RESEARCH ARTICLE   **OPEN ACCESS**

FAKE NEWS, FALSE ADVERTISING, SOCIAL MEDIA, AND THE TOURISM INDUSTRY

*Ali Abdallah

Assistant Professor, School of Tourism Management, Stenden University of Applied Sciences, Qatar

ARTICLE INFO

ABSTRACT

Fake news is a relatively new term that has garnered much attention globally. It has been held as a distinct and identifiable phenomenon and has been defined by many academicians, igniting a scholarly debate. This research paper reflects on 'Fake News' by discussing the term itself and then reflecting on its impacts on the tourism industry. As 'Fake News' tends to be effectively absorbed by audiences through social media, a link is established between social media and 'Fake News' advertising. This paper further explores the role that news plays in our everyday lives and the impact of fake news on the tourism industry. The impacts of 'Fake News' on the industry in general are reviewed and discussed. 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. This raises further ethical questions and raises doubt of the legality of such purposeful doings. Tourism during the recent Covid 19 pandemic is also explored as destinations have opted for uncommon means of promoting their tourism industry through extreme measures of 'Fake News'.

INTRODUCTION

Fake news has an enormous implication on public opinions (Allcott & Gentzkow, 2017) and is acknowledged as a predominant part of the digital information age. This research focuses on the phenomenon of 'fake news' in the environment of travel and tourism. Prominent politicians have been credited with frequently using the term "fake news" in their public speeches. Recent political events—particularly the controversial Brexit referendum in the U.K. and the highly marginal success of Donald Trump in the U.S. presidential election of 2016—have led to increased interest in the occurrence of "fake news", which is widely supposed to have occupied a substantial part in determining the consequence of both political challenges (Allcott & Gentzkow, 2017). The term 'fake news' has progressively garnered broader attention in recent years due to the dissemination of social media and the popularity of great digital platforms used to spread the news and reach out to the world's audience (Allcott & Gentzkow, 2017). Moreover, as technology is growing at a very fast pace, it has become evident that its effects on everyday life can no longer be ignored even to the minutest of spheres of existence. As generalist as this may sound, it is, however, true even for the tourism industry. Research indicates that from the year 1980 it took tourist arrival figures to gain by about 390 million by the year 2000, but, at the advent and growth of the technology bug this figure had reached an

astonishing 1, 2 billion tourist arrivals in different destinations around the globe by the year 2015 (UNWTO, 2016). This indicates that tourist arrival growth figures increased at a quarter less the time it had taken from the 80s to the 2000s stage. Further studies indicate that attributable to this growth in tourism figures is social media (Dwivedi *et al*, 2011). This study indicated a huge reliance by National Tourism Organization bodies around the globe on their dependence and use of social media. Further, in a 2018 dissection of the effects and impacts of social media on tourism growth and in general, the Hospitalitynet organization indicated that since it became popular, social media has been the go-to playground for holiday seekers (Hospitalitynet, 2018). According to this study, there has been a steady growth in the utility of such social media sites such as Trip Advisor (to mention just one of the most popular), from which the data gathered in that study indicated that compared to 2005 where there were far less than 50 million reviews and opinions on the site, by the year 2015, that figure had reached a staggering 200 million reviews and opinions, thus indicating such a sharp rise in the impacts that social media has had for tourism related issues (Hospitalitynet, 2018). The travel and tourism sector is also impacted by 'fake news'. It is subjected frequently to the ramifications of the phenomenon of fake news dispersion. The reach of this phenomenon is far and wide, and the global tourism industry is facing the effects of fake news dispersion. As the tourism industry relies on unbiased and continuously updated

