

1. Record Nr.	UNINA9910739438303321
Titolo	Information and Communication Technologies in Tourism 2014 : Proceedings of the International Conference in Dublin, Ireland, January 21-24, 2014 // edited by Zheng Xiang, Iis Tussyadiah
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2013
ISBN	9783319039732 3-319-03973-3
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (874 p.)
Disciplina	004 005.7 330 650
Soggetti	Information technology Business—Data processing E-commerce Application software Marketing Architecture IT in Business e-Commerce/e-business Computer Appl. in Social and Behavioral Sciences Information Systems Applications (incl. Internet) Cities, Countries, Regions
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.
Nota di contenuto	Mobile Technologies and Context-Aware Systems -- Social Media Marketing Strategies -- Emotion and Sentiment Analyses -- Social Network and Interaction -- Online Reviews -- ICT and Travellers' Behaviour -- Gaming, Gamification and Smart Tourism -- Website Evaluation -- ICT Adoption -- eLearning -- Distribution and Decision Support Systems.

The papers presented in this volume advance the state-of-the-art research on social media and Web 2.0, electronic tourism marketing, website development and evaluation, search engine marketing and optimization, IT adoption and diffusion, virtual travel communities, mobile technologies, management information systems in tourism, eLearning, recommender systems for tourism businesses and destinations and electronic distribution for hospitality and travel products. This book covers the most significant topics contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

---