

Fake News in Tourism: A Systematic Literature Review

Fanni Kaszás ^{1,*} , Soňa Chovanová Supeková ² and Richard Keklak ² 

¹ Doctoral School of Regional and Business Administration Sciences, Széchenyi István University, Egyetem tér 1., 9026 Győr, Hungary

² Faculty of Media, Pan-European University, Tomášikova 20, 821 02 Bratislava, Slovakia; sona.supekova@paneurouni.com (S.C.S.); richard.keklak@paneurouni.com (R.K.)

* Correspondence: kaszas.fanni@hallgato.sze.hu

Abstract

In recent years, the number of fake news stories has significantly increased in the world of media, especially with the widespread use of social media. It has impacted several industries, including tourism. From a tourism point of view, the spread of fake news can contribute to the reduction of the popularity of a destination. It may influence travel decisions by discouraging tourists from visiting certain places and thus damage the reputation of the destination, contributing to economic loss. After a literature review on the communication aspect of fake news and a general introduction of fake news in the tourism and hospitality industry, we conducted a systematic literature review (SLR), a research methodology to collect, identify, and analyse available research studies through a systematic procedure. The current SLR is based on the Scopus, Web of Science, and Google Scholar databases of existing literature on the topic of fake news in the tourism and hospitality industry. The study identifies, lists, and examines existing papers and conference proceedings from a vast array of disciplines, in order to give a well-rounded view on the issue of fake news in the tourism and hospitality industry. After selecting a total of 54 previous studies from more than 20 thousand results for the keywords ‘fake news’ and ‘tourism,’ we have analysed 39 papers in total. The SLR aimed to highlight existing gaps in the literature and areas that may require further exploration in future primary research. We have found that there is relatively limited academic literature available on the subject of fake news affecting tourism destinations, compared to studies focused on hospitality services.



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Keywords: communication; communication strategy; fake news; tourism; systematic literature review

1. Introduction

In recent years, the number of fake news stories has significantly increased in the world of media, especially with the widespread use of social media. It has impacted several industries, including tourism. From a tourism point of view, the spread of fake news can contribute to the reduction of the popularity of a destination. It may influence travel decisions by discouraging tourists from visiting certain places and thus damage the reputation of the destination, contributing to economic loss.

1.1. Fake News

The phenomenon of fake news has garnered significant attention in recent years, particularly due to its profound impact on public perception and decision-making processes.

Understanding the distinction between misinformation and disinformation is crucial for analysing the mechanisms through which fake news spreads and influences society. According to [Leeder \(2019\)](#), fake news is closely associated with other forms of inaccurate information, such as misinformation—defined as false or misleading information—and disinformation, which refers to false information intentionally spread to deceive people ([Paskin 2018](#)). While misinformation can arise unintentionally, disinformation is deliberately crafted to mislead or deceive ([Di Domenico et al. 2021](#)). Most fake news qualifies as disinformation, as it is typically created or distributed with the explicit purpose of deception ([Sousa et al. 2020](#)). The digitisation of news has challenged traditional definitions of news. Online platforms provide space for non-journalists to reach a mass audience. The rise of citizen journalism challenged the link between news and journalists ([Tandoc et al. 2017](#)).

According to [Broda and Strömbäck \(2024\)](#), in light of the current lack of conceptual clarity, multiple closely related terms are used to describe various forms of false and misleading information. In addition to misinformation, disinformation, and fake news, other terms such as (computational) propaganda, malformation, alternative facts, and rumours are also commonly employed. [Tandoc et al. \(2017\)](#) examined articles that used the term “fake news” and found that the view of fake news is very broad. According to their study, the typology itself refers to several types of fake news, namely news satire, news parody, fabrication, manipulation, advertising, and propaganda. Based on the research, these definitions are based on two basic dimensions, namely, the level of factuality and the level of deception.

Another important aspect is whether and how fake news is shared and how its dissemination in the media space is ensured. [Arin et al. \(2023\)](#) examined the area of fake news sharing behaviour in Germany and the UK. Accidental and intentional sharing may also be due to general sharing behaviour. Those who never share any news are mostly not at risk of sharing fake news. To assess the extent of sharing in general, the authors estimate regressions in which they explain general sharing behaviour using individual-level characteristics. As a proxy for general sharing behaviour, the authors used the number of truthful headlines a respondent wants to share. The study found that sharing activity decreases with age; right-leaning respondents and men tend to share more, especially in the UK (the sample studied). Therefore, some of the significant individual-level determinants of accidental sharing identified earlier by the authors may indeed be partly due to general fake news sharing behaviour. Fake news is covered by many serious and public media outlets. What is important to watch is the sharing of fake news via Facebook. According to [Lazer et al. \(2018\)](#), there is empirical evidence that misinformation has the same likelihood of going viral as credible news on social media sites such as Facebook and X (formerly known as Twitter), as well as being shared more frequently and more quickly than truthful information. This is particularly the case when the fake news is political or aimed at spreading emotive information. Lazer argues that once fake news or misinformation is deemed true, it is difficult to correct. The sharing of fake news and misinformation can have disastrous consequences whenever vital events in the country are involved. According to several authors ([Lawson and Kakkar 2022](#); [Damstra et al. 2021](#)), fake news sharing usually takes place in a political context and is very often positively associated with conservative political ideology. However, it is not possible to generalise in this way, as there is a risk of further increasing political polarisation, which is already at a high level. A study by [Lawson and Kakkar \(2022\)](#) claims to offer a more nuanced account, finding that fake news sharing is largely driven by conservatives with low levels of conscience. With high levels of conscientiousness, there is no difference between liberals and conservatives; thus, political factors would not affect fake news sharing. Untruth and fake news spread much further,

faster, deeper, and wider than the truth in all categories of information at all times. These findings, according to [Vosoughi et al. \(2018\)](#), were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information. The authors also found that fake news was newer and fresher than true news, suggesting that people were more likely to share new information. While false news elicited responses of fear, disgust, and surprise, true news elicited anticipation, sadness, joy, and trust.

In summary, fake news represents a complex phenomenon that significantly influences public perception, decision-making, and political dynamics. The distinctions between misinformation, disinformation, and other related terms highlight the multifaceted nature of inaccurate information and its mechanisms of spread. Understanding the behavioural patterns of fake news sharing and its emotional triggers is essential for developing effective strategies to counter its dissemination and mitigate its societal impact.

1.2. Approaches to Handling Misinformation in Communication

Disinformation, not only in traditional media but especially permeating the social media space, has become one of the most pressing communication issues as it has a significant impact on public opinion, social cohesion, and decision-making. This problem interferes with the marketing communication decisions of businesses. Dealing with misinformation now requires a strictly multidisciplinary approach that takes into account both the technological and human dimensions of the problem. Strategies such as media literacy, fact-checking systems, and inoculation theory are currently being explored to enable communicators to effectively counter the spread of false information.

Although historical inaccuracies can be noted concerning fake news, for the most part, the historical record illustrates the visibility of the relationship between politics and fake news. During the last years, both the media and the communicators of the political spectrum have been disseminating one-sided opinions and a lot of information that often lacks credibility and the possibility of fact-checking ([Abu Arqoub et al. 2020](#)). Therefore, such a question can also be asked in the everyday present: to what extent cannot only political news be controlled, even in a democratic state? [Damstra et al. \(2021\)](#) have focused on exploring fake news in the world of social media. Their study did not address satire, and neither did commercial (native) advertising or clickbait articles that are created for commercial reasons only. From a social media perspective, they focused on studies that look at deliberate misinformation that is created primarily to influence public opinion, and not just to entertain followers, for example. Here, however, they note that the intentions of news sources are usually unknown. It is this area of the reasons for sharing and spreading fake news that poses a major challenge for further research in this area, as communication scholars generally distinguish misinformation from disinformation and conventional news by referring to the intentions of the source, without measuring them. Here, the authors note that the most common way of working around this problem is to rely on datasets with verified examples of reports that have been shown to be false, i.e., to contain information with a very low level of factuality. Research findings of [Aoun Barakat et al. \(2021\)](#) indicate that proficiency in social media usage and verification practices positively contributes to individuals' ability to identify fake news. Conversely, higher levels of trust in social media as a reliable information source are linked to reduced effectiveness in identifying misleading content. Additionally, the analysis highlights the mediating influence of trust in social media information and verification behaviour on fake news identification. These findings underline the importance of fostering critical media literacy and promoting verification behaviour among social media users to enhance their ability to

recognise fake news. Addressing over-reliance on social media as an information channel is also crucial to mitigating the spread of misinformation.

