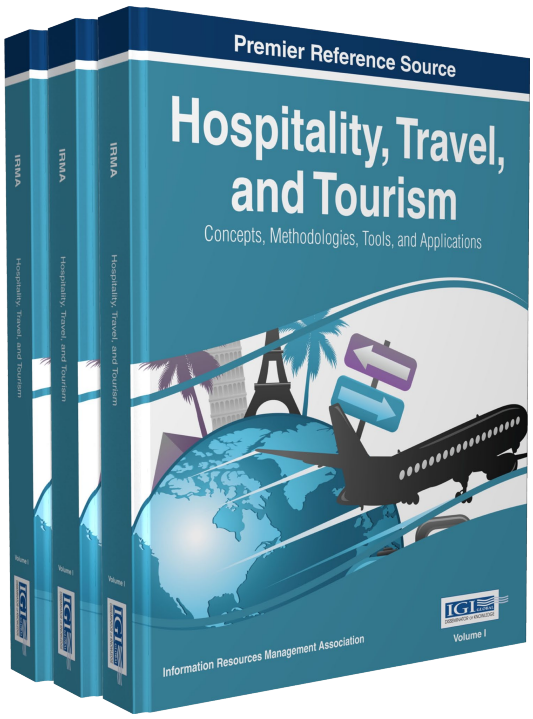
An Excellent Addition to Your Library!

Released: October 2014

Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications (3 Vols.)



ISBN: 9781466665439; © 2015; 1,600 pp.
Print: US $2,395.00 | Perpetual: US $3,595.00
Print + Perpetual: US $4,790.00

Information Resources Management Association (USA)

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them.

Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

Topics Covered:

- Cultural Heritage
- Destination Branding
- Ecotourism
- Hospitality Marketing
- Hotel Industry
- Medical Tourism
- Tourism Development
- Tourist Management
- Virtual Tourism

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Information Resources Management Association (IRMA) is a research-based professional organization dedicated to advancing the concepts and practices of information resources management in modern organizations. IRMA's primary purpose is to promote the understanding, development and practice of managing information resources as key enterprise assets among IRM/IT professionals. IRMA brings together researchers, practitioners, academicians, and policy makers in information technology management from over 50 countries.

IGI GLOBAL
DISSEMINATOR OF KNOWLEDGE
www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Section 1: Fundamental Concepts and Theories

Chapter 1
The Building and Management of the Nation Brand:
Agnieszka Wilczak (University of Warsaw, Poland)
Monika Skorek (University of Warsaw, Poland)

Chapter 2
Cultural Product Management from Environment to Territorial Context:
Maria Antonella Ferri (Universitas Mercatorum, Italy)
Gandolfo Dominici (University of Palermo, Italy)
Gianpaolo Basile (University of Salerno, Italy)
Lucia Aiello (Universitas Mercatorum, Italy)

Chapter 3
Tourism Marketing:
Sujana Adapa (University of New England, Australia)

Chapter 4
An Overview on Presentation of Entertainment in Newspapers' Weekend Supplements
Nihal Kocabay Sener (İstanbul Commerce University, Turkey)

Chapter 5
A Business Model for Accessible Tourism
Maria Antonella Ferri (Universitas Mercatorum, Italy)

Chapter 6
Customer-Centric Strategies in Place Marketing:
Gianluigi Guido (University of Salento, Italy)
Alessandro M. Peluso (University of Salento, Italy)
M. Irene Prete (University of Salento, Italy)
Cesare Amatulli (University of Salento, Italy)
Giovanni Pino (University of Salento, Italy)
Cinzia Pace (University of Salento, Italy)

Chapter 7
Tourism Demand Forecasting Based on a Neuro-Fuzzy Model
George Atsalakis (Technical University of Crete, Greece)
Eleni Chnarogiannaki (School of Business and Economics, Technological Educational Institute of Crete, Greece)
Consantinos Zopounidis (Technical University of Crete, Greece)

Chapter 8
The Competitiveness of the European Union Tourism Industry
Ebru Nergiz (Gelisim University, Turkey)
Hilal Celik (Beykent University, Turkey)

Chapter 9
The Evolving Value of eTourism for Suppliers and Visitors
João V. Estêvão (Polytechnic Institute of Guarda, Portugal)
Maria João Carneiro (University of Aveiro, Portugal & Governance, Competitiveness and Public Policies Research Unit, Portugal)
Leonor Teixeira (University of Aveiro, Portugal & Institute of Electronics and Telematics Engineering of Aveiro, Portugal)

