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Titolo	Handbook of e-Tourism // edited by Zheng Xiang, Matthias Fuchs, Ulrike Gretzel, Wolfram Höpken
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes index.
Nota di contenuto	Technologies in e-Tourism -- Methods -- Individual & Groups -- Organization & Enterprise -- Network & Market -- Policy, regulation & ethics -- What comes next? Some experts view... Future Scenarios.
Sommario/riassunto	This handbook provides an authoritative and truly comprehensive overview both of the diverse applications of information and communication technologies (ICTs) within the travel and tourism industry and of e-tourism as a field of scientific inquiry that has grown and matured beyond recognition. Leading experts from around the world describe cutting-edge ideas and developments, present key concepts and theories, and discuss the full range of research methods. The coverage accordingly encompasses everything from big data and analytics to psychology, user behavior, online marketing, supply chain and operations management, smart business networks, policy and regulatory issues – and much, much more. The goal is to provide an

outstanding reference that summarizes and synthesizes current knowledge and establishes the theoretical and methodological foundations for further study of the role of ICTs in travel and tourism. The handbook will meet the needs of researchers and students in various disciplines as well as industry professionals. As with all volumes in Springer's Major Reference Works program, readers will benefit from access to a continually updated online version.
