

Preface

Organized by the International Federation for IT and Travel & Tourism (IFITT), ENTER2016 eTourism Conference takes place in Bilbao, Spain, on February 2–5, 2016. The 23rd annual international conference features the latest research and industry case studies on the application of information and communication technologies (ICT) to travel and tourism. The conference theme, ‘eTourism: Empowering Places’, was an invitation to discuss the transformation in travel and tourism due to the latest development in digital technologies.

The research track of ENTER2016 received a total of 132 submissions, 103 of which were full research papers covering a diverse variety of fields within the area of ICT and tourism. Each research paper submission went through a rigorous double-blind review process with members of ENTER2016 Scientific Committee assigned as reviewers. Where issues remained, additional reviews were commissioned. As a result, 56 full research papers were accepted for presentation at the conference and are included in this proceedings.

While still maintaining a broad topic of ICT applications in travel and tourism, the papers presented in this volume advance the state-of-the-art research digital marketing and social media, mobile computing and responsive web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment and sharing economy. The papers featured in this proceedings bring new perspectives to the field and give a promising evidence that the field of ICT and tourism will continue to contribute to our society. We hope this proceedings will serve as a valuable source of information on the state of the art in ICT and tourism research.

We greatly appreciate the considerable time put in by all members of ENTER2016 Scientific Committee who helped us ensure that the content of the research papers was of high quality. We are indebted to the panel of experts who helped us with additional reviews to select candidates for best paper award.

We are also thankful to ENTER2016 Overall Chair, Aurkene Alzua-Sorzabal, IFITT President, Lorenzo Cantoni, other ENTER2016 organizers, IFITT Board and

all members of IFITT for their support and for accommodating the many inquiries we have made while managing the research track.

Importantly, we thank all authors for their willingness to disseminate their latest research at ENTER2016. This conference would not be possible without their efforts.

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