

**Tourism Surveying from Social Media:
The Validity of User-Generated Content (UGC)
for the Characterization of Lodging Rankings**

Eva Martin-Fuentes¹

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¹Department of Business Management, University of Lleida; C/ Jaume II, 73. 25001 Lleida,
Phone: +34973703216, E-mail: eva.martin@udl.cat.

Supervisors: Dr. Cesar Fernandez **Institution awarding the Ph. D. Degree:** University
of Lleida, Spain

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