information in user experiences and reviews shared by consumers worldwide, information plays a crucial role. As observed from many incidences, the dissemination of fake news impacts the consumers' opinions, behaviours, and expectations and can detriment or benefit the travel and tourism industry globally. Social Media and the Tourism Industry: The issue of social media and its influence on the tourism sector and its growth on a broad scale has been one that has received much attention from the academic field (Chatzigeorgiou, 2017; Zeng & Gerritsen, 2014; Mariani *et al*, 2014; Conrady & Buck, 2007) because of its multi-dimensionalism and its ability to be adaptable to changing trends and will most likely be a topic of research and discussion into the infinite future. Social media has played a very pivotal and specific role in the influence that it has had on tourists' movement patterns to various global destinations. At the turn of the millennium (around about the year 2000), technological influence and manifestation had not been at such a level as it is currently being felt and experienced (Internet World Stats (IWS), 2019), with the internet exploding as a recognised and relied upon platform for information dissemination from about that year. Figures presented indicated that in December 2000, there were about 361 million internet users globally with this number increasing to about 2 billion users by the year 2010 (IWS, 2019). That figure has more than doubled to date. Statistics also show that around 2004, two phenomena in the technological space basically revolutionized the internet as we know it today. First was the proliferation of social media (such sites as Facebook were born around that time) and secondly, the popularity of mobile phone technology also saw a sharp increase in usage (IWS, 2019). Statistics showed that at a later stage (around 2013), the popularity of Facebook had grown so dramatically to an extent of a user base of around 1.23 billion users per 14 months tallying and 945 million active users accessing it from their mobile devices. Sister application, Instagram, had scored a user base of 150 million users by the close of 2013, cementing an increase of 15% from the previous two months figures. LinkedIn, on the other hand, had nearly 280 million subscribers of its platform at that period as well (Scaife, 2014).

What was unmistakably evident from this era onwards was the dependence by the millions of internet users in the ease of communicating through the various social media platforms. This cemented the one thing that would later become an asset for businesses around the world, and that was the influence of social media on decision making. The dissemination of social media in recent years, and the popularity of great digital platforms used to spread news and reach out to the world's audience (Allcott& Gentzkow, 2017) assisted the rapid spread of 'fake news' which has progressively garnered broader attention in recent years due to its devastating impacts on various industries and destinations, including the tourism industry. To understand how the latter was possible it is essential to understand what 'fake news' is and address the theories defining it.

What is Fake News?: The term "Fake News" was included as an official word in the Collins dictionary in 2017. It is defined as "false, often sensational, information disseminated under the guise of news reporting". It was also cited as one of the most frequently used terms of the year 2017, as it was used by the former President of the US Donald Trump. The concept has been around since the eighth century, as some evidence points to the term's existence (Berkowitz & Schwartz, 2016), but its frequent use is relatively new. It is often and more frequently used by politicians when referring to news organizations that publish information that is not beneficial to them. Fake news is rooted in disinformation. Similar to 'fake news', 'disinformation' can be understood as an opposite notion of information (Floridi, 2011). Because of this similarity, fake news may be understood as examples of disinformation. First, it must be understood that disinformation can be understood in the context of information; similarly, fake news may be understood in the class of news. As false information, misinformation, disinformation are not variabilities of information, fake news and news are entirely different from each other in context (Berkowitz & Schwartz, 2016). Fake news has no substance to it and may sometimes be fictiously created from

thin air, and in such cases, it will only be true by sheer coincidence. The purpose of fake news is to create sensational content in an otherwise mediocre news outlet or publication (Berkowitz & Schwartz, 2016). The digital age has invoked the spread of misinformation, which is so widespread that its legitimacy needs to be checked before taking it for its face value. With intense market competition, progressing technologies and snowballing consumer choices, business owners go to any extent to influence their consumers to create long-term synergies and loyalties profitable (Berkowitz & Schwartz, 2016). At times, these marketing strategies used to coerce consumer loyalty are based on misinformation to induce misinterpretation of the product or service. Traditional marketing and advertising strategies are not deemed sufficient anymore by the businesses as they want to carve a niche in the highly competitive market.

Effects of Fake News on Tourism Industry: The travel and tourism industry has not been immune to the ever-growing phenomenon of fake news. Tourism is a multibillion-dollar industry worldwide and has far-reaching benefits to societies. It supports and creates large businesses and small jobs. The industry is a significant economic and social contributor to society. Over the last few decades, tourism consumption has evolved as holidays are a consumer's preferred way to relax and enjoy a break from the tiring grind of everyday life (Barbosa, 2017). However, similar to every business activity, the tourism industry is also subjected to changes due to the fluctuations in the business environment. As consumers read reviews and consumer opinions before visiting a tourist destination, it is in the tourist destinations' best interest that they are presented appealing to the consumers. However, there are repercussions to using social media as fake news may be disseminated by rivals to sway the consumers away from a tourist destination. In this context, fake news can have serious consequences (Barbosa, 2017). The problem does not lie within the available tools. The problem lies within how these tools may spread falsified information, which may impact consumer decisions. The spread of this kind of news is beneficial to some parties, whatever may be the part to which it relates; tourism is yet another area affected by the spread of fake news for diverse purposes, whether to create a misrepresentation of the destination or increase the rating of some tourist facility, fake news impacts many stakeholders (Barbosa, 2017).

