Etourism Case Studies

eTourism case studies:ETourism Case StudiesHandbook of e-TourismMobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and ApplicationsHandbook of Research on Enterprise 2.0: Technological, Social, and Organizational DimensionsEncyclopedia of Information Science and Technology, Third EditionHospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and ApplicationsTourism and TechnologyInformation Technology & TourismTourism in OECD Countries 2008 Trends and PoliciesE-commerce and Development ReportE-Commerce and Development Report 2001ⓒⓒⓒUNCTAD NewsDivision for Services Infrastructure for Development and Trade EfficiencyInternational TourismSustainable Tourism as a Factor of Cohesion Among European RegionsE-commerce for DevelopmentJournal of Travel ResearchThe Business of Tourism Roman Egger Roman Egger Zheng Xiang Management Association, Information Resources Cruz-Cunha, Maria Manuela Khosrow-Pour, D.B.A., Mehdi Management Association, Information Resources Dimitrios Buhalis OECD United Nations Conference on Trade and Development Arjun Kumar Bhatia Committee of the Regions Faustin Kamuzora J. Christopher Holloway

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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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

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

over generations human society has woven a rich tapestry of culture art architecture and history personified in artifacts monuments and landmarks arrayed across the globe individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them hospitality travel and tourism concepts methodologies tools and applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host this broadly focused multi volume reference will provide unique insights for travelers business leaders sightseers cultural preservationists and others interested in the unique variety of human ingenuity and innovation around the world

part of the contemporary review series 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 written by leading thinkers and academics in the field they provide flexible current and topical information as an instant download

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

progress towards sustainable tourism has become imperative in the european union the tourism industry has grown to massive proportions in the last decade and so has its environmental impact since tourism is after all an economic activity a better management of tourism is not only necessary to mitigate its negative effects on the environment but also to minimise the potential conflict with other economic activities tourism also promotes intercultural relations and mutual understanding and is widely recognized as a mjor opportunity for enhancing the territorial cohesion within europe sustainable tourism can support and drive the territorial cohesion towards a harmonious and balanced development of europe it has a high potential to enhance cohesion among regions because it fosters the promotion of identity of each region and the sharing of the diverse european natural and cultural heritages traditions and languages

this book is a matchless guide to the operations and structures of the contemporary tourism industry holloway s accessible text has long been a classic and continues to be essential student reading dr nigel morganreader in tourism studiesuniversity of wales institute cardiff the business of tourism is a well established and popular text providing an accessible introduction to the study of travel and tourism from its historical roots to the present day state and likely future direction this 7th edition provides an up to date account of the development impacts and major players in this fast moving industry as well as the significant changes in the wake of world events such as 9 11 and the asian tsunami of 2004 the text contains a wealth of examples to set the theory in context and a number of longer cases at the end of the book have been chosen to represent the diversity of the industry from small scale local attractions to the world wide appeal of major destinations among the key topics covered in the book are the global economic socio cultural and environmental impacts of tourism technological change and its impact on the industry the historical and future developments of the industry the structure and sectors of travel and tourism further reading and references for more extensive study chris holloway is former professor of tourism management at bristol business school university of west of englandneil taylor is a former director of specialist tour operator regent holidays and currently editor of bradt s guides to estonia the baltic capitals and tallinn

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