Chapter 10
Using the Decomposed Theory of Planned Behavior (DTPB) to Explain the Intention to Book Tourism Products Online
Alia Besbes Sahli (University of Angers, France)
Patrick Legohérel (University of Angers, France)

Chapter 11
A Semantic Framework for Touristic Information Systems
Salvador Lima (Instituto Politécnico de Viana do Castelo, Portugal)
José Moreira (Universidade de Aveiro, Portugal)

Chapter 12
Gap Analysis and Infrastructure Requirement for Tourism Development in the State of West Bengal:
Dillip Kumar Das (University of Burdwan, India)
Nilanjan Ray (Royal Thimphu College, Bhutan)

Chapter 13
Medical Tourism:
Anita Medhekar (CQ University, Australia)
Ho Yin Wong (Deakin University, Australia)
John Hall (Deakin University, Australia)

Chapter 14
The Rise of "Environmental Sustainability Knowledge" in Business Strategy and Entrepreneurship:
Jean Marie Ip-Soo-Ching (La Trobe University, Australia)
Suzanne Zyngier (La Trobe University, Australia)

Section 2: Tools and Technologies

Chapter 15
Cultural Heritage Information System (CHIS)
F. Colace (Università degli Studi di Salerno, Italy)
M. De Santo (Università degli Studi di Salerno, Italy)
L. Greco (Università degli Studi di Salerno, Italy)
A. Chianese (Università degli Studi di Napoli Federico II, Italy)
V. Moscato (Università degli Studi di Napoli Federico II, Italy)
A. Picariello (Università degli Studi di Napoli Federico II, Italy)

Chapter 16
Evaluating Destination Marketing Organizations' Websites:
Drosopoulou Charoula (University of Macedonia, Greece)
Malama Eleonora-Ioulia (University of Macedonia, Greece)
Patsioura Fotini (University of Macedonia, Greece)
Vlachopoulou Maro (University of Macedonia, Greece)

Chapter 17
A Modified Fuzzy Hierarchical TOPSIS Model for Hotel Website Evaluation
Shanshan Qi (Tourism College, Institute for Tourism Studies, China)
Rob Law (School of Hotel and Tourism Management, The Hong Kong Polytechnic University, China)
Dimitrios Buhalis (School of Services Management, Bournemouth University, UK)

Chapter 18
An Assessment Methodology for Hotel Websites:
F. Javier Miranda (University of Extremadura, Spain)
Sergio Rubio (School of Industrial Engineering, University of Extremadura, Spain)
Antonio Chamorro (University of Extremadura, Spain)

Chapter 19
E-Marketing and the Hotel Industry:
Roli Bansal (Jaypee Business School, Jaypee Institute of Information Technology, India)
Manisha Lamba (Jaypee Business School, Jaypee Institute of Information Technology, India)
Shirin Alavi (Jaypee Institute of Information Technology, India)
Vandana Ahuja (Jaypee Business School, Jaypee Institute of Information Technology, India)

Chapter 20
Place @-Branding and European Capitals:
Annamaria Silvana de Rosa (Sapienza University of Rome, Italy)
Elena Bocci (Sapienza University of Rome, Italy)

Chapter 21
E-Relationship for Web-Based Tourism Promotion:
Arunasalam Sambhanthan (University of Portsmouth, UK)
Alice Good (University of Portsmouth, UK)

Chapter 22
Tourism Promotion through Web
Nilanjan Ray (Royal Thimphu College, Bhutan)
Dillip Kumar Das (Sikkim Central University, India)
Somnath Chaudhuri (Royal Thimphu College, Bhutan)

Chapter 23
Climate Information Sources (CISs) and Tourist Satisfaction
Fatemeh Jafarzadeh (Tabriz University, Iran)

Chapter 24
Discovering and Characterizing Places of Interest Using Flickr and Twitter
Steven Van Canneyt (Ghent University - iMinds, Belgium)
Steven Schockaert (School of Computer Science & Informatics, Cardiff University, UK)
Bart Dhoedt (Ghent University - iMinds, Belgium)