Detecting fake news is a very challenging problem, especially given the nuances of language, but also the varying degrees of veracity of media or news stories. When it comes to news reporting, every news story has a purpose and an objective. But how to know if it is fake news? [Braşoveanu and Andonie \(2021\)](#) in their study focused on the fact that in order to understand the motivation of a news story, it is best to analyse the relationship between the speaker and the subject of the news, as well as various credibility metrics. Inferring the details of the different actors involved in a message is a big problem that requires a hybrid approach, which also combines machine learning, semantics, and natural language processing. This study deals with a semantic method for fake news detection that is built on relational features such as sentiment, entities, or facts extracted directly from the text. The authors find that if they focus on short texts with varying degrees of truthfulness, these show that the addition of semantic features significantly improves accuracy. [Pennycook et al. \(2020\)](#) claim to have identified a potential consequence of attaching warnings to inaccurate news headlines that is unlikely to have been documented before: as an 'implied truth' effect, whereby unmarked headlines (even if false) are considered more accurate and are more likely to be taken into account when shared on social media. The authors conducted two experimental studies and found that the magnitude of this effect was about one-third the size of the baseline warning effect (in which false headlines with warnings are believed and shared less), and they also found that the increase in sharing intentions caused by the implied truth effect was as large as the increase caused by explicitly marking a headline as true. The issue of fake news is a topic of concern today and plays on people's moods. This problem spread rapidly during the COVID-19 pandemic due to the easy availability of social media. [Bajpai and Sharma \(2021\)](#) investigated a group of news stories and used blockchain technology and its framework, which served as an effective tool to combat the spread of fake news, looking for ways to avoid fake news. Fake news and misinformation can do immeasurable damage to democracy, as so-called hostile actors can undermine the effectiveness of democratic decision-making and faith in democracy itself by deliberately spreading fake news and partisan views, and then these effects can also manifest themselves unintentionally in social media. [Ball \(2021\)](#) concludes that it may be necessary to change not only the way information is currently processed online, but also the information environment in which people move.

It could be noticed that addressing misinformation in communication requires a multidisciplinary approach that considers both technological tools and human behaviour. Strategies such as media literacy, fact-checking systems, and semantic methods have proven effective in identifying and mitigating the spread of fake news. Promoting critical verification practices and reducing over-reliance on social media as a trusted information source are essential for minimising the societal and democratic impacts of fake news.

1.3. Fake News and the Tourism Aspect

Fake news is now a phenomenon whose presence is in all spheres of human life. It can be said that this phenomenon has crossed social and political boundaries and has penetrated the tourism and hotel industries. The growing awareness of this phenomenon has aroused considerable interest in scientific and professional circles ([Vasist and Krishnan 2022](#)). The literature on fake news in tourism and hospitality is not yet as rich as it needs to be and thus lacks a strong theoretical basis. It can be concluded that, on the whole, this kind of research is rather fragmented. Fake news permeates a new state of information structure as it is disseminated and consumed in the postmodern era. Fake news is increasingly appearing in the tourism and hospitality industry. This industry is deeply dependent on

information, so the opacity and lack of reliability that fake news brings to its foundation can affect users in particular. And this negative impact can also affect the overall outcome of service consumption, as it will affect customers' final expectations and their overall experience. Key themes that have already been explored in tourism academia include authenticity, consumer behaviour (including perceptions of risk), marketing in this area, and crisis resolution (Fedeli 2019).

Today's advanced technologies that enable companies to take new approaches to marketing and communication, and the concomitant change in corporate decision-making and their traditional approaches to tourism marketing (Sousa et al. 2020), are simply examples of what is seen as a multifaceted and geographically complex activity, and tourism is increasingly creating new (and different) market segments with different individual interests. This is also associated with problems in detecting the veracity of information.

A study conducted by Song et al. (2021) shows that the quality of arguments, credibility of the source, the amount of information, and the understanding of emotive words have a positive effect on the perceived usefulness of eWOM, also in the tourism and hospitality industry. Perceived usefulness has a positive effect on eWOM information intake, which in turn predicts purchase intentions of predominantly young consumers. False information within the tourism sector has the potential to shape consumer behaviour, alter expectations, and influence perceptions regarding destinations or entertainment options. Therefore, understanding the implications of fake news on the industry and its affected stakeholders is crucial. To address these challenges, tourism organisations can promote awareness through workshops and digital campaigns aimed at educating businesses and consumers on identifying fake news. Additionally, further research could explore the readiness of stakeholders to implement such recommended practices (Ismail et al. 2024).

When we talk about misinformation in tourism and the typology of this misinformation, it is absolutely crucial to take into account an area such as the phenomenon of recommendations, which plays an important role in the creation of the image of destinations and services. Recommendations, whether they come from influencers, celebrities, or through eWOM (electronic word-of-mouth), often significantly influence information credibility and consumer decision-making (Ismail et al. 2024). Research shows that the quality of recommendations and their perceived authenticity have a direct impact on perceptions of destinations or services, which can amplify the negative consequences associated with false information if these recommendations are not credible (Song et al. 2021). Another important aspect is the emotional element of the actual recommendation by already active tourism participants of a particular destination or tourism facility, whereby positive emotional reactions to recommendations can increase trust and the likelihood of a purchase decision (Ecker et al. 2022). Conversely, people's negative recommendations that are based on misinformation can negatively affect brand perception, which can have long-term consequences on the reputation of a destination or service (Vasist and Krishnan 2022). Therefore, it is essential to examine not only the quality of the sources of recommendations but also their authenticity and reliability to minimise the spread of false information. Moreover, nowadays, in the era of digitalisation of services, technologies such as artificial intelligence can be used to analyse recommendations in the online environment, which would help to better identify their credibility (Braşoveanu and Andonie 2021). Research in this area should also include the dynamics between tourism stakeholders, such as businesses and consumers, and their willingness to recognise and address potential damage caused by false recommendations. Extending research to this aspect could contribute to a better understanding of the impact of recommendations on consumer decision-making and more effective management of misinformation in the tourism sector.

In the realm of fake news, it is crucial to concentrate on the cognitive, social, and emotional elements that drive individuals to generate or support fake news and misunderstandings. It is equally vital, particularly in the tourism and service sectors, to possess an adequate understanding of the situation once the false information has been rectified (Ecker et al. 2022), allowing us to discuss theories of ongoing influence.

2. Review Method

Following a literature review on the communication aspect of fake news and a general introduction of fake news in the tourism and hospitality industry, we conducted a systematic literature review (SLR), a research methodology to collect, identify, and analyse available research studies through a systematic procedure. The current SLR is based on the Scopus, Web of Science, and Google Scholar databases of existing literature on the topic of fake news in the tourism and hospitality industry. The study identifies, lists, and examines existing papers and conference proceedings from a vast array of disciplines, including tourism, hospitality, psychology, behavioural studies, computation, and tourism management, in order to give a well-rounded view on the issue of fake news in the tourism and hospitality industry. The authors defined two aims of the systematic literature review. The first aim is to systematically search, analyse, and synthesise research results of the published, English-language literature between 2000 and 2024, taking into account the value and accuracy of the studies to create a narrower research topic and research question(s). Specifically, the review investigates how fake news is conceptualised and defined in tourism and hospitality research, what impact fake news and fake reviews have on tourist behaviour, destination image, and the tourism and hospitality industry, what methods and approaches are used in existing studies, and what research gaps can be identified from previous literature on the topic. These may serve as the basis of future primary research as a structured, thematically organised data collection.

2.1. PRISMA Method

To perform our work effectively, we followed appropriate academic rigour and consistency. In the study, the authors followed the guidelines of the PRISMA method. As Page et al. (2021) state, the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) statement, first published in 2009 and revised in 2020, was designed to help systematic reviewers transparently report why the review was done, what the authors did, and what they found. This systematic review complies with the PRISMA 2020 guidelines, synthesising and analysing evidence on fake news and fake reviews within the tourism and hospitality industry. Following the PRISMA 2020 checklist, the systematic literature review clearly states its title and objectives and focuses on how fake news (and fake reviews) impact destination image and industry operation. Peer-reviewed articles and conference papers were selected manually from three databases, and findings were grouped thematically within the tourism and hospitality industry (tourism, hotels, restaurants, and review platforms). The PRISMA Flow Chart (Figure 1) shows the selection process of the articles.

Data were extracted from 39 studies, including variables such as author, year, methodology, and findings. Among the selected papers, qualitative and quantitative research were both included. Although formal tools for assessing bias were not applied, we have acknowledged the limitations (geographical focus, study scope, and few academic sources). We have also noted the absence of automation in study selection and bias assessments. The manual selection means that there is a potential for subjectivity in the inclusion/exclusion process.

Although not registered in PROSPERO and lacking a more formal protocol, the review declares no funding or competing interests. Data and summaries are available upon request, supporting transparency and future replication.

