1.	Record Nr.	UNINA9910446343903321
	Titolo	Destination recommendation systems [[electronic resource]] : behavioural foundations and applications / / edited by Daniel R. Fesenmaier, Karl W. Wober, Hannes Werthner
	Pubbl/distr/stampa	Wallingford, UK ; ; Cambridge, MA, : CABI Pub., c2006
	ISBN	1-280-73549-X 9786610735495 1-84593-109-2
	Descrizione fisica	1 online resource (369 p.)
	Classificazione	85.40
	Altri autori (Persone)	FesenmaierDaniel R WoberKarl W WerthnerH. <1954->
	Disciplina	910.285/4678
	Soggetti	Travel - Computer network resources Tourism - Computer network resources Internet World Wide Web
	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 (p. 315-340) and index.
	Nota di contenuto	""Contents""; ""Contributors""; ""Foreword""; ""Introduction: Recommendation Systems in Tourism""; ""Part I: Behavioural Foundations for Destination Recommendation Systems""; ""1. Information Search for Travel Decisions""; ""2. Travel Destination Choice Models""; ""3. Information Search and Navigation on the Internet""; ""4. Tourist Decision-making and Travel Destination Recommendation Systems""; ""5. A Behavioural Framework for Destination Recommendation Systems Design""; ""Part II: Design of Destination Recommendation Systems""; ""6. Case-based Travel Recommendations"" ""7. Destination Recommendations Based on Travel Decision Styles""""8. Travel Personality Testing for Destination Recommendation Systems""; ""9. Building Adaptive Systems: A Neural Net Approach""; ""10. Narrative Design for Travel Recommender Systems""; ""11. Interface Metaphors on Travel-related Websites""; ""12. Playfulness on Website Interactions:

Sommario/riassunto	Bringing together the work of leading researchers, this book provides a clear and accessible overview of current research on destination recommendation systems. These systems guide consumer behaviour by enabling Internet users to quickly and effectively find relevant information about travel destinations, attractions, accommodation and transportation. The chapters in this book cover consumer behaviour, perceptual factors influencing consumer choice, and the design of destination recommendation systems. The book examines four different types of destination marketing system and concludes by anal