Chapter 25
The Effect of Web 2.0 Usage in E-Service Quality in Hospitality
Berislav Andrlic (Polytechnic of Pozega, Croatia)
Ezendu Ariwa (University of Bedfordshire, UK)

Chapter 26
Tourism E-Booking and 'E-Purchasing':
Nataša Slak Valek (I-Shou University, Taiwan)
Eva Podovšovnik Axelsson (University of Primorska, Slovenia)

Chapter 27
Tourism Mobile Application Usability:
Alessandro Inversini (School of Tourism, Bournemouth University, UK)
Lucia Violi (Universitá della Svizzera italiana, Switzerland)

Chapter 28
Adding Personalization and Social Features to a Context-Aware Application for Mobile Tourism
Ana Belén Barragáns-Martínez (Centro Universitario de la Defensa, Escuela Naval Militar de Marín, Spain)
Enrique Costa-Montenegro (University of Vigo, Spain)

Chapter 29
Empirical Evaluation of Smartphone Augmented Reality Browsers in an Urban Tourism Destination Context
Zornitza Yovcheva (School of Tourism, Bournemouth University, UK)
Dimitrios Buhalis (School of Tourism, Bournemouth University, UK)
Christos Gatzidis (School of Design, Engineering and Computing, Bournemouth University, UK)
Corné P.J.M. van Elzakker (University of Twente, The Netherlands)

Chapter 30
Digital Heritage Systems:
Stella Sylaiou (Hellenic Open University, Greece)
Martin White (University of Sussex, UK)
Fotis Liarokapis (Coventry University, UK)

Section 3: Utilization and Application

Chapter 31
The Implementation of Rural Heritage Measures in Ukraine:
Serhiy Moroz (Sumy National Agrarian University, Ukraine)

Chapter 32
Communicating Nation Brands through Mass and Social Media
Maria De Moya (DePaul University, USA)
Rajul Jain (DePaul University, USA)

Chapter 33
Export Marketing Communications of Public Sector in Promoting Tourism Destination of a Greek Island
Irene Samanta (Graduate Technological Education Institute of Piraeus, Greece)

Chapter 34
The Promotion of European Tourism in the Emerging Countries:
Francisco V. Cipolla-Ficarra (ALAIPO – AINCI, Spain and Italy)
Alejandra Quiroga (Universidad Nacional de La Pampa, Argentina)
Valeria M. Ficarra (ALAIPO – AINCI, Spain and Italy)

Chapter 35
Islamic Tourism in South Africa:
M. Noor Davids (Cape Peninsula University of Technology, South Africa)

Chapter 36
"Cozinha da Madeira":
Valentina Nisi (Madeira-ITI, University of Madeira – Funchal, Portugal)
Nuno Nunes (Carnegie Mellon University, USA)
Kanarak Isarankura (Carnegie Mellon University, USA)
Jodi Forlizzi (Madeira-ITI, University of Madeira – Funchal, Portugal)

Chapter 37
E-Business Adoption Framework in the Hospitality Industry:
Kennedy O. Ondimu (Mombasa Polytechnic University College, Kenya)
Geoffrey M. Muketha (Masinde Muliro University of Science and Technology, Kenya)
Collins O. Ondago (Jomo Kenyatta University of Agriculture and Technology, Kenya)

Chapter 38
ICT and Skills Transfer:
Paul Ankomah (North Carolina A&T University, USA)
Trent Larson (North Carolina A&T University, USA)

Chapter 39
Impact of Social Media in Service Innovations:
Eric Ng (University of Southern Queensland, Australia)
Ching-Yu Lien (Minghsin University of Science and Technology, Taiwan)

Chapter 40
Hospitality Innovations in the Emerging Experience Economy:
Sonia Bharwani (IIMT-Oxford Brookes University, India)

Chapter 41
Sports Tourism Marketing
Kirstin Hallmann (German Sport University Cologne, Germany)
Sören Dallmeyer (German Sport University Cologne, Germany)
Christoph Breuer (German Sport University Cologne, Germany)

Chapter 42
Sport Events as a Tool for City Marketing:
Angel Barajas (University of Vigo, Spain)
Patricio Sánchez-Fernández (University of Vigo, Spain)

Chapter 43
Entertainment and Food Tourism in the Backdrop of Late Modernity and a Reflection on Turkey
Aysegul Kesimoglu (City University London, UK)

Chapter 44
Food Tour of India
Manoj Kumar Dash (Institute of Hotel Management, Gwalior, India)

Chapter 45
Consumer Loyalty to an Airline:
Santiago Forgas-Coll (University of Barcelona, Spain)
Ramon Palau-Saumell (University of Barcelona, Spain)
Javier Sánchez-García (Jaume I University, Spain.)

