswar, Meenakshi, and Chawla [6] traced the 20-year evolution of eWOM bibliometrically but outside the tourism and hospitality context specifically. Most recently, Javed, Vardarsuyu, Can, and Ekinci [2] combined bibliometric analysis and a systematic review of 80 articles on social media influencers in tourism and hospitality but treated influencer marketing in isolation from the eWOM and platform-trust literatures with which it is theoretically and empirically intertwined. None of these reviews integrates creator-mediated, peer-mediated, and platform-mediated influence within a single framework anchored to the consumer decision journey. None draws on a corpus approaching the scale (906 bibliometric records; 117 full-text studies) or recency (through May 2026) of the present study. This study addresses this gap by combining PRISMA-guided systematic review methodology with bibliometric performance analysis and science mapping [7]. The objectives are to (a) map the intellectual and conceptual structure of creator-mediated, peer-mediated, and platform-mediated digital influence research in tourism and hospitality, and (b) synthesise this structure into an integrative Tri-Channel Digital Influence Framework that specifies how each channel operates across the decision journey, from inspiration through post-purchase. In doing so, the study provides an integrative theoretical architecture that current single-construct reviews do not offer. It also supplies destination-marketing organizations and hospitality managers with a structured basis for allocating digital-marketing efforts across creator, peer, and platform channels according to the targeted stage of the consumer decision journey.

Accordingly, this review is guided by the following research questions:

RQ1. How has research on creator-, peer-, and platform-mediated digital influence developed in terms of publication growth, scholarly impact, and the most productive and influential contributors, from 2010 to May 2026?

RQ2. What contemporary research fronts, conceptual themes, and thematic developments are revealed by bibliographic coupling, author-keyword co-occurrence, and overlay analysis?

RQ3. How do creator-mediated, peer-mediated, and platform-mediated forms of digital influence shape consumer appraisals and decision stages, and what theories, methods, platforms, contexts, and outcomes characterise this evidence base?

RQ4. What conceptual, methodological, contextual, and empirical gaps remain, and how can the proposed Tri-Channel Digital Influence Framework guide future research?

2. Literature Review

2.1. Digital Influence and the Tourism Decision Journey

Tourism and hospitality purchases are characterized by high involvement, experiential qualities, and limited inspectability prior to consumption, which leads travellers to rely heavily on external information to mitigate perceived risk [8]. In the past decade, sources of such information have expanded beyond traditional marketer-generated content to encompass individual content creators, peer-generated reviews, and platform-level reputation systems. This section examines each of these three streams as represented in the study's bibliometric corpus, followed by a discussion of the consumer decision journey that subsequently structures the Tri-Channel Digital Influence Framework (Section 4). Foundational psychological and information-systems theories that inform this literature, but predate and fall outside the tourism and hospitality search window (Section 3), are acknowledged for context but are not included in the reviewed corpus.

2.2. Creator-Mediated Influence: Source Credibility and Parasocial Interaction

Source-credibility theory [9] and parasocial-interaction theory [10] are the two primary external psychological frameworks used to explain why audiences develop trust-like bonds with content creators. In the reviewed literature, Chen, Hyun, and Lee [11] apply both frameworks, demonstrating that parasocial interaction, perceived authenticity, and self-congruity collectively influence the trust consumers place in online travel agencies. This mechanism is also evident in food and travel vlogging research: Yousaf [12] compares parasocial interactions with local and foreign food vloggers, while research on virtual influencers [13,14] extends the parasocial framework to non-human, AI-generated creators, highlighting the theoretical gap identified in Section 5.3. In addition to the parasocial mechanism, source-credibility effects are documented at scale by Filieri, Alguezaui, and McLeay [15] for TripAdvisor trust, by Jimmy Xie, Miao, Kuo, and Lee [16] for ambivalent hotel reviews, and by Filieri, Acikgoz, and Du [17] for video-blogger eWOM. Collectively, these studies confirm source credibility as the dominant explanatory construct for creator-mediated influence identified in Cluster 1 (Section 4.5.1).

2.3. Peer-Mediated Influence: eWOM, Information Adoption, and Elaboration

Peer-mediated literature represents the largest and most theoretically advanced stream in the field (Cluster 2 and Cluster 4, Sections 4.5.2 and 4.5.4). The primary explanatory frameworks originate outside the tourism literature: the Information Adoption Model [18], the Elaboration Likelihood Model [19], and the perceived-usefulness construct from the Technology Acceptance Model [20]. All three frameworks have been widely adopted in tourism research. Filieri and McLeay [21] directly apply the Information Adoption Model to accommodation eWOM, identifying argument quality and source credibility as key pathways to information adoption. The Elaboration Likelihood Model is explicitly utilized by Leong, Hew, Ooi, and Lin [22] in the context of hotel-booking eWOM, and by Cheng and Loi [23] in examining responses to negative online reviews through distributive justice. Sparks, Perkins, and Buckley [24] employ the central-versus-peripheral distinction to clarify when review content or certification-logo cues are more persuasive. The perceived-usefulness and technology-acceptance perspective is directly applied by Wang and Li [25], who model the antecedents and consequences of perceived usefulness for travel-review websites. This finding aligns with Cluster 4's focus on perceived-usefulness and review-helpfulness keywords (Section 4.5.4). Foundational tourism-specific eWOM-to-destination-

image studies by Jalilvand and Samiei [26], and Jalilvand, Samiei, Dini, and Manzari [27], along with review-mining analyses of TripAdvisor and OTA data [28–34], establish the empirical foundation for this research stream.

2.4. Platform-Mediated Influence: Institutional Trust and the Sharing Economy

We define the three channels by the origin and mechanism of influence, not merely by the actor involved: peer-mediated influence refers to the content itself—reviews, ratings, and user-generated narratives, regardless of platform; platform-mediated influence refers to the institutional mechanism through which that content is filtered, ranked, verified, and displayed (algorithmic curation, trust badges, review-sorting logic)—an influence exerted by the platform as an actor independent of the content's origin.

The smallest yet theoretically distinct stream (Cluster 3, Section 4.5.3) addresses trust not in the message or its author, but in the platform and transaction structure itself. General trust theory [35] and its e-commerce extension [36] serve as the external theoretical foundation for this stream, while tourism-specific evidence is well represented in the reviewed corpus. Ert, Fleischer, and Magen [37] demonstrate that host-provided personal photographs can substitute for the brand trust that travelers typically place in conventional hotels, thereby establishing platform-level reputation as a mechanism distinct from source credibility or information adoption. This conclusion is further supported and expanded within the corpus by Zervas, Proserpio, and Byers [38], who identify a systematic positive skew in Airbnb's review-based reputation system, and by Mao and Lyu [39], who directly associate repurchase intention on Airbnb with platform trust constructs.

2.5. Towards an Integrated View of the Decision Journey

Considered collectively, these three streams correspond to distinct stages within a unified process: prospective travellers are inspired by creators (Section 2.2), inform and evaluate their choices through peer-generated content (Section 2.3), and address final transactional uncertainty via platform-level trust (Section 2.4). However, as established in the prior-review positioning in Section 1 [2,4–6], no existing review has integrated all three streams within a single decision-journey-anchored model based on a corpus of this scale. The bibliometric evidence presented in Section 4 and the Tri-Channel Digital Influence Framework developed in Section 4 aim to address this gap.

3. Methodology

3.1. Article Selection Process and PRISMA Flow Chart

The article selection process adhered to the PRISMA 2020 reporting guidelines to ensure transparent documentation of study identification, screening, eligibility assessment, and inclusion [40]. PRISMA was implemented specifically for the systematic review component, whereas the broader bibliometric corpus was maintained for performance analysis and science mapping. This distinction was made because bibliometric analysis necessitates broad field coverage, while systematic synthesis requires close alignment with the research questions. This review was conducted, and is reported, in full compliance with the PRISMA 2020 statement [40], and the completed PRISMA 2020 checklist is provided in the Supplementary Materials. The review was not registered, and no formal review protocol was prepared prior to conducting the searches.

The search was conducted exclusively in Scopus because of its comprehensive coverage of peer-reviewed research in business, management, tourism, hospitality, marketing, and the social sciences. Utilizing a single database also prevented inconsistencies that may arise from merging records with differing metadata structures. Scopus supplies all

required bibliographic fields for descriptive analysis, bibliographic coupling, co-authorship mapping, and author-keyword co-occurrence analysis.

The search strategy incorporated three concept blocks. The first encompassed digital influence sources, including social media influencers, travel influencers, virtual influencers, bloggers, vloggers, electronic word-of-mouth (eWOM), online reviews, ratings, and recommendations. The second block targeted tourism and hospitality settings, such as tourism, travel, hotels, hospitality, destinations, accommodations, and related services. The third block addressed consumer decision processes and outcomes, including trust, perceived risk, perceived value, destination image, information adoption, travel intention, visit intention, purchase intention, and booking intention. Boolean operators were used to apply these terms to the Scopus title, abstract, and keyword fields.

The initial Scopus search retrieved 1841 records. The final search string applied in Scopus (TITLE-ABS-KEY field) combined four keyword blocks—creator and influencer terms, consumer eWOM and review terms, tourism and hospitality context terms, and decision-journey terms—restricted to English-language articles and reviews in Business/Social Sciences subject areas, published 2010–May 2026 (full Boolean string provided in Supplementary Table S1). The search was last executed on 19 May 2026. Restricting the publication period to 2010 through May 2026 reduced the number to 1831 records. Refinement by subject area yielded 1365 records, and document-type restrictions further reduced the dataset to 1178 (excluding conference papers, book chapters, notes, editorials, letters, and errata). Application of the English-language filter resulted in 1154 records. After removing 1 duplicate during data cleaning, 1153 unique records remained for title and abstract screening.

The 1153 unique records were screened by title and abstract, applying five inclusion criteria (tourism/hospitality context; a qualifying digital-influence focus such as creator content, eWOM, or online reviews; relevance to at least one decision-stage outcome; journal article or review; English language) and six corresponding exclusion criteria (full criteria set, coded IC1–IC5 and EC1–EC6, provided in Supplementary Table S1). This stage excluded 247 records, resulting in a final bibliometric corpus of 906 articles, which was retained for performance analysis and science mapping. For the focused systematic review component, a separate temporal criterion was applied, restricting the evidence synthesis to studies published from 2020 to May 2026. Studies published before 2020 remained in the bibliometric corpus for historical and intellectual-structure analyses, but were not included in the focused systematic literature review evidence assessment.

Within the 2020 to May 2026 window, 117 studies met the criteria for systematic synthesis because they directly examined relationships among digital influence sources, consumer appraisals, and tourism or hospitality decision processes or outcomes. The remaining records continued to contribute to the broader bibliometric analyses. Figure 1 distinguishes the 906-study bibliometric corpus from the 117-study focused SLR sample.

3.2. Bibliometric Analysis

3.2.1. Bibliometrics

The bibliometric analysis assessed the development and intellectual structure of research on creator-mediated influence, electronic word of mouth (eWOM), online reviews, and decision-making in tourism and hospitality. The Scopus corpus, comprising 906 records, was analyzed for annual publication output, leading journals, document-level bibliographic coupling, author-keyword co-occurrence, and thematic evolution [8,41].

Bibliographic coupling identified contemporary research fronts by analyzing shared references between documents [42]. Author-keyword co-occurrence analysis revealed recurring conceptual themes, and overlay visualization examined the temporal development of these themes [43]. Metadata were standardized prior to analysis in Bib-

liometrix and VOSviewer to minimize inconsistencies in author keywords and related bibliographic fields.

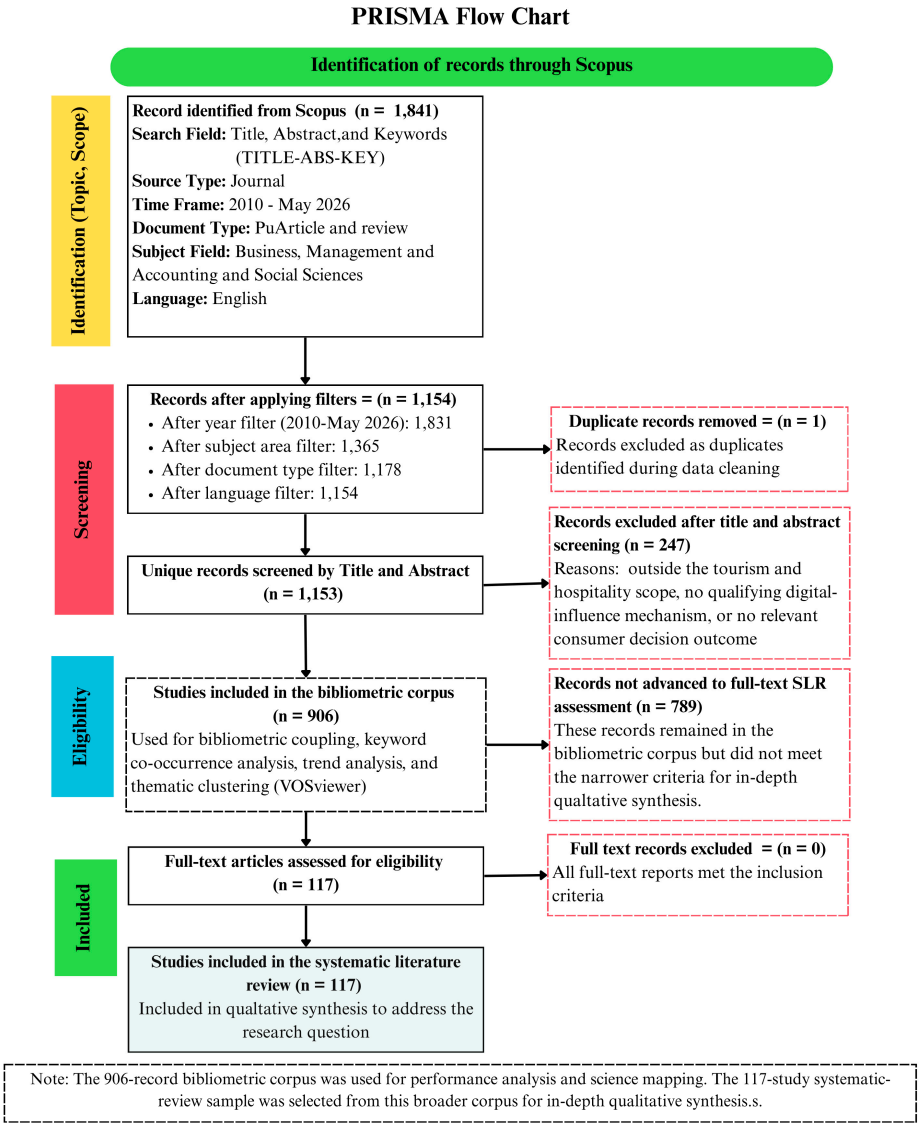


Figure 1. PRISMA flow chart.

