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Descrizione fisica	1 online resource (XVIII, 241 p. 65 illus.)
Collana	Tourism on the Verge
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Soggetti	Tourism - Technological innovations Eye tracking Management
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Nota di contenuto	Introduction to Eye Tracking in Tourism -- Eye tracking methods, concepts and applications -- A review of eye-tracking methods in tourism research -- Best practice for eye-tracking studies: DOs and DON'Ts -- Eye-tracking: Evaluation, potential, and limitations of field applications -- Knowledge Co-Creation through Eye Tracking in Tourism -- Eye tracking research and case studies -- The Relevance of Eye-Tracking to Understand Users' Practices and Content Interpretation in Tourism-related Online Navigation -- Areas of Interest on Destination Websites: A Generation Y's Perspective -- Measurement of visual attention to advertising using eye-tracking techniques -- User Experience Improvement for Online Travel Agencies through Eye-tracking -- the Onlineweg.de Case Study -- Areas of interest for a CSR certificate on touristic websites: An eye tracking experiment using the example of TourCert -- Acquiring sustainability information in holiday travel -- The museum learning experience through the visitors' eyes: An eye tracking exploration of the physical context -- Using Mobile Eye-Tracking to Inform the Development of nature tourism Destinations in Iceland -- Viewing behaviour and task performance on Austrian destination websites: Comparing Generation Y and the Baby Boomers.
Sommario/riassunto	Despite the ever-increasing interest in eye tracking, there is still no

comprehensive work on the potential and applications of table-mounted and mobile head-mounted eye tracking solutions in travel and tourism. This volume bridges that gap, effectively linking eye tracking with travel and tourism. It presents, on the one hand, novel academic contributions on the concept of eye tracking, and on the other, practice-oriented case studies that illustrate the use and strategic value of eye tracking in travel and tourism. It provides concrete and novel insights into tourist behavior and the tourist consumer experience and, for the academic community, offers a comprehensive, scientifically based overview of the empirical, methodological, theoretical, and practical contributions of eye tracking research. Accordingly, the book will be of value to a diverse audience. It will be a useful resource for existing and future tourism businesses, allowing them to adopt proactive approaches in the design of tourism products. It will also stimulate further research in the field and inspire scholars and practitioners to combine their ideas and expertise, to look beyond supposedly fixed horizons, and to identify emerging opportunities. .
