

Preface

Organized by the International Federation for IT and Travel & Tourism (IFITT), ENTER2017 eTourism Conference takes place in Rome, Italy, on January 24–26, 2017. The 24th 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: Sustaining Culture and Creativity’ was an invitation to discuss the transformation and opportunities in travel and tourism due to the latest development in digital technologies.

The research track of ENTER2017 received a total of 129 submissions 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 ENTER2017 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 the 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 on digital marketing and social media, mobile computing and 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 the 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 the 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 ENTER2017 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 the best paper award.

We are also thankful to ENTER2017 Overall Chair, Oriol Miralbell, IFITT President, Lorenzo Cantoni, other ENTER2017 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 ENTER2017. This conference would not be possible without their efforts.

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Information and Communication Technologies in
Tourism 2017

Proceedings of the International Conference in Rome,
Italy, January 24-26, 2017

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2017, XVIII, 794 p. 95 illus., Softcover

ISBN: 978-3-319-51167-2