



1- Social media classification can include:

- A- Social Networking Sites (e.g., Facebook, LinkedIn)
- B- Microblogging Platforms (e.g., Twitter, Tumblr)
- C- Media Sharing Sites (e.g., YouTube, Instagram)
- D- Review and Rating Platforms (e.g., TripAdvisor, Yelp)
- E- Discussion Forums and Communities (e.g., Reddit, Quora)

2- Describe the meaning of eWOM:

- A- Consumer-generated information shared online about products, services, or experiences.
- B- A form of informal communication that influences purchasing decisions.
- C- Can take the form of reviews, ratings, recommendations, and social media discussions.
- D- Can be positive or negative, impacting brand perception.
- E- Plays a crucial role in digital marketing and consumer trust-building.

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

- A- **Organic/Intrinsic WOM:** Naturally occurs when consumers share opinions based on genuine experiences without external influence.
- B- **Amplified/Extrinsic WOM:** Deliberately encouraged by businesses through marketing campaigns, influencer partnerships, or incentives.

4- The key characteristics of EWOM can encompass:

- A- Persistence and Accessibility
- B- Scalability and Speed
- C- Anonymity and Lack of Face-to-Face Interaction
- D- Virality and Network Effects
- E- Credibility and Trust Issues

5- Describe the meaning of persistence and accessibility:

- A- **Persistence:** eWOM remains online indefinitely, making it accessible to future consumers.
- B- **Accessibility:** Information is available to a broad audience across various platforms.
- C- **Impact:** Unlike traditional WOM, eWOM can be revisited, reshared, and referenced over time.

6- Highlight the main challenges associated with eWOM:

- A- Fake reviews and manipulated ratings
- B- Difficulty in controlling brand perception online
- C- Spread of misinformation or negative publicity
- D- Trust issues due to anonymous or biased sources

7- Authenticity can be defined and understood as:

- A- The genuineness and credibility of a product, experience, or message.
- B- The extent to which consumers perceive something as real and unaltered.

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

- A- **Objective Authenticity:** Refers to historical accuracy and factual representation.
- B- **Constructive Authenticity:** Defined by individual perceptions and social constructs.
- C- **Existential Authenticity:** The personal, emotional, or immersive experience of the tourist.

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

- A- The presentation of cultural experiences or traditions in a way that appeals to tourists.
- B- Often involves modifying or exaggerating elements to meet tourist expectations.
- C- Can create a debate between preserving true culture and commercializing heritage.

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

- A- Growing appreciation for cultural and historical heritage.
- B- Desire for unique and meaningful travel experiences.
- C- Increased accessibility to heritage sites through digitalization and promotion.
- D- Economic benefits for local communities and preservation efforts.
- E- Rising educational and research interest in cultural tourism.