The fake news phenomenon is widespread today due to the easy accessibility of social media platforms, which can disseminate large amounts of information in a very short period (Barbosa, 2017). The areas in which fake news is most prevalent are tourism and politics. In some cases, politics and tourism become intertwined, as in Thailand and Seychelles. This relationship is that tourism is an industry that is very beneficial to a country, and there may be political gains from the increase in tourism (Fedeli, 2019). Opinion pieces, editorials, and news articles are written intentionally to sway the readers from the truth are examples of tools used to spread fake news (Allcott& Gentzkow, 2017). Most consumers rely on these sources for their research before travelling to a tourist destination. Most consumers cannot identify fake news and become a victim of misinformation. This leads us to the perception that social media consumers are not sufficiently educated to identify fake news (Allcott & Gentzkow, 2017). Therefore, there is substantial standing in educating the users of social media on identifying such deceitful news. Society is very responsive, and the mobile platforms available to expand the outreach gives rise to a cyber-cultural resolve (Barbosa, 2017). The swiftness of the spread of information and globalization, together with easily accessible internet networks, and the wide domain of social networks and websites, affect tourism (Allcott & Gentzkow, 2017). A major difficulty in the milieu of fake news is the absence of verification of news before publication, impacting the transfer of false news.

The era of fast connectivity using 5G networks, which are available even in most remote tourist destinations, ensures that the consumers post on social media their experiences in real-time. This is mainly intended for the family and friends, not the world at large. However, because of re-sharing options available in social media, the news

spreads (Barbosa, 2017). The benefit of these shares is the positive publicity the tourism destinations receive. Marketing becomes far reached, which cannot be easily undertaken if traditional marketing strategies are deployed. The downside of sharing information in real-time is that the experience may be a one-off good or bad one, or the consumer is biased. Therefore, true and unbiased information does not get shared (Ferreira *et al.*, 2018). This may be one reason that validates the significance of independent review sites such as Trip Advisor and Expedia. Consumers' opinion about the experience they are going to consume is progressively based on previous reviews they get from numerous sources. Furthermore, there is widespread misinformation on social media about so many issues because internet tools provide relative simplicity for manipulating news while keeping the real perpetrators concealed. Whether it is false propaganda against leaders or nations, or businesses, specialized agencies can be contracted to spread fake news. The spread of false news on social media seems to be a key point in this new pattern, which symbolizes a quandary between this occurrence and freedom of expression (Tandoc Jr *et al.*, 2018).

Fake News & Tourism in times of Covid-19: The declaration of Covid-19 as a Pandemic on March 11, 2020, forced the world into a lockdown for severing ensuing months (Koh, 2020). The message was to stay at home and save lives, as in order to curb the spread of the virus, the population mobility had to be restricted. The travel and tourism industry suffered a major blow due to the lockdown. Mobilization is a key element for the development of any tourism industry. The Covid-19 induced lockdowns sent the businesses into a downward spiral. Ironically, the message was spread to stay away from tourism destinations all around the world. Places characterized as overly crowded before the pandemic became ghost towns with hardly anyone around for fear of catching the virus (Koh, 2020). Airlines cancelled all their flights during that period while offering back vouchers to their clients to use the ticket in the future. After the lockdown, normal life resumed, and yet another wave hit, and the cycle is continuing (Koh, 2020). The tourism industry still has not bounced back as there is a fear in the consumers amidst the rollout of the vaccine. Whether there is uncertainty or clear risk in people's perception, the effect of the information pursued is indisputable. Tourism businesses find themselves in a precarious situation, obliged to inform their potential consumers of all the security measures they have taken to infuse a sense of confidence. More importantly, instead of promoting a product, the tourism industry is promoting a proposition of no consumption, like Airbnb declaring messages like "We may be apart, but we will get through this together", or Estonia as a tourist destination tweeting "Visit Estonia... later #stay-home" (Zerva, 2020). Fake news is, without a doubt, a hazard to society. However, it has become a perplexing problem for social media users and researchers alike. Fake News in the times of COVID-19 is a much bigger problem as it can influence people to take extreme actions by considering the news as true (Zerva, 2020). There have been cases when in a desperate attempt to revive tourism amidst the pandemic, some tourist destinations have claimed to be virus-free, encouraging tourists to visit them, ending up in the spread of the virus (Zerva, 2020).

