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Descrizione fisica	1 online resource (462 pages)
Disciplina	338.47910285 338.4791
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
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Clustering Users' POIs Visit Trajectories for Next-POI Recommendation -- Characterisation of Traveller Types Using Check-in Data from Location-Based Social Networks -- Utilising Crowd Information of Tourist Spots in an Interactive Tour Recommender System -- Decision Making Based on Bimodal Rating Summary Statistics. - An Eye-Tracking Study of Hotels -- Is the Sharing Economy for All? An Answer Based on

Neighbourhoods, Types of Hosts, and User Complaints -- UK Residents' Opinions of Peer-to-Peer Accommodation Impact on Quality of Life -- An Analysis of Regional Developments of Airbnb in Switzerland: Insights into Growth Patterns of a P2P Platform.

Sommario/riassunto

This book provides an extensive, up-to-date overview of the ways in which information and communication technologies (ICTs) can be used to develop tourism and hospitality. The coverage encompasses a wide variety of topics within the field, including virtual reality, sharing economy and peer-to-peer accommodation, social media use, hotel technology, big data, robotics, and recommendation systems, to name but a few. The content is based on the 2019 ENTER eTourism conference, organized in Nicosia, Cyprus by the International Federation for Information Technologies and Travel & Tourism (IFITT) – the leading independent global community for the discussion, exchange, and development of knowledge on the use and impact of new ICTs in the travel and tourism industry. The book offers a global perspective and rich source of information on important innovations and novel ideas. Though it will prove especially valuable for academics working in the eTourism field, it will also be of considerable interest to practitioners and students.