Section 4: Organizational and Social Implications

Chapter 46
The Role of Website Features in Creating Loyalty:
Anil Bilgihan (College of Business, Florida Atlantic University, USA)
Anupama Sukhu (The Ohio State University, USA)
Jay Kandampully (The Ohio State University, USA)

Chapter 47
Perceived Risk in E-Commerce and the Development of Loyalty:
Juan Miguel Alcántara-Pilar (University of Granada, Spain)
Salvador del Barrio-García (University of Granada, Spain)

Chapter 48
Customer Relationship and Satisfaction:
Abdel Moneim M. B. Ahmed (Abu Dhabi University, UAE)

Chapter 49
Discovering Opinions from Customers' Unstructured Textual Reviews Written in Different Natural Languages
Jan Žižka (Mendel University in Brno, Czech Republic)
František Dařena (Mendel University in Brno, Czech Republic)

Chapter 50
Customer Satisfaction Evaluation for Greek Online Travel Agencies
Dimitrios Drosos (Technological Education Institute of Piraeus, Greece)
Nikolaos Tsotsolas (Technological Education Institute of Piraeus, Greece)

Chapter 51
Critical Success Factors for Positive User Experience in Hotel Websites:
Arunasalam Sambhanthan (University of Portsmouth, UK)
Alice Good (University of Portsmouth, UK)

Chapter 52
Consumer Preferences and Key Aspects of Tourism and Hospitality Marketing on Island Destinations
Nikolaos Pappa (Leeds Metropolitan University, UK)

Chapter 53
Factors Influencing Tourists' Motivational Determinants for Promotion of Tourism Destination:
Nilanjan Ray (IILM-Academy of Higher Learning, India)

Chapter 54
The Reflections of the Recent Global Economic Crisis on the Turkish Tourism Sector:
Ali Yılmaz (University of On Dokuz Mayıs, Turkey)
Semra Gunay Aktaş (Anadolu University, Turkey)

Chapter 55
Public Perception of Costs Associated with Major Sporting Events
Juan Manuel Núñez-Pomar (University of Valencia, Spain)
Ferran Calabuig-Moreno (University of Valencia, Spain)
Vicente Añó-Sanz (University of Valencia, Spain)
David Parra-Camacho (University of Valencia, Spain)

Chapter 56
The Transfer from a Major Sport Event to a Sponsoring Brand:
Cristina Aragonés-Jericó (Universitat de València, Spain)

Chapter 57
Pro-Poor Development through Tourism in Economically Backward Tribal Region of Odisha, India
Soumendra Nath Biswas (Indian Institute of Tourism & Travel Management, India)

Chapter 58
The Influence of Travel Experience on Mature Travelers' Quality of Life
Yawei Wang (Montclair State University, USA)
Francis A. McGuire (Clemson University, USA)
Bin Zhou (Kean University, USA)

Chapter 59
What Do We Know about Europe?
Carmen R. Santos (University of León, Spain)
Julio Abad-González (University of León, Spain)
Ana R. Pertejo (University of León, Spain)
Francesco Casarin (Ca'Foscari University of Venice, Italy)
Umberto Rosin (Ca'Foscari University of Venice, Italy)
Stéphane Ganassali (University of Savoie, France)
Hans Rüdiger Kaufmann (University of Nicosia, Cyprus)
Pirjo Laaksonen (University of Vaasa, Finland)

Chapter 60
Simulating Impacts on Regional Economies:
Guy R. West (University of Sunshine Coast, Australia)
Randall W. Jackson (West Virginia University, USA)

Section 5: Managerial Impact

Chapter 61
Resource Integration and Value Co-Creation in Cultural Heritage Management
Sergio Barile (Sapienza University of Rome)
Marialuisa Saviano (University of Salerno, Italy)

Chapter 62
Cultural Heritage Management at the Local Level:
Lorena Rocca (University of Padova & Fondazione Eni Enrico Mattei, Italy)
Aline Chiabai (Basque Centre for Climate Change BC3, Spain & Fