

1. Record Nr.	UNINA9910149369303321
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Titolo	Handbook of research on holistic optimization techniques in the hospitality, tourism and travel industry // Pandian Vasant and Kalaivanthan M, editors
Pubbl/distr/stampa	Hershey, Pennsylvania : , : IGI Global, , 2017 ©2017
ISBN	9781522510550 9781522510543
Descrizione fisica	PDFs (514 pages) : illustrations
Collana	Advances in Hospitality, Tourism, and the Services Industry
Disciplina	647.94
Soggetti	Hospitality industry - Management - Mathematics Mathematical optimization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Holistic technical solutions to enhance accessible tourism in the UNESCO World Heritage Sites / Anna Pawlikowska Piechotka [and 4 others] -- A Bertrand game-based approach to hotel yield management strategies / Junzo Watada, Koki Yoshimura, Pandian Vasant -- Tourism search and metasearch engines for online booking: what do they offer? / Trinidad Dominguez [and 3 others] -- Optimizing investment decisions using DCF, decision tree analysis, and real options analysis: the case of hotel expansions / Ramya Rajajagadeesan Aroul -- Mastering customer service, customer experience, and customer orientation in the hospitality and tourism industry / Kijpokin Kasemsap -- Using data science to predict hotel booking cancellations / Nuno Antonio, Ana de Almeida, Luis M. M. Nunes -- User-generated content and its influence on tourists' choices: how do the Spanish make hotel reservations online? / Giacomo Del Chiappa, Giuseppe Melis, Marcello Atzeni -- Minimizing the cost of capital in hotel investments / Prashant Das, Gabrielle Bodenmann -- Introduction to tourism security: tourism in the age of terrorism / Maximiliano Emanuel Korstanje -- An overview of tourism supply chains management and optimization models (TSCM - OM) / Jonnatan F. Aviles-Gonzalez, Sonia Valeria Aviles-Sacoto, Leopoldo Eduardo Cardenas-Barron -- Benefits and value of

investments in information systems: the case of enterprise resource planning (ERP) systems in the hospitality industry / Paula Serdeira Azevedo, Carlos Azevedo, Mario Romao -- Risk, terrorism, and tourism consumption: the end of tourism / Korstanje Maximiliano -- Capacity management in hotel industry for Turkey / Deniz Efendioglu, Serol Bulkan -- Shaping and re-shaping tourism areas: a network approach / Vincenzo Asero, Simona Gozzo, Venera Tomaselli -- On interdisciplinary intersection of unconventional algorithms and big data processing in real world problems: a real world example based on Ho Chi Minh City traffic / Ivan Zelinka [and 4 others] -- Cooperative optimization of tourism networks: an application of a game theory model / Vincenzo Asero, Sebastiano Patti, Stefania Skonieczny -- Optimisation of wine and spirit inventory assets in fine dining restaurants / J. E. (Joe) Barth -- Young tourists' perceptions of hotel disintermediation: evidence from Italy / Giacomo Del Chiappa, Mariella Pinna, Marcello Atzeni -- Prey predator algorithm for travelling salesman problem: application on the Ethiopian tourism sites / Surafel Lulseged Tilahun, Natnael Nigussie Goshu, Jean Medard T. Ngnotchouye -- Modeling tourists' opinions using RIDIT analysis / Subhajit Bhattacharya, Rohit Vishal Kumar.

Sommario/riassunto

"This book features innovative technologies being utilized in the management of hotels and tourist attractions, highlighting empirical research on the optimization of the travel and hospitality industry through the use of algorithms and information technology"--Provided by publisher.
