Etourism Case Studies

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tourism E-commerce and Development Report Tourism in OECD Countries 2008 Trends and Policies E-Commerce and Development Report 2001 UNCTAD News ⍰⍰⍰ Journal of Travel Research Roman Egger Roman Egger Roman Egger Zheng Xiang Management Association, Information Resources Cornelia Zanger Dimitrios Buhalis Cruz-Cunha, Maria Manuela Khosrow-Pour, D.B.A., Mehdi Laura Herrmann Stephen G. Mann Leyla Abolahrar OECD United Nations Conference on Trade and Development

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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proceedings of the iscontour the aim of the international student conference in tourism research iscontour is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations the annual conference wich is jointly organised by the imc university of applied sciences krems and the salzburg university of applied sciences will take place alternatively at the locations salzburg and krems the conference research chairs are prof fh dr roman egger salzburg university of applied sciences and prof fh mag christian maurer university of applied sciences krems the target audience include international students also phds graduates teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas issues to be covered at the conference include the following areas within a tourism context marketing management tourism product development sustainability information and communication technologies

this handbook provides an authoritative and truly comprehensive overview both of the diverse applications of information and communication technologies icts within the travel and tourism industry and of e tourism as a field of scientific inquiry that has grown and matured beyond recognition leading experts from around the world describe cutting edge ideas and developments present key concepts and theories and discuss the full range of research methods the coverage accordingly encompasses everything from big data and analytics to psychology user behavior online marketing supply chain and operations management smart business networks policy and regulatory issues and much much more the goal is to provide an outstanding reference that summarizes and synthesizes current knowledge and establishes the theoretical and methodological foundations for further study of the role of icts in travel and tourism the handbook will meet the needs of researchers and students in various disciplines as well as industry professionals as with all volumes in springer s major reference works program readers will benefit from access to a continually updated online version

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

die autorinnen und autoren des tagungsbandes liefern aus sicht des marketing der kommunikationstheorie sowie des tourismus erklärungsansätze für die synergetische verbindung von events und touristischen destinationen der band fasst die auf der siebten wissenschaftlichen konferenz zur eventforschung die am 30 oktober 2015 an der tu chemnitz stattfand vorgestellten und diskutierten aktuellen forschungsergebnisse zum thema events und tourismus zusammen das schwerpunktthema wird ergänzt um wissenschaftliche und praxisorientierte beiträge u a zur förderung des nachhaltigen tourismus mit events der inszenierung von events der ökonomischen wirkung von events sowie zum event controlling

this book addresses the digitization of all processes and value chains in the tourism travel hospitality and catering industries by exploring the new technological trends it provides a solid basis for analysing the impacts of the information communication technology ict revolution on the tourism industry the book adopts

a strategic management and marketing perspective for tourism enterprises and destinations it suggests that etourism revolutionizes all business processes the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders it additionally focuses on how icts are employed in airlines hotels travel agencies tour operators and destinations management organizations the book demonstrates that tourism icts increasingly determine the competitiveness of the organization and therefore they are critical for the competitiveness of the industry in the longer term the book is aimed at advanced undergraduate and postgraduate students in business tourism and hospitality programmes that need to explore how they can use icts in a strategic context it is also anticipated that researchers and practitioners will find it useful and stimulating features and benefits strategic perspective demonstrates the contribution of icts to the competitiveness of tourism organizations and destinations a wealth of international examples ensure global application and relevance extensive use of case studies and illustrative examples demonstrate the link between theory and real world tourism situations discussion topics encourage students to analyse further the information covered extensive bibliography and further reading encourage more advanced study associated website featuring up to date ft articles and power point slides create a comprehensive teaching and learning package dr dimitrios buhalis is course leader of the msc in etourism and director of the centre for etourism research cetr at the university of surrey he is also adjunct professor at the institut de management hotelier international cornell university essec business school in paris he serves as vice president of the international federation of information technology and tourism ifitt and has chaired several enter conferences he regularly works as adviser for the world tourism organisation the world tourism and travel council and the european commission

workplace technology is evolving at an accelerated pace driving innovation productivity and efficiency to exceedingly high levels businesses both small and large must keep up with these changes in order to

compete effectively with fellow enterprises the handbook of research on enterprise 2 0 technological social and organizational dimensions collects the most recent developments in evaluating the technological organizational and social dimensions of modern business practices in order to better foster advances in information exchange and collaboration among networks of partners and customers this crucial reference supports managers and business professionals as well as members of academia it specialists and network developers in enhancing business practices and obtaining competitive advantage

this 10 volume compilation of authoritative research based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities prospective solutions and future directions in the field of information science and technology provided by publisher

seminar paper from the year 2013 in the subject tourism hotel management grade 1 0 stralsund university of applied sciences course hotel management language english abstract nowadays the internet is the most important source of information and the main channel for buying products with more than 2 4 billion internet users worldwide internet world stats 2012 and the highest population penetration in regions that are most relevant for tourism see figure 1 it seems obvious that the internet has been changing the sector in a crucial way since the 1980s and is still gaining importance therefore it can be considered as one of the most influential technologies that changes the behavior of tourists crnojevac gugić karlovčan 2010 41 while nowadays about 33 of all hotel rooms are booked via the internet ricca 2011 there is also a trend in the direction of booking directly on hotel websites efficiency quality and flexibility convince the tourists although still quite a large number of them ends up actually buying the product or service offline and only using the internet as a platform for information exchange but modern technology has not only changed the tourist s

behavior for example the online search process also becomes longer and longer due to the great number of websites but also the way tourism product and service providers organize and plan their marketing and communication strategies as well as how they adapt to constant changes in the needs of customers crnojevac gugić karlovčan 2010

diploma thesis from the year 2008 in the subject computer science internet new technologies grade 70 university of westminster business language english abstract this research addresses the usability issues that are essential particularly for e tourism websites how easy or difficult is it for individuals to use and interact with online travel portals usability is a measure of quality of a website s presence as high usability is a key component of overall user satisfaction this research focuses on a specific online travel website tiscover to find out critical usability criteria from the point of view of online users extensive research about usability and its respective criteria is centre of this paper together with insight of the rise and current status of e tourism e tourism has gained a lot of importance in today s consumer society as gathering information for tourism destinations and online booking have become commonplace literature about usability together with e tourism is scarce and therefore it becomes a challenge to explore these two important aspects of the internet in depth six interviews with experienced internet users were conducted the emphasis was on the website s homepage and booking process which consists of five different steps the research is based on the usability testing method and was analysed via the content analysis to provide rich findings and determine critical usability factors

the first edition of a biennial publication which analyses best practice in oecd and selected non member economies it surveys a number of initiatives taken by governments and businesses in the tourism field and provides a statistical profile of tourism in reporting countries

this report reviews trends important for developing countries trying to take advantage of ict and the internet it supplies basic facts and statistics about electronic commerce and considers their relevance to developing economies especially in relation to tourism business to business markets and electronic government it also offers recommendations for creating enabling environments for e commerce china s ict strategy is considered in detail no index annotation copyrighted by book news inc portland or

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