3.2.2. VOSviewer Settings and Data Cleaning

The keyword co-occurrence network was constructed in VOSviewer v1.6.20 using author keywords and the full counting method. Prior to analysis, terminology was standardized by harmonizing spelling, converting plurals to singular forms, and merging semantically similar terms (for example, “eWOM” and “electronic word of mouth,” “social media influencer” and “influencer”). Generic or non-informative terms were either standardized or removed to reduce noise within the network.

Conceptually meaningful multi-word expressions, such as social media influencer, online review, destination image, perceived risk, and purchase intention, were retained to preserve theoretical richness. A thesaurus file in VOSviewer facilitated term unification and prevented fragmentation of related concepts. The minimum occurrence threshold was set at 10 keywords to include only relevant, recurring concepts, improving interpretability and cluster stability. Clustering resolution was maintained at the default value of 1.0, and layout optimization was performed using the LinLog/modularity-based algorithm. The

final network comprised 30 keywords grouped into five thematic clusters, representing the field's major conceptual structures.

3.3. Systematic Review Evidence Coding

A total of 117 studies in the systematic review were coded using a structured evidence matrix. The coding process captured study type, research design, sample and context, digital platform, influence channel, theoretical perspective, consumer appraisals, decision stage, behavioral or post-consumption outcomes, and relevance to the proposed framework pathways. Of these studies, 114 were primary empirical investigations and three were non-empirical. Non-empirical studies were retained for contextual and theoretical synthesis but were excluded from counts of direct empirical pathway support. Evidence coding of the 117-study SLR sample was conducted jointly by two authors, working collaboratively to reach consensus on each coded record rather than coding independently. All coded records were subsequently and fully verified by a third author. Because coding was performed jointly rather than by independently working coders, a formal inter-rater reliability statistic (e.g., Cohen's Kappa) was not applicable and was not computed; verification instead relied on a complete, item-by-item review of all 117 records, with any disagreements resolved through discussion among the three authors.

Studies could contribute evidence to multiple pathways; therefore, pathway counts are not mutually exclusive. The coding process identified areas with concentrated empirical evidence and areas with limited direct testing. Coding was not used to calculate pooled effect sizes or to infer causal relationships.

The study design was also assessed using the Mixed Methods Appraisal Tool (MMAT) classification scheme [44], with this scheme being applied to the 111 primary empirical studies for which a design category could be identified. The most common category was quantitative non-randomized designs (i.e., cross-sectional and correlational surveys), amounting to 51 studies; then came quantitative randomized designs, mostly scenario-based and field experiments (38 studies). Quantitative descriptive designs (9 studies), qualitative designs such as interviews, netnography and content analysis (7 studies), and mixed-methods designs (6 studies) were less common. In three cases the design category could not be determined, and the MMAT classification was not applicable to the three non-empirical (conceptual or review) contributions that were included for contextual synthesis. Table 1 gives an overview of this distribution. This evaluation describes the methodological composition of the evidence base and does not involve assigning individual quality scores, this being in line with the coding approach already described. In addition, each coded study in the SLR Evidence Matrix (Supplementary Table S3) includes a narrative note on its main methodological strength and limitation, providing study-level qualitative context without a standardized quality score.

Table 1. Study-design distribution of the 117-study SLR sample.

MMAT Design Category	Studies (*n*)	Description
Quantitative randomized	38	Experimental and quasi-experimental designs with random assignment
Quantitative non-randomized	51	Cross-sectional and correlational survey designs (the modal design in the sample)
Quantitative descriptive	9	Descriptive survey or platform-data studies without inferential hypothesis testing
Qualitative	7	Interview, netnography, and content-analytic designs

Table 1. *Cont.*

MMAT Design Category	Studies (*n*)	Description
Mixed methods	6	Studies combining qualitative and quantitative components
Cannot determine	3	Design category not classifiable from the reported methodology
Not applicable	3	Non-empirical studies (conceptual or review contributions)

Source: Author's own creation, based on structured coding of the 117-study SLR evidence matrix.

Study-level coding also informed the development of the Tri-Channel Digital Influence Framework and the research propositions presented in Section 4. Evidence coding mapped the distribution and coverage of empirical support across framework pathways but was not used to assign methodological quality scores.

4. Results

4.1. Publication Trends and Influential Works

During the entire study period, there was a significant increase in the number of publications. The corpus contained 54 articles published between 2010 and 2015, 29 in 2016, 26 in 2017, and 35 in 2018. The output rose to 65 articles in 2019 and kept on increasing, ending at 86 in 2023, 118 in 2024, and 196 in 2025. An extra 75 articles were indexed by May 2026; however, this figure for a partial year cannot be directly compared to the full-year totals. Taken together, this pattern of growth shows that research involving creator-mediated and eWOM-related topics is a field that is rapidly consolidating but is still in its early stages, rather than one that is mature.

Previous research has concentrated on online reviews, electronic word-of-mouth (eWOM), trust, destination evaluation, and booking decisions [8,27,37,45]. On the other hand, more recent studies have increasingly looked at social media influencers, creator credibility, platform-mediated information, and digitally mediated tourism decisions. As a result, Figure 2 shows a significant expansion of the field over the period of the study.

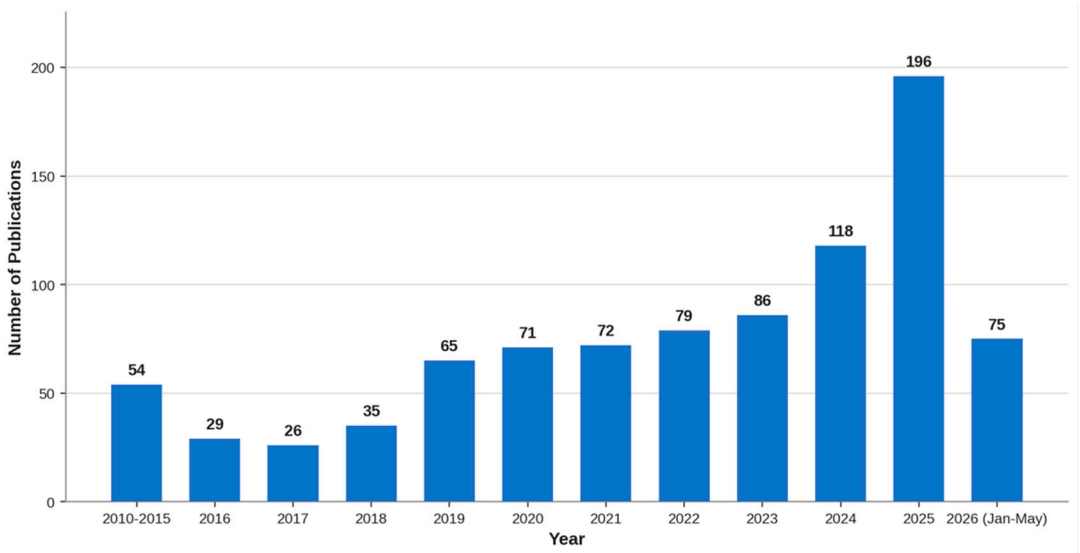


Figure 2. Yearly publications (2010–2026 YTD) show an exponential trend. Source: Author's own creation.

A small set of highly cited studies anchors the field's intellectual core and established the theoretical vocabulary later reflected in the keyword clusters (Section 4.5). Sparks and

Browning's [8] study of online reviews, hotel booking intentions, and trust in Tourism Management is the most cited work in the corpus (1327 citations), followed by Ert, Fleischer, and Magen's [37] analysis of trust and reputation in the Airbnb sharing economy (1160 citations) and Filieri and McLeay's [21] study of eWOM and accommodation adoption in the *Journal of Travel Research* (836 citations). Other foundational works include Filieri, Alguezaui, and McLeay [15] on TripAdvisor trust antecedents (715 citations), Zhang, Ye, Law, and Li [28] on eWOM and restaurant popularity (629 citations), and Fang, Ye, Kucukusta, and Law [29] on the perceived value and readability of online reviews (576 citations). Collectively, these works established eWOM, trust, and perceived risk/value as the field's founding constructs. A more recent, lower-cited but rapidly rising addition is Pop, Săplăcan, and Dabija's [46] study of social media influencers and travel decisions (568 citations in under four years), which signals the field's pivot from platform-generated reviews toward creator-generated content as the dominant contemporary research front.

Beyond individual highly cited works, the corpus as a whole shows strong and still-accumulating scholarly impact: the 906 records have jointly accrued 39,021 citations (mean = 43.1 citations per document; median = 12), and the corpus has a Hirsch (h-) index of 98, meaning 98 documents have each received at least 98 citations. Normalizing by publication age, the corpus averages 6.1 citations per document per year, and only 109 of the 906 documents (12.0%) remain uncited, indicating that even the field's more recent additions are being rapidly absorbed into the citation record. These indicators collectively confirm a field of high and growing scholarly relevance rather than a transient publication trend.

4.2. Most Productive Authors, Countries, and Institutions

When examined in terms of author-level productivity using Scopus Author ID, Law R. turns out to be the most prolific contributor in the corpus (with 16 articles and a total of 2355 citations), after which comes Filieri R. (8 articles and 2198 citations). This finding is in line with their key role as founders of the eWOM-and-trust literature, as mentioned in Sections 4.1 and 4.5.2. There is also a second group of highly active authors, each having published between five and seven articles, namely Akhtar N., Tanford S., Wu L., Zhang L., Mattila A.S., Furner C.P., Zinko R. and Nilashi M. (the complete ranking is given in Table 2). The presence of this second group shows that the field has a moderately concentrated but not monopolized pattern of authorship, which is typical of a field that is still growing and welcoming new participants. It is worth noting that Zinko R., who is one of the most active authors in the corpus (as shown in Table 2), has published a great deal on eWOM valence and response strategies in the *Journal of Theoretical and Applied Electronic Commerce Research* [47,48]. This provides a direct link between the bibliometric corpus and the applied e-commerce literature that forms the basis of Clusters 4 and 5.

Table 2. Most productive authors and countries in the bibliometric corpus (N = 906).

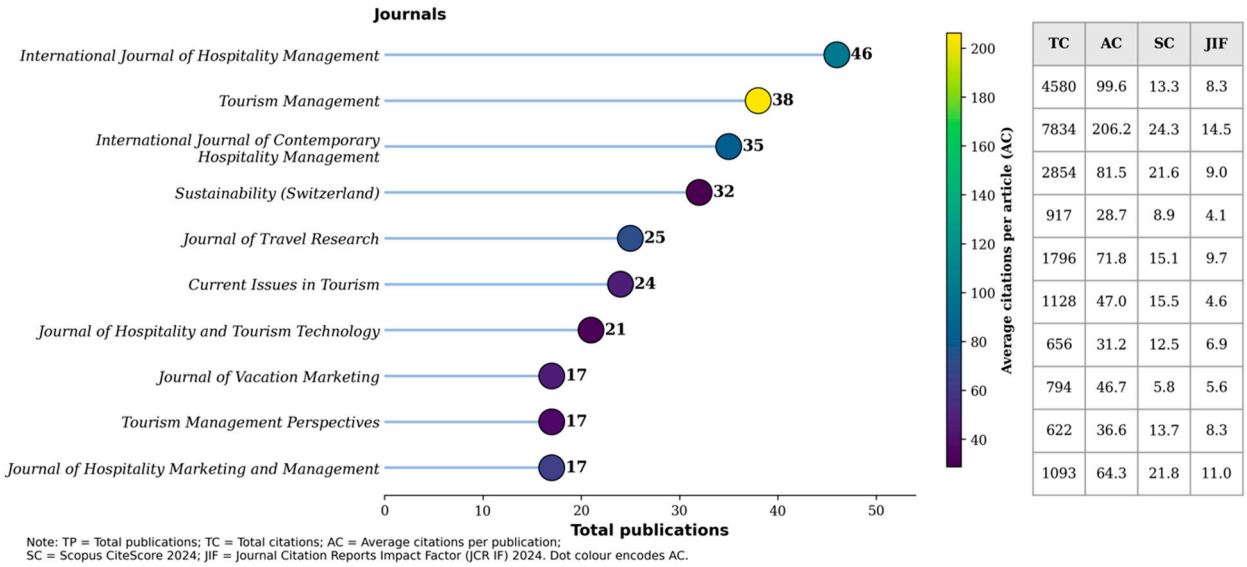
Rank	Author	Articles	Total Citations	Rank	Country	Articles
1	Law R.	16	2355	1	China	204
2	Filieri R.	8	2198	2	United States	145
3	Akhtar N.	7	207	10	Hong Kong	38
4	Nilashi M.	6	515	3	India	96
5	Mattila A.S.	6	443	4	Spain	73
6	Wu L.	6	437	5	Malaysia	70
7	Zhang L.	6	390	6	United Kingdom	67
8	Tanford S.	6	136	7	South Korea	60
9	Furner C.P.	6	170	8	Australia	47
10	Zinko R.	6	170	9	Taiwan	38

Source: Author's own creation, based on Scopus Author ID-disambiguated author counts and affiliation-derived country counts (N = 906 bibliometric corpus).