Advertisements & Social Media: Advertising through social media plays a key role in the tourism industry and leaves major impacts for tourism destinations, hosting organisations, and travellers. Fake news advertised and promoted by false advertising leaves devastating impacts. The lines between what is considered fake news and authentic news have become blurred ever since fake news has entered the journalism arena (Berkowitz & Schwartz, 2016). Advertisements are identified just as in mainstream media, so should be the quality of news, thus giving rise to news categories such as politics, environment, finance, professional, verified, peer review accepted, satirical, plain nonsense, fake, to name a few.

It could be argued that some news is harmless and presented for mockery; however, as the adage goes, "No News is Good News". With its double-edged sword, interpretation can make all news harmful. If fake news originates from a source to deceive the receiver, it may also negatively affect an organisation's credibility when the

truth surfaces eventually. The ramifications are severe, ranging from defamation lawsuits to legal prosecutions (Chionne & Scozzese, 2014). The advertising stunt may result in temporary gains for the organization, but as a result, the entire industry can suffer from a wide range of consequences by practising fake news. Moreover, fabricated reviews on websites of tourism destinations, aggressive marketing strategies all heighten the repercussions of fake news usage in the tourism industry (Chionne & Scozzese, 2014). Considering the ramification and impact of fake tourism news on the economy and, therefore, people's livelihood, serious consequences or penalties should be imposed on the sources and publishers of such fake news (Chionne & Scozzese, 2014). On the other hand, one can argue that fake news benefits the industry by bringing a destination or area into the global limelight and promoting it. It is easy and inviting for disseminators to jump onto the fake news bandwagon to attract larger numbers of consumers but creates a dishonest feeling which effects other destinations due to the demoralisation of hopes given by fake advertising which twisted expectations to the un-expected. One would argue that certain un-damaging fake news can boost the economy. The delicate balance between harm and benefit is critical and could be left open dialogue to determine good information or fake news sources. One could use fake news or misleading advertising to lure tourists to a destination based on certain travel packages to find hidden charges payable at the destination, making the fake news more of a scam. One can discern fake news from a scam when the perpetrators of fake news directly or indirectly benefit financially or otherwise from disseminating the information. From an economic point of view, fake news can either benefit or wreak havoc on the economy (Chionne & Scozzese, 2014).

Within the tourism industry fake news can create bias within the dynamics of information collection and processing in the absence of transparent information about places, products and activities. This issue is pertinent to the processes of knowledge construction and distribution in the tourism industry. Perception of places are built through consuming the available literature on the internet, and consumption decisions are made accordingly by tourists. As fabricated information seeps through the media, people start believing it more than the reality itself (Berkowitz & Schwartz, 2016), creating biases in the minds of the consumer as they feel that not everywhere on the internet can be fake news and that there must be some notion of truth to it. This gradually alters consumer preferences and influences the decision of tourists. Determining the extent of the impact of decision-making using fake news information can be complex at best (Berkowitz & Schwartz, 2016). The influence of fake news on behaviour and subsequently propagating destination information is compounded by re-publishing or re-posting the same fake news through other mediums. The fake reviews industry is booming, making reviews of destination through scripts and programs, positively promoting one and negatively presenting another location based on financial rewards (Berkowitz & Schwartz, 2016). The use of reviews to determine location destination is then influenced by third parties instead of oneself based on alternate and orthogonal information streams. The review generators could drown out the negative or positive feedback on the destination, placing users at the mercy of Influencers. According to Fedeli (2019), there are reservations about issues such as the credibility of businesses within the tourism industry, whether fake news can be a fair practice in tourism marketing, and how businesses are responsible for using fake news to promote themselves. The author further suggests that consumers should investigate the news's authenticity and identify the difference between a scam and fake news in marketing (Fedeli, 2019). Another example of using fake news to promote a tourism destination is the 2017 incident of the Lithuanian tourism department, who allegedly used photos from Finland and Slovakia to promote the country's tourism (BBC News, 2017). Therefore, it is worth understanding an organization's fake news motivations to promote a tourist destination. The justification for using photos that are manipulated in any form to send out a wrong message to the consumers is an old trick in the book, but with the globalization of information and easy access to information, an extremely naïve consumer will easily be the victim of such tactics. Deconstructing

such kind of misinformation is very easy in today's era of information. However, reviews are important as they provide immediate feedback on a destination based on personal experiences. As reviews can highlight destinations to the levels that they may be considered worthy of awards, these evaluations are considered effective marketing strategies, creating a brand image of the destination (Zhao *et al.*, 2019).

