Contents

Part I Website Communication

Bringing Online Visibility to Hotels with Schema.org and Multi-channel Communication ........................................... 3
Anna Fensel, Zaenal Akbar, Ioan Toma, and Dieter Fensel

Automatic Persistent Personalization of Ads in Tourism Websites . . . . 17
Alberto Rezola, Aitor Gutierrez, and Maria Teresa Linaza

Connectivity and the Consequences of Being (Dis)connected ........... 31
Adrian Tanti and Dimitrios Buhalis

Generation of Gamified Mobile Experiences by DMOs ................. 45
Ander Garcia, María Teresa Linaza, Aitor Gutierrez, Endika Garcia,
and Ivan Ornes

Automated Hyperlink Text Analysis of City Websites: Projected Image Representation on the Web ............................. 59
Christian Weismayer, Ilona Pezenka, and Wilhelm Loibl

A First Map ................................................................. 73
Nadzeya Kalbaska, Tomasz Janowski, Elsa Estevez, and Lorenzo Cantoni

The Role of Information Quality, Visual Appeal and Information Facilitation in Restaurant Selection Intention ............... 87
Salmalina Salleh, Noor Hazarina Hashim, and Jamie Murphy

Elias Kärle, Anna Fensel, Ioan Toma, and Dieter Fensel
The Role of Destination in Hotels’ Online Communications: A Bottom-Up Approach
Elena Marchiori, Fabia Casnati, and Lorenzo Cantoni

The Co-creation Process of the Online Image of an Italian World Heritage Site: The Sassi of Matera
Elena Marchiori, Canio Di Nardo, Marcello M. Mariani, and Lorenzo Cantoni

Part II Social Media and User Generated Contents

Factors Affecting the Performance of Tourism Crowdfunding Projects: An Empirical Study
Huiying Li, Zhisheng Wang, Bin Fang, and Yu-Shan Liu

Enriching Travel Guidebooks with Travel Blog Entries and Archives of Answered Questions
Kazuki Fujii, Hidetsugu Nanba, Toshiyuki Takezawa, and Aya Ishino

The ‘Selfie Gaze’ and ‘Social Media Pilgrimage’: Two Frames for Conceptualising the Experience of Social Media Using Tourists
Michelangelo Magasic

Exploring Park Visitors’ Activities in Hong Kong using Geotagged Photos
Huy Quan Vu, Rosanna Leung, Jia Rong, and Yuan Miao

Tourists Visit and Photo Sharing Behavior Analysis: A Case Study of Hong Kong Temples
Rosanna Leung, Huy Quan Vu, Jia Rong, and Yuan Miao

Optimizing the Publication Flow of Touristic Service Providers on Multiple Social Media Channels
Zaenal Akbar, Ioan Toma, and Dieter Fensel

Discovery and Classification of the Underlying Emotions in the User Generated Content (UGC)
Ainhoa Serna, Jon Kepa Gerrikagoitia, and Unai Bernabé

Differential Destination Content Communication Strategies Through Multiple Social Media
Assumpcio Huertas and Estela Marine-Roig

Destination Image Gaps Between Official Tourism Websites and User-Generated Content
Estela Marine-Roig and Salvador Anton Clavé

Do Social Media Investments Pay Off?: Preliminary Evidence from Swiss Destination Marketing Organizations
Thomas Wozniak, Brigitte Stangl, Roland Schegg, and Andreas Liebrich
Generating Paths Through Discovered Places-of-Interests for City Trip Planning ........................................... 441
Wolfgang Wörndl and Alexander Hefele

Customer Experiences with Hotel Smartphone: A Case Study of Hong Kong Hotels ......................................... 455
Tony Lok Tung Hui, Norman Au, and Rob Law

Assessment of Perceived Risk in Mobile Travel Booking ............... 467
Sangwon Park, Iis P. Tussyadiah, and Yuting Zhang

Tracking Tourist Spatial-Temporal Behavior in Urban Places, A Methodological Overview and GPS Case Study ................... 481
Lenka Kellner and Roman Egger

Users’ Creativity in Mobile Computing Travel Platforms ............... 495
Lidija Lalicic and Astrid Dickinger

Pilgrims’ Acceptance of a Mobile App for the Camino de Santiago ........ 509
Angela Antunes and Suzanne Amaro

Innovation-Related Organizational Decision-Making: The Case of Responsive Web Design ........................................ 523
Chris Gibbs, Ulrike Gretzel, and Zahra Noorani

Mapping Mobile Touchpoints in Sport Events ........................ 535
Alessandro Inversini, Jason Sit, and Harry T. Pyle

Who Uses Mobile Apps Frequently on Vacation? Evidence from Tourism in Switzerland ................................. 549
Michael Beier and Annika Aebli

Part V Semantic Technology and Recommender Systems

Correlating Languages and Sentiment Analysis on the Basis of Text-based Reviews ........................................... 565
Aitor García-Pablos, Angelica Lo Duca, Montse Cuadros, María Teresa Linaza, and Andrea Marchetti

Contextual Information Elicitation in Travel Recommender Systems ................................................................. 579
Matthias Braunhofer and Francesco Ricci

Can We Predict Your Sentiments by Listening to Your Peers? ........ 593
Julia Neidhardt, Natalia Rümmele, and Hannes Werthner

Part VI Augmented Reality and Virtual Reality

Augmented Reality at Cultural Heritage sites .......................... 607
Frances Tscheu and Dimitrios Buhalis
Effects of Virtual Reality and Augmented Reality on Visitor Experiences in Museum
Timothy Jung, M. Claudia tom Dieck, Hyunae Lee, and Namho Chung

Understanding the Acceptance of Augmented Reality at an Organisational Level: The Case of Geevor Tin Mine Museum
Eleanor Cranmer, Timothy Jung, M. Claudia tom Dieck, and Amanda Miller

Part VII eLearning and MOOCs

MOOC Camp: A Flipped Classroom and Blended Learning Model
Jamie Murphy, J. Bruce Tracey, and Laurel Horton-Tognazzini

A Framework for Evaluating MOOCs in Applied Hospitality and Tourism Settings
J. Bruce Tracey, Jamie Murphy, and Laurel Horton-Tognazzini

Part VIII Digital Economy

The Impact of Sharing Economy on the Diversification of Tourism Products: Implications for Tourist Experience
Dan Wang, Mimi Li, Pengcheng Guo, and Wenqing Xu

Strategic Self-presentation in the Sharing Economy: Implications for Host Branding
Iis P. Tussyadiah

Forecasting the Final Penetration Rate of Online Travel Agencies in Different Hotel Segments
Miriam Scaglione and Roland Schegg

The Secret of Fundraising on Kickstarter: Colour Congruence
Bell Lee and Andy Lee

Concept of Digital Capability in Businesses: Demonstration by a Case Study on Finnish Online Tools
Kirsi Meriläinen and Joni Kukkamäki

DataTourism: Designing an Architecture to Process Tourism Data
Fayrouz Soualah-Alila, Mickaël Coustaty, Nicolas Rempulski, and Antoine Doucet

The Role of Culture on Online Search Behaviour: A Comparative Study Between British and Chinese Travellers
Elina (Eleni) Michopoulou and Delia Moisa

Value Co-creation and Co-destruction in Connected Tourist Experiences
Barbara Neuhofer
Information and Communication Technologies in Tourism 2016
Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016
Inversini, A.; Schegg, R. (Eds.)
2016, XV, 792 p. 103 illus., 35 illus. in color., Softcover
ISBN: 978-3-319-28230-5