

Contents

Analytics in Tourism Design 1
Zheng Xiang and Daniel R. Fesenmaier

Part I Travel Demand Analytics

Predicting Tourist Demand Using Big Data 13
Haiyan Song and Han Liu

Travel Demand Modeling with Behavioral Data 31
Juan L. Nicolau

Part II Analytics in Everyday Life and Travel

**Measuring Human Senses and the Touristic Experience: Methods
and Applications 47**
Jeongmi (Jamie) Kim and Daniel R. Fesenmaier

**The Quantified Traveler: Implications for Smart Tourism
Development 65**
Yeongbae Choe and Daniel R. Fesenmaier

Part III Tourism Geoanalytics

**Geospatial Analytics for Park & Protected Land Visitor Reservation
Data 81**
Stacy Supak, Gene Brothers, Ladan Ghahramani, and Derek Van Berkel

GIS Monitoring of Traveler Flows Based on Big Data 111
Dong Li and Yang Yang

Part IV Web and Social Media Analytics: Concepts and Methods

Sensing the Online Social Sphere Using a Sentiment Analytical Approach	129
-----------------------------------------------------------------------------------------	------------

Wolfram Höpken, Matthias Fuchs, Th. Menner, and Maria Lexhagen

Estimating the Effect of Online Consumer Reviews: An Application of Count Data Models	147
--------------------------------------------------------------------------------------------------------	------------

Sangwon Park

Tourism Intelligence and Visual Media Analytics for Destination Management Organizations	165
-----------------------------------------------------------------------------------------------------------	------------

Arno Scharl, Lidjia Lalacic, and Irem Önder

Online Travel Reviews: A Massive Paratextual Analysis	179
------------------------------------------------------------------------	------------

Estela Marine-Roig

Conceptualizing and Measuring Online Behavior Through Social Media Metrics	203
---------------------------------------------------------------------------------------------	------------

Bing Pan and Ya You

Part V Case Studies in Web and Social Media Analytics

Sochi Olympics on Twitter: Topics, Geographical Landscape, and Temporal Dynamics	215
---------------------------------------------------------------------------------------------------	------------

Andrei P. Kirilenko and Svetlana O. Stepchenkova

Leveraging Online Reviews in the Hotel Industry	235
------------------------------------------------------------------	------------

Selina Wan and Rob Law

Evaluating Destination Communications on the Internet	253
------------------------------------------------------------------------	------------

Elena Marchiori and Lorenzo Cantoni

Market Intelligence: Social Media Analytics and Hotel Online Reviews	281
---------------------------------------------------------------------------------------	------------

Zheng Xiang, Zvi Schwartz, and Muzaffer Uysal

Part VI Closing Remarks

Big Data Analytics, Tourism Design and Smart Tourism	299
-----------------------------------------------------------------------	------------

Zheng Xiang and Daniel R. Fesenmaier

Analytics in Smart Tourism Design

Concepts and Methods

Xiang, Z.; Fesenmaier, D.R. (Eds.)

2017, XVI, 307 p. 58 illus., 40 illus. in color., Hardcover

ISBN: 978-3-319-44262-4