Conclusion

Tourism is one of the most important socio-economic activities globally, increasing social cohesion. Countries rely on tourism to promote cross-cultural diversity and trade. In some cases, it is the most powerful activity, particularly in countries with the tourism sector as a centre for all their economic activities. With the ease of travel in air travel, sea travel and road infrastructure, enabling tourists to travel at their convenience, tourism has become a globalized industry. Therefore, tourism is presented as an economic activity with advantages and positive aspects, such as job creation and environmental protection, culture enrichment, conservation and protection of historical architecture and sites, and large improvements in infrastructure. Consequently, it is correct that the progression of technology has opened new business opportunities, while on the other hand, it has also brought about behavioural changes in society. This being said. Specifically, consumer behaviourhas changed, and hence it is necessary to study and understand their new behaviour relative to their old behaviour so that new strategies to target them may be deployed which compatible with the new behaviours (Vilas-Boas & Sousa, 2019). At the same time, the environment influences the behaviour and performance of the consumers, especially concerning the use of innovation (Walter *et al.*, 2019). Besides, fake news and its implications concerning tourism is a reality that raises several questions that may be an outlook of change in the working of models of the businesses in the tourism industry. However, to cope with this rapid growth in the tourist flow that has transpired in recent years, it is important to adopt tools for preparing and controlling tourism activity in tourist destinations, consequently avoiding adverse results. An essential characteristic is signified by the use of tactics within the tourism businesses to protect themselves from the consequences of fake news. Internet leaders such as Facebook and Google have recently taken strict measures to spread malicious information on their platforms (Wingfield, Isaac, & Benner, 2016). However, these actions might not be sufficient to curb the spread of fake news and put a stop to unending debates on falsified topics. Similarly, the tourism industry can deploy resources to control fake news at the source and nip it in the bud before it spreads and causes irreparable damage. Education literature may prove to be beneficial in this respect. Looking at the threats from various sources ranging from review generators to paid bloggers and vloggers to posts by an influencer with large followings, the tourism industry must look into arming itself to protect from such interference. Setting up tourism-based association publishers and disseminating information, posts on Facebook and Instagram and the like to discredit fake news or at least debunk publishers or sources could be an option. Alternatively, using actual tourists to promote and assist in propagating news and drowning out fake news through the widespread assault on fake news sources could be another deployment. Promotion of safe tourism, with an Association Logo for a stamp of approval, might be an answer to help present a brighter safe destination picture. Conclusively, it may be said that 'fake news' has a deep impact on consumer behaviour, consequently affecting tourism businesses. Like any other news, fake news spreads fast through social media channels and can construct or destruct tourism franchises. The travel and tourism industry is strongly reliant on information; obscurity and lack of reliability can damage the short term and long-term prospects of growth (Wingfield, Isaac, & Benner, 2016). Fake news can primarily affect users, expectations, and overall experience of the destination, casting doubts in the consumers' minds. Undoubtedly, fake news has widespread repercussions to all businesses globally as it combines wide-ranging areas linked by an underlying mutual problem. Considering the development in networks and technology and its effect on the socio-

economic perspectives, the 'fake news' phenomenon warrants attention by tourism scholars.

REFERENCES

Allcott, H. and Gentzkow, M., 2017. Social media and fake news in the 2016 election. Journal of economic perspectives, 312, pp.211-36.

Barbosa Filho, F.D.H., 2017. A crise econômica de 2014/2017. Estudosavançados, 3189, pp.51-60.

BBC, 2017. Lithuania tourism advert used fake photos. http://www.bbc.co.uk/news/world-europe-38928864.

Berkowitz, D. and Schwartz, D.A., 2016. Miley, CNN and The Onion: When fake news becomes realer than real. Journalism practice, 101, pp.1-17.

Bowen, G., & Bowen, D., 2016. Social media: strategic decision making tool. In Competitive Social Media Marketing Strategies, IGI Global, pp. 94-111.

Chatzigeorgiou, C., 2017. Modelling the impact of social media influencers on behavioural intentions of millennials: The case of tourism in rural areas in Greece.

Chionne, R. and Scozzese, G., 2014. Some evidence on unconventional marketing: Focus on guerrilla marketing. International Business Research, 712, pp.153.

Conrady, R., & Buck, M., 2007. Trends and Issues in Global Tourism. Berlin: Springer.

