How have User-Generated-Content websites changed Organisational Risk Reputation Management in the Travel Sector

2 THEORETICAL INSPIRATION

Massey, Barad, Bergson, James

“We are constantly making and re-making the time-spaces through which we live our lives, always in a process of becoming”.

“Places are never finished but always becoming-they are products of social relations and interactions, which are continuously constructed, laid down, decayed and reconstructed”.

3 METHODOLOGY

- Case study
- Interviews in London/Boston
- Virtual Ethnography

“Travel” of Information

- The emergence of travel U-G-C websites has introduced new patterns & habits both from the perspective of the traveller and the hotelier/stakeholder. In the new era the practice of traveling incorporates the sharing of the experience, the “knowing” of what constitutes a necessity, of what is to be known before taking action or simply to be known irrespective of decisions in order to form opinions.

- ‘Wisdom of crowds’ or collective intelligence has led to a re-conceptualisation of Reputation Management and decision making.

- Information produced collectively by ‘everyday people’ can be considered as organisational wisdom, while the deconstruction of the process of knowledge creation becomes important in the utilization of non-expert oriented wisdom by the organizations.

Vasiliki Baka (v.baka@lse.ac.uk)
Supervisor: Dr. Susan Scott
The London School of Economics
Information Systems & Innovation Group
Department of Management