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eTourism Case Studies bridges the gap in contemporary literature by carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions. Divided into six sections this book explores the newest developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism and supporting discussion and elaboration with the help of thorough pedagogic aids. With contributions from leading global experts both from the industry and academia, each case follows a rigid structure, with features such as bulleted summaries and review questions, as well as each section having its own thorough introduction and conclusion written by the editors, highlighting the key issues and theories. This is the first book of its kind to bring together cases highlighting best practice and methods for exploiting ICT in the tourism industry, from international market leaders.

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Tourism is one of the most rapidly evolving industries of the 21st century. The integration of technological advancements plays a crucial role in the ability for many countries, all over the world, to attract visitors and maintain a distinct edge in a highly competitive market. The Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications is a pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism. Featuring extensive coverage on relevant areas such as smart tourism, user interfaces, and social media, this publication is an ideal resource for policy makers, academicians, researchers, advanced-level students, and technology developers seeking current research on new trends in ICT systems and application and tourism.

We live in a wireless society, one where convenience and accessibility determine the efficacy of the latest electronic gadgets and mobile devices. Making the most of these technologies—and ensuring their security against potential attackers—requires increased diligence in mobile technology research and development. Mobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and Applications brings together a comprehensive range of voices and research in the area of mobile and wireless technologies, exploring the successes and failures, advantages and drawbacks, and benefits and limitations of the technology. With applications in a plethora of different research and topic areas, this multi-volume reference work benefits researchers, service providers, end-users, and information technology professionals. This four-volume reference work includes a diverse array of chapters and authors covering topics such as m-commerce, network ethics, mobile agent systems, mobile learning, communications infrastructure, and applications in fields such as business, healthcare, government, tourism, and more.

Responding to the dual pressures of globalization and economic downturn, communities across the world formerly driven by agriculture and industry are increasingly turning toward tourism as an economic mainstay. In order for industry leaders to compete with the efforts of competitors and savvy marketers, new business models must be defined which allow for the incorporation of e-tourism tools and expansion into the global marketplace. New Business Opportunities in the Growing E-Tourism Industry offers case studies and research that highlights the impact of globalization on travel and tourism and offers solutions to potential problems. Targeting an audience of researchers and business professionals, this volume brings together a diverse international body of scholars and researchers to provide a holistic perspective of future developments in the e-tourism industry. This volume compiles the research and perspectives of researchers and industry professionals, uniting a variety of topics including medical tourism, traffic-management, route-planning, virtual museums, digital spot-hunting via film-mosaic, and tourism for the elderly and disabled.

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Contemporary Tourism Reviews will provide you with critical, state-of-the-art surveys of all of the major areas of tourism study to people who are coming to a topic for the first time. The CTR series provides accessible and structured overviews to all areas of research in the broadly defined subject of tourism with links to original sources of information, sites, books and journals as well as a complete glossary of terms, allowing the reader to research as deeply as they wish. Available instantly as downloads, each review provides the equivalent of 30-40 printed pages in an interactive PDF format. All of the reviews are academically rigorous and immensely readable. References are highlighted throughout the text of each review and links are embedded throughout so that the reader can save time by drilling down to the cited sources through their library ' s electronic journals portal as soon as they come across the citation in the review.

This book examines the cutting-edge concept of gamification in tourism. It provides a theoretical foundation for tourism gamification and discusses the concepts of gaming and gamification and their application in the tourism and hospitality industry. The chapters offer valuable insights by showcasing examples of best practice from different countries and addressing key issues of game mechanism and game design principles. They focus on areas such as game design elements, game player types and their motivation, location-based games, augmented reality and virtual reality games. The volume will be useful for students and researchers in tourism marketing, digital tourism, smart tourism and tourism futures. It also serves as a helpful tool for tourism industry practitioners looking to increase customer engagement, enhance loyalty and raise brand awareness.

The papers presented in this volume advance the state of the art in social media and Web 2.0, electronic tourism marketing, web site and search engine optimization, technology adoption and diffusion, online communities, tourism management and decision support, eLearning, mobile technologies and applications in tourism, recommender systems, e-intermediaries and networks in tourism, customer research in e-tourism and user generated content. The volume collects research papers of prominent scholars from around the world with a disciplinary background in the fields of social or computer sciences. The book covers the most significant topics within the study field of electronic tourism and addresses both, academics and practitioners interested in the latest advances in the electronic travel and tourism domain.

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