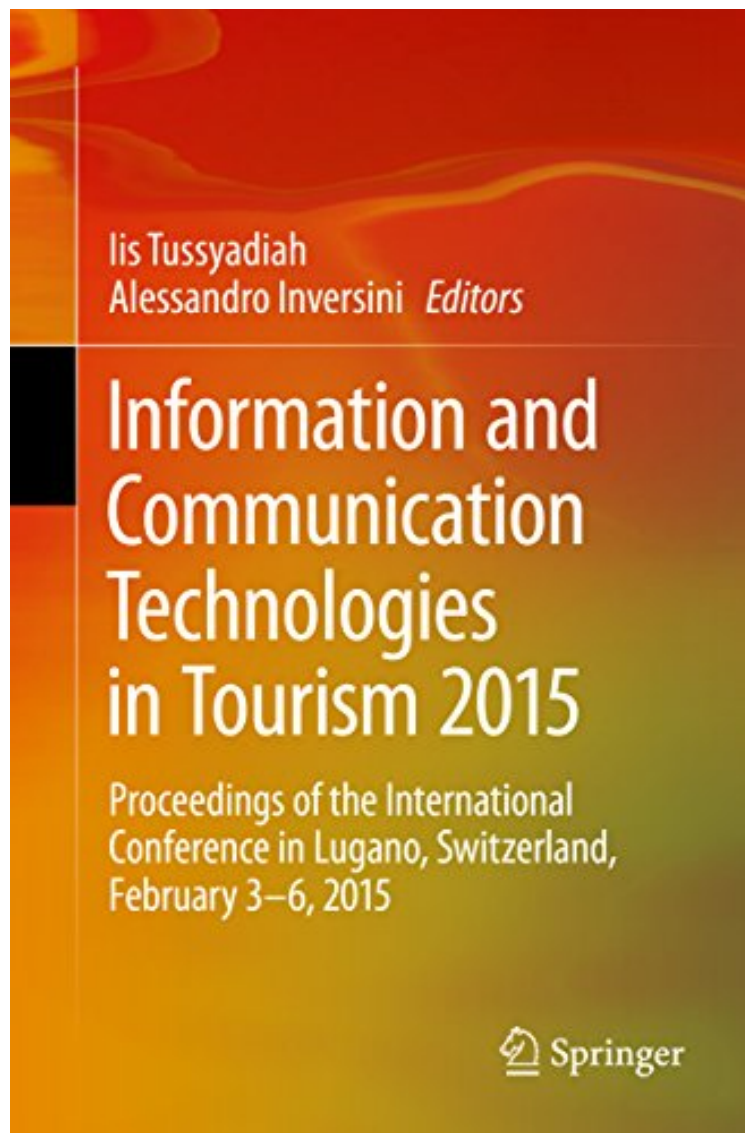


[Read download] Information and Communication Technologies in Tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3 - 6, 2015

Information and Communication Technologies in Tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3 - 6, 2015

From Springer

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



+

READ ONLINE

2015-01-27 2015-01-27 File Name: B00SUOSRDA | File size: 37.Mb

From Springer : Information and Communication Technologies in Tourism 2015: Proceedings of the International Conference in Lugano, Switzerland, February 3 - 6, 2015 before purchasing it in order to gage whether or not it would be worth my time, and all praised Information and Communication Technologies in Tourism

2015: Proceedings of the International Conference in Lugano, Switzerland, February 3 - 6, 2015:

The papers presented in this volume advance the state-of-the-art research on big data and analytics, social media, electronic marketing, mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for tourism and hospitality products and services, e-learning, responsive web design and management, and eTourism for development. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

From the Back CoverThe papers presented in this volume advance the state-of-the-art research on big data and analytics, social media, electronic marketing, mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for tourism and hospitality products and services, e-learning, responsive web design and management, and eTourism for development. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.About the AuthorLis Tussyadiah PhD is associate clinical professor at the School of Hospitality Business Management in Carson College of Business at Washington State University, Vancouver. Her research focusses on the roles of information and communication technologies in transforming tourism experiences and informing best practices in destination marketing and management.Alessandro Inversini is senior lecturer at Bournemouth University School of Tourism (United Kingdom). His research interests are where communication, tourism and new media overlap, ranging from design to evaluation of tourism websites, from online communication to branding and reputation, from eCommerce to eLearning.