An analysis at the country level shows that the field is geographically concentrated yet internationally active. China is first with 204 articles having at least one author affiliated with China, then the United States (145), India (96), Spain (73), Malaysia (70), the United Kingdom (67), South Korea (60), Australia (47), and Taiwan and Hong Kong (38 each). This distribution reveals that both the empirical settings and authorship are disproportionately based in the East Asian and Anglophone research systems, a situation which has direct implications for the contextual generalizability of the evidence base (this point is discussed further in Section 5.3).

4.3. Top 10 Productive Journals

Figure 3 lists the top 10 journals that have published research on social media influencers, eWOM, online reviews, and digitally mediated consumer experiences in the fields of hospitality and tourism. The *International Journal of Hospitality Management* has the highest number of publications with 46, followed by *Tourism Management* with 38 and the *International Journal of Contemporary Hospitality Management* with 35. The other journals in the top 10 are *Sustainability* (32), the *Journal of Travel Research* (25), *Current Issues in Tourism* (24), the *Journal of Hospitality and Tourism Technology* (21), and there is a three-way tie between the *Journal of Vacation Marketing*, *Tourism Management Perspectives*, and the *Journal of Hospitality Marketing and Management*, each having 17. This distribution shows that the field is highly concentrated in the major hospitality and tourism journals.



TC	AC	SC	JIF
4580	99.6	13.3	8.3
7834	206.2	24.3	14.5
2854	81.5	21.6	9.0
917	28.7	8.9	4.1
1796	71.8	15.1	9.7
1128	47.0	15.5	4.6
656	31.2	12.5	6.9
794	46.7	5.8	5.6
622	36.6	13.7	8.3
1093	64.3	21.8	11.0

Figure 3. Top 10 journals. Source: Author's own creation.

Tourism Management is the most influential journal in terms of citation impact, having a total of 7834 citations and the highest average number of citations per article (AC = 206.2). The *International Journal of Hospitality Management* also demonstrates a considerable level of influence with 4580 total citations, although its average citations per article (AC = 99.6) is lower, this being due to the greater number of more recent publications it has. The field is concentrated in a small number of highly influential journals and at the same time reaches into journals covering sustainability, tourism-technology, and hospitality-marketing, showing that research on digital influence is regarded both as a consumer behaviour phenomenon and as one that relates to technology and platforms.

4.4. Bibliographic Coupling Analysis: Contemporary Research Fronts in Digital Influence and Tourism Decision-Making

A bibliographic coupling analysis was carried out using VOSviewer in order to detect the current research areas in the literature concerning social media creators, influencers, eWOM, online reviews, and tourism and hospitality decision-making. This method groups together documents that have similar references; it is therefore particularly useful for identifying active and recent intellectual connections in a field rather than just its historical roots [42,43]. The document-level bibliographic coupling map included 489 connected documents, which were divided into four major clusters and one single-document cluster that was isolated. The interpretation given below is concerned with the four major clusters since they reflect coherent research fronts.

Cluster 1 deals with research concerning creator-mediated and influencer-driven persuasion of destinations. It comprises studies relating to social media influencers, travel bloggers, travel vloggers, virtual influencers, short-video content, source credibility, and travel intention. For instance, Tao, Song, Wu, and Feng [49] look at the effect of bloggers by focusing on affective and cognitive involvement, whereas Pourazad, Stocchi, and Simmonds [50] examine influencers and destination choice from the standpoint of the customer journey and information processing. The cluster also covers more recent work on virtual influencers and destination visit intentions, such as that by Jhawar [51], and studies on travel decisions influenced by influencer trust, such as those by Pop, Saplacan, Dabija, and Alt [46]. In general, this cluster demonstrates that creator-generated content has evolved into a separate form of persuasion in the fields of tourism and hospitality, going beyond traditional eWOM to involve personality-based, visual, and credibility-driven influence.

Cluster 2 focuses on the basic research aspect of eWOM, online reviews, trust, and booking behaviour. It includes highly cited studies that look at how online reviews, the credibility of reviews, trust, attitudes, and eWOM affect consumers' intentions to book a hotel and their choice of destination. Important examples are Sparks and Browning [8] regarding online reviews and hotel booking intentions, Jalilvand, Samiei, Dini, and Manzari [27] with respect to eWOM and destination choice, Ladhari and Michaud [32] on the effects of eWOM upon hotel booking intentions, and Ert, Fleischer, and Magen [37] on trust and reputation in the context of Airbnb. This cluster forms the main theoretical foundation for the field since it shows how consumer-generated information influences the formation of trust, perceived risk, the image of a destination, and behavioural intention.

The research in Cluster 3 focuses on review analytics, evaluation carried out through platforms, and decision support based on data. The studies within this cluster make use of online review data, topic modelling, data analytics, decision-support modelling and platform-based review analysis in order to examine consumer satisfaction, preferences and the choice of hotels or accommodation. For example, Kirilenko and Stepchenkova [52] look at the application of AI in topic modelling within tourism research, Sim, Lee and Sutherland [53] investigate the valence of latent topics in accommodation reviews, Ahani et al. [54] analyze customer satisfaction and preferences by means of hotel reviews, and Cheng, Fu, Sun, Bilgihan and Okumus [55] look into trust in sharing-economy hospitality platforms. The fact that this cluster exists shows that the literature is gradually shifting from effects based on direct surveys of reviews to a computational and platform-level analysis of consumer decision-making.

The research in Cluster 4 is concerned with review adoption, TripAdvisor, online reputation, and consumer-generated media. It looks at the way in which travellers assess, place trust in, and adopt online review information from tourism websites. Filieri and McLeay [21] investigate the factors that affect travellers' adoption of online review infor-

mation, whereas Filieri, Alguezaui and McLeay [15] examine the reasons why travellers trust TripAdvisor and how consumer-generated media influence the process of making recommendations and affect word of mouth. Other studies within this cluster look at destination positioning based on online customer feedback [56] and at the evaluation of the credibility of eWOM, demonstrating that platform-based review systems play a central role in shaping the destination image, online reputation, and consumer evaluation.

The fifth cluster, which is isolated, consists of just one document, Filieri, Lin, Pino, Alguezaui, and Inversini [57], and this looks at the role of visual cues in eWOM with regard to consumer behavioural intention and decisions. Since the cluster contains only one document, it should not be regarded as representing a distinct major area of research; rather, it may be seen as a bridging contribution that links visual information, eWOM, and consumer decision-making.

In summary, bibliographic coupling (Figure 4) has identified four major areas of research: creator-mediated influence, the effects of eWOM and online reviews, platform and review analytics, and review adoption together with online reputation. It was on the basis of these areas that the Tri-Channel Digital Influence Framework was developed, since the analysis revealed the recurring intellectual links between creator influence, peer-generated information, platform evaluation, trust, destination assessment, and booking-related outcomes. The coupling analysis is seen as indicating the presence of an intellectual structure rather than as showing causal relationships.

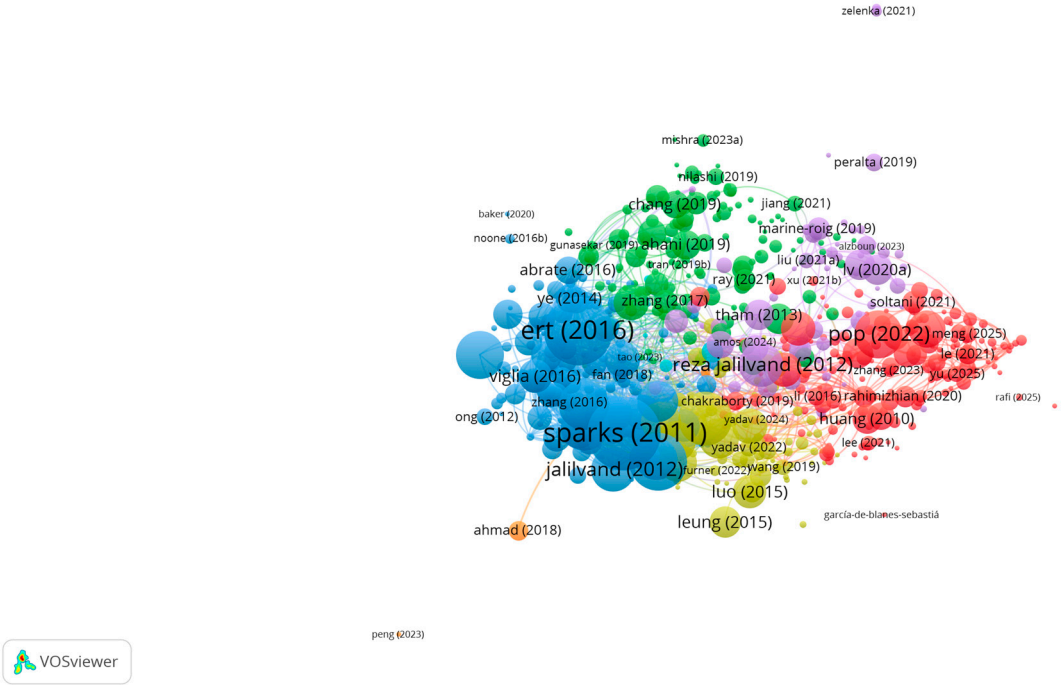


Figure 4. Bibliometric coupling. Source: Author's own creation.

4.5. Keyword Co-Occurrence Analysis and Thematic Clusters

A keyword co-occurrence analysis (Figure 5) was carried out in order to find the main conceptual themes in the research concerning social media influencers, eWOM, online reviews, and digitally mediated consumer experiences in the hospitality and tourism sectors. With the use of VOSviewer, the author keywords were examined by means of full counting, with a minimum occurrence threshold of 10. This threshold followed common bibliometric practice to balance network readability against thematic coverage [43]; at a lower threshold of 5, the raw keyword set expands to 132 terms, producing excessive fragmentation, whereas a threshold of 10 stabilizes the network around a coherent five-

cluster structure. A thesaurus file was used to combine similar terms and eliminate generic expressions. The final network included 30 keywords, which grouped into five thematic clusters. As shown in Figure 5, the bigger the nodes, the more frequently the keywords appear; stronger links indicate closer thematic relationships between the keywords, and the different colours stand for the various clusters. The map reveals that the field is organized around five major themes: social media influencer marketing, eWOM and destination evaluation, trust and the sharing economy, online review and user-generated content, and review valence with booking intention. Table 3 lists the keywords and their frequencies in each cluster. Cluster assignment reflects empirical co-occurrence patterns rather than semantic similarity; consequently, conceptually related terms (e.g., 'visit intention' and 'revisit intention') can appear in different clusters where they co-occur more frequently with distinct sets of neighbouring terms, reflecting how the literature actually discusses first-time versus repeat visitation.

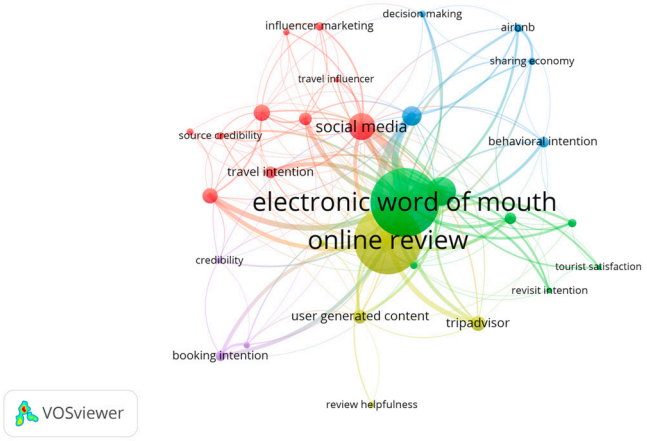


Figure 5. Keyword co-occurrence. Source: Author's own creation.

Table 3. Author keywords and occurrence frequencies across the five thematic clusters.

#1 Red	Freq.	#2 Green	Freq.	#3 Blue	Freq.	#4 Yellow	Freq.	#5 Purple	Freq.
Social Media Influencer Marketing		**eWOM and Destination Evaluation**		**Trust and Sharing Economy**		**Online Review and UGC**		**Review Valence and Booking Intention**	
influencer marketing	18	destination image	80	airbnb	18	online review	230	booking intention	22
purchase intention	37	electronic word of mouth	237	behavioral intention	23	perceived usefulness	13	credibility	11
social media	74	perceived risk	15	decision-making	13	review helpfulness	11	review valence	12
social media influencer	41	perceived value	25	sharing economy	15	tripadvisor	35		
source credibility	16	revisit intention	11	trust	49	user-generated content	35		
travel influencer	10	service quality	18						
travel intention	27	tourist satisfaction	10						
travel vlogger	12								
virtual influencer	14								
visit intention	30								

Source: Author's own creation.

4.5.1. Cluster 1: Social Media Influencer Marketing (Red)

Cluster 1 refers to the stream of creator-mediated persuasion in the process of making decisions about tourism and hospitality. The main keywords are social media (74), social media influencer (41), purchase intention (37), visit intention (30), and travel intention (27), which shows that this cluster is not just about the visibility of influencers but is directly connected with the outcomes of consumers' decisions. Other related terms such as influencer marketing, source credibility, travel influencer, travel vlogger, and virtual influencer indicate that content produced by creators functions as a persuasive information source in various digital tourism situations. The cluster points to a clear decision pathway in which content from influencers and creators influences consumer responses by means of credibility, affective appeal, and information about the destination. Pop, Saplacan, Dabija, and Alt [46] find that social media influencers affect travel decisions by building trust throughout the consumer's decision process. Likewise, Pourazad, Stocchi, and Simmonds [50] place influencers within the process of choosing a destination by linking the customer journey with the perspective on information processing. Tao, Song, Wu, and Feng [49] further support this approach by demonstrating how the impact of bloggers operates through both affective and cognitive involvement in shaping tourism intentions. These studies show that creators influence tourists not only at the inspirational stage but also during the evaluation phase and when forming intentions. This pathway driven by influencers extends beyond Western countries and text-based platforms: Caraka, Noh, Lee, and Toharudin [58] show that celebrity social media influencers influenced tourism visit intentions among audiences in Indonesia, while Wang, Yu, Zhu, and Zheng [59] prove that short-video content and the perception of playfulness also lead to visiting intentions regarding theme parks, thus highlighting that creator-mediated influence works in different geographical markets and content formats.