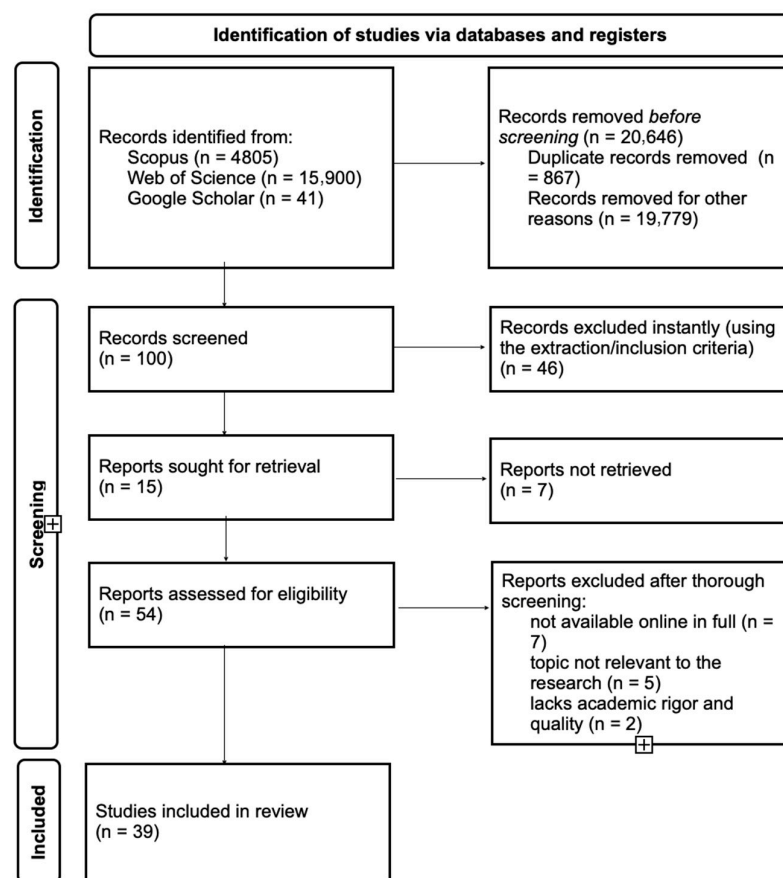


Figure 1. Flow chart of the PRISMA 2020 method. Own editing based on [Page et al. \(2021\)](#).

2.2. Study Selection and Data Extraction Process

The search strategy involved both automatic and manual searches to explore a broader perspective. A total of three online scientific databases were selected as main sources for the systematic literature review: Scopus, Web of Science, and Google Scholar. The three databases were selected based on their coverage of different disciplines. The searches focused on peer-reviewed journal articles and conference proceedings published between 2000 and 2024 that addressed fake news, misinformation, or disinformation in the context of tourism and hospitality. The last searches occurred in March 2025.

The automatic search was an electronic search based on the defined keywords and Boolean operators: ‘fake news AND tourism,’ ‘fake news AND hospitality,’ ‘misinformation AND travel,’ and ‘disinformation AND (tourism OR hospitality)’. In the manual search, references of relevant articles were also checked to add any papers not included in the list. The search strings were adapted to the exact database. However, the semantic content was consistent in all three platforms. As Google Scholar gave broader and less structured results, manual exclusion was also necessary. All papers were collected and processed in a spreadsheet, and duplicates were removed manually.

To reduce the chance of bias, a data extraction form has been created, and it includes the following columns: identification number of the study (study ID), title and authors, year of publication, name of the journal it was published in, context of the research, key findings, used methodology, and the abstract. The context of the research refers to the segment of the industry each paper addresses: tourism (destinations, destination management, etc.),

hospitality (hotels, restaurants), or the whole industry as a whole and in a more general approach. (Appendix A)

2.3. Inclusion and Exclusion Criteria

As Table 1 shows, we have compiled a list of inclusion and exclusion criteria for the selection process. Only papers that were available in full text online and were published after 2000 were considered. All papers are written in English, related to the research topic (communication, fake news, and the tourism and hospitality industry). As mentioned before, all papers selected were published in the three databases used by the authors. First, titles and abstracts were checked for relevance, then the full texts were analysed according to the inclusion and exclusion criteria.

Table 1. Inclusion and exclusion criteria.

Inclusion Criteria	Exclusion Criteria
Available in full text	Full text unavailable electronically
Published between 2000 and 2024	Outside of the 2000–2024 timeframe
Written in English	Written in other languages than English
Related to the research topic (communication, fake news and tourism)	Vaguely or not related to the research topic
Published in the three selected databases (Web of Science, Google Scholar and Scopus)	Research without the description of data sources and methodology

After careful selection based on the abstract screening, a total of 54 papers remained. Of the 54 articles retrieved for full-text review, 15 were excluded following a detailed screening. In most cases, articles first appeared to meet the criteria; however, several of them were not available in full text online or were only partially available in English. In some instances, their primary focus was outside the scope of this literature review (only mentioned the tourism and hospitality industry). As a result, only a total of 39 studies were selected to be included in the current article.

3. Results

The results of the systematic literature review show that although there is significant academic material on fake news itself, the tourism and hospitality industry is somewhat underrepresented in this matter. The papers were published in respected tourism and hospitality journals, showing the relevance of fake news as an emerging topic in the industry. Most of the papers included in the SLR were published in the *Journal of Travel Research* (5 publications), the *International Journal of Hospitality Management* (4), and *Tourism Management* (4). This shows growing interest in the topic in the wider industry.

The papers used multiple methodologies: qualitative, quantitative, and mixed methods were all applied in at least one. Out of the total 39 studies, 19 papers used qualitative methodology, out of which a total of 3 were systematic literature reviews. These studies analyse existing papers and knowledge, without collecting new empirical data. 16 studies utilised quantitative methodology, and 4 studies employed mixed methodology. This means that 48% used qualitative (16% of which were systematic literature reviews), 41% used quantitative, and 11% used mixed methodology.

In a total of 6 articles, survey-based methods were used, which mainly used structured questionnaires (often paired with 5 or 7-point Likert scales) to examine user perception, trust, and behaviour. Computational approaches (4 articles) applied machine learning, big data analytics, and scraping techniques to detect fake content and analyse large-scale patterns in user-generated reviews. The same number of articles (4 articles) used interviews,

phenomenological research, and comparative analysis, typically to explore underlying processes. Statistical modelling and simulation techniques were used in 3 studies to examine relationships between variables and/or to predict outcomes. Experimental methods appeared in 2 studies, which tested user responses to manipulated reviews.

3.1. Chronological Distribution of the Articles

One of the selection criteria was the publication date: only articles published between 2000 and 2024 were considered for inclusion in the list, and one single article was also included from 2025. However, as Figure 2 and Appendix A show, the first paper found in the topic only dates back to 2009, most probably because fake news became a more pressing issue with the widespread use of social media platforms. Articles dealing with fake news in the tourism and hospitality industry surged right before and after ‘fake news’ became Collins Dictionary’s word of the year in 2017. However, most relevant articles were published on fake news in the tourism and hospitality industry in 2020 and 2021, with 12 and 9 research articles dealing with the phenomenon, respectively. The spike in interest toward fake news is probably linked to the COVID-19 pandemic, which caused a significant increase in fake news stories and misinformation and had a great effect on the tourism and hospitality industry as well.

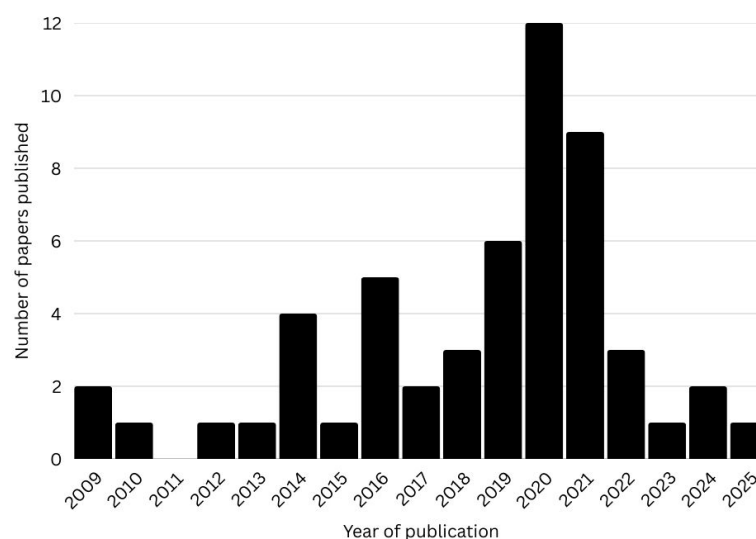


Figure 2. Chronological distribution of the articles.

