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Soggetti	Tourism Management Business information services Computer networks Telemarketing Internet marketing Electronic commerce Service industries Tourism Management IT in Business Computer Communication Networks Digital Marketing e-Commerce and e-Business Services
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Part I: Recommender Systems and Semantic Web -- Part II: E-strategy and ICT for Innovation -- Part III: Smart Destinations and Big Data -- Part IV: Virtual and Augmented Reality -- Part V: Mobile Services and Wearable Technologies -- Part VI: Online Consumer Behaviour -- Part VII: Consumer Profiling -- Part VIII: eReputation Management and Online Reviews -- Part IX: Social Media -- Part X: Sharing Economy and New Business Models.

Sommario/riassunto

This book presents state-of-the-art research into the application of information and communication technologies to travel and tourism. The range of topics covered is broad, encompassing digital marketing and social media, mobile computing and web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment, and the sharing economy. There is a particular focus on the development of digital strategies, the impact of big data, and the digital economy. In addition to the description of research advances and innovative ideas, readers will find a number of informative industrial case studies. The contents of the book are based on the 2017 ENTER eTourism conference, held in Rome. The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism.
