

Sociology of Tourism Course
Assignment 2
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1- Social media classification can include:

A-Social Networks

- Examples: Facebook, LinkedIn, Instagram

B-Media Sharing Networks

- Examples: YouTube, TikTok, Pinterest

C-Discussion Forums

- Examples: Reddit, Quora, Discord

D-Review Platforms

- Examples: Yelp, TripAdvisor, Google Reviews

E- Microblogging Platforms

- Examples: Twitter, Tumblr

2- Describe the meaning of eWOM:

A- Digital Transmission: Unlike traditional word-of-mouth, eWOM spreads through online channels such as social media, review sites, blogs, and forums.

B- Reach and Accessibility: It has a much broader reach than traditional WOM, as online reviews and comments can be accessed by people worldwide and remain visible for extended periods.

C- Format Variety: eWOM can take multiple forms including:

- Written reviews
- Ratings/stars

D- Impact on Consumer Behavior:

- Influences purchase decisions
- Shapes brand perception

E- Business Implications:

- Can significantly affect sales and revenue
- Provides valuable customer feedback

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

A- Motivation: Organic WOM is driven by customer initiative, while amplified WOM is company-driven

B- Cost: Organic WOM is free, while amplified WOM usually requires marketing investment

4- The key characteristics of EWOM can encompass:

- A- Persistence and Accessibility
- B- Measurability and Analytics
- C- Multi-directional Communication
- D- Credibility Factors
- E- Speed and Real-time Nature

5- Describe the meaning of persistence and accessibility:

- A- Information remains available for extended periods
- B- Easy to search and retrieve historical content
- C- Accessible 24/7 from anywhere with internet

6- Highlight the main challenges associated with eWOM:

- A- Authenticity and Credibility Issues
- B- Information Overload
- C- Management and Monitoring
- D- Legal and Ethical Considerations

7- Authenticity can be defined and understood as:

A- Authenticity refers to the genuine, honest, and transparent nature of content, communications, or experiences that are true to their claimed origin and free from pretense or deception.

B- Truthfulness and Honesty

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

- A- Objective/Museum-Linked Authenticity
- B- Constructive/Symbolic Authenticity
- C- Post-Modern Authenticity

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

A- Performance for Tourists – Cultural elements are adapted or reenacted specifically for tourists rather than occurring naturally.

B- Backstage vs. Frontstage – Inspired by Erving Goffman's concept, the "frontstage" is what tourists see, while the "backstage" is the unaltered, local reality.

C- Commercialization of Culture – Local traditions and heritage may be modified to attract tourism revenue, sometimes leading to a loss of genuine cultural practices.

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

- A- Cultural Preservation and Identity
- B- Economic Growth and Job Creation
- C- Educational and Experiential Value

- D- Increased Global Mobility and Accessibility
- E- Rising Interest in Authentic Experiences