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	Sommario/riassunto	This book presents cutting edge research on the development of analytics in travel and tourism. It introduces new conceptual frameworks and measurement tools, as well as applications and case studies for destination marketing and management. It is divided into five parts: Part one on travel demand analytics focuses on conceptualizing and implementing travel demand modeling using big data. It illustrates new ways to identify, generate and utilize large quantities of data in tourism demand forecasting and modeling. Part two focuses on analytics in travel and everyday life, presenting recent developments in wearable computers and physiological measurement devices, and the implications for our understanding of on-the-go travelers and tourism design. Part three embraces tourism geoanalytics,

correlating social media and geo-based data with tourism statistics. Part four discusses web-based and social media analytics and presents the latest developments in utilizing user-generated content on the Internet to understand a number of managerial problems. The final part is a collection of case studies using web-based and social media analytics, with examples from the Sochi Olympics on Twitter, leveraging online reviews in the hotel industry, and evaluating destination communications and market intelligence with online hotel reviews. The chapters in this section collectively describe a range of different approaches to understanding market dynamics in tourism and hospitality.