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 Adults:

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Find out & get their advice

NEW! You won't believe where your friends have travelled



Find out & get their advice



Rants & Raves

The best and worst revealed

Castle Marne
Denver, Colorado
★★★★★

"Really? I can only give 5 stars for service, sleep quality and cleanliness?" more
By shel3364

Featured Traveller Photo



Utla: Treasure Beach
Submitted by: [divenuts](#)

FIND OUT MORE ABOUT UTILA

Red Roof Inn - Jacksonville Airport
Jacksonville, Florida
★★★★

"The room was nasty. Even my 6-year-old refused to bathe in the tub." more
By mascore45

Today's Top 10: Autumn Dreamscapes in the U.S.

1. White Mountains, New Hampshire, United States
2. Stowe, Vermont, United States
3. Berkshires, Massachusetts, United States
4. Bucks County, Pennsylvania, United States
5. Great Smoky Mountains National Park, Tennessee, United States

The truth of the crowds: Social media and the heritage experience


Ana Maria Munar
Can-Seng Ooi

Copenhagen Business School



Agenda

- Social Media
- Methodology
- Findings
- So What?



 Reviews you can trust

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“ Athens - Breath taking ”




Acropolis (Akropolis)

 **Robyn1978**  7 contributions
Winnipeg, Canada

23 Aug 2010

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Being at the Acropolis makes you feel like you are near God. It's breath taking and beautiful. And the view of Athens is amazing.




  

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[Acropolis](#)

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“ Really impressive and grand ”



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JK1717 14 contributions
Leuven

8 Sep 2010

I went to visit the Forbidden City with my family in July. It's absolutely amazing. We stayed in Sanyuanqiao, so we took the subway Line 10, transferred to Line 1 and got off at Tian' anmen East. It's really crowded there, so beware of pickpockets. Also, don't listen to the people near the ticket booth. They'll probably tell you that... more

3 Photos

“ Watch out for pick-pockets ”



Save Review

DeltaLAX 2 contributions
Los Angeles, California

19 Aug 2010

2 people found this review helpful

We were warned to watch our backpacks, wallets, and cameras. The ques for the emperor's throne is always crowded. My husband is very tall and was probably spotted miles away. When he put both hands up to take a picture of the throne, somebody took his cellphone. There were so many people pressed against him, he couldn't tell who stole... more

Our problem

- Social construction of heritage experiences in the digital age
- What are the reviews revealing to us?
 - Tourist united
 - Tourist confused
 - Tourist unhappy
 - Tourist happy

Digital Social Media

- Ubiquitous
- Convenient
- Trust
- Control and freedom
- Interactive and user-driven contents
 - Feedback and complaints
- Ego and social rewards

Methods

- www.tripadvisor.com
 - Largest travel website in the world
- The genre of "social media reviews"
- Netnography
 - Ethnography in cyberspace
 - Reflexivity, participant observation, observation
 - Interviews replaced by documenting digitalized autobiographical reviews
 - Retrospective postings and implications for us

Findings I: Romance of Travel

"[...] there are plans to improve Dionysus theater. I hope this will be strictly supervised and controlled and not made to be a tourist haven but a reminder of the past" – Rev 5

"Needless to say, the Forbidden City is one of the great historical sites that we have ton this planet." – MrMaggot

- Enjoyment

- Reflections on experiences
- Ritualized "been there, done that"
- Social affirmation
- Other tourists
- Social marker: Prestige and status
- Interactive authenticity

- Knowledge

- Authenticity
- Local society
- Education
- Co-production of knowledge

Findings II: Practicalities of Travel

"Be prepared to be in the sun without shade for long periods" – Rev 33 - Acropolis

"I'm glad I went, and I may go back. But do not take a bag or purse" – john46220 – Forbidden City

- Anxiety
 - Getting ready
 - Bodily needs
 - Dealing with the foreign
- Immediate distractions
 - Other tourists
 - Bodily discomforts
 - Ignorance
 - Potential hostilities

The Versatile Tourist in the Digital Age

- The romantic and the practical
- Collective gaze and the romantic gaze
- Tourist culture versus local culture: “Reaching out”
- Social experiences and new “hidden” mediated experiences
- Experience and the articulated gap
 - Clash of contexts and the reconstruction of heritage experiences