

Sociology of Tourism Course

Assignment 2

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1- Social media classification can include:

- A) Social Networks:
- B) Media Sharing Networks:
- C) Discussion Forums:
- D) Bookmarking and Content Curation Networks
- E) Consumer Review Networks

2- Describe the meaning of eWOM:

A-Definition: eWOM encompasses any positive or negative statement made by potential, actual, or former customers about a product or company, shared via the internet.

B-Channels: It occurs through various online platforms, including social media, review sites, forums, blogs, and other internet-based mediums.

C-Impact: eWOM is a powerful market force, as consumers often perceive it as an unbiased and trustworthy source of product information.

D-Forms: Beyond textual postings, eWOM can include photos, videos, and other multimedia content shared online

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

A- Organic (Intrinsic) WOM:

- Occurs naturally when satisfied customers voluntarily share their positive experiences with others.

B- Amplified (Extrinsic) WOM:

- Deliberately initiated by companies through marketing campaigns designed to encourage or accelerate WOM.

4- The key characteristics of EWOM can encompass:

A- Persistence and Accessibility

B-Digital platform utilization

C-consumer generated content
D-Amplified reach and speed
E-Influence of consumer behavior

5- Describe the meaning of persistence and accessibility:

A- Persistence:

- Refers to the enduring nature of eWOM content online.

B- Accessibility:

- Denotes the ease with which eWOM content can be retrieved and viewed by consumers.

6- Highlight the main challenges associated with eWOM:

A- Information Overload
B-Credibility and trust issues
C-negative e-WOM impact
D-Rapid technological changes

7- Authenticity can be defined and understood as:

A- Authenticity refers to the quality of being genuine and true to one's own character or the original nature of something. It involves sincerity, honesty, and a lack of pretense

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

A-Objective authenticity
B-constructed authenticity
C-postmodern authenticity

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

A- **staged authenticity** refers to the deliberate presentation of cultural experiences or traditions tailored to meet tourists' expectations. This concept suggests that what tourists perceive as authentic may, in fact, be a curated or modified version designed for consumption.

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

A- Cultural Preservation and Education
B- Technological Advancements
C- Economic Development and Employment Opportunities
D- Desire for Authentic Experiences