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Tourists -- Virtual accessibility on digital business websites and tourist distribution -- Infoaccessibility on the websites of inbound markets of Portugal destination -- The feedback channels in a DMO: Case study in Porto and North Tourism Association -- Innovative Destination Branding: "Porto." -- Web Accessibility in the Tourism Sector: an analysis of the most used Websites in Portugal.

Sommario/riassunto	This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2019), held at the Universidad Abierta Interamericana, in Buenos Aires, Argentina, from 5th to 7th December 2019. It covers the areas technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart destinations, robotics in tourism, and information systems and technologies.