Contents

Part I  Recommender Systems and Semantic Web

Ontology-Based Matchmaking to Provide Personalized Recommendations for Tourists ................................................. 3
Christoph Grün, Julia Neidhardt and Hannes Werthner

A Chat-Based Group Recommender System for Tourism .............. 17
Thuy Ngoc Nguyen and Francesco Ricci

Extending the Schema.org Vocabulary for More Expressive Accommodation Annotations ........................................ 31
Elias Kärle, Umutcan Simsek, Zaenal Akbar, Martin Hepp
and Dieter Fensel

Reviewing Geotagging Research in Tourism .............................. 43
Elise Wong, Rob Law and Gang Li

Localization of National Tourism Organizations Websites: The Case of ETC Members ............................................ 59
Emanuele Mele and Lorenzo Cantoni

Researching Individual Satisfaction with Group Decisions in Tourism: Experimental Evidence .................................. 73
Amra Delic, Julia Neidhardt, Laurens Rook, Hannes Werthner
and Markus Zanker

Part II  E-strategy and ICT for Innovation

From Floating to Leading: The Transformation of Digital Marketing Capabilities Through ICT Uptake in Tourism SMEs ...... 89
Kirs Meriläinen

Entrepreneurship in the Contemporary Tourism Ecosystem: The Case of Incoming Tour Operators in Taiwan .................. 101
Alex Yang-chan Hsu, Brian King, Dan Wang and Dimitrios Buhalis
Spill-over Effects of Online Consumer Reviews in the Hotel Industry ........................................ 115
Sangwon Park and Jason Li Chen

Assessing the Performance of a Tourism MOOC Using the Kirkpatrick Model: A Supplier’s Point of View ............... 129
Jingjing Lin and Lorenzo Cantoni

Part III Smart Destinations and Big Data

Strategic Visitor Flows (SVF) Analysis Using Mobile Data .................. 145
Rodolfo Baggio and Miriam Scaglione

Structural Implications of Destination Value System Networks ........... 159
Jason L. Stienmetz and Daniel R. Fesenmaier

An Integrative Model of the Pursuit of Happiness and the Role of Smart Tourism Technology: A Case of International Tourists in Seoul ............................................................ 173
Jimin Lee, Hanna Lee, Namho Chung and Chulmo Koo

Big Data as Input for Predicting Tourist Arrivals ................................ 187
Wolfram Höpken, Dominic Ernesti, Matthias Fuchs, Kai Kronenberg and Maria Lexhagen

Part IV Virtual and Augmented Reality

Measuring the Media Effects of a Tourism-Related Virtual Reality Experience Using Biophysical Data .................. 203
Elena Marchiori, Evangelos Niforatos and Luca Preto

To Catch Them All—The (Un)intended Consequences of Pokémon GO on Mobility, Consumption, and Wellbeing ............. 217
Florian J. Zach and Iis P. Tussyadiah

Virtual Reality and Attitudes Toward Tourism Destinations ........... 229
Iis P. Tussyadiah, Dan Wang and Chenge (Helen) Jia

An Afternoon at the Museum: Through the Lens of Augmented Reality ............................................................ 241
Larissa Neuburger and Roman Egger

Technology Acceptance of Virtual Reality for Travel Planning ........ 255
Peter Disztinger, Stephan Schlögl and Aleksander Groth

Part V Mobile Services and Wearable Technologies

Managing Business Travellers’ Use of Mobile Travel Applications .................. 271
Anneli Douglas, Berendien Lubbe and Adrene van der Merwe
The Future of Wearable Devices On-Site: A Scenario Technique
Approach .................................................. 285
Fernanda Ortiz Rincon, Eleonora Tommasini, Mattia Rainoldi and Roman Egger

Copy and Paste for Hotel Mobile Websites? Or: The Power
of Screen Sizes .............................................. 301
Melanie Fraiss, Sofiya Iliycheva, Mattia Rainoldi and Roman Egger

Psychological Antecedents of Smartphone Users’ Behaviour
Along the Mobile Customer Journey ............................ 317
Thomas Wozniak, Dorothea Schaffner, Katarina Stanoevska-Slabeva and Vera Lenz-Kesekamp

Validation of a Gamified Mobile Experience by DMOs ............. 331
Ander Garcia, María Teresa Linaza, Aitor Gutierrez and Endika Garcia

Part VI Online Consumer Behaviour

(Dis)Connectivity in the Travel Context: Setting an Agenda
for Research ................................................ 347
Barbara Neuhofer and Adele Ladkin

Impact of Destination Promotion Videos on Perceived Destination
Image and Booking Intention Change .................................. 361
Daniel Leung, Astrid Dickinger and Lyndon Nixon

The Impact of IT-Enabled Customer Experience Management
on Service Perceptions and Performance .......................... 377
Daniele Marchesani, Gabriele Piccoli and Tsz-wai Lui

Key Factors in the Booking Activity Process: The Case
of Self-catering in Valais, Switzerland .......................... 387
Miriam Scaglione, Colin Johnson and Pascal Favre

Determinants of Customers’ eWOM Behaviour—A System
Success Perspective ........................................... 401
Ping Wang, Xianfeng Zhang, Reima Suomi and Chuanming Sun

Flight Cancellation Behaviour Under Mobile Travel Application:
Based on the Construal Level Theory ............................ 417
Hyunae Lee, Namho Chung and Choong-Ki Lee

A Closer Look at Tourist Information Search Behaviour
When Travelling Abroad: What Is the Role of Online
Marketing in Choice of Destination? ............................. 431
Juho Pesonen and Katja Pasanen

