

Comic of:

“The importance of user-generated photos in restaurant selection”

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Original paper: The importance of user-generated photos in restaurant selection

Reference for the original paper: Oliveira, Bruno & Casais, Beatriz. (2019). The importance of user-generated photos in restaurant selection. Journal of Hospitality and Tourism Technology. 10. 2-14. 10.1108/JHTT-11-2017-0130.

Link to original paper online:

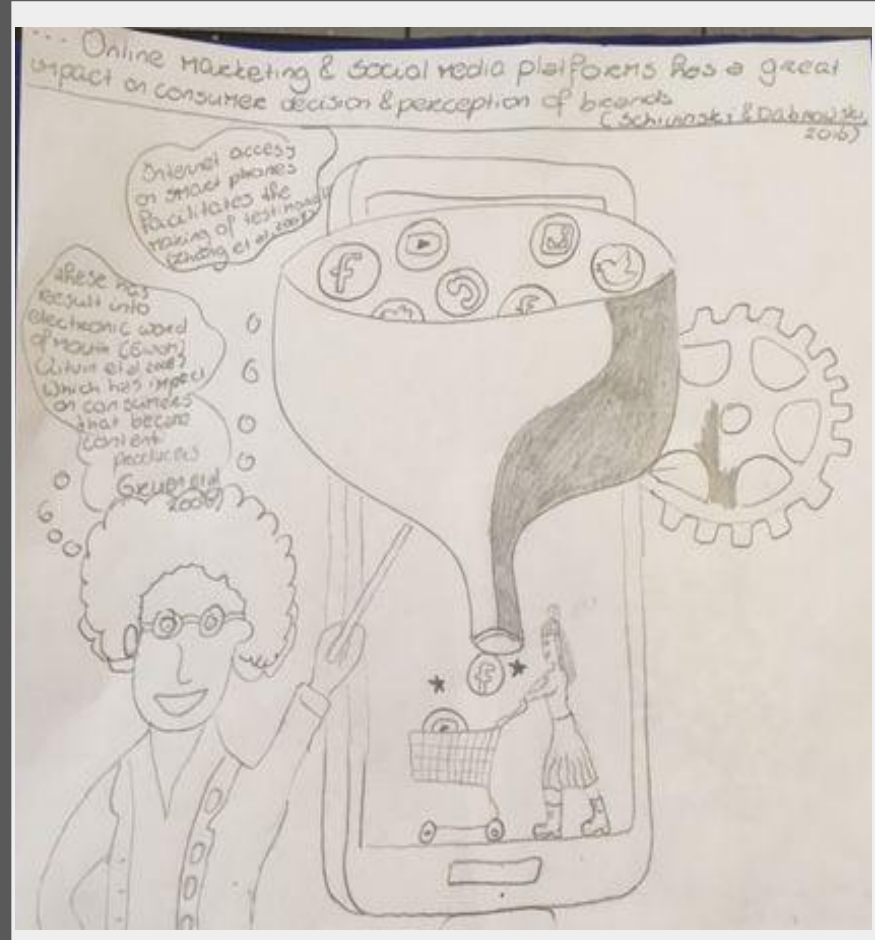
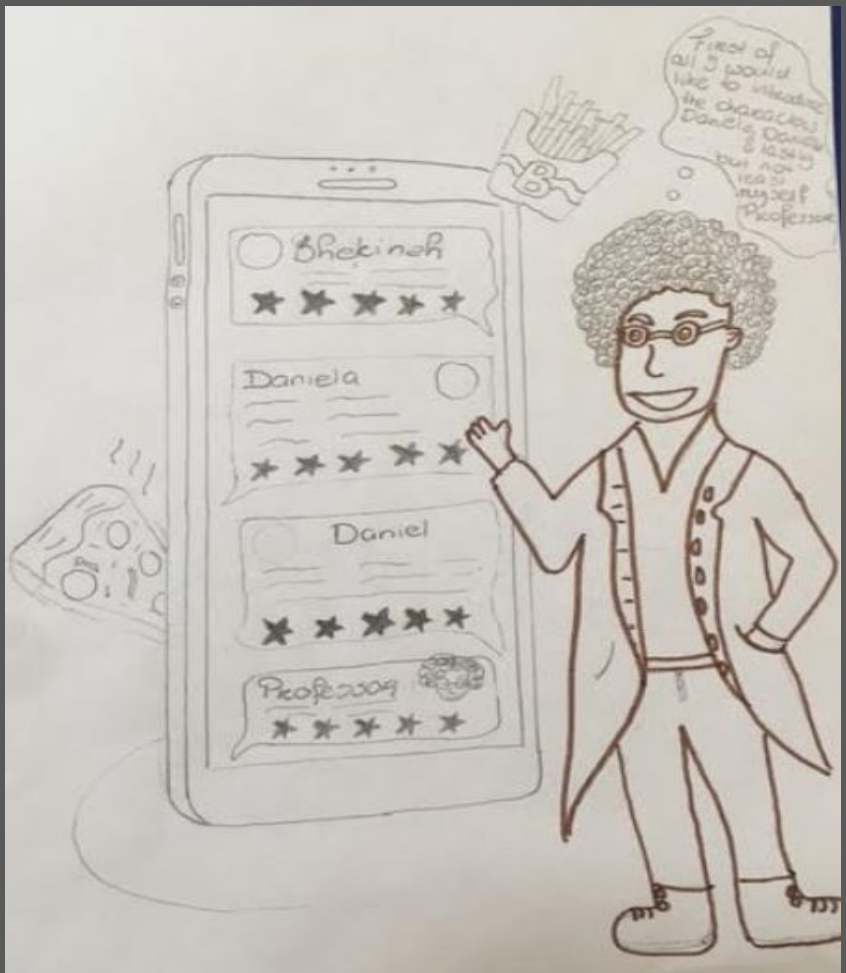
https://www.researchgate.net/publication/329716640_The_importance_of_user-generated_photos_in_restaurant_selection

