

# Sociology of Tourism Course

## Assignment 2

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### 1- Social media classification can include:

A- **Social networking sites** (e.g., Facebook, LinkedIn) – platforms that help people connect and share personal or professional updates.

B- **Media-sharing platforms** (e.g., Instagram, YouTube, TikTok) – primarily used for sharing images, videos, and other multimedia.

C- **Microblogging platforms** (e.g., Twitter, Threads) – short-form content sharing, often used for real-time updates and discussions.

D- **Review and rating platforms** (e.g., TripAdvisor, Yelp) – websites where users share opinions and feedback on travel destinations, hotels, restaurants, etc.

E- **Discussion forums and community-based platforms** (e.g., Reddit, Quora) – spaces where people ask questions, exchange experiences, and discuss topics.

### 2- Describe the meaning of eWOM:

A- **User-generated recommendations** – People sharing their opinions and experiences about a product, service, or destination online.

B- **Influences consumer decisions** – Many travelers rely on online reviews before booking hotels or activities.

C- **Spreads quickly and widely** – Unlike traditional word-of-mouth, eWOM reaches a larger audience through digital platforms.

D- **May be positive or negative** – Travelers share both good and bad experiences, shaping others' perceptions.

E- **Can be organic or amplified** – Some eWOM happens naturally, while brands may also promote or incentivize reviews.

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

A- **Organic (Intrinsic) WOM** – This occurs naturally when people share their experiences out of genuine enthusiasm or dissatisfaction, without any external influence.

B- **Amplified (Extrinsic) WOM** – This happens when businesses or marketers encourage or facilitate discussions, such as through influencer partnerships, sponsored posts, or incentives.

### 4- The key characteristics of EWOM can encompass:

A- **Persistence and Accessibility** – Online reviews and recommendations remain visible for a long time and can be accessed anytime.

B- **Anonymity and Credibility Issues** – Since anyone can post online, it's sometimes difficult to verify the authenticity of reviews.

C- **High Speed and Reach** – eWOM spreads rapidly across social media and review platforms, influencing a global audience.

**D- Interactivity and Engagement** – People can comment, like, and share reviews, making the conversation dynamic.

**E- Influence on Decision-Making** – Potential travelers often trust eWOM more than traditional advertisements.

**5- Describe the meaning of persistence and accessibility:**

**A- Content longevity** – Unlike face-to-face conversations, online reviews and discussions stay visible for years.

**B- Easy retrieval** – Information can be accessed with a quick Google search or a visit to a review site.

**C- Impact on brand reputation** – A single review can influence potential customers for a long time, making online reputation management crucial.

**6- Highlight the main challenges associated with eWOM:**

**A- Fake Reviews and Manipulation** – Some businesses post false positive reviews or competitors post fake negative ones.

**B- Overload of Information** – Too many conflicting reviews can make decision-making overwhelming.

**C- Bias and Extreme Opinions** – People are more likely to leave reviews when they have either an extremely good or bad experience, which may not reflect the average experience.

**D- Lack of Context** – Reviews might not provide enough details, leading to misinterpretation.

**7- Authenticity can be defined and understood as:**

**A- Genuineness and Truthfulness** – The degree to which something is perceived as real or true.

**B- Cultural and Contextual Relevance** – In tourism, authenticity relates to how well an experience reflects the original culture, history, or tradition.

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

**A- Objective Authenticity** – When something is judged as authentic based on its historical or cultural accuracy (e.g., original artifacts in a museum).

**B- Constructive Authenticity** – When authenticity is shaped by tourists' personal beliefs and expectations rather than actual history.

**C- Symbolic Authenticity** – When something is accepted as authentic based on emotional or symbolic value rather than historical accuracy (e.g., themed cultural performances).

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

**A- Tourist-driven cultural performances** – Some cultural displays are modified or exaggerated to meet tourist expectations (e.g., traditional dances performed on demand).

**B- Loss of Originality** – Over time, local traditions might change due to commercial influence rather than being preserved in their original form.

**C- Creates a Dilemma** – Tourists want an "authentic" experience, but many attractions are designed to cater to their expectations rather than reality.

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

**A- Cultural Appreciation and Identity** – People want to connect with history, traditions, and their ancestral roots.

B- **Educational Value** – Heritage sites offer learning opportunities about past civilizations, architecture, and historical events.

C- **Economic and Community Development** – Heritage tourism boosts local economies by attracting visitors and supporting small businesses.

D- **Sustainability and Conservation** – Increased interest in heritage tourism encourages the preservation of cultural and historical landmarks.

E- **Social Media Influence** – More travelers share their experiences online, inspiring others to visit cultural and heritage sites.