

THE IMPACT OF COMMUNICATION CHANNELS IN THE HOSPITALITY INDUSTRY

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ABSTRACT

Technological advances such as the increased usage of the Internet has caused communication to play vital important role in the customer experience by acting as a catalyst for both company-created and consumer-created efforts. In traditional marketing one of the most successful communication tools and in particular in the field of advertising, was the increased use of traditional viral marketing or as more commonly known of word of mouth. However, as technology and society evolved, electronic word of mouth (eWOM) has become an important component of the marketing mix. Online travel forums have become an important outlet for customers – and in particular travelers – to share their experiences and even more importantly advise and other fellow travelers. This type of communication is rapidly increasing and could potentially overshadow company created communication efforts (Berezan, Raab, Tanford, & Kim, 2013). This manuscript seeks to evaluate the influence of communication channels on communication style and information quality. The purpose of this study is to determine how communication channels impact communication style and information quality from different sources (company website, employee, social media, traditional word of mouth). This study will examine how perception of better value theory, ease of use theory, and loyalty theory, can influence the choice of communication channel on communication style and information quality through the utilization of a survey instrument.

REFERENCES

[1] Berezan, O., Raab, C., Tanford, S., and Kim, Y. (2013). Evaluating Loyalty Constructs Among Hotel Reward Program Members using eWOM. *Journal of Hospitality & Tourism Research*, DOI: 10.1177/1096348012471384.