3.2. Topical Distribution of the Articles

Studies were also categorised based on their ‘research context’, or topical distribution, which means the specific segment of the tourism and hospitality industry each of them addresses. Papers that were categorised in the tourism sector examine topics such as destinations, travel behaviour, and destination marketing. Studies related to the hospitality sector analyse issues connected to accommodations, restaurants, and other hospitality services. Some papers address the tourism and hospitality industry as a whole, with broader topics such as social media influence, influencer marketing, crisis communication, destination reputation, or policy issues. It is also important to add that the great majority of the articles, a total of 56% (22 studies), were related to fake reviews in the hospitality industry, mainly dealing with hotels, services, restaurants, and booking agents (e.g., Booking.com and review sites such as Yelp or TripAdvisor). As Figure 3 shows, the main themes that the 39 selected articles summarise.

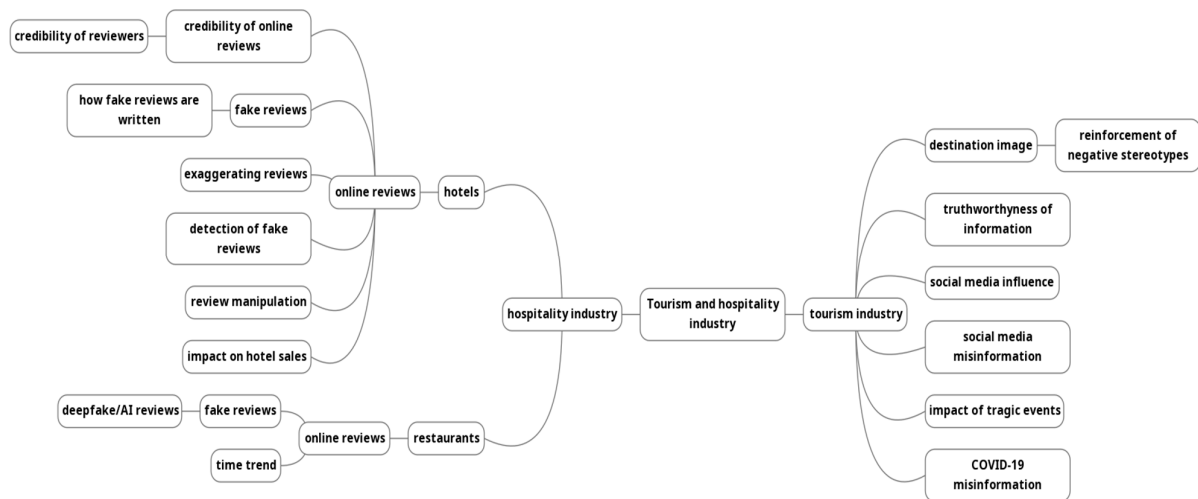


Figure 3. Topical distribution of the articles.

3.3. Geographical Distribution of the Articles

As Figure 4 shows, the geographical distribution of the articles is quite wide. However, most studies (a total of 16 articles) did not have a specific geographical scope. These articles were mostly literature reviews and conceptual papers. Many qualitative studies take a broader or more general view, sometimes discussing global patterns or examples without focusing on a single country.

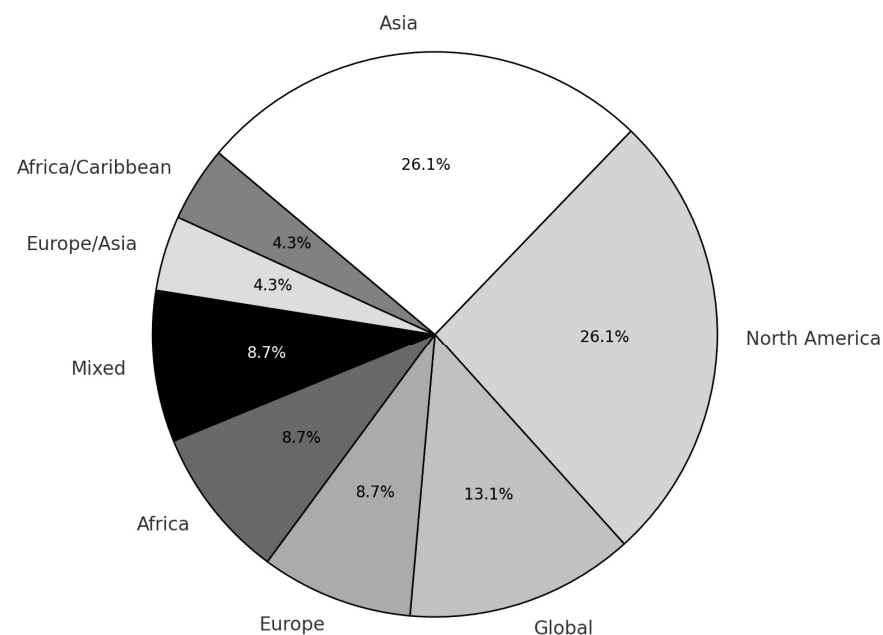


Figure 4. Geographical distribution of the articles.

At the same time, it is clearly visible that geographical distribution is more relevant in quantitative research, as most of the time it is the location where the data was collected. Most of the analysed literature measured the impact of fake news, or fake reviews, focused on Asia, and specifically China (e.g., Beijing, Shanghai), as well as the United States (e.g., Boston, Las Vegas, or the 75 largest U.S. cities). A number of articles also adopted a multi-country or global perspective, analysing data from regions such as 12 international markets, former Soviet states, or 56 countries. Single-country case studies included Singapore, Italy, Greece, Ethiopia, Mexico, and Zimbabwe.

4. Discussion

After selecting the 39 articles and analysing some of the traits they have, including the chronological, topical, and geographical distribution, we explain the main ideas and findings of each article in more detail below.

4.1. Articles Focusing on Fake Reviews in the Hospitality Industry

Firstly, using co-topic analysis, a paper identified five major categories for fake news research relevant to the hospitality industry and fake reviews: political, social media, credibility detection, diffusion, and social impact (Abedin et al. 2020).

A paper's results show that negative electronic word-of-mouth (eWOM) causes strong avoidance behaviour in tourists (Duong et al. 2025). A study conducted by Mayzlin et al. (2014) concluded that hotels located next to smaller, independent competitors tend to receive more negative reviews, which may suggest manipulation.

Most of the articles focusing on fake reviews in the hospitality industry dealt with the experiences of hotels. In this sector, fake reviews can be especially harmful and damaging, as they can cause significant distrust among travellers. However, it is really interesting to see that consumers are more likely to believe positive reviews when it comes to luxury hotels, while they trust negative reviews more easily and faster for budget accommodations (Banerjee 2022).

Fake reviews tend to have catchy titles, and they blend informative and subjective content that people appreciate more than official information. Writing them is not difficult, while the creation of fake positive and neutral reviews sometimes needs more work and research (Banerjee and Chua 2014). Even so, some hotels, restaurants, and products try to increase their visibility by adding fake positive reviews. With just 50 more positive reviews, visibility grows significantly, which is a budget-friendly self-promotion (Lappas et al. 2016). One of the papers claims that positive reviews boost hotel bookings, while mixed reviews or a variance in reviews reduces popularity (Ye et al. 2009).

Although it is hard to filter out fake reviews, authors of these often avoid the use of personal pictures: they rather use anonymous or unrelated pictures to avoid detection, which shows that they are aware of the misconduct (Fong et al. 2021). However, a study claims that reviewer attributes of fake identity and ulterior motives were found to drive distrust in online hotel reviews, particularly in hospitality settings (Ahmad and Sun 2018). Research on fake review detection is now dominated by algorithms and sentiment analysis. However, in the future, more research will use advanced technology, including blockchain (Reyes-Menendez et al. 2019) and AI. Zhang et al. (2016) suggest that incorporating nonverbal reviewer traits improves fake review detection models. The study highlights how these traits are more impactful than verbal ones in identifying deception.

The selected articles also mentioned restaurant reviews: newly opened restaurants tend to receive less extreme sentiment in reviews compared to ones that have been open for a longer period of time (Hlee et al. 2021). This may also include fake reviews and suggest that new restaurants are less likely to suffer from negative opinions, because of the initial trust and goodwill of customers. Another paper found that around 16% of Yelp reviews are filtered because they are too extreme. It also suggested that review fraud is more common in restaurants, which have a weaker reputation or are under competitive pressure (Luca and Zervas 2016).

