Preface

Organized by the International Federation for IT and Travel and Tourism (IFITT), ENTER2018 eTourism Conference takes place in Jönköping, Sweden, on January 24–26, 2018. The 25th annual international conference features cutting-edge research and industry case studies on the application of Information and Communication Technologies (ICT) in travel and tourism. The conference theme, "Digital tourism: engagement, content, and networks", 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 ENTER2018 received a total of 93 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 the ENTER2018 Scientific Committee assigned as reviewers. Where issues remained, additional reviews were commissioned. As a result, 40 full research papers were accepted for presentation at the conference and are included in these proceedings.

While still maintaining a broad topic of ICT applications in travel and tourism, the papers presented in this volume advance the current knowledge base of digital marketing and social media, online travel reviews, mobile computing, augmented and virtual reality, gamification, recommender systems, online education and learning, and the sharing economy. Particular attention is devoted to the actual and potential impact of big data, data mining, and sentiment analyses. The papers presented in these proceedings bring new insights to the field and give promising evidence that the ICT and tourism will continue to contribute to our society. We hope these proceedings will serve as a valuable source of information on the state-of-the-art ICT and tourism research.

We greatly appreciate the considerable time put in by all members of the ENTER2018 Scientific Committee who helped us to ensure that the content of the research papers is of high quality. We are indebted to the panel of experts who

helped with additional reviews in order to select candidates for the best paper award.

We are also thankful to the ENTER2018 Overall Chairs—Marianna Sigala and Matthias Fuchs, the IFITT President—Lorenzo Cantoni, other ENTER2018 organizers, the IFITT Board, and all members of IFITT for their support and for accommodating the many inquiries made while managing the research track.

Finally, we would also like to thank all authors for their willingness to disseminate their latest research at ENTER2018. This conference would not be possible without their efforts.

Brigitte Stangl
Juho Pesonen

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