



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



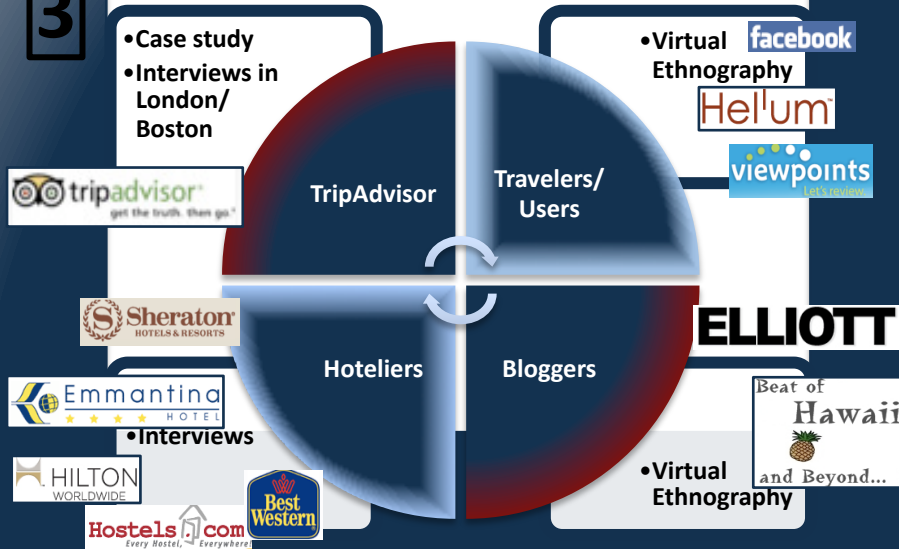
## 2 THEORETICAL INSPIRATION

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".*

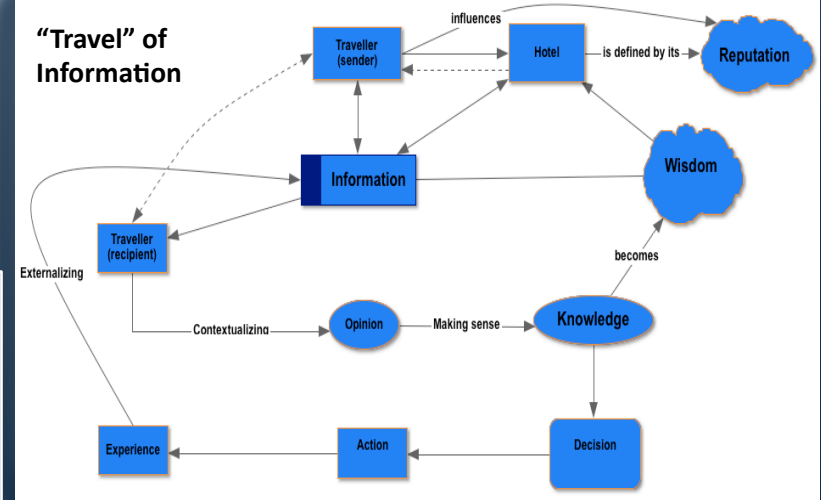
*"Places are never finished but always becoming—they are products of social relations and interactions, which are continuously constructed, laid down, decayed and reconstructed".*

## 3 METHODOLOGY



## 4

### "Travel" of Information



## 5

- 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 reconceptualisation 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.