

ISLAMPUR COLLEGE

Department of English

SEC -- Practical Assignment Paper

2nd Semester

Full Marks 20

1. Proof-read the following passage.

Numerous benefits can be detained through using celebrities such as making products memorable, creating positive image, raising the brand's familiarity and recognition, attracting the attention of elite customers, and underpinning global campaigns or local providers (Erdogan, 1999; Agrawal & Kamakura, 1995; Lee, et al, 2008; Veen & Song, 2014; Yen & Croy, 2016). It is important therefore to investigate the role of celebrity gourmets and chefs as a marketing tool to evaluate the impact of those individuals in culinary destination marketing. Gourmets & chefs are traditionally accepted as celebrities who have usually developed expertise in food and beverage entitling them to influence and direct trends in modern gastronomy (Svejenova, et al., 2015). Therefore, flavour creative chefs and the gourmets who can inspire and attract potential customers have a central role in creating the product (meal) and therefore generating greater revenues for businesses and eventually for destinations.

Accordingly one of the most used definitions, attitudes are personal evaluated reactions (i.e., evaluations) to socially-relevant issues concerning specific objects, events, people, contexts, and/or behaviours (for recent discussions in social psychology see, e.g., Albarracin and Shavitt 2018; Fazio and Petty 2008; for discussions in the tourism domain, see, e.g., Iso-Ahola 1982; Pearce and Packer 2013). Studies conducted in the tourism and leisure domain have repeated and consistent shown attitudes to be associated with pro-environmental choices regarding



both general and specific tourism-related issues (see Table 1). However various authors have also highlighted the limitations affecting the application of the concept of attitude in tourism research. One of these is the weak (or alternate) relationship with behavior, which raises questions about its utility in the development of behavioural change interventions (e.g., Antimova, Nawijn, and Peeters 2012; Juvan and Dolnicar 2014a). Another limitation is that much research on attitudes neglected the social and cultural assumptions that underlie the reported attitudes (e.g., Dickinson and Dickinson 2006), as well as the role of social practices and of the structural and technological context (e.g., Verbeek and Mommaas 2008). While these limits actually exist it should be acknowledged that attitude is a multifaceted construct, with a specific functioning, sometimes unexpectedly complex, that should be kept mind by researchers (in all fields), if they want to avoid inconveniences and/or making bias interpretations of their results. The goal of this article is, therefore, to discuss the complex nature of attitudes and highlight both limitations and utilities of the concept in research into tourist's sustainable choices.

To be submitted on 05.08.2026 in Room No 103 between 11.30 AM to 2 PM



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