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Titolo	e-Consumers in the Era of New Tourism // edited by Erkan Sezgin
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ISBN	981-10-0087-5
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (146 p.)
Collana	Managing the Asian Century, , 2364-5857
Disciplina	025.0691
Soggetti	Tourism Management E-business Electronic commerce E-commerce Marketing Tourism Management e-Business/e-Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: An Introduction to Consumer Metamorphosis in the Digital Age -- Chapter 2: Mobile Communication and Applications in Tourism -- Chapter 3: Usage of E-loyalty Programs in Hospitality Industry -- Chapter 4: New Toy of Marketing Communication in Tourism: Gamification -- Chapter 5: The Symbolic Representation of Tourism Destinations: A Semiotic Analysis -- Chapter 6: Customer Decision on Hotel Booking via Mobile Phone Applications: A Case Study of Luxury Hotels in Bangkok -- Chapter 7: MoViT: A 3D Mobile Virtual Tour App of Panguil River Eco-Park -- Chapter 8: Marketing for new tourism perceived by East-Asian e-consumers. .
Sommario/riassunto	This book focuses on the role of e-consumers and e-marketing in the era of new tourism. It addresses themes such as the tourism "prosumer" at work, the evolution of tourism services, the collaboration and co-creation, as well as the e-complaint behavior of e-consumers in tourism. It also discusses topics such as mobile marketing, gamification as a marketing communication tool, the impact of social

media on tourism consumers, and the use of e-loyalty programs in the accommodation sector. Students taking e-marketing and market research courses in tourism can use this work as a source book for the principles of new marketing management. e-Consumers in the Era of New Tourism serves as a helpful resource for practitioners, as well as researchers and students of e-marketing.

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