

Abstract

It has been 25 years that the topic of word of mouth (WOM) related to the tourism industry has been addressed in top-level marketing journals. However, there has not yet been a thorough synthesis of the articles, nor has there been an analysis of the approach and the direction the research has taken. This article will try to address that deficiency, collecting and analysing 25 five years of research following this stream, utilizing a literature review technique known as the paradigm funnel

key words: word of mouth; tourism research; literature review; WOM; paradigm funnel