4.2. Articles Focusing on Fake News in the Tourism Industry

Similarly, existing literature on fake news in the tourism industry (destinations, destination management, etc.) was analysed and synthesised during the research process. Some papers focused on fake news in the tourism industry in general, analysing how

disinformation may affect the image and reputation of a destination, and on tourist behaviour (Abdallah 2021). In a paper, four main themes were identified in tourism and hospitality-related fake news: epistemic crisis, food myths, health scares, and deceptive travel narratives (Vasist and Krishnan 2022). The same authors also found that disinformation significantly impacts tourism, and the phenomenon needs thorough research and different research approaches (Vasist and Krishnan 2023).

Another study found that social media also influences travel decisions (especially right after holidays), and travellers find user-generated content (UGC), which may include fake reviews, more trustworthy than official tourism websites (Fotis et al. 2012).

It was also stated that young adults, i.e., people aged 18–35, are more likely to choose destinations and get information from social media (Berhanu and Raj 2020)—they also tend to trust the gathered information; however, this trust decrease over time, as they age. Social media influencers also have an effect on tourist decision-making; however, it seems that when it comes to the decision between influencer marketing and traditional marketing tools, rural destinations benefit more from the former (Chatzigeorgiou 2017).

Another study collected several case studies from around Latin America, where fake news stories about destinations led to serious consequences in the tourism industry. The authors stated that a decline in visitor numbers, as well as the damaged reputation of the destinations, were noticeable after the spread of fake news (Anton et al. 2020). At the same time, a paper examined the decline in tourism in Mexico, following travel warnings concerning crime rates in the country, which turned out to be exaggerated or even false (Vidriales 2020). A third study focused on disinformation on weather and climate damage issues, and the effects they have on tourism (Tham and Chen 2022).

As stated before, fake news research in the tourism industry spiked in the years of the coronavirus pandemic, likely because misinformation in connection with COVID-19 spread fast on social media sites (Williams et al. 2022) and not only influenced public risk perception, but travel behaviour as well.

Unfortunately, relatively few studies focus on how destination management organisations may combat fake news and repair the image of the country/area/city, but Johnson (2024) thinks that it requires spatially aware, real-time strategies incorporating context and proactive debunking.

Finally, in his paper, Fedeli (2019) already identified a research gap and emphasised the need to investigate the implications of fake news within tourism, beyond just the scope of fake reviews. However, there are still limited academic resources available on this subject; thus, there is a substantial opportunity for further exploration. Zeng and Gerritsen (2014) also agree that social media's impact on tourism remains under-explored, and its value to marketing, local communities, and overall tourism management needs fuller investigation.

5. Limitations and Future Research Paths

Like all research, ours is also not without limitations. As the literature gap shows, there are only a limited number of studies have been found which discuss tourism destinations, thus it is hard to find quotes and references from academic sources, case studies and quantitative research on the topic. Thus, a major limitation of this research is the need to include more publications from mainstream media platforms (news portals, television, and radio) to get a relevant, thorough picture of fake news in the industry. Although these sources are valuable, they may lack the methodology and the rigour of academic publications, which are grounds for omitting them from the systematic literature review. The literature review was also limited to articles published in English; thus, we may have excluded relevant studies written in other languages. As the search was restricted to only three databases (Scopus, Web of Science, and Google Scholar), it may not capture all relevant

articles, including industry reports and government papers. Although consistent exclusion/inclusion criterion was used, the subjective, manual nature of the full-text screening may have introduced selection bias, especially in cases where tourism or hospitality was not the primary but a secondary focus.

The SLR also excluded some interdisciplinary aspects, such as psychology (the research on tourist behaviour), as well as crisis strategies (tools and good practices), which are also important factors in dealing with fake news. Future research may elaborate on these aspects as well.

Other possible future research paths can focus on underrepresented regions, such as Africa, South America, and the Middle East, where although tourism plays a significant role, it is still under-researched. Thus, methodologically longitudinal designs, experimental studies, and comparative cross-national research would also add to the field to better understand the dynamics and impact of fake news in the industry. Studies could also explore the dissemination of fake news beyond traditional social media platforms, such as TikTok, messaging apps and AI-generated content as well.

In conclusion, exploring fake news in the tourism and hospitality industries is essential, as these sectors heavily rely on accurate and reliable information to shape consumer behaviour, expectations, and experiences. The spread of fake news can significantly impact perceptions of destinations and services, ultimately influencing customer satisfaction and purchase decisions. Addressing this issue requires further research to establish a strong theoretical foundation, as well as practical efforts such as education campaigns to help businesses and consumers identify and mitigate the effects of false information.

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Appendix A. Data Extraction Form

Table 1. Table presents three selected studies along with their corresponding analyses derived from the data extraction form.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
1	Abdallah, A. (Abdallah 2021)	Fake news, false advertising, social media, and the tourism industry	2021	International Journal of Development Research	tourism: explores the role that news plays in our everyday lives and the impact of fake news on the tourism industry	The paper establishes a link between ‘Fake News’ and social media and reveals how ‘Fake News’ is at times purposefully adopted by destinations as a means of providing a positive image rather than a negative one.	Limited academic sources in the topic, case studies/examples mainly from online sources	ethical questions and doubt raised of the legality of purposefully using fake news in marketing	qualitative, literature review
2	Abedin, E., Mendoza, A., Karunasekera, S. (Abedin et al. 2020)	Credible vs. fake: a literature review on differentiating online reviews based on credibility	2020	Conference on Information Systems	hospitality: fake online reviews (Yelp, eBay, Booking.com) in the hospitality industry	Using co-topic analysis, the paper identifies important attributes used to assess the credibility of online reviews. They further classify these attributes into four main categories: review-centric, reviewer-centric, receiver and environmental attributes.	There is a lack of research that considers environmental and receiver-centric attributes, and particularly there is no study among data-driven approaches using receiver-centric attributes.	Addressing some other problem areas overlooked in the literature, e.g., coherence of reviews for the same products in different platforms, and investigate the differences between fake news and fake reviews in more details.	qualitative, literature review
3	Ahmad, W., Sun, J. (Ahmad and Sun 2018)	Modeling consumer distrust of online hotel reviews	2018	International Journal of Hospitality Management	hospitality (online hotel reviews)	Reviewer attributes of fake identity and ulterior motivation directly influence distrust, which further leads to consumers’ psychological discomfort and engagement in negative electronic word-of-mouth. Surprisingly, psychological discomfort positively affects repeat purchase intentions. Service failure attribution positively moderates the relationship between reviewer attributes and distrust.	Research limited to China (Beijing) and not specifically focusing on fake reviews.	Future work could focus on exploring the influence of message-based factors (e.g., online reviews diversity) and website-based factors to obtain greater variance in dis- trust.	quantitative, survey using a 5-point Likert-scale

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
4	Anton, E., Teodorescu, C.A., Vargas, V. M. (Anton et al. 2020)	Perspectives and reviews in the use of narrative strategies for communicating fake news in the tourism industry	2020	Proceedings of the International Conference on Business Excellence	tourism/travel: case studies of fake news of destinations	The author identifies several case studies from around the world and states that manipulation of information shapes differently the image of tourism destinations, accommodation units, cruise ships and even tourist attractions mostly in order to produce higher economic benefits.	Limited academic sources in the topic, case studies/examples mainly from online sources	The phenomenon requires more attention by tourism academics in order to analyze consumer behavior and crisis management.	qualitative, literature review
5	Ayeh, J. K., Au, N., Law, R. (Ayeh et al. 2013)	“Do we believe TripAdvisor?” Examining credibility perceptions and online travelers’ attitude towards using user-generated content	2013	Journal of Travel Research	hospitality: online reviews on TripAdvisor	the study found significant support for the impact of source credibility perceptions on attitude toward using user-generated content (UGC). This would imply that online travelers are more favorably disposed toward the use of UGC for travel planning if they believe that UGC is from credible travelers.	The study only tested the theories of homophily and source credibility to understand UGC use for travel planning. There are no questions about fake reviews and the sample is limited to responses from consumers in Singapore.	Future research proposed for different forms of credibility; there are other forms of credibility such as corporate credibility, message credibility, and channel credibility as well as different cultural settings.	quantitative, online survey (component-based structural equation modeling technique)
6	Baka, V. (Baka 2016)	The becoming of user-generated reviews: Looking at the past to understand the future of managing reputation in the travel sector	2016	Tourism Management	hospitality (online reviews—the shift from word-of-mouth (WOM) to eWOM and to user-generated content)	After the rapid growth of User-Generated-Content (UGC) in the travel sector, hotels place reputation management on the frontline of everyday organizational life. Even though TripAdvisor’s fraud detection algorithm is purported to detect fake reviews the issue of manipulation has become a problem. The paper proposes a conceptual model which takes all actors’ inputs into account, acknowledging the processual and emergent nature of reputation making.	The dynamism of UGC means that the topic is always changing and hoteliers, as well as researchers should revisit it again.	the route to reputation standing for hoteliers necessarily entails relationships to and with TripAdvisor and other eWOM websites. This is an area that needs further exploration.	qualitative, longitudinal research project designed around a case study and a netnographic approach