4.5.2. Cluster 2: eWOM and Destination Evaluation (Green)

Cluster 2 includes eWOM alongside destination image, perceived value, perceived risk, satisfaction, and the intention to return. Jalilvand, Samiei, Dini, and Manzari [27] connected eWOM with destination image, tourist attitude, and travel intention, whereas Yang, Mohammad, and Quoquab [60] looked at eWOM and perceived risk in relation to destination image and future travel plans. The cluster indicates a sequential evaluation process in which eWOM affects destination image, which in turn influences perceived value, perceived risk, satisfaction, and the intention to return. Further evidence from the fields of tourism and hospitality also shows that eWOM impacts consumer behaviour by affecting trust, evaluation, and decision confidence [5,45]. Marine-Roig [61] gives one of the most highly cited examples in the field of this kind of pathway, demonstrating how destination image can be systematically derived and analyzed from traveller-generated content, thus reinforcing the central role of eWOM in the formation of destination image as identified in this cluster.

4.5.3. Cluster 3: Trust and Sharing Economy (Blue)

Cluster 3 refers to the stream of trust that is mediated through platforms in the process of making decisions about tourism and hospitality. The main keywords are trust (49), behavioral intention (23), Airbnb (18), sharing economy (15), and decision-making (13), indicating that this cluster is concerned with how consumers assess digitally mediated accommodation and peer-to-peer service platforms. Trust is central to this cluster since tourists usually have to make their decisions without having had any prior direct experience of the host, the property, or the service provider. The cluster outlines a clear sequence in which platform cues, information about the host, reputation signals, and the content of the

reviews contribute to trust, which in turn affects behavioral intention and decision-making. Ert, Fleischer, and Magen [37] directly look at trust and reputation in the context of Airbnb, demonstrating the importance of trust in accommodation within the sharing economy. Cheng, Fu, Sun, Bilgihan, and Okumus [55] also support this theme by examining online reviews in sharing-economy hospitality platforms from a trust point of view. Shin, Fan, and Wu [62] are also included in this cluster because they show how the style of the reviews and the subject matter influence consumption of peer-to-peer accommodation.

4.5.4. Cluster 4: Online Review and UGC (Yellow)

Cluster 4 corresponds to the stream in which tourists and hospitality consumers adopt information via platforms. The key terms are online review (230), TripAdvisor (35), user-generated content (35), perceived usefulness (13) and review helpfulness (11), indicating that this cluster is about how tourists use consumer information hosted on platforms when carrying out their information search and assessing services. Different from the more general eWOM and destination-evaluation topic in Cluster 2, this cluster is more specifically focused on the way in which online reviews and user-generated content become useful, credible and actionable cues for making decisions. Filieri and McLeay [21] look directly at the factors that affect travellers' decision to adopt information from online reviews. Filieri, Alguezaui and McLeay [15] also show how trust in TripAdvisor and in consumer-generated media influences the adoption of recommendations and word of mouth. Tripathi and Wasan [56] back up this theme by examining destination positioning on the basis of online customer feedback. Together, these studies indicate that reviews and user-generated content influence decisions when tourists see them as useful, helpful and relevant to the evaluation of a destination or a service. In line with this information-adoption approach, Zinko, Furner and de Burgh-Woodman [45] find that including images in eWOM enhances its persuasive and diagnostic value in the case of hotels, cruise ships and airlines, while Tang, Wang and Kim [63] show that the content of customer reviews can directly predict conversion rates in online hotel bookings, thus linking the adoption of information based on reviews to a specific behavioural result.

4.5.5. Cluster 5: Review Valence and Booking Intention (Purple)

Cluster 5 reflects a focused pathway from decision evaluation to booking in the context of tourism and hospitality. The key terms are booking intention (22), review valence (12), and credibility (11), indicating that this cluster links the tone and trustworthiness of the content of reviews with decisions to book. Even though it is the smallest of the keyword clusters, it is significant since it accounts for the transition from the evaluation stage to the decision to book. The cluster implies that both review valence and credibility affect booking intention by influencing consumer trust and confidence in their decisions; positive reviews can enhance this confidence, while negative or mixed reviews may cause hesitation, particularly when tourists rely on information available through online platforms before choosing an accommodation or a destination. Tsao, Hsieh, Shih, and Lin [64] directly look at the impact of hotel reviews on booking intention, thus supporting the connection between the content of reviews and consumers' booking behaviour. Fong, Lei, and Law [65] also back this point by examining single-valence and dual-valence reviews on TripAdvisor, demonstrating the importance of review tone in platform-based evaluations. The route from review valence to booking is additionally supported by Zinko, Patrick, and Furner [48], who show that how firms respond to negative electronic word of mouth can restore purchase intention, and by Wen and Ha [66], who find that review skepticism moderates the relationship between online reviews and behavioural intention, showing that both the tone of the reviews and the reader's scepticism play a role in the final move towards booking.

4.5.6. Overlay Visualization: Thematic Evolution from eWOM to Creator-Mediated Influence

The visualization of the VOSviewer overlay (Figure 6) displays the keywords in accordance with their average year of publication and illustrates the way the field has evolved over time. The size of the nodes shows the frequency of the keywords, the links show co-occurrence relationships, and the colour of the nodes represents the relative recency of each theme; colours corresponding to earlier times point to established topics, while more recent colours indicate new areas of research [41]. The map demonstrates a step-by-step progression from studies on eWOM and online reviews towards those based on trust and, more recently, on creator-mediated influence. In the initial stage the focus is on electronic word of mouth, online reviews, destination image, credibility, booking intention and TripAdvisor: Sparks and Browning [6] linked online reviews with hotel booking intentions, while Jalilvand, Samiei, Dini and Manzari [27] connected eWOM with destination image, tourist attitudes and travel intention. The middle phase shows an extension of the research to include trust, behavioural intention, perceived usefulness, user-generated content, review helpfulness, tourist satisfaction, Airbnb and the sharing economy, as attention has shifted from the direct effects of reviews to the psychological and platform mechanisms by means of which digital information is evaluated and adopted [37,55]. The most recent phase is marked by influencer marketing, social media influencers, travel influencers, travel vloggers, virtual influencers, purchase intention, visit intention and travel intention, since current studies are increasingly looking at how creator credibility, visual content, authenticity, involvement and short-video communication affect tourism decisions [17,46,49,50,67]. However, newer research does not eliminate the earlier themes: trust, credibility, destination image and information usefulness still remain central but are now being examined more frequently in the context of influencers, video content and platforms. This development supports the tri-channel framework by connecting peer-mediated eWOM, platform-mediated reviews and sharing-economy cues with creator-mediated content within the tourism and hospitality decision process.

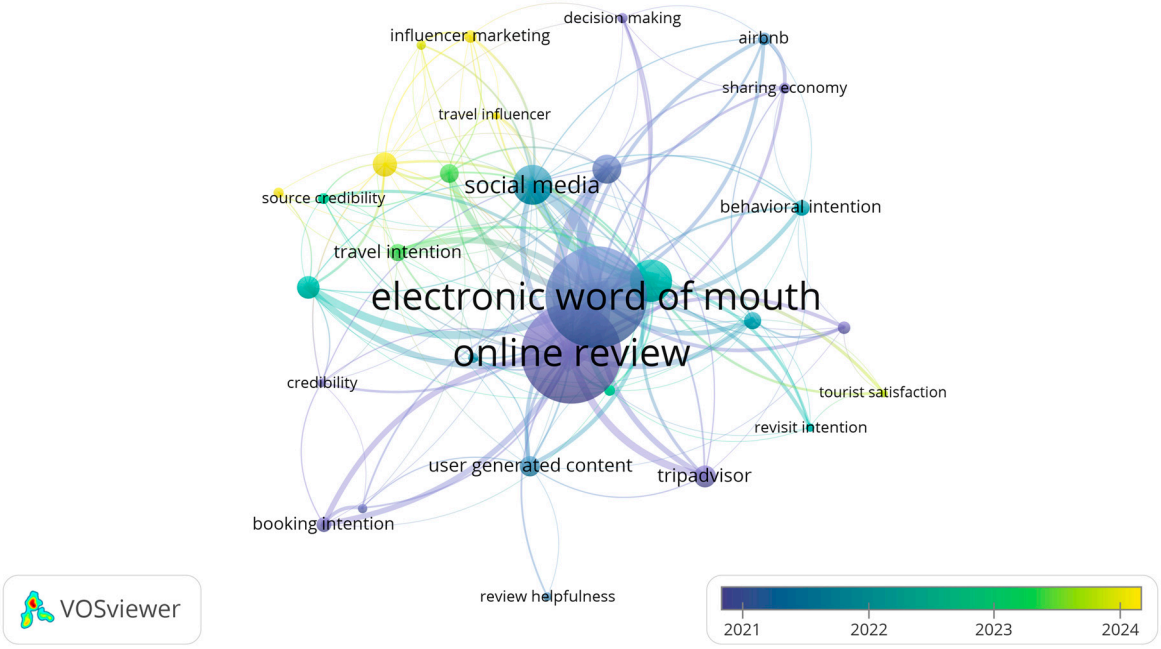


Figure 6. Co-occurrence overlay timeline of keywords. Source: Author's own creation.

4.5.7. Integrative Framework Implications

Across the five thematic clusters, three broader digital influence channels emerge. Creator-mediated influence is associated primarily with inspiration, credibility, and intention formation; peer-mediated eWOM with destination image, value, and risk evaluation; and platform-mediated information with trust, usefulness, comparison, and booking-related decisions. These functions are consistent with empirical research on influencer trust, eWOM, online-review adoption, and platform reputation [15,27,37]. The synthesis also identifies recurring appraisal mechanisms, particularly trust, credibility, perceived usefulness, perceived value, perceived risk, and destination image. These constructs connect digital information exposure with evaluation and behavioral responses, while satisfaction, revisit intention, and subsequent eWOM extend the process beyond booking. The three channels are therefore treated as interconnected rather than mutually exclusive: bibliometric patterns establish their conceptual organization, while the SLR evidence coding (Section 3.3) informs the proposed relationships developed in Section 4. These relationships remain conceptual and should not be interpreted as causal effects established by the bibliometric analysis.

4.6. A Holistic Theoretical Framework

4.6.1. Framework Development Procedure

The Tri-Channel Digital Influence Framework was created using an iterative evidence-synthesis procedure which involved both bibliometric mapping and the qualitative synthesis of the studies that had been systematically reviewed. For the purpose of performance analysis and science mapping, a wide range of 906 Scopus-indexed articles formed the evidence base, along with a more specific group of 117 studies that were part of the systematic-review evidence synthesis. The framework was thus not based solely on the outputs of VOSviewer. The bibliometric patterns were analyzed in conjunction with the theoretical, contextual, and behavioural evidence provided in the systematic review sample in order to determine the main sources, appraisal mechanisms, decision stages, and outcomes linked to digital influence in the tourism and hospitality sectors.

Each bibliometric method added a different kind of evidence. Bibliographic coupling found four major research areas that are current and one separate cluster consisting of a single document, showing the key intellectual links between creator influence, eWOM, online reviews, trust, and platform-based decision support. Author-keyword co-occurrence identified 30 keywords that occurred repeatedly and grouped them into five thematic clusters, and the overlay visualization demonstrated a wider thematic evolution from existing research on eWOM and online reviews towards trust-based platform mechanisms and more recent forms of creator-mediated influence. Taken together, these analyses defined the conceptual framework and the temporal progression of the field, even though they were not presented as proof of causal relationships.

We used structured evidence coding of the 117-study SLR sample to connect these bibliometric themes with the tourism decision process. The studies were examined by type of digital influence source, consumer appraisal mechanism, decision stage, behavioral or post-consumption outcome, platform or tourism context, theoretical perspective, and relevant contextual condition. Related categories were then consolidated into higher-order components. Cluster 1 informed creator-mediated influence, Cluster 2 informed peer-mediated influence, and Clusters 3 and 4 informed platform-mediated influence. Cluster 5 represented the movement from review evaluation toward booking intention, while satisfaction, revisit intention, recommendations, and review creation informed the post-consumption feedback pathway. Table 4 summarizes this mapping.

Table 4. Traceability of the Tri-Channel Digital Influence Framework.

Framework Component	Main Bibliometric Support	SLR Evidence Category	Role in Framework
Creator-mediated influence	Cluster 1 and recent overlay themes	Influencers, bloggers, vloggers, virtual influencers	Inspiration and intention formation
Peer-mediated influence	Cluster 2	eWOM, recommendations, destination evaluation	Value, risk, and destination assessment
Platform-mediated influence	Clusters 3 and 4	Reviews, ratings, TripAdvisor, Airbnb	Trust, comparison, and information adoption
Booking conversion	Cluster 5	Review valence, credibility, and booking intention	Movement from evaluation to booking
Post-consumption feedback	Satisfaction and revisit themes	Satisfaction, recommendation, and review creation	New eWOM and platform content

Source: Author's own creation.