Project created for the class:

Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

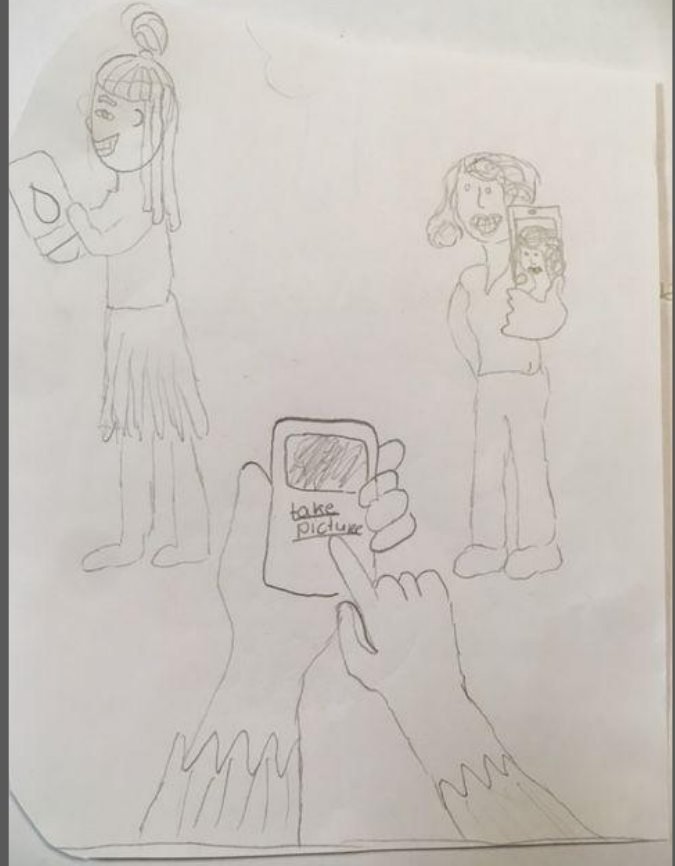
Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com





