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Descrizione fisica	1 online resource (xiii, 322 pages) : illustrations, maps
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
Sommario/riassunto	Gathering the outcomes of the 27th annual international eTourism conference ENTER2020, this book presents new research, innovative systems and industry case studies on the application of Information and Communication Technologies (ICT) in travel and tourism. It shares

the latest findings discussed at the conference and highlights various topics within the field, including social media, destination marketing, recommender systems and decision-making, virtual and augmented reality, technology in tourism, and research on hotels and activities. Readers will find a wealth of state-of-the-art insights and ideas on how information and communication technologies can be applied in travel and tourism.