The four interconnected stages that resulted were: digital influence channels, the mechanisms used by consumers to evaluate options, the journey involved in making decisions about tourism and hospitality, and the behavioural and post-consumption outcomes. Boundary conditions were added in order to account for possible differences depending on the type of platform, the format of the content, the type of influencer, the stage of travel, the level of consumer involvement, previous experience, and cultural context. The feedback loop takes into account the possibility that tourism experiences can lead to electronic word-of-mouth, recommendations, ratings, and online reviews, which in turn affect other consumers. Since it is based on existing evidence, the framework is a conceptual synthesis rather than a causally tested model, and the relationships it proposes need to be validated by further empirical research.

4.6.2. Theoretical Foundation of the Tri-Channel Digital Influence Framework

The Tri-Channel Digital Influence Framework is based on the Stimulus–Organism–Response (S-O-R) approach, according to which external stimuli affect internal cognitive and affective evaluations; these evaluations then lead to changes in behaviour [68–70]. In this framework, information that is provided by creators, by peers, and through the platform functions as digital stimuli; trust, source credibility, perceived usefulness, perceived value, perceived risk, and destination image are the consumer evaluations; and decision progression, behavioural intentions, and the responses after consumption are the outcomes. Empirical research in the field of tourism supports these links in the areas of influencer trust, electronic word of mouth (eWOM), online reviews, and sharing-economy situations [8,27,37,46]. Source Credibility Theory, the Information Adoption Model, and the trust-risk perspectives also clarify the various relationships within this broader S-O-R structure.

The theory of source credibility explains the way in which consumers evaluate information that is mediated by creators or by other users. Basic research in the field of persuasion has shown that the characteristics of the communicator are major factors in determining how acceptable a message is [71], and Ohanian [72] identified expertise, trustworthiness, and attractiveness as the main aspects of perceived endorser credibility. In social media settings, the informative value of content from influencers, together with the trustworthiness of the source, the source's attractiveness, and the degree of perceived similarity, are all linked to trust in branded content and to subsequent purchase intentions [73]. Evidence from studies in the area of tourism also shows that trust in influencers affects the consumer's travel journey [46]. Research involving video bloggers and eWOM stresses the

combined significance of content quality and source homophily in influencing behavioural intentions [17]. Hence, the framework views source credibility as a judgment made by the consumer rather than as a fixed attribute of creators or peers. This perspective is in line with the creator-mediated cluster, which links social media influencers and source credibility to intentions to travel, to visit a place, and to make a purchase.

The Information Adoption Model provides a theoretical basis for explaining how information that is generated by peers and hosted on platforms ends up being put into action by consumers. Sussman and Siegal [18] claimed that the usefulness of the information, together with the quality of the arguments and of the sources, promotes knowledge adoption. In the tourism industry, Filieri and McLeay [23] showed that the accuracy, relevance, timeliness, value added and product ranking of information influence tourists' decision to adopt accommodation reviews. Moreover, Filieri, Alguezaui and McLeay [15] discovered that information quality, website quality and customer satisfaction lead to greater trust in consumer-generated media; this trust then affects the adoption of recommendations and the generation of positive word of mouth. It has been found that both visual and verbal forms of eWOM have an impact on consumers' learning, their intentions and their decisions [57]. Taken together, these results support the idea of treating perceived usefulness, credibility and trust as mediators between exposure to digital information and tourism evaluation, in keeping with the group association of online reviews, TripAdvisor, user-generated content (UGC) and perceived usefulness with review helpfulness.

The trust and perceived-risk viewpoints also help to explain how decisions are made when using tourism platforms. Online transactions involve a certain amount of uncertainty since consumers are unable to examine the accommodations, to directly judge the quality of the service, or to check on the host's behaviour before making a purchase. Pavlou [74] included trust and perceived risk in an electronic-commerce acceptance model, connecting these factors to customers' intentions and behaviours regarding transactions. In the case of tourism, Ert, Fleischer and Magen [37] discovered that people's perception of the host's trustworthiness and the manipulation of review scores affect their choice of Airbnb, while Cheng, Fu, Sun, Bilgihan and Okumus [55] showed that the content of online reviews influences potential guests' trust in the sharing-economy hospitality platforms. Moreover, Sparks and Browning [8] proved that the valence of reviews, the way they are framed and the numerical ratings affect both trust and the intention to book. Together, these findings back up the proposed pathway through which platform cues influence trust, perceived risk, evaluation and booking consideration.

These theoretical approaches are complementary rather than mutually exclusive. The S-O-R model provides a broad framework which connects external digital stimuli to internal appraisals and consumer responses. Source Credibility Theory explains the way in which consumers assess creators, their peers, and the messages themselves. The Information Adoption Model makes clear how consumers judge digital information in terms of its usefulness and incorporate it into their decision-making process. The trust and perceived-risk perspectives deal with the ways in which uncertainty is reduced in transactions that take place through a platform. Together, these theories give a strong conceptual explanation of how digital influence sources might affect consumer appraisals, the various stages of decision-making, behavioural intentions, and reactions after consumption. The framework presents these relationships conceptually and does not claim that the current review has empirically confirmed the proposed pathways or mediating mechanisms.

Methodologically, the framework was not derived by selecting a theory first and fitting the evidence to it. Its development followed four concrete steps: (1) bibliometric analysis of the 906-study corpus identified five recurring thematic clusters (Section 4.5); (2) structured evidence coding of the 117-study SLR sample then classified each study by

influence channel, theoretical basis, and decision-stage relevance; (3) cross-referencing these two outputs showed that the five clusters collapsed into three distinct, non-overlapping mechanisms of influence—creator-, peer-, and platform-mediated—each already grounded in an established but previously separate theory (Ohanian [72] and Chen, Hyun, and Lee [11] for creator-mediated source credibility and parasocial interaction; Sussman and Siegal [18] and Filieri and McLeay [23] for peer-mediated information adoption; Pavlou [74] for platform-mediated trust and risk); and (4) the S-O-R paradigm was adopted as the architecture able to accommodate these three mechanisms as sequential stimuli, on which the seven propositions (P1–P7) were subsequently formalized.

4.6.3. Proposed Relationships and Research Propositions

Building on the bibliometric results, SLR evidence coding, and theoretical foundation, the following propositions formalize the principal relationships in the Tri-Channel Digital Influence Framework. They specify theoretically plausible associations for future testing and do not represent causal effects or statistically confirmed mediation in the present review.

Creator-mediated content functions as an external digital stimulus that can attract attention, generate destination interest, and encourage consumers to search for additional travel information. Its influence is likely to depend on how audiences evaluate both the source and the message. Source Credibility Theory identifies expertise, trustworthiness, and attractiveness as perceived dimensions of endorser credibility, while the S-O-R perspective suggests that these appraisals connect external communication cues with behavioral responses [69,71]. Empirical evidence supports the relevance of credibility, trust, content value, and similarity in creator communication. Lou and Yuan [73] found that the informative value of influencer content, source trustworthiness, attractiveness, and similarity were associated with trust in branded posts and subsequent purchase intention. Pop, Saplacan, Dabija, and Alt [46] reported that trust in social media influencers was relevant across desire formation, information search, alternative evaluation, purchase decisions, satisfaction, and experience sharing in the travel journey. Filieri, Acikgoz, and Du [17] further showed that source trustworthiness, expertise, homophily, and content quality contributed to behavioral intention in video-blogger eWOM, including travel-related content. Recent tourism studies extend this reasoning to involvement and destination choice: Tao, Song, Wu, and Feng [49] found that affective and functional content factors contributed to affective or cognitive involvement and tourism intention, and Pourazad, Stocchi, and Simmonds [50] showed that influencer informativeness, persuasiveness, awareness, attitudes, and involvement were relevant to destination decisions across customer-journey stages. Cluster 1 (social media influencer marketing) indicates that this is a recognized and active research theme (bibliometric evidence of topical structure, not of the relationship itself); the proposed relationship is theoretically grounded in source-credibility and parasocial-interaction theory (Section 2.2) and is directly supported by evidence from 38 of 117 coded studies.

P1: Creator-mediated content is proposed to strengthen destination inspiration, engagement, and behavioral intentions when consumers perceive the content and its source as credible, trustworthy, and useful.

Peer-mediated eWOM provides experiential information that may help prospective tourists evaluate destinations and services before direct consumption. Under the Information Adoption Model, consumers are more likely to adopt mediated information when they perceive it as useful and sufficiently credible [18]. In tourism settings, peer communication may also provide social validation, reduce informational uncertainty, and influence cognitive and affective destination evaluations. Jalilvand, Samiei, Dini, and Manzari [27] found that eWOM was related to destination image, tourist attitude, and travel intention, while

destination image was also connected with attitude and intention. Pourfakhimi, Duncan, and Coetzee [5], in their synthesis of tourism and hospitality eWOM research, likewise identified eWOM as an important part of consumer information processing and behavioural decision-making. Peer information may not always produce favorable outcomes: positive, negative, or inconsistent accounts can strengthen or weaken destination image, perceived value, and confidence in the proposed experience, and the direction of the response is expected to depend on how consumers interpret the relevance, credibility, and diagnostic value of the information. Clusters 2 and 4 (eWOM and destination evaluation; online review and user-generated content) indicate that this is a recognized and active research theme; the proposed relationship is theoretically grounded in the Information Adoption Model (Section 2.3) and is directly supported by evidence from 21 of 117 coded studies.

P2: Peer-mediated eWOM is proposed to shape destination and service evaluation through its association with destination image, perceived value, and perceived risk.

Platform-mediated influence concerns the way digital platforms structure and display review, rating, reputation, and service information. Platforms do not merely store user contributions; they organize information through ranking systems, numerical scores, helpfulness indicators, host profiles, review summaries, and other presentation cues that affect which information consumers notice, how they assess its usefulness, and whether they adopt it in destination or accommodation decisions. Filieri and McLeay [21] found that information accuracy, relevance, timeliness, value added, and product ranking predicted travelers' adoption of accommodation-review information. Filieri, Alguezaui, and McLeay [15] showed that information quality, website quality, and satisfaction contributed to trust in consumer-generated media, while trust was associated with recommendation adoption and positive word of mouth. Platform-mediated trust is particularly important where consumers cannot inspect the service or verify the provider before booking. Sparks and Browning [8] found that review valence, framing, and numerical ratings influenced hotel trust and booking-related responses; Ert, Fleischer, and Magen [37] demonstrated that perceived host trustworthiness and experimentally varied review scores affected Airbnb choice; and Cheng, Fu, Sun, Bilgihan, and Okumus [55] showed that themes contained in Airbnb reviews contributed to different dimensions of potential guests' trust. Cluster 3 (trust and the sharing economy) indicates that this is a recognized and active research theme; the proposed relationship is theoretically grounded in general trust theory and its e-commerce extension (Section 2.4) and is directly supported by evidence from 24 of 117 coded studies.

P3: Platform-mediated review, rating, reputation, and service cues are proposed to influence booking consideration through trust, perceived usefulness, and reduced uncertainty.

The framework positions consumer appraisals between digital information exposure and movement through the tourism decision journey. In S-O-R terms, trust, credibility, usefulness, value, risk, and destination image represent internal evaluations through which consumers interpret digital stimuli before forming responses. Favorable appraisals may encourage continued information search, comparison, destination or service choice, and booking consideration, while unfavorable appraisals, such as low source credibility, weak information usefulness, or high perceived risk, may delay, redirect, or terminate the decision process. Evidence from several research streams supports this progression: Jalilvand, Samiei, Dini, and Manzari [27] linked destination image and tourist attitude with travel intention; Sparks and Browning [8] connected review characteristics with trust and hotel booking intention; Filieri and McLeay [23] showed that information-quality factors supported review adoption; Pop, Saplacan, Dabija, and Alt [46] demonstrated that influencer trust was relevant across successive phases of the travel decision journey; and Pourazad, Stocchi, and Simmonds [50] similarly connected influencer communication with aware-

ness, attitudes, involvement, and destination choice across pre-decision, decision, and post-decision stages. Trust, credibility, usefulness, value, and favorable destination image are expected to support progression, whereas perceived risk may constrain it; Cluster 5 provides specific conceptual support for the movement from review evaluation and credibility assessment toward booking intention. Cluster 5 provides specific structural evidence that this theme is discussed in the literature; the proposed relationship is theoretically grounded in the Stimulus–Organism–Response paradigm underlying the framework as a whole (Section 4.6.2) and is the most extensively evidenced pathway, directly supported by 64 of 117 coded studies.

P4: Favorable consumer appraisals are proposed to support progression from information search and evaluation toward destination or service choice and booking consideration, while unfavorable appraisals may interrupt or delay this progression.

Tourists are unlikely to rely on only one digital information channel throughout the decision journey. Creator-mediated content may generate initial awareness or inspiration, peer-mediated eWOM may provide experiential validation, and platform-mediated cues may support comparison and transactional confidence. Pop, Saplacan, Dabija, and Alt [46] showed that influencer trust can remain relevant across multiple stages, including information search, evaluation, purchase, satisfaction, and experience sharing. Pourazad, Stocchi, and Simmonds [50] also demonstrated that influencer communication operates across interconnected pre-purchase, purchase, and post-purchase stages rather than at one isolated point. This proposed interaction should not be interpreted as a fixed sequence: consumers may consult platform reviews before viewing creator content, return to peer discussions after comparing accommodation options, or use several sources simultaneously. Creator content can stimulate attention, peer communication can validate or challenge expectations, and platform information can support detailed comparison and booking consideration. Direct empirical studies combining all three channels within one model remain limited, which provides the rationale for the integrative proposition derived from the present review. Unlike P1–P4, this proposition is not concentrated in any single bibliometric cluster, since cross-channel interaction is by definition absent from analyses that treat each theme separately; its theoretical basis rests on integrating the three channel-specific theories (Sections 2.2–2.4) into a single decision journey, and it is directly supported by only 3 of 117 coded studies, making it the framework's most theoretically driven and least empirically tested proposition.

P5: Creator-mediated, peer-mediated, and platform-mediated influence are proposed to operate interactively across the tourism decision journey, with each channel providing a distinct but complementary decision function.