Channels for Searching Hotel and Travel Information .................. 445
Sunny Sun, Rob Law, Chris Luk and Lawrence Hoc Nang Fong
### Part VII Consumer Profiling

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role of Humour in Driving Customer Engagement</td>
<td>461</td>
</tr>
<tr>
<td>Jing Ge and Ulrike Gretzel</td>
<td></td>
</tr>
<tr>
<td>Complementary Factors Influencing U.S. Consumers’ Intentions to Connect Their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics</td>
<td>475</td>
</tr>
<tr>
<td>Cristian Morosan and Agnes DeFranco</td>
<td></td>
</tr>
<tr>
<td>Yeongbae Choe, Daniel R. Fesenmaier and Christine Vogt</td>
<td></td>
</tr>
<tr>
<td>Travellers and Their Joint Characteristics Within the Seven-Factor Model</td>
<td>503</td>
</tr>
<tr>
<td>Julia Neidhardt and Hannes Werthner</td>
<td></td>
</tr>
<tr>
<td>Antecedents of Travellers’ Satisfaction and Purchase Intention from Social Commerce Websites</td>
<td>517</td>
</tr>
<tr>
<td>Raffaele Filieri, Fraser McLeay and Bruce Tsui</td>
<td></td>
</tr>
</tbody>
</table>

### Part VIII e-Reputation Management and Online Reviews

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Responses on Third-Party Review Websites: A Focus on Emotions and Service Recovery</td>
<td>531</td>
</tr>
<tr>
<td>Astrid Dickinger and Lidija Lalicic</td>
<td></td>
</tr>
<tr>
<td>Online Reputation and Tourism Destination Competitiveness—Conceptual Model Development and Pilot Testing</td>
<td>545</td>
</tr>
<tr>
<td>Jelena Dorcic and Jelena Komsic</td>
<td></td>
</tr>
<tr>
<td>“Thank You for Your Stay,” and Then What? Macau Hotels’ Responses to Consumer Online Reviews</td>
<td>559</td>
</tr>
<tr>
<td>Shanshan Qi and Ning (Chris) Chen</td>
<td></td>
</tr>
<tr>
<td>A Preliminary Analysis of Relationships Between Traveller Characteristics and Hotel Review Ratings</td>
<td>571</td>
</tr>
<tr>
<td>Chunlan Wang, Zheng Xiang and Haiyan Song</td>
<td></td>
</tr>
<tr>
<td>Which Is More Important in Online Review Usefulness, Heuristic or Systematic Cue?</td>
<td>581</td>
</tr>
<tr>
<td>Hee Chung Chung, Hyuae Lee, Chulmo Koo and Namho Chung</td>
<td></td>
</tr>
<tr>
<td>Authenticity and Tourism: What TripAdvisor Reviews Reveal About Authentic Travel to Marrakech</td>
<td>595</td>
</tr>
<tr>
<td>Larbi Safaaa, Khalid El Housni and François Bédard</td>
<td></td>
</tr>
</tbody>
</table>
How “Bad” Are You? Justification and Normalisation of Online Deviant Customer Behaviour ........................................ 607
Marianna Sigala

Part IX Social Media

Assessing Reliability of Social Media Data: Lessons from Mining TripAdvisor Hotel Reviews ........................................ 625
Zheng Xiang, Qianzhou Du, Yufeng Ma and Weiguo Fan

“How Don’t Let Me Think!” Chinese Adoption of Travel Information on Social Media: Moderating Effects of Self-disclosure ............... 639
Junjiao Zhang, Naoya Ito, Wenxi Wu and Zairong Li

Do Local Residents and Visitors Express the Same Sentiments on Destinations Through Social Media? ........................................ 655
Mohammed Jabreel, Antonio Moreno and Assumpció Huertas

How Was Your Trip Experience While You Were Obsessed with Social Media? The Influence of Compulsive Social Media Usage on Trip Experience ........................................ 669
Seob-Gyu Song and Dae-Young Kim

Customer Engagement in Facebook Brand Communities: Measurement and Best Practices from the Airline Industry ................. 683
Vu Thi Thao, Thomas Wozniak and Andreas Liebrich

Influence of Social Media on Corporate Heritage Tourism Brand ...... 697
Dandison Ukpabi and Heikki Karjaluoto

An Analysis of Tweets by Local Mascot Characters for Regional Promotions, Called Yuru-Charas, and Their Followers in Japan ...... 711
Shohei Suzuki and Yohei Kurata

Part X Sharing Economy and New Business Models

A Method to Assess Sustainable Mobility for Sustainable Tourism: The Case of the Public Bike Systems .............................. 727
Ainhoa Serna, Jon Kepa Gerrikagoitia, Unai Bernabe and Tomás Ruiz

Use of Bitcoin in Online Travel Product Shopping: The European Perspective ................................................................. 741
Daniel Leung and Astrid Dickinger

Attitudes Toward Autonomous on Demand Mobility System: The Case of Self-Driving Taxi ................................................. 755
Iis P. Tussyadiah, Florian J. Zach and Jianxi Wang
Personality Impacts on the Participation in Peer-to-Peer (P2P) Travel Accommodation Services ................................ 767 Ilona Pezenka, Christian Weismayer and Lidija Lalicic

The Role of Authenticity in Airbnb Experiences ..................... 781 Lidija Lalicic and Christian Weismayer

Erratum to: Information and Communication Technologies in Tourism 2017 .......................................................... E1 Roland Schegg and Brigitte Stangl