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	Disciplina	650
	Soggetti	Tourism Management Information technology Business—Data processing Computers Internet marketing E-commerce Service industries Tourism Management IT in Business Information Systems and Communication Service Online Marketing/Social Media e-Commerce/e-business Services
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	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references at the end of each chapters.
	Nota di contenuto	Part I: Website Communication -- Part II: Social Media & User Generated Contents -- Part III: Online Travel Reviews -- Part IV: Mobile Systems & Pervasive Communication -- Part V: Semantic Technology & Recommender Systems -- Part VI: Augmented Realty and Virtual Realty -- Part VII: eLearning & MOOCs -- Part VIII: Digital Economy.
	Sommario/riassunto	The papers presented in this volume advance the state-of-the-art research on digital marketing and social media, mobile computing and

responsive web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment and sharing economy. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in eTourism.