Collectively, P1 to P3 specify the proposed roles of the three digital influence channels, P4 links consumer appraisals with decision progression, and P5 accounts for interaction across channels. These propositions provide an empirically testable structure without assuming uniform effects across all consumers or contexts. The conditions under which these relationships may vary, together with the post-consumption feedback process, are addressed in Section 4.

4.6.4. Boundary Conditions and Post-Consumption Feedback

The relationships set out in the Tri-Channel Digital Influence Framework are not likely to be of equal strength when applied to all platforms, all types of content, all consumers, and all travel situations. That is why the framework includes boundary conditions which may influence how digital information is interpreted and turned into decisions. These conditions show the circumstances in which the relevance, strength, or direction of a given relationship might differ; they are not given as statistically confirmed moderators since the

relevant literature does not consistently test all of them within similar models. Rather, they establish the contextual scope of the framework and point to the relationships that need to be subject to more systematic empirical investigation.

The type of platform, the format of the content, and the features of the source make up the first set of boundary conditions. Different responses can result from the same destination or service information depending on how it is presented and the context in which it is communicated. Content created by audio-visual producers is capable of triggering emotional and experiential engagement, while detailed written reviews tend to provide more diagnostic information when comparisons are being made. Filieri, Acikgoz, and Du [17] found that the trustworthiness and expertise of the source predicted the quality of video content, and that source homophily was especially relevant to behavioural responses involving hedonic experiences such as travel. The way in which a review is presented can also influence consumer evaluation: Sparks and Browning [8] discovered that the valence of the review, the way it was framed, and the numerical ratings affected trust and the intention to book a hotel, while Filieri and McLeay [21] identified accuracy of information, relevance, timeliness, value added, and product ranking as important factors in the adoption of review information. Likewise, cues relating to the platform and the source can have an impact on trust, as Ert, Fleischer, and Magen [37] showed in their study of host photographs and review scores on Airbnb. These results show that it would be wrong to assume that any one content format, source type, or platform cue is effective in all cases.

The second group of factors includes travel stage and consumer involvement. When consumers are in the inspiration phase, they tend to react more strongly to content that is vivid, emotional and visually attractive, while during the information search phase the importance of relevance and usefulness increases. In the evaluation phase there is a greater reliance on experiential word-of-mouth, value assessments and information about risk, and during the booking consideration phase attention is paid more to trust, reputation and cues relating to the transaction. Pop, Saplacan, Dabija and Alt [46] found that trust in social media influencers was important at all stages of desire formation, information search, alternative evaluation, purchase, satisfaction and experience sharing. Tao, Song, Wu and Feng [49] distinguished between affective and cognitive involvement in their explanation of tourism intentions, while Pourazad, Stocchi and Simmonds [50] showed that influencer informativeness, persuasiveness, awareness, attitudes and involvement had different effects at various stages of the customer journey. Previous experience may also have an effect on the level of uncertainty and on the depth of information processing, and the cultural context may influence the degree to which people rely on sources and the way in which they interpret risk, but the present synthesis does not show that prior experience or culture act as consistently tested moderators; they are therefore left as theoretically relevant conditions for future empirical research rather than being accepted as confirmed effects. As with P5, boundary conditions cut across bibliometric clusters rather than belonging to any single one; the proposed moderating role is theoretically grounded in contingency reasoning within the S-O-R paradigm (Section 4.6.2) and is directly supported by evidence from 47 of 117 coded studies.

P6: The relationships between digital influence channels, consumer appraisals, and decision responses are proposed to vary according to platform characteristics, content and source attributes, travel stage, consumer involvement, prior experience, and cultural context.

The framework is also dynamic since the consumer decision process does not have to end with the choice of destination, the booking, or the consumption of the service. After having experienced the tourism or hospitality service, consumers compare the actual

performance with their previous expectations and assess the service in terms of quality, value, satisfaction or dissatisfaction. Such evaluations can influence the intention to return, customer loyalty, and recommendation behaviour. Pop, Saplacan, Dabija and Alt [46] included satisfaction and experience sharing in the later stages of the travel decision process. Xu, Cheung, Lovett, Duan, Pei and Liang [75] reached a similar conclusion in that user-generated content was linked to tourist loyalty via destination image and satisfaction, and they looked at the intention to revisit and word-of-mouth promotion as related outcomes. These findings treat satisfaction and the intention to revisit as extensions of the decision process that occur after consumption rather than as separate outcomes.

After using a service, it is also possible to create new digital information. Prior to their trip, tourists mainly receive and assess content produced by creators, communication between other tourists, and information available on the platform; afterwards, they may act as information producers by sharing recommendations, narratives, ratings, reviews, photographs, videos, or other user-generated content. Arica, Cobanoglu, Cakir, Corbaci, Hsu, and Della Corte [76] discovered that the act of sharing actual travel experiences was influenced by both motivating factors such as altruism and personal fulfilment and by concerns that had an inhibiting effect, such as environmental, relational, and security issues, demonstrating that neither satisfaction nor dissatisfaction automatically leads to the production of public content. Yet, when experiences are shared, the material thus produced enters channels that are mediated by other users and by the platform and becomes a source of information for future consumers. The feedback process therefore connects a first consumer's reaction after using a service with a second consumer's subsequent inspiration, information search, evaluation, and consideration of booking. This feedback pathway is not confined to a single cluster, as it conceptually links post-consumption outcomes back to Clusters 2 and 4 (eWOM and user-generated content); it is theoretically grounded in the recursive extension of the S-O-R paradigm, whereby a consumer's response becomes a subsequent stimulus (Section 4.6.2), and it is directly supported by only 4 of 117 coded studies, remaining among the framework's least directly tested pathways.

P7: Post-consumption experiences are proposed to shape satisfaction, revisit intention, recommendation behavior, and the creation of eWOM, ratings, reviews, and user-generated content, which subsequently become peer-mediated and platform-mediated information for future consumers.

By including boundary conditions, the framework avoids the assumption of a uniform digital influence in different situations, and the feedback pathway enables it to go beyond a simple pre-purchase model. Thus, the two features mean that tourism consumers can be seen as both recipients and producers of digital information and form the basis for the discussion of the framework's theoretical contribution and empirical testability.

In Figure 7, boundary conditions (P6) are depicted as moderating arrows acting on the main pathway rather than as a sequential step, reflecting their role in shaping the strength of other relationships rather than constituting a direct effect in themselves; solid arrows denote pathways with substantial direct empirical support (P1–P4 and P6, each evidenced by $\geq$20 of the 117 coded studies), while dashed arrows denote pathways that remain primarily theoretical (P5 and P7, evidenced by only 3 and 4 studies, respectively).

4.6.5. Framework Contribution and Empirical Testability

The Tri-Channel Digital Influence Framework brings together a number of previously separate areas of research, including influencer communication, peer-generated electronic word-of-mouth (eWOM), online-review adoption, and platform trust [5,77]. Rather than treating these as equivalent types of digital influence, the framework distinguishes between creator-mediated, peer-mediated, and platform-mediated channels and places them in the

context of a single tourism decision process. By making this distinction, the framework is able to systematically connect different information sources to consumer appraisal, decision progression, and post-consumption responses.

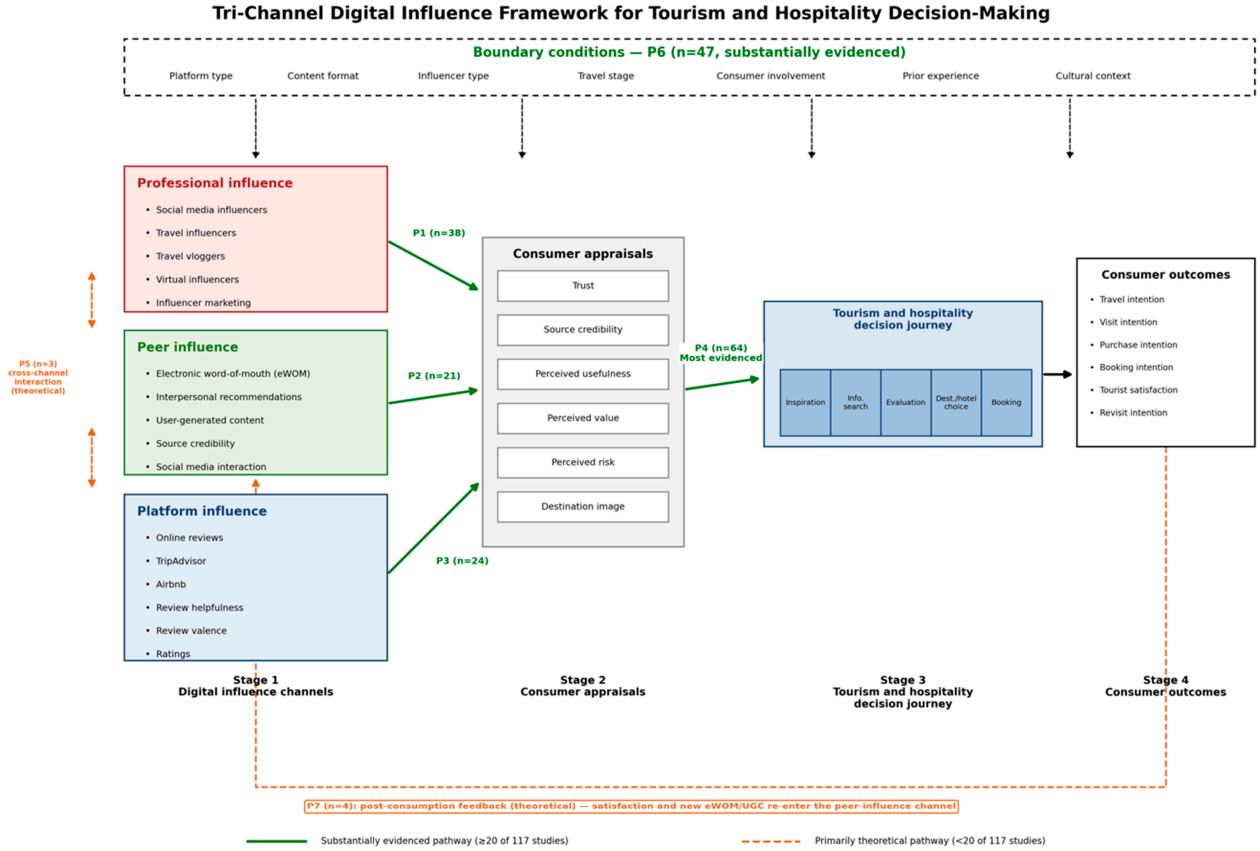


Figure 7. Tri-Channel Digital Influence Framework for tourism and hospitality decision-caking. Source: Author's own creation.

Another contribution of the framework is the inclusion of an explicit evaluation stage situated between digital information and consumers' responses. Elements like trust, credibility, usefulness, value, risk, and destination image act as the means by which consumers understand digital signals before arriving at their decisions and bookings. This arrangement is in accordance with Stimulus–Organism–Response (S-O-R) theory and is backed up by empirical research relating to influencer credibility, eWOM, the adoption of reviews, and platform trust [21,27,37,72]. The framework also recognizes that these relationships can vary from platform to platform, depending on the content format, the stage of the consumer journey, and the consumer's situation, as well as the fact that experiences after consumption can lead to further eWOM and platform content.

The propositions offer a foundation for empirical testing rather than asserting established causality. Experiments, multi-source surveys, and structural equation models that compare channel exposure, consumer appraisals, and decision outcomes can be used to examine P1 through P5. With regard to P6, explicit tests of contextual variation must be carried out, for example through multi-group or interaction analyses. As for P7, longitudinal panels, pre-trip and post-trip studies, diary studies, or the use of linked behavioural and platform data are more appropriate since cross-sectional surveys are unable to establish the temporal feedback sequence. The framework must therefore be seen as an integrated, testable model, its explanatory power depending on replication across different tourism settings, platforms, and stages of the consumer journey.

5. Conclusions and Discussion

This study aimed to chart the development of the field and to provide a theoretical integration. The number of studies in this area increased from a small number in 2010 to 906 Scopus-indexed articles by May 2026, with 84.1% published since 2019. Bibliometric performance analysis identified a group of productive and concentrated journals and authors. Bibliographic coupling grouped the 489 linked documents into four major current research areas. Mapping of author-keyword co-occurrences revealed five stable thematic clusters: eWOM and destination evaluation, online review and user-generated content, social media influencer marketing, trust and the sharing economy, and review valence and booking intention. The temporal overlap of these clusters indicated a shift from research focused on platforms and trust to research centred on creators after 2020. The empirical results directly address RQ1 to RQ2. Structured coding of the 117-study sample from the systematic literature review linked this bibliometric structure to the tourism decision process. This provided the empirical foundation for the Tri-Channel Digital Influence Framework proposed in Section 4, which translates this evidence into seven research propositions (P1 to P7) in response to RQ3.

In summary, the framework's pathways are not uniformly supported: P1–P4 and P6 rest on substantial empirical evidence, whereas P5 and P7 remain theoretically motivated propositions that future research should prioritise for direct empirical testing.

5.1. Theoretical Contributions

Not all seven propositions carry the same evidentiary weight. P1, P2, P3, P4, and P6 are substantially evidenced ($\geq$20 of 117 coded studies each) and represent empirically grounded pathways. By contrast, P5 (three studies) and P7 (four studies) remain primarily theoretical propositions, formulated to integrate the framework conceptually but not yet directly tested by a critical mass of empirical work. This distinction is reflected in Figure 7, where solid lines denote empirically grounded pathways and dashed lines denote pathways that remain primarily theoretical.

Existing models each explain a single channel in isolation: source-credibility and parasocial-interaction theory account for creator-mediated persuasion; the Information Adoption Model accounts for peer-generated review adoption; institutional trust models account for platform-mediated confidence. None of these models, individually or combined, specifies how influence sequences and interacts across channels within a single decision journey—precisely the gap the Tri-Channel Framework addresses, and precisely why P5 is identified as the most theoretically underdeveloped pathway.