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
7	Banerjee S, Chua AY. (Banerjee and Chua 2014)	Understanding the process of writing fake online reviews	2014	International conference on digital information management	hospitality: fake online reviews—how they are written	1. fake reviews are written to comprise short, catchy and succinct titles 2. written to include descriptions that contain both informative and subjective comments 3. writing fake reviews is not overly challenging 4. the process of information gathering appeared more extensive for fake positive or fake moderate reviews	This exploratory study disinterred the strategies used by Asian participants to write fake reviews for hotels within Asia.	Future research could consider investigating if the process of writing fake reviews for hotels is similar to that for products and other services (even whole destinations)	exploratory study
8	Banerjee, S. (Banerjee 2022)	Exaggeration in fake vs. authentic online reviews for luxury and budget hotels	2022	International Journal of Information Management	hospitality: online reviews—luxury vs. budget hotels	1. the paper busts the myth that fake reviews are more exaggerated than authentic ones. 2. contextual idiosyncrasy created by crossing hotel category with review polarity dictated the dose of exaggeration injected in authentic and fake reviews 3. empirically confirms that individuals are more prepared to accept positive reviews for luxury hotels, and negative entries for budget properties 4. humans strengthen their online information processing vigilance under disconfirmatory contexts	the current understanding of online review authenticity still remains incomplete. the research was set in the context of hotel reviews as hotels are subjected to widespread review fraud	future research could replicate the current work by obtaining fake reviews from professionals who have experience of writing bogus entries for monetary and/or non-monetary benefits.	quantitative, data analysis (reviews gathered from 3 platforms, creating fake reviews, experimental survey on dissemination, questionnaire)

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
9	Berhanu, K., & Raj, S. (Berhanu and Raj 2020)	The trustworthiness of travel and tourism information sources of social media: perspectives of international tourists visiting Ethiopia	2020	Heliyon	tourism: truthworthiness of social media sources	The findings revealed that visitors had a positive perception towards the trustworthiness of social media travel information sources. Visitors with the age of 18–35 years have a higher level of agreement towards the trustworthiness of social media travel information sources. As the age of visitors increases, the mean scores marginally decreases where the lowest mean scores lay on visitors who are above 46 years.	Due to the nature of the study population where sampling frame of visitors is not available, mostly incidental or convenience sampling method which is non-probable was employed, and hence the issue of representativeness is questionable. Only limited to Ethiopia and English-speaking visitors.	Using the method with visitors of other countries.	quantitative, Cross-sectional research to compute mean, one sample T-test, independent sample T-test and one-way Analysis of variance
10	Chatzigeorgiou, C. (Chatzigeorgiou 2017)	Modelling the impact of social media influencers on behavioural intentions of millennials: The case of tourism in rural areas in Greece	2017	Journal of Tourism, Heritage & Services Marketing	tourism: impact of social media influencers	Rural businesses need to use the personal relationships they develop with their customers and expand these relationships on social media. It is also apparent that traditional marketing fails to apply to small rural businesses, whereas influencer marketing becomes a valuable asset for tourism.	millennials actually trust one of their friends or someone of their age better over a famous influencer.	Further study needs to be developed in order to identify the activities that would be more attractive to millennials who are the active players through creating content and communicating images, videos or audio files.	qualitative, literature review

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
11	Domenico, G.D., Sit, J., Ishizaka, A., Nunan, D. (Di Domenico et al. 2021)	Fake news, social media and marketing: a systematic review	2021	Journal of Business Research	fake news in various disciplines	It identifies (1) a broad range of disciplines in which fake news has been studied, further highlighting the growing interest in this topic; (2) the unique traits or characteristics underpinning fake news, which can be used to support consumer detection of it, and (3) a collection of themes that summarise the issues that have been discussed and their interrelationships, summarised through the proposed theoretical framework.	the study focused on fake news itself (e.g. dissemination of misinformation, sources, social media aspect) not on the different disciplines it may affect. Unfortunately, sources are still limited in this topic.	future research can continue this endeavour and develop a more comprehensive understanding of the topic in question.	systematic literature review
12	Fedeli, G. (Fedeli 2019)	Fake news' meets tourism: a proposed research agenda	2019	Annals of Tourism Research	fake news in tourism	Key themes already well researched in tourism academia such as: authenticity, consumer behaviour (e.g., risk perception), marketing and crisis management in tourism certainly represent important connections to extant knowledge to help understand the issue. However, this phenomenon represents a peculiar area of study as it combines wide-ranging disciplines linked by a common underlying issue.	Due to the novelty of the subject and its original application to the tourism domain, the use of non-academic sources (e.g., newspaper articles) was deemed valuable and incorporated to properly to address the discourse.	Ethical aspects, marketing (on micro and macro levels), impact on tourists' perception and behaviour, security and regulations could all be possible research paths in the future	literature review

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
13	Filieri, R., McLeay, F. (Filieri and McLeay 2014)	E-WOM and accommodation: an analysis of the factors that influence travelers' adoption of information from online reviews	2014	Journal of Travel Research	hospitality: online reviews and accommodations, decision-making	The results of this study reveal that product ranking, information accuracy, information value-added, information relevance, and information timeliness are strong predictors of travelers' adoption of information from ORs on accommodations. These results imply that high-involvement travelers adopt both central (information quality) and peripheral (product ranking) routes when they process information from ORs.	the study does not deal with fake reviews and the effects of fake reviews on decision-making and it was composed mainly by Italian respondents, but can be a relevant source to research guest behaviour.	Further research could test the model proposed in this research on different typologies of COPs. In fact, results may differ for two typologies of COPs: independent websites (i.e., Tripadvisor.com) and e-merchants (i.e., Booking.com). E-merchants publish ORs written only by travelers who have previously purchased a product, while in an independent website travelers only need a valid email address to publish a review.	elaboration likelihood model
14	Fong, L.H.N., Ye, B.H., Leung, D., Leung, X.Y. (Fong et al. 2021)	Unmasking the imposter: do fake hotel reviewers show their faces in profile pictures	2021	Annals of Tourism Research	hospitality: fake online reviews—reviewers	1. The findings which are based on an analysis of data from Yelp.com and an online experiment confirm our hypothesis that fake review writers are less likely to provide a profile picture. That means they recognize their misbehavior, and thereby refraining from providing a picture which could expose their true identity. 2. fake review writers are just as likely to use a profile picture that only shows the face of others as one without face or not providing any image at all. As such, they are probably attempting to disguise their misbehavior.	The study's big data analytics only focuses on hotels in Las Vegas and the results may vary with different contexts.	Future research can examine other pictorial cues of fake review such as characteristics of picture, and if detectability of fake review by profile picture varies with user anonymity, review usefulness, and deepfake review.	literature review

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
15	Fotis, J. N., Buhalis, D., Rossides, N. (Fotis et al. 2012)	Social media use and impact during the holiday travel planning process	2012	Springer-Verlag	impact of social media on holiday planning process	Findings suggest that social media are predominantly used after holidays for experience sharing. It is also shown that there is a strong correlation between perceived level of influence from social media and changes made in holiday plans prior to final decisions. Moreover, it is revealed that user-generated content is perceived as more trustworthy when compared to official tourism websites, travel agents and mass media advertising.	(a) The sample is not random due to the self-response nature of the specific online panel survey; (b) there was no treatment for non-responses and the research focused on holidaymakers from the former Soviet Union states.	Future research may focus on how fake social media entries influence holiday-planners.	quantitative, online survey
16	Harris, C. (Harris 2018)	Decomposing TripAdvisor: Detecting potentially fraudulent hotel reviews in the era of big data	2018	International Conference on Big Knowledge	hospitality: fake/fraudulent online reviews	The word frequency between the two types of holiday planning websites (Agoda and Booking.com) and the patterns of reviewer activity differ considerably, even though the relative ranking of hotel reputation scores across review platforms are similar.	First, we examined reviews only in English and only in 12 markets. Second, we cannot verify that the suspected properties engaged in review fraud, so we can only infer fraudulent intent. Third, even among hotels with suspicious reviews, there were many genuine contributions that we did not separate from suspicious ones in our study.	Future research may look at more sophisticated review fraud; for example, how boosting and vandalism efforts may go together as a single campaign.	qualitative, longitudinal research project

