

# Autonetnography in Tourism Studies

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Various sciences, especially humanities and social sciences, have continually encountered methodological shifts in recent decades. Periodically, we await new methodologies in various research endeavors. In this regard, the current research aims to introduce the method of conducting and writing autonetnography and its applications. Given that the autonetnography research method is relatively novel in Iran and has not received attention in the field of tourism studies, it appears to be a valuable and enticing research area for future researchers. Autonetnography is an approach within netnography that emphasizes the role of the netnographer's own online experiences in research. It enables researchers to reflect on their online experiences to obtain insights into the experiences, cultures, and intentions of online users. Although some researchers criticize the independent use of the autonetnography method in research, supporters of this method believe that if autonetnography is incorporated into other research projects, such as ethnography or netnography, it can achieve a better balance and be more effective.

**Keywords: Autonetnography, Netnography, Ethnography, Autoethnography, Tourism.**

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