

Antecedents and consequences of strategic online reputation management for tourism firms

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Abstract

The present work proposes to advance in the study of the background and consequences of the strategic online reputation management (SORM) for tourism firms. Specifically, it is proposed that CRM is an antecedent of SORM and that brand equity is a consequence of it. It is also suggested that the use of online tools moderates the effect of SORM and CRM on brand equity. To achieve this objective, a quantitative empirical study has been carried out among online marketing managers of hotels belonging to hotel chains and a structural equation model is used to verify the proposed relationships. The results show that CRM is an antecedent of SORM, and that both CRM and SORM have a positive effect on brand equity for firms with an extensive use of online tools. From the study it can be concluded that if tourism firms intend to their SORM to be reflected in their brand equity, they should rely on CRM and have an extensive use of online tools.

Keywords: *Online reputation management; CRM; Brand equity*

Track: Tourism Marketing