Dwivedi, M., Yadav, A., & Venkatesh, U. 2011. Use of social media by national tourism organizations: a preliminary analysis. Information Technology & Tourism, 132, pp.93-103.

Ernawati, N.M., Sudarmini, N.M. and Sukmawati, N.M.R., 2018. Impacts of Tourism in Ubud Bali Indonesia: a community-based tourism perspective. In Journal of Physics: Conference Series, IOP Publishing, 9531.

Fedeli, G., 2019. Fake news' meets tourism: a proposed research agenda. Annals of Tourism Research, 1261, pp.21.

Filieri, R. and McLeay, F., 2014. E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. Journal of travel research, 531, pp.44-57.

Floridi, L., 2011. The construction of personal identities online. Minds & Machines 211, pp.477.

Fotis, J. N., Buhalis, D., &Rossides, N. 2012. Social media use and impact during the holiday travel planning process, Springer-Verlag, pp. 13-24.

Gelfert, A., 2018. Fake news: A definition. Informal Logic, 381, pp.84-117.

Goodrich, K., & De Mooij, M., 2014. How 'social'are social media? A cross-cultural comparison of online and offline purchase decision influences. Journal of Marketing Communications, 201-2, pp.103-116.

Hajli, M.N., 2014. A Study of the Impact of Social Media on Consumers. International Journal of Market Research, 56, pp.387-404.

Hospitalitynet.org. 2018, The Value of Social Media in the Hospitality Industry, https://www.hospitalitynet.org/opinion/4086981.html, Accessed 30 June 2021.

Koh, D., 2020. Occupational risks for COVID-19 infection. Occupational medicine Oxford, England, 701, pp.3.

Mariani, M. M., Buhalis, D., Longhi, C., &Vitouladiti, O., 2014. Managing change in tourism destinations: Key issues and current trends. Journal of Destination Marketing & Management, 24, pp.269-272.

Martinez-Rojas, M., del Carmen Pardo-Ferreira, M. and Rubio-Romero, J.C., 2018. Twitter as a tool for the management and analysis of emergency situations: A systematic literature review. International Journal of Information Management, 43, pp.196-208.

Oliveira, B., Campomar, M.C. and Luis, C., 2008. Posicionamentoestratégicoem turismo: o caso Sabre Brasil. Revista Turismo emAnálise, 191, pp.64-84.

Oremus, W., 2017. Facebook has stopped saying 'fake news'. Online at http://www.slate.com/blogs/future_tense/2017/08/08/facebook_has_stopped_saying_fake_news_is_false_news_any_better.html. Accessed 21 June 2021.

Power, D. J., & Phillips-Wren, G., 2011. Impact of social media and Web 2.0 on decision-making. Journal of decision systems, 203, pp.249-261.

Rini, R., 2017. Fake news and partisan epistemology. Kennedy Institute of Ethics Journal, 272, pp.43.

Scaife, L., 2014. Handbook of social media and the law. CRC Press.

Sousa, B. and Simões, C., 2010. Comportamento e perfil do consumidor de turismo de nichos. Tékhne-Revista de EstudosPolitécnicos, 14, pp.137-146.

Tandoc Jr, E.C., Lim, Z.W. and Ling, R., 2018. Defining "fake news" A typology of scholarly definitions. Digital journalism, 62, pp.137-153.

The Guardian, 2018. Fake News in Italy. Online at: https://www.theguardian.com/world/2018/sep/12/man-jailed-italy-selling-fake-tripadvisorreviews-promo-salento, accessed 11 June 2021.

Vilas Boas, V. and Sousa, B., 2019. The Role of Service Quality in Predisposition for Portuguese Online Commerce.

Walter, N., Tukachinsky, R., Pelled, A., and Nabi, R., 2019. Meta-analysis of anger and persuasion: an empirical integration of four models. J. Commun. 69, pp.73–93.

Wingfield, N., Isaac, M. and Benner, K., 2016. Google and Facebook take aim at fake news sites. The New York Times, 11, p.12.

Xiang, Z., & Gretzel, U., 2010. Role of social media in online travel information search. Tourism management, 312, pp.179-188.

Zeng, B., & Gerritsen, R., 2014. What do we know about social media in tourism? A review. Tourism management perspectives, 10, pp.27-36.

Zerva, K., 2020. Tourism and COVID-19: Social and Lateral marketing to the rescue. Communication Papers, 919.

Zhao, Y., Xu, X. and Wang, M., 2019. Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. International Journal of Hospitality Management, 76, pp.111-121.

****