

Sociology of Tourism Course

Assignment 2

Student Name: Flora Ceyda Knapp



1- Social media classification can include:

- A- discussion forums
- B- rating and reviewing sites
- C- Social Networking sites
- D- Media sharing sites
- E- Microblogging sites

2- Describe the meaning of eWOM:

- A- opinions and recommendations being shared
- B- provides believable suggestions from peers
- C- can influence a broad audience
- D- affects consumer choices
- E- can be positive, negative or neutral

3- Differentiate between the organic/intrinsic and amplified/extrinsic WOM

- A- Consumers share truthful opinions without external influence
- B- Companies/businesses want people to spread information

4- The key characteristics of EWOM can encompass:

- A- Persistence and Accessibility
- B- Reach = potential to go viral instantly

- C- Trust = Peer reviews are seen as more trustworthy
- D- Interactivity = Provides real time discussions and interactions
- E Anonymity - leave reviews without being known

5- Describe the meaning of persistence and accessibility:

- A- Persistence: The information/ content is long lasting
- B- Accessibility: Information can be accessed easily
- C-

6- Highlight the main challenges associated with eWOM:

- A- Challenge differentiating between "real" comments and fake
- B- Negative reviews can go viral
- C- brand reputation can be hurt
- D- Control might be lost

7- Authenticity can be defined and understood as:

- A- Genuineness
- B- Originality

8- Authenticity in tourism studies can be understood from different lenses such as:

- A- Existential Authenticity
- B- Objective Authenticity
- C- Staged Authenticity

9- In a short description, highlight the meaning of staged authenticity in tourism studies:

- A- experiences and performances enacted for benefit of
- B- these experiences aim to look authentic tourists.
- C- so tourists feel culturally integrated.

10- The reasons for the increasing interest in heritage tourism include:

- A- Educational Value
- B- Globalization
- C- Economic Development
- D- Cultural Consciousness
- E- Identity