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Descrizione fisica	1 online resource (339 p.)
Collana	New Directions in Tourism Analysis
Altri autori (Persone)	ChristouEvangelos GretzelUlrike
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	pt. 1. Web 2.0 : strategic and operational business models -- pt. 2. Web 2.0 : applications for marketing -- pt. 3. Web 2.0 : travellers' behaviour -- pt. 4. Web 2.0 : knowledge management and market research.
Sommario/riassunto	Written by an international group of researchers widely known for their expertise in the field of the Internet and tourism, this book presents cutting-edge theory, research and case studies. It investigates web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, as well as examining the ways in which firms reengineer and implement their business models and operations, such as new service development, marketing, networking and knowledge management.