Etourism Case Studies

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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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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

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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

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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

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

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