

# Preface

Organized by the International Federation for IT and Travel & Tourism (IFITT), ENTER2014 eTourism Conference was held in Dublin, Ireland on January 21-24, 2014. The international conference featured the latest research and industry case studies on the application of information and communication technologies (ICT) to travel and tourism under the theme “Where Social Inspiration Meets Dynamic eTourism Innovation.”

The research track of ENTER2014 received a total of 141 submissions, 106 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 at least three members of ENTER2014 Scientific Committee assigned as reviewers. Where issues remained, additional reviews were commissioned. As a result, 65 full research papers were accepted for presentation at the conference and are included in this proceedings.

While still maintaining a broad topic of ICT application in travel and tourism, the conference covered local specializations and interests, as reflected in this proceedings. This proceedings comprises eight topics ranging from the development and strategic use of mobile and context-aware systems, social media and big data analytics, e-learning and organizations’ adoption of ICT, and many more. This shows not only how significant the advancement in ICT is to tourism management and innovation, but also how relevant and impactful scientific research in tourism can be for further development in ICT. 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 ENTER2014 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 ENTER2014 Chair, Wolfram Höpken, IFITT President, Dimitrios

Buhalis, other ENTER2014 organizers and members of IFITT for their support and for accommodating the many inquiries we have made while managing the research track. Lastly, we thank all who have expressed interest in the conference and contributed to it.

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