

1. Record Nr.	UNINA9910298497203321
Titolo	Information and Communication Technologies in Tourism 2015 : Proceedings of the International Conference in Lugano, Switzerland, February 3 - 6, 2015 // edited by Iis Tussyadiah, Alessandro Inversini
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-14343-3
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (855 p.)
Disciplina	005.7 330 338.4 650 658.8 658.872
Soggetti	Information technology Business—Data processing Computers Marketing E-commerce Service industries IT in Business Information Systems and Communication Service e-Commerce/e-business Services
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.
Nota di contenuto	Consumer Intelligence and Analytics -- Data Management -- Social Media -- eTourism and Smart Destinations -- Intelligence Systems: Mobile, Wearable, and Sensor -- Tourism Website Analytics -- Distribution Systems -- ICT and Tourism Experiences -- e-Learning.
Sommario/riassunto	The papers presented in this volume advance the state-of-the-art research on big data and analytics, social media, electronic marketing,

mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for tourism and hospitality products and services, e-learning, responsive web design and management, and eTourism for development. 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 e-Tourism.