Generic customer-journey models describe sequential decision stages (e.g., inspiration, evaluation, purchase, post-purchase) without specifying which type of digital influence operates at each stage or through which mechanism [78]; the Tri-Channel Framework extends this literature by mapping specific, theoretically distinct channels onto each stage of the journey, rather than treating digital influence as a single undifferentiated input.

The Tri-Channel Digital Influence Framework makes four theoretical contributions. First of all, the framework deals with the conceptual fragmentation that has been noted in earlier reviews [2,4–6], these having usually looked at creator-mediated, peer-mediated, or platform-mediated influence separately. By linking all three types of influence to a single Stimulus–Organism–Response structure [68–70] and by incorporating Source Credibility Theory, the Information Adoption Model, and the trust-risk perspectives, the framework not only makes clear the relationships between these constructs but also shows in which part of the consumer journey each one is supposed to play: source-credibility and parasocial mechanisms at the upstream stage (P1), information-adoption mechanisms at the midstream stage (P2), and institutional-trust mechanisms at the downstream stage (P3).

Secondly, the recursive feedback loop present in the framework (P7)—in which post-purchase satisfaction and new user-generated content renew the peer-mediated channel—provides a theoretical basis for an otherwise confusing empirical finding: Cluster 2 (eWOM and destination evaluation, 396 keyword occurrences) is still by far the largest and most central cluster, even though Cluster 1 (social media influencer marketing, 279 occurrences) has recently and rapidly grown. Single-channel models are incapable of explaining this coexistence, but the tri-channel structure with feedback anchoring does offer a coherent explanation.

Thirdly, the structured evidence coding carried out in the sample of the 117-study systematic literature review (Section 3.3) shows which specific propositions in the framework are well supported and which are not. The P4 pathway (consumer appraisals and decision progression) is the one that is most extensively supported, since 64 out of the 117 studies offer direct evidence. P1 (creator-mediated influence, 38 studies) and P3 (platform-mediated influence, 24 studies) are only moderately represented. On the other hand, P5 (cross-channel interaction, three studies) and P7 (post-consumption feedback, four studies) are the most conceptually important yet have been tested the least. It is these propositions that most clearly set the integrative tri-channel model apart from single-channel explanations. Making this clear regarding the asymmetry in the evidence constitutes a contribution by showing where the framework is empirically robust and where it remains a proposition that is theoretically motivated but not yet tested.

Fourth, this study offers a replicable methodological template by empirically deriving the framework from evidence obtained through bibliographic coupling, keyword co-occurrence, and the coding of data from a systematic literature review, rather than by proposing it in advance. The approach combines a systematic review guided by PRISMA with bibliometric performance analysis and science mapping [8,41], thus providing a model for future integrative reviews in the area of digital consumer behaviour.

5.2. Managerial Implications

For marketing organizations that are focused on destinations and for those who manage hospitality businesses, the framework suggests that digital marketing funds should be distributed depending on the stage of the decision journey that they are aiming to reach, rather than being treated as a single, undifferentiated budget item such as ‘social media’ or ‘online reputation’. In order to build up awareness and desire at an early stage of the decision process, it is necessary to make investments in partnerships with creators, choosing them on the basis of their credibility and the suitability of their audience rather than merely their number of followers, including the new category of virtual and AI-generated influencers that were identified in Cluster 1. When it comes to the mid-stage of the journey, investment should focus on the volume, recency, and readability of peer-generated reviews and user-generated content (because of the findings from Cluster 4 regarding perceived usefulness and review helpfulness), since these are the characteristics that travellers use in order to reduce their evaluative uncertainty. At the stage when people are evaluating and making their booking decision, especially in the case of peer-to-peer and sharing-economy services, investment in verifiable trust signals, host verification, the authenticity of photos, and transparent reputation systems is particularly important (as indicated in Cluster 3). Lastly, since the framework’s feedback loop shows that content produced after a purchase helps to renew the peer-mediated channel, post-stay review requests and the management of responses should not be seen as a separate customer service activity but should be regarded as a strategic contribution to the inspiration and search phases of the following group of customers.

5.3. Limitations and Future Research

This study has limitations that qualify its conclusions and point to a future research agenda that directly addresses RQ4. Methodologically, the bibliometric corpus was drawn exclusively from Scopus; while this ensured metadata consistency for bibliographic coupling and co-occurrence analysis, it excludes relevant work indexed only in Web of Science, Google Scholar, or regional databases, and the English-language restriction further excludes non-English scholarship. The focused SLR sample was further restricted to studies published from 2020 to May 2026 to capture the field's contemporary research front; this improves relevance to current practice but means the evidence coding in Section 3.3 and Table 5 does not draw on the full 2010–2026 corpus. Consequently, the P1–P7 support levels reported in Table 5 reflect recent evidence only; foundational pre-2020 studies contributed to the framework's theoretical grounding (Section 2) but were not included in the empirical evidence base, which may understate the strength of long-established mechanisms relative to more recently emergent ones. In addition, evidence coding relied on joint coding with full third-author verification rather than independent double-coding with a computed reliability statistic, which future replications of this framework could strengthen methodologically. Keyword co-occurrence clustering is also sensitive to thesaurus and threshold decisions (Section 3.2.2); although the resulting five-cluster structure was independently corroborated by bibliographic coupling (Section 4.4), a different threshold could yield a finer- or coarser-grained partition.

Table 5. Evidence coverage across proposed framework pathways (based on structured coding of the 117-study SLR sample).

Framework Pathway	Direct Empirical Studies	Dominant Evidence Base	Interpretation
P1—Creator-mediated content and consumer appraisals	38	Surveys and multi-study quantitative designs	Comparatively well represented, mainly through intention-based outcomes
P2—Peer-mediated eWOM and destination/service evaluation	21	Surveys, SEM, and some experiments	Moderate and context-dependent coverage
P3—Platform-mediated cues and booking consideration	24	Experiments, surveys, and some platform-data studies	Comparatively well represented for booking-related responses
P4—Consumer appraisals and decision progression	64	Surveys and experiments across multiple contexts	Broadest evidence base; temporal progression remains insufficiently tested
P5—Interaction among digital influence channels	3	Two experiments and one survey	Preliminary direct evidence
P6—Boundary conditions	47	Experiments and moderation-based surveys	Broad but heterogeneous evidence
P7—Post-consumption feedback	4	Netnography, survey, and platform data analysis	Emerging evidence; longitudinal validation remains limited

Note: Counts are non-exclusive because a single study may provide direct support for more than one pathway. Coded from the 117-study SLR evidence matrix (114 primary empirical studies; 3 non-empirical). Source: Author's own creation.

The evidence-coverage analysis in Table 5 identifies specific, measurable gaps rather than general ones. P5 (interaction among digital influence channels) is supported by direct evidence from only 3 of 117 studies, and P7 (post-consumption feedback) by only 4, making these the framework's least-tested pathways despite being conceptually central to

its integrative claim. P6 (boundary conditions) is supported by a comparatively large but heterogeneous evidence base (47 studies) that has not been synthesized using consistent moderator definitions across platform type, content format, travel stage, and cultural context. Contextually, country-level analysis (Section 4.2) shows that the evidence base is disproportionately concentrated in China, the United States, India, Spain, and Malaysia; the framework's propositions have not yet been tested for generalizability across under-represented regions, particularly Sub-Saharan Africa, Latin America, and parts of the Middle East. Empirically, Cluster 3 is heavily concentrated on Airbnb and Cluster 4 on TripAdvisor, so the platform-mediated pathway (P3) is better evidenced for these specific platforms than for the broader ecosystem of OTAs, short-video platforms, and emerging conversational-AI travel-planning tools. Conceptually, the rapid rise of the "virtual influencer" keyword (Cluster 1) signals an under-theorized area: at the time of writing, source-credibility and parasocial-interaction theory have not been substantially adapted to explain persuasion by non-human, AI-generated creators, and this remains an open theoretical question the present review can identify but not resolve.

Future research should therefore prioritise: (a) empirical tests of P5 and P7 specifically, using multi-channel experimental designs and longitudinal or pre-trip/post-trip panel studies capable of establishing cross-channel interaction and the temporal feedback sequence that cross-sectional surveys cannot capture; (b) systematic, consistently defined moderator testing for P6's boundary conditions across platform, content, and cultural contexts; (c) replication of P1 through P4 in under-represented geographic and cultural contexts; (d) theory-building on virtual and AI-generated influencers, including how source-credibility and trust mechanisms transfer, or fail to transfer, from human to synthetic creators; and (e) extension of the platform-mediated channel beyond Airbnb and TripAdvisor to short-video platforms (e.g., TikTok, Instagram Reels) and AI-mediated travel-planning assistants, which are reshaping the inspiration and search stages in ways not yet captured in the reviewed corpus.

Supplementary Materials: The following supporting information can be downloaded at https://www.mdpi.com/article/10.3390/jtaer21100354/s1, Table S1 (search strategy and screening criteria), Table S2 (full corpus and screening file), Table S3 (SLR Evidence Matrix), Table S4 (PRISMA 2020 checklist), Table S5 (PRISMA 2020 for Abstracts checklist), Table S6 (VOSviewer thesaurus), Table S7 (evidence-coding protocol).

Author Contributions: Conceptualization, R.M.Z., C.A.B. and E.C.S.; methodology, N.P. and C.A.B.; software, G.G.; validation, A.E.I., A.D. and R.M.Z.; formal analysis, N.P. and E.C.S.; investigation, A.E.I. and A.D.; resources, R.M.Z., C.A.B. and A.E.I.; data curation, A.D. and G.G.; writing—original draft preparation, R.M.Z., C.A.B. and A.E.I.; writing—review and editing, E.C.S., A.D., G.G., N.P.; visualization, C.A.B. and G.G.; supervision, E.C.S. and N.P.; funding acquisition R.M.Z., C.A.B., A.D., G.G., E.C.S., N.P. and A.E.I. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data supporting the findings of this study are available within the article and its Supplementary Materials.

Conflicts of Interest: The authors declare no conflicts of interest.

Abbreviations

The following abbreviations are used in this manuscript:

AI	Artificial Intelligence
eWOM	Electronic Word-of-Mouth
MMAT	Mixed Methods Appraisal Tool
OTA	Online Travel Agency/Agencies
PRISMA	Preferred Reporting Items for Systematic Reviews and Meta-Analyses
S-O-R	Stimulus-Organism-Response
SLR	Systematic Literature Review
UGC	User-Generated Content
YTD	Year-to-Date

References

1. Expedia Group. Traveler Value Index 2025. Available online: https://partner.expediagroup.com/content/dam/unified/partner/documents/reports/2025-reports/expedia-group-traveler-value-index-report_en-us.pdf (accessed on 26 September 2026).
2. Javed, A.; Vardarsuyu, M.; Can, A.S.; Ekinci, Y. Social media influencers in tourism and hospitality: A comprehensive review combining bibliometric analysis and systematic literature review. *Anatolia* **2025**, *36*, 874–904. [CrossRef]
3. YouGov. How Do Global Travelers Research Before Booking a Hotel? 2023. Available online: https://yougov.com/articles/46627-how-do-global-travelers-research-before-booking-a-hotel (accessed on 26 September 2026).
4. Muritala, B.A.; Sanchez-Rebull, M.V.; Hernandez-Lara, A.B. A bibliometric analysis of online reviews research in tourism and hospitality. *Sustainability* **2020**, *12*, 9977. [CrossRef]
5. Pourfakhimi, S.; Duncan, T.; Coetzee, W.J. Electronic word of mouth in tourism and hospitality consumer behaviour: State of the art. *Tour. Rev.* **2020**, *75*, 637–661. [CrossRef]
6. Bhaiswar, R.; Meenakshi, N.; Chawla, D. Evolution of electronic word of mouth: A systematic literature review using bibliometric analysis of 20 years (2000–2020). *FIIB Bus. Rev.* **2021**, *10*, 215–231. [CrossRef]
7. Donthu, N.; Kumar, S.; Mukherjee, D.; Pandey, N.; Lim, W.M. How to conduct a bibliometric analysis: An overview and guidelines. *J. Bus. Res.* **2021**, *133*, 285–296. [CrossRef]
8. Sparks, B.A.; Browning, V. The impact of online reviews on hotel booking intentions and perception of trust. *Tour. Manag.* **2011**, *32*, 1310–1323. [CrossRef]
9. Hovland, C.I.; Weiss, W. The influence of source credibility on communication effectiveness. *Public Opin. Q.* **1951**, *15*, 635–650. [CrossRef] [PubMed]
10. Horton, D.; Wohl, R.R. Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry* **1956**, *19*, 215–229. [PubMed]
11. Chen, X.; Hyun, S.S.; Lee, T.J. The effects of parasocial interaction, authenticity, and self-congruity on the formation of consumer trust in online travel agencies. *Int. J. Tour. Res.* **2022**, *24*, 563–576. [CrossRef]
12. Yousaf, S. Food vloggers and parasocial interactions: A comparative study of local and foreign food vlogs using the S-O-R paradigm. *Int. J. Contemp. Hosp. Manag.* **2022**, *34*, 3525–3549. [CrossRef]
13. Yu, T.; Teoh, A.P.; Bian, Q.; Liao, J.; Wang, C. Can virtual influencers affect purchase intentions in tourism and hospitality e-commerce live streaming? An empirical study in China. *Int. J. Contemp. Hosp. Manag.* **2025**, *37*, 216–238. [CrossRef]
14. Meng, L.M.; Bie, Y.; Yang, M.; Wang, Y. The effect of human versus virtual influencers: The roles of destination types and self-referencing processes. *Tour. Manag.* **2025**, *106*, 104978. [CrossRef]
15. Filieri, R.; Alguezaui, S.; McLeay, F. Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tour. Manag.* **2015**, *51*, 174–185. [CrossRef]
16. Xie, H.J.; Miao, L.; Kuo, P.-J.; Lee, B.-Y. Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition. *Int. J. Hosp. Manag.* **2011**, *30*, 178–183. [CrossRef]
17. Filieri, R.; Acikgoz, F.; Du, H. Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products. *J. Bus. Res.* **2023**, *160*, 113774. [CrossRef]
18. Sussman, S.W.; Siegal, W.S. Informational influence in organizations: An integrated approach to knowledge adoption. *Inf. Syst. Res.* **2003**, *14*, 47–65. [CrossRef]
19. Petty, R.E.; Cacioppo, J.T. The elaboration likelihood model of persuasion. *Adv. Exp. Soc. Psychol.* **1986**, *19*, 123–205. [CrossRef]
20. Davis, F.D. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Q.* **1989**, *13*, 319–340. [CrossRef] [PubMed]