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
17	Hlee, S., Lee, H., Koo, C., Chung, N. (Hlee et al. 2021)	Fake reviews or not: exploring the relationship between time trend and online restaurant reviews	2021	Telematics and Informatic	hospitality: fake restaurant reviews	The findings indicate that online reviews of newly opened restaurants show a time trend in which there are less negative sentiments and fewer words reflecting extreme reviews than long-running restaurants.	The study does not offer ways to identify products whose reviews are manipulated. This study only provides a guide to the properties of fake reviews that can be written about a newly opened restaurant. Second, some scholars may recognize certain data as a fake review, whereas others may think it is an authentic review written by a real consumer.	Future research may uncover the attributes of actual fake reviews, and study the impact of the attributes on consumers' perceptions, review usefulness, and sales performance.	literature review, inductive approach
18	Lappas, T., Sabnis, G., Valkanas, G. (Lappas et al. 2016)	The impact of fake reviews on online visibility: a vulnerability assessment of the hotel industry	2016	Information Systems Research	hospitality: impact of online reviews on visibility	In certain markets, 50 fake reviews are sufficient for an attacker to surpass any of its competitors in terms of visibility. We also compare the strategy of self-injecting positive reviews with that of injecting competitors with negative reviews and find that each approach can be as much as 40% more effective than the other across different settings.	The primary limitation of the work is the absence of a large data set of injection attacks, including the fake reviews that were successfully injected, as well as those that were blocked by the attacked platform's defenses. This is a standard limitation for research on fake reviews.	Useful kit to study online (including fake) reviews, and also empirically uncovers response strategies that may be used in the travel industry (not just hotels, but destinations as well)	estimation method

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
19	Long, H-D., Kong, Y-Q., Olya, H., Lee C-K., Girish, V.G. (Duong et al. 2025)	Echoes of tragedy: How negative social media shapes tourist emotions and avoidance intentions? A multi-methods approach	2025	Tourism Management	tourist behaviour—affected by negative social media	Empirical evidence shows that negative eWOM significantly affects tourists’ negative emotions, thus eliciting avoidance intentions towards Itaewon and crowded destinations. Furthermore, cross-country analysis indicates that tourists from China and Vietnam differ in the degree of negative emotions elicited by eWOM and the emotional strategies they employ. This research provides deep insights into the psychological mechanism underlying tourists’ negative emotions and avoidance intentions following a tragic event in a tourist destination.	The study focuses on Chinese and Vietnamese tourists. The authors does not deal with fake news, or misinformation on social media, only real tragic events that may influence tourists’ choices.	Incorporating diverse stakeholder perspectives, including destination managers, will provide a more comprehensive understanding of managing tourism destinations after tragic events.	multi-method approach (including Noldus FaceReader 7.1 AI software, in-depth interviews and a quantitative study)

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
20	Luca, M., Zervas, G. (Luca and Zervas 2016)	Fake it till you make it: reputation, competition, and yelp review fraud	2016	Management Science	hospitality: fake online restaurant reviews (by the restaurant)	First, roughly 16% of restaurant reviews on Yelp are filtered. These reviews tend to be more extreme (favorable or unfavorable) than other reviews, and the prevalence of suspicious reviews has grown significantly over time. Second, a restaurant is more likely to commit review fraud when its reputation is weak, i.e., when it has few reviews, or it has recently received bad reviews. Third, chain restaurants—which benefit less from Yelp—are also less likely to commit review fraud. Fourth, when restaurants face increased competition, they become more likely to receive unfavorable fake reviews.	-	Future research may look at how fake reviews left by businesses affect consumer’s choices	qualitative and quantitative
21	Martinez-Torres, M.R., Toral, S.L. (Martinez-Torres and Toral 2019)	A machine learning approach for the identification of the deceptive reviews in the hospitality sector using unique attributes and sentiment orientation	2019	Tourism Management	hospitality: machine learning approach to identify fake reviews	Positive and negative unique attributes lead to non-biased classifiers and that experience-based reviews tend to be non-deceptive.	The dataset corresponds of truthful and deceptive hotel reviews of 20 most popular Chicago hotels. They follow a review centric approach, so we do not include anything about user profiles or user networking activities.	May conduct a longitudinal study to check how the polarity-oriented unique attributes and the distinguishing topics change over time. The reason is that fraudsters can also change their patterns of action over time. The development of artificial intelligence and deep learning is making possible the artificial creation of reviews by bots or algorithms that learn from honest reviews.	content analysis

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
22	Mayzlin, D., Dover, Y., Chevalier, J. (Mayzlin et al. 2014)	Promotional reviews: an empirical investigation of online review manipulation	2014	American Economic Review	hospitality: online review manipulation	Hotels with next-door neighbors have more negative reviews on TripAdvisor, and the effect is exacerbated if the neighbor is an independent, small hotel—there is evidence of negative review manipulation.	it is not the aim of the article to contribute to the literature on fake reviews, however it does: it also suggest a detection algorithm. The limitation of the study is that it does not observe manipulation directly, but must infer it.	measuring the impact of the review manipulation on consumer behaviour	differentiation
23	Reyes-Menendez, A., Saura, J.R., Filipe, F. (Reyes-Menendez et al. 2019)	The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review	2019	PeerJ Computer Science	fake online reviews in the tourism sector	results demonstrate that (i) the analysis of fake reviews is interdisciplinary, ranging from Computer Science to Business and Management, (ii) the methods are based on algorithms and sentiment analysis, while other methodologies are rarely used; and (iii) the current and future state of fraudulent detection is based on emotional approaches, semantic analysis and new technologies such as Blockchain.	the number of studies reviewed and the databases consulted. Although the authors consulted the main scientific databases—Scopus, PubMed, PsylNFO, ScienceDirect and Web of Science—there are more databases available for consultation.	A promising area of future research is studying the behavioral aspects of users who write online reviews for tourism businesses.	systematic literature review
24	Rivera, M.A. (Rivera 2020)	Fake News and hospitality research	2020	International Journal of Hospitality Management	hospitality	The main goal is to initiate a discourse on matters pertaining to “fake news” that will help us rethink and inquire what constitutes knowledge in order to better understand the past, present, and future of hospitality research.	-	-	-

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
25	Tham, A., Chen, Sh. (Tham and Chen 2022)	Fake News and Tourism—Whose Responsibility Is It?	2022	Journal of Responsible tourism management	fake news in tourism	Participant scores ranged from 1 to 6 out of 10 in terms of correctly picking out real news from fake news. Several participants commented that it was challenging and confusing to detect fake news from real information because each of these appeared somewhat authentic, except for those that they felt were likely exaggerating, or hardly possible.	As an exploratory investigation, the outcomes of the fake news tourism experiment may not be generalizable across different contexts, such as students or leisure travelers.	Future studies may wish to investigate fake news in other contexts, such as hospitality or events.	literature review and fake news experiment among conference participants
26	Tuomi, A. (Tuomi 2021)	Deepfake consumer reviews in tourism: Preliminary findings	2021	Annals of Tourism Research Empirical Insights	hospitality: deepfake (computer-generated) reviews	the paper provides tourism scholars preliminary insight into how deepfake online reviews influence tourism management, including the kinds of features that make a given narrative particularly “human- or machine-like”.	only preliminary studies	Future research should continue this line of inquiry by exploring strategies for detecting, moderating, and replying to computer-generated reviews in tourism. In particular, attention should be paid to exploring impacts of computer-generated reviews across different review platforms.	qualitative analysis (descriptive)

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
27	Vasist, P.N., & Krishnan, S. (Vasist and Krishnan 2023)	Disinformation ‘gatecrashes’ tourism: An empirical study	2023	Annals of Tourism Research	tourism: political disinformation	The study finds that there is influence of various forms of disinformation on the performance of the travel and tourism sector, the study reveals the complexity of disinformation as a phenomenon and provides crucial insights for researchers weighing their options for evaluating the influence of particular disinformation aspects on the travel and tourism sector.	Focuses exclusively on political disinformation and its consequences on tourism	Future studies may incorporate a range of fake news genres and examine their effects on travel and tourism.	qualitative, comparative analysis
28	Vasist, P.N., & Krishnan, S. (Vasist and Krishnan 2024)	Country branding in post-truth Era: A configurational narrative	2024	Journal of Destination Marketing & Management	tourism: impact of online disinformation and hate speech on a country’s image	increasing dominance of state and partisan factions-led disinformation, which collectively impact the nation’s image. The findings also shed light on the diminishing role of foreign disinformation, while the ancillary function of online hate emphasizes the significance of disinformation amplified hate speech, which has become increasingly commonplace in global political discourse, with such disinformation campaigns using hate speech as an amplification strategy.	the analysis incorporates secondary data from credible sources, and the impact of hate speech and disinformation on a country’s image was empirically validated, it is possible that a nation’s poor brand image may become a target for disinformation campaigns and foreign interference.	future research can consider gathering primary data and analyzing the precise consequences of disinformation and its influence on regional perceptions of a nation’s brand	configurational analysis

