



Appendix: Details of Perceived Value of Online Travel Reviews scale

Proficiency value (Reviewers can indicate their skills and experience)	<ul style="list-style-type: none">• Online reviewers are knowledgeable about tourism products and services.• Online reviewers are people of some prominence in tourism areas.• Professional tourism terms and remarks are presented in online reviews.• Online travel reviewers have a good credibility record.• Posting negative online travel reviews requires more professionalism in reviewers.• Celebrities and cases representing the tourism profession are mentioned in online reviews.
Timeliness value (Reviewers can deliver the latest information)	<ul style="list-style-type: none">• Instantly posted online travel reviews are important.• Recently posted online travel reviews are important.• The most recent online reviews would reflect the up-to-date information of tourism products and services.• I would read all available online reviews about tourism products and services.• I would pay more attention to tourism products and services which have a larger volume of positive online reviews.
Objectivity value (Reviewers can set aside emotions or personal biases)	<ul style="list-style-type: none">• Online travel review content is genuine.• I would pay more attention to tourism products and services that have a larger volume of online reviews.• Online travel review content is neutral.• The volume of online reviews would indicate the attention that the tourism products and services get.
Product features value (Reviewers show understanding of product and service features)	<ul style="list-style-type: none">• The online review title mentioning the features of tourism products and services is long.• The features of tourism products and services are introduced many times in online reviews.• Many online review titles mention the features of tourism products and services.• Many sentences mention the features of tourism products and services in online reviews.
Brand disclosure value (Reviewers mentioned the brands of products and services)	<ul style="list-style-type: none">• Many tourism brands are introduced in online reviews.• Many online review titles mention tourism brands.• Much information about the brand types of tourism products and services is provided in online reviews.• Many online review titles mention the brand types of tourism products and services.



<p>Comprehensiveness value (Reviewers can fully describe the product and service)</p>	<ul style="list-style-type: none">• Summarised reviews on tourism products and services are as valuable as detailed ones.• Detailed reviews of tourism products and services are more valuable.• Detailed reviews of tourism products and services would attract more attention.• A larger volume of online reviews would reflect that many people are interested in the tourism products and services.
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