21. Filieri, R.; McLeay, F. E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *J. Travel Res.* **2014**, *53*, 44–57. [CrossRef]
22. Leong, L.-Y.; Hew, T.-S.; Ooi, K.-B.; Lin, B. Do electronic word-of-mouth and elaboration likelihood model influence hotel booking? *J. Comput. Inf. Syst.* **2019**, *59*, 146–160. [CrossRef]
23. Cheng, V.T.P.; Loi, M.K. Handling negative online customer reviews: The effects of elaboration likelihood model and distributive justice. *J. Travel Tour. Mark.* **2014**, *31*, 1–15. [CrossRef]
24. Sparks, B.A.; Perkins, H.E.; Buckley, R. Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. *Tour. Manag.* **2013**, *39*, 1–9. [CrossRef]
25. Wang, P.; Li, H. Understanding the antecedents and consequences of the perceived usefulness of travel review websites. *Int. J. Contemp. Hosp. Manag.* **2019**, *31*, 1086–1103. [CrossRef]
26. Jalilvand, M.R.; Samiei, N. The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Res.* **2012**, *22*, 591–612. [CrossRef]
27. Jalilvand, M.R.; Samiei, N.; Dini, B.; Manzari, P.Y. Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *J. Destin. Mark. Manag.* **2012**, *1*, 134–143. [CrossRef]
28. Zhang, Z.; Ye, Q.; Law, R.; Li, Y. The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews. *Int. J. Hosp. Manag.* **2010**, *29*, 694–700. [CrossRef]
29. Fang, B.; Ye, Q.; Kucukusta, D.; Law, R. Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics. *Tour. Manag.* **2016**, *52*, 498–506. [CrossRef]
30. Jeacle, I.; Carter, C. In TripAdvisor we trust: Rankings, calculative regimes and abstract systems. *Account. Organ. Soc.* **2011**, *36*, 293–309. [CrossRef]
31. O'Connor, P. Managing a hotel's image on TripAdvisor. *J. Hosp. Mark. Manag.* **2010**, *19*, 754–772. [CrossRef]
32. Mauri, A.G.; Minazzi, R. Web reviews influence on expectations and purchasing intentions of hotel potential customers. *Int. J. Hosp. Manag.* **2013**, *34*, 99–107. [CrossRef]
33. Ladhari, R.; Michaud, M. EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *Int. J. Hosp. Manag.* **2015**, *46*, 36–45. [CrossRef]
34. Sparks, B.A.; So, K.K.F.; Bradley, G.L. Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tour. Manag.* **2016**, *53*, 74–85. [CrossRef]
35. Mayer, R.C.; Davis, J.H.; Schoorman, F.D. An integrative model of organizational trust. *Acad. Manag. Rev.* **1995**, *20*, 709–734. [CrossRef]
36. McKnight, D.H.; Choudhury, V.; Kacmar, C. Developing and validating trust measures for e-commerce: An integrative typology. *Inf. Syst. Res.* **2002**, *13*, 334–359. [CrossRef]
37. Ert, E.; Fleischer, A.; Magen, N. Trust and reputation in the sharing economy: The role of personal photos in Airbnb. *Tour. Manag.* **2016**, *55*, 62–73. [CrossRef]
38. Zervas, G.; Proserpio, D.; Byers, J.W. A first look at online reputation on Airbnb, where every stay is above average. *Mark. Lett.* **2021**, *32*, 1–16. [CrossRef]
39. Mao, Z.; Lyu, J. Why travelers use Airbnb again? An integrative approach to understanding travelers' repurchase intention. *Int. J. Contemp. Hosp. Manag.* **2017**, *29*, 2464–2482. [CrossRef]
40. Page, M.J.; McKenzie, J.E.; Bossuyt, P.M.; Boutron, I.; Hoffmann, T.C.; Mulrow, C.D.; Shamseer, L.; Tetzlaff, J.M.; Akl, E.A.; Brennan, S.E.; et al. The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ* **2021**, *372*, n71. [CrossRef] [PubMed]
41. Aria, M.; Cuccurullo, C. Bibliometrix: An R tool for comprehensive science mapping analysis. *J. Inf.* **2017**, *11*, 959–975. [CrossRef]
42. Kessler, M.M. Bibliographic coupling between scientific papers. *Am. Doc.* **1963**, *14*, 10–25. [CrossRef]
43. van Eck, N.J.; Waltman, L. Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics* **2010**, *84*, 523–538. [CrossRef] [PubMed]
44. Hong, Q.N.; Fàbregues, S.; Bartlett, G.; Boardman, F.; Cargo, M.; Dagenais, P.; Gagnon, M.-P.; Griffiths, F.; Nicolau, B.; O'Cathain, A.; et al. The Mixed Methods Appraisal Tool (MMAT) version 2018 for information professionals and researchers. *Educ. Inf.* **2018**, *34*, 285–291. [CrossRef]
45. Viglia, G.; Minazzi, R.; Buhalis, D. The influence of e-word-of-mouth on hotel occupancy rate. *Int. J. Contemp. Hosp. Manag.* **2016**, *28*, 2035–2051. [CrossRef]
46. Pop, R.-A.; Saplacan, Z.; Dabija, D.-C.; Alt, M.-A. The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Curr. Issues Tour.* **2022**, *25*, 823–843. [CrossRef]
47. Zinko, R.; Furner, C.P.; de Burgh-Woodman, H.; Johnson, P.; Sluhan, A. The addition of images to eWOM in the travel industry: An examination of hotels, cruise ships and fast food reviews. *J. Theor. Appl. Electron. Commer. Res.* **2021**, *16*, 525–541. [CrossRef]

48. Zinko, R.; Patrick, A.; Furner, C.P.; Gaines, S.; Kim, M.D.; Negri, M.; Orellana, E.; Torres, S.; Villarreal, C. Responding to negative electronic word of mouth to improve purchase intention. *J. Theor. Appl. Electron. Commer. Res.* **2021**, *16*, 1945–1959. [CrossRef]
49. Tao, H.; Song, P.; Wu, H.; Feng, J. How do affective and cognitive involvement affect tourism intentions: A perspective on blogger impact. *Curr. Issues Tour.* **2025**, *28*, 3337–3356. [CrossRef]
50. Pourazad, N.; Stocchi, L.; Simmonds, L. Influencers and the choice of a travel destination: A customer journey and information processing perspective. *Inf. Technol. Tour.* **2025**, *27*, 1185–1228. [CrossRef]
51. Jhawar, A. Can virtual influencers induce destination visit intentions? A mediation analysis journey through the uncanny valley. *J. Travel Res.* **2026**, *65*, 354–370. [CrossRef]
52. Kirilenko, A.P.; Stepchenkova, S. Facilitating topic modeling in tourism research: Comprehensive comparison of new AI technologies. *Tour. Manag.* **2025**, *106*, 105007. [CrossRef]
53. Sim, Y.; Lee, S.K.; Sutherland, I. The impact of latent topic valence of online reviews on purchase intention for the accommodation industry. *Tour. Manag. Perspect.* **2021**, *40*, 100903. [CrossRef]
54. Ahani, A.; Nilashi, M.; Yadegaridehkordi, E.; Sanzogni, L.; Tarik, A.R.; Knox, K.; Samad, S.; Ibrahim, O. Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels. *J. Retail. Consum. Serv.* **2019**, *51*, 331–343. [CrossRef]
55. Cheng, X.; Fu, S.; Sun, J.; Bilgihan, A.; Okumus, F. An investigation on online reviews in sharing economy-driven hospitality platforms: A viewpoint of trust. *Tour. Manag.* **2019**, *71*, 366–377. [CrossRef]
56. Tripathi, G.; Wasan, P. Positioning of tourist destinations in the digital era: A review of online customer feedback. *Worldw. Hosp. Tour. Themes* **2021**, *13*, 275–290. [CrossRef]
57. Filieri, R.; Lin, Z.; Pino, G.; Alguezaui, S.; Inversini, A. The role of visual cues in eWOM on consumers' behavioral intention and decisions. *J. Bus. Res.* **2021**, *135*, 663–675. [CrossRef]
58. Caraka, R.E.; Noh, M.; Lee, Y.; Toharudin, T.; Yusra; Tyasti, A.E.; Royanow, A.F.; Dewata, D.P.; Gio, P.U.; Basyuni, M.; et al. The Impact of Social Media Influencers Raffi Ahmad and Nagita Slavina on Tourism Visit Intentions across Millennials and Zoomers Using a Hierarchical Likelihood Structural Equation Model. *Sustainability* **2022**, *14*, 524. [CrossRef]
59. Wang, X.; Yu, Y.; Zhu, Z.; Zheng, J. Visiting Intentions toward Theme Parks: Do Short Video Content and Tourists' Perceived Playfulness on TikTok Matter? *Sustainability* **2022**, *14*, 12206. [CrossRef]
60. Yang, X.; Mohammad, J.; Quoquab, F. A study of cultural distance, eWOM and perceived risk in shaping higher education students' destination image and future travel plan. *J. Tour. Futur.* **2024**, *10*, 165–184. [CrossRef]
61. Marine-Roig, E. Destination image analytics through traveller-generated content. *Sustainability* **2019**, *11*, 3392. [CrossRef]
62. Shin, H.W.; Fan, A.; Wu, L. Trust the facts: The impact of reviews' written style and subject-focus on peer-to-peer accommodation consumption. *J. Hosp. Tour. Res.* **2024**, *48*, 249–276. [CrossRef]
63. Tang, L.; Wang, X.; Kim, E. Predicting Conversion Rates in Online Hotel Bookings with Customer Reviews. *J. Theor. Appl. Electron. Commer. Res.* **2022**, *17*, 1264–1278. [CrossRef]
64. Tsao, W.-C.; Hsieh, M.-T.; Shih, L.-W.; Lin, T.M.Y. Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. *Int. J. Hosp. Manag.* **2015**, *46*, 99–111. [CrossRef]
65. Fong, L.H.N.; Lei, S.S.I.; Law, R. Asymmetry of hotel ratings on TripAdvisor: Evidence from single- versus dual-valence reviews. *J. Hosp. Mark. Manag.* **2017**, *26*, 67–82. [CrossRef]
66. Wen, T.; Ha, H.-Y. An Empirical Test of the Impact of the Online Review Skepticism Mechanism on Behavioral Intentions: A Time-Lag Interval Approach between Pre- and Post-Visits in the Hospitality Industry. *J. Theor. Appl. Electron. Commer. Res.* **2024**, *19*, 2070–2087. [CrossRef]
67. Akhtar, N.; Siddiqi, U.I. Effects of service providers' self-disclosure on booking platforms on consumers' trust, hesitation, and booking intentions: Moderating role of social media influencers. *J. Hosp. Mark. Manag.* **2024**, *33*, 470–498. [CrossRef]
68. Eroglu, S.A.; Machleit, K.A.; Davis, L.M. Atmospheric qualities of online retailing: A conceptual model and implications. *J. Bus. Res.* **2001**, *54*, 177–184. [CrossRef]
69. Eroglu, S.A.; Machleit, K.A.; Davis, L.M. Empirical testing of a model of online store atmospherics and shopper responses. *Psychol. Mark.* **2003**, *20*, 139–150. [CrossRef]
70. Mehrabian, A.; Russell, J.A. *An Approach to Environmental Psychology*; MIT Press: Cambridge, MA, USA, 1974.
71. Hovland, C.I.; Janis, I.L.; Kelley, H.H. *Communication and Persuasion: Psychological Studies of Opinion Change*; Yale University Press: New Haven, CT, USA, 1953.
72. Ohanian, R. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *J. Advert.* **1990**, *19*, 39–52. [CrossRef]
73. Lou, C.; Yuan, S. Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *J. Interact. Advert.* **2019**, *19*, 58–73. [CrossRef]
74. Pavlou, P.A. Consumer acceptance of electronic commerce: Integrating trust and risk with the Technology Acceptance Model. *Int. J. Electron. Commer.* **2003**, *7*, 101–134. [CrossRef]

75. Xu, H.; Cheung, L.T.; Lovett, J.; Duan, X.; Pei, Q.; Liang, D. Understanding the influence of user-generated content on tourist loyalty behavior in a cultural World Heritage Site. *Tour. Recreat. Res.* **2023**, *48*, 173–187. [CrossRef]
76. Arica, R.; Cobanoglu, C.; Cakir, O.; Corbaci, A.; Hsu, M.-J.; Della Corte, V. Travel experience sharing on social media: Effects of the importance attached to content sharing and what factors inhibit and facilitate it. *Int. J. Contemp. Hosp. Manag.* **2022**, *34*, 1566–1586. [CrossRef]
77. Vrontis, D.; Makrides, A.; Christofi, M.; Thrassou, A. Social media influencer marketing: A systematic review, integrative framework and future research agenda. *Int. J. Consum. Stud.* **2021**, *45*, 617–644. [CrossRef]
78. Lemon, K.N.; Verhoef, P.C. Understanding customer experience throughout the customer journey. *J. Mark.* **2016**, *80*, 69–96. [CrossRef]

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.