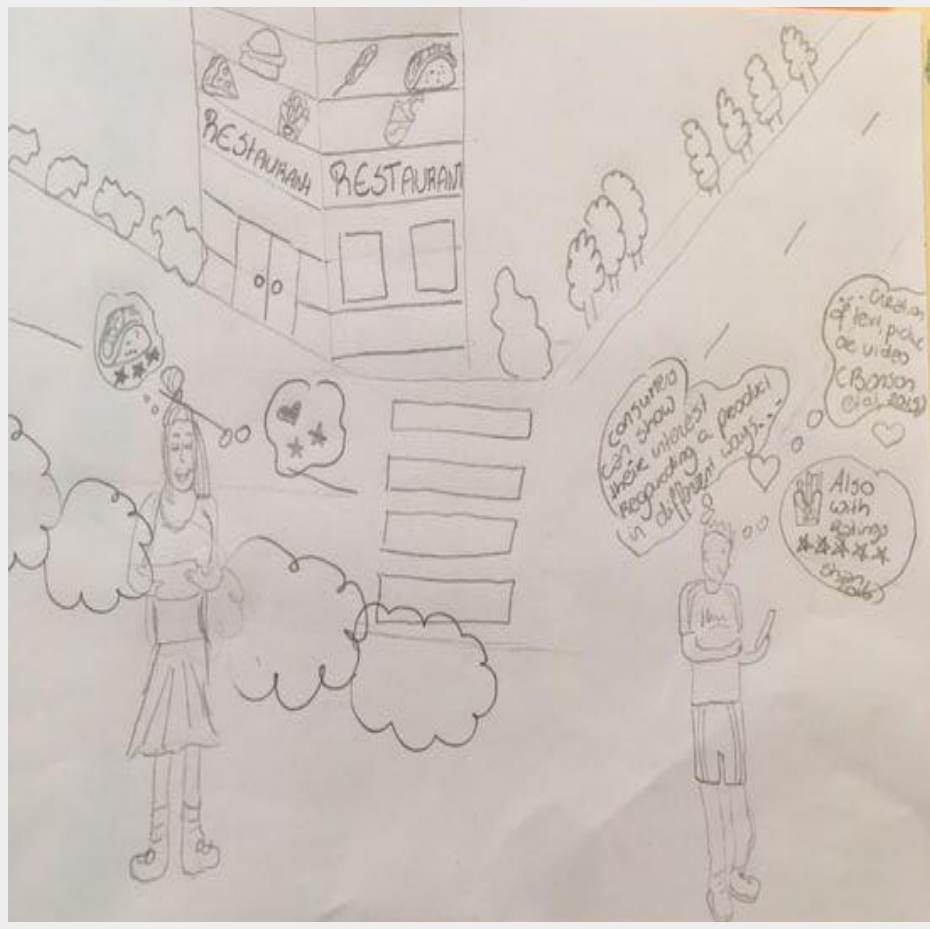
Since mobile phones has also a camera it makes it easier to share pictures and their experience with other users (Huck et al, 2015)

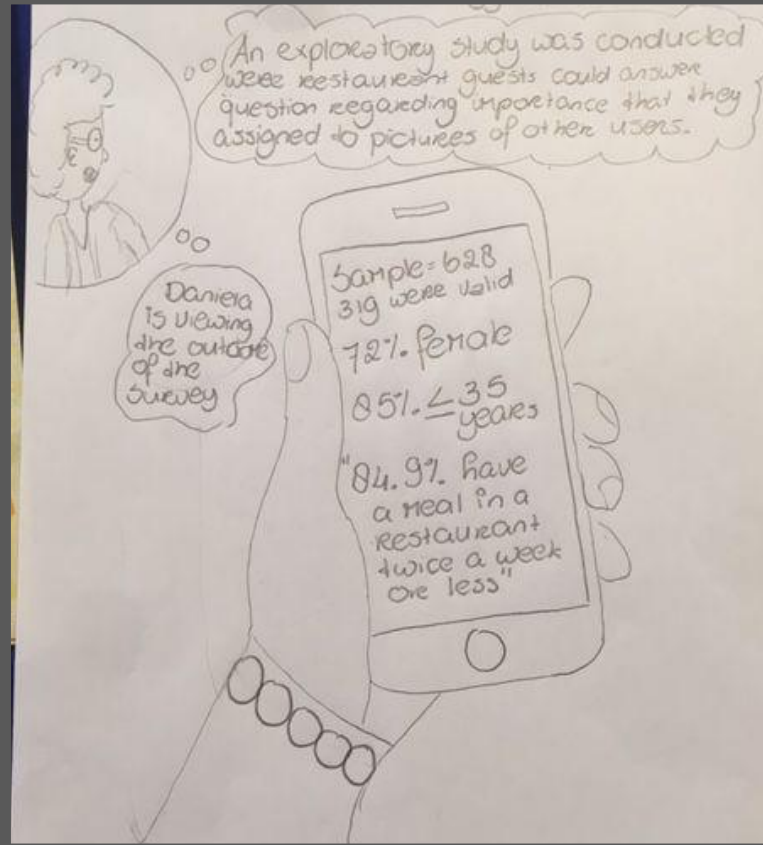
let's focus on Daniel, Daniela & Shekinah

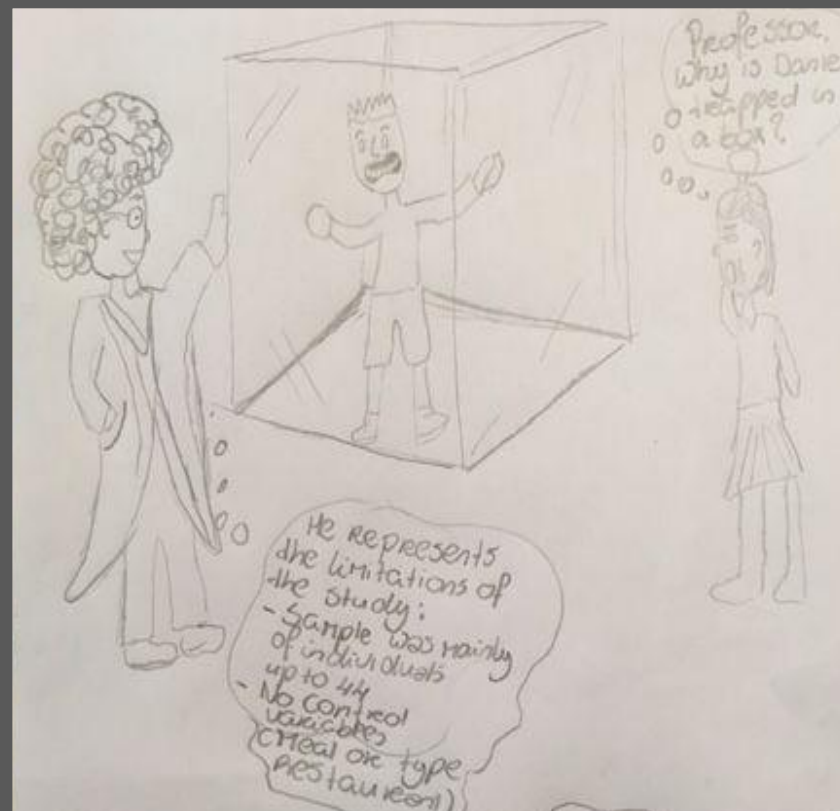
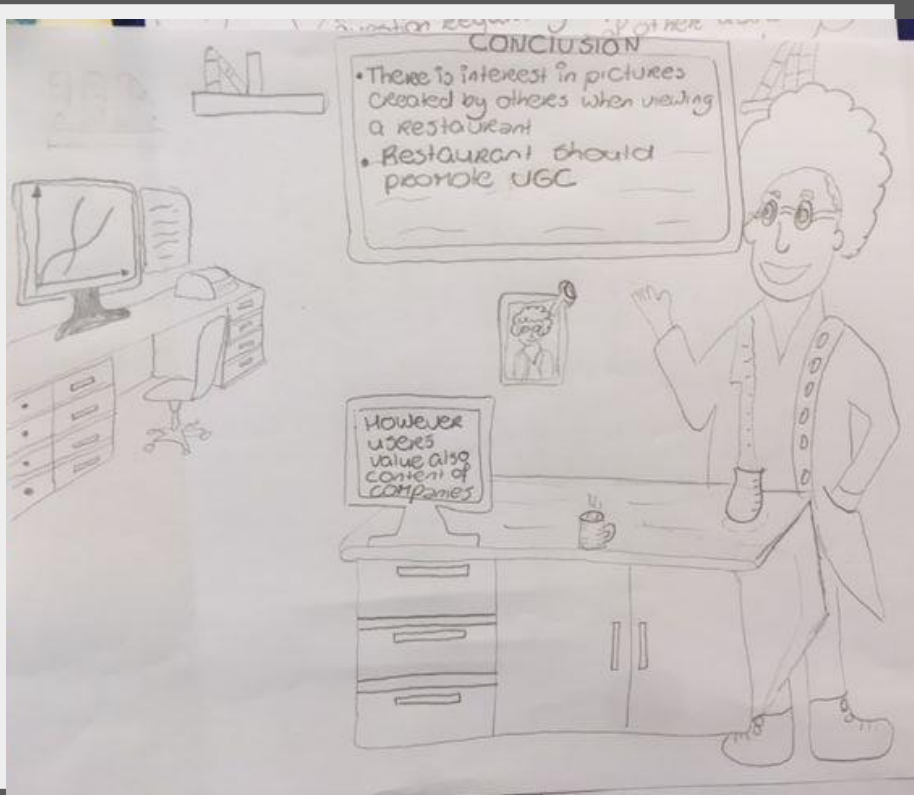


There is information regarding UGC in Hospitality sector (Gruen et al, 2008)
However there is a lack of

knowledge about the effect of photographs (Pack & Nicolau 2015)









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