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
29	Vasist, P.N., & Krishnan, S. (Vasist and Krishnan 2022)	Demystifying fake news in the hospitality industry: A systematic literature review, framework, and an agenda for future research	2022	International Journal of Hospitality Management	hospitality and food industry, focusing on fake reviews	Four broad themes characterizes the research on fake news in the hospitality industry: 1. Fake reviews may be tools for inducing an epistemic crisis 2. Food facts, fads, and myths may be vehicles of fake news 3. Health scares may impact hotels and restaurants 4. There are deceptive narratives in travel and recreation		The implications of engaging with content of a false nature may be explored at the levels of individual, brand, and the society.	qualitative, systematic literature review
30	Vidriales, A. L. (Vidriales 2020)	Fake news or real: Analysis of the impact of travel alerts in Mexico's sun and sea main tourist destinations	2020	Journal of Travel, Tourism and Recreation	tourism:fake news case study (mexico)	US travel alerts of increased violence, insecurity and crime cause the decrease flows of American tourists to main Mexico's sun and sea tourist destinations, as consequence, the local population might be affected for all the lack of income.	only deals with one part of Mexico and US citizens	Other studies may look into other destinations (where the US issued travel alerts)	documental/statistical data analysis
31	Wang, Y., Chan, S.C., Leong, H.V., Ngai, G., Au, N. (Wang et al. 2016)	Multi-dimension reviewer credibility quantification across diverse travel communities	2016	Knowledge and Information Systems	tourism: reviewer credibility	The study shows that both Impact Index and Exposure-Impact Index lead to more consistent results with human judgments than the state-of-the-art method in measuring the credibility of reviewers from diverse communities, manifesting their effectiveness and applicability.	Qunar is less known in Europe, so it is only relevant in the context of the Asian/Chinese travel community	Future studies may examine the impact of adjusting the weight of two dimensions to satisfy travellers' different demands.	adopts Impact and Exposure-Impact Index to quantify the credibility of reviewers

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
32	Williams, N. L., Wassler, P., & Ferdinand, N. (Williams et al. 2022)	Tourism and the COVID-(Mis)infodemic	2022	Journal of Travel Research	tourism: misinformation about the pandemic	As a “misinfodemic,” COVID-19 discussions have also attracted actors seeking to share misinformation enabled and exacerbated by social media networks, which include willful distortions as well as conspiracy theories. Combined, this (mis)infodemic can change risk perceptions of travel, resulting in travel patterns based on technological, regulatory, and perceived behavioral homophily.	it is dealing with misinformation about covid-19, which is not relevant at the moment, however, may shed light to the inner workings of misinformation about pandemics and natural disasters	gateway for future tourism research that incorporates the discussed concepts (conspiracy theories, vaccine hesitancy) as part of theoretical frameworks to examine travel behaviour as described in this study.	literature review
33	Wu, Y., Ngai, E.W.T., Wu, P., Wu, C. (Wu et al. 2020)	Fake online reviews: literature review, synthesis, and directions for future research	2020	Decision Support Systems	fake online reviews	Based on a review of the extant literature on the issue, the study identifies 20 future research questions and suggest 18 propositions. Notably, research on fake reviews is often limited by lack of high-quality datasets. To alleviate this problem, the study comprehensively compile and summarize the existing fake reviews-related public datasets.	The literature review is not exhaustive, but it can be a beneficial resource for future research, as it highlights possible research directions	20 future research Q’s and 18 propositions	literature review (antecedent–consequence–intervention conceptual framework)

Table 1. Cont.

Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
34	Ye, Q., Law, R., Gu, B. (Ye et al. 2009)	The impact of online user reviews on hotel room sales	2009	International Journal of Hospitality Management	hospitality: impact of online reviews on room sales	The result showed that positive online reviews can significantly increase the number of bookings in a hotel, and the variance or polarity of WOM for the reviews of a hotel had a negative impact on the amount of online sales. Additionally, hotels with higher star ratings received more online bookings, but room rates had a negative impact on the number of online bookings. Furthermore, the GDP of the host city had a positive impact on the number of online bookings.	studies the largest travel website in China	Future research, such as the refinement of the evaluation model, is needed to improve the generalization of research findings in this area.	fixed effect log-linear regression model
35	Zelenka, J., Azubuike, T., Pásková, M. (Zelenka et al. 2021)	Trust model for online reviews of tourism services and evaluation of destinations	2021	Administrative Sciences	hospitality (online hotel reviews)	In the early days of Web 2.0, studies focusing tourism services offered in destinations. In the early days of Web 2.0, studies focusing on user trust in UGC, as well as comparing trust in UGC and CGC and the factors that user trust in UGC, as well as comparing trust in UGC and CGC and the factors that influence that trust, were published. This trust is significantly influenced by the evaluation of the level of truth and intentional cognitive or emotional distortion of UGC content, and this is even more true of e-WOM, including reviews of tourism services and destination ratings.	When using review sites as a source of information in marketing research, the systematic use of a false input filter can be expected.	Further research into various aspects of false communications in tourism can also be expected, e.g., to examine the ethics, marketing, perception and behaviour of tourism participants, as well as safety and regulation.	SWOT analysis, processual analysis and an analysis of verification process, conditions, factors affecting trust in reviews on review sites.

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36	Zeng, B., & Gerritsen, R. (Zeng and Gerritsen 2014)	What do we know about social media in tourism? A review	2014	Tourism management perspective	tourism: social media	The paper suggests that research on social media in tourism is still in its infancy. It is critical to encourage comprehensive investigation into the influence and impact of social media (as part of tourism management/marketing strategy) on all aspects of the tourism industry including local communities, and to demonstrate the economic contribution of social media to the industry.	This review did not include social media sources in the literature, such as blogs, micro-blogs, Facebook, and Twitter.	Social media in tourism research will have to deal with the issues associated with local communities such as socio-economic and cultural impacts (either positive or negative) of social media on local residents.	literature review
37	Zhang, D., Zhou, L., Kehoe, J.L., Kilic, I.Y. (Zhang et al. 2016)	What online reviewer behaviors really matter? Effects of verbal and nonverbal behaviors on detection of fake online reviews	2016	Journal of Management Information Systems	hospitality: fake online reviews—detection	The results of an empirical evaluation using real-world online reviews reveal that incorporating nonverbal features of reviewers can significantly improve the performance of online fake review detection models. Moreover, compared with verbal features, nonverbal features of reviewers are shown to be more important for fake review detection. Furthermore, model pruning based on a sensitivity analysis improves the parsimony of the developed fake review detection model without sacrificing its performance.	Detecting online fake reviews is a challenging task. Fabricating a fake review is essentially a deception process. Extensive deception studies have shown that the accuracy of human deception detection is only slightly higher than 50 percent, primarily due to people's truth bias and misuse of telltale signs of deception.	The findings provide several research and practical implications for improving the trustworthiness of online review platforms and the performance of online fake review detection.	review content analysis and feature extraction using the Natural Language Toolkit (NLTK 3.0)

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Study ID	Author(s)	Title	Year	Journal/Proceedings	Context	Key Findings	Limitations/Relevance to Topic	Future Research Paths	Methodology
38	Johnson, A.G. (Johnson 2024)	Fake news simulated performance: gazing and performing to reinforce negative destination stereotypes	2024	Tourism Geographies	fake news in tourism	The study draws attention to the spatiality of the phenomenon, which can provide practitioners with insights for developing and implementing destination image repair strategies. Practitioners should incorporate gazers into their strategies for com- battling stereotypes. They also need to carry out continuous and real-time repair alongside bunking strategies prior to and during performances. Debunking strategies should provide contextual data in order to be effective.	The study mainly deals with the proposal that fake news has emerged as hyperreality performances that serve as a means of reinforcing negative stereotypes for destinations with populations of African descent, thus only deals with relevant destinations.	Explorations can extend beyond tourism as fake news that reinforce stereotypes towards individuals of African descent is being confronted in international relations and crisis research.	literature review, case studies
39	Mushawemhuka, W., Hoogendoorn, G., M. Fitchett, J. (Mushawemhuka et al. 2021)	Implications of Misleading News Reporting on Tourism at the Victoria Falls, Zimbabwe	2021	American Meteorological Society	tourism in general	Inaccurate reporting is argued by the tourism operators to have negatively affected the tourism sector and destination image of the key attraction. This paper highlights the need for accurate science-based media reporting on weather, climate, climate change, and the knowledge of the local tourism stakeholders within the tourism sector.	Not all newspaper articles who mentioned about the Victoria falls were considered in this research.	Accurate high-resolution data could be applied in future research to limit the impacts of fake media on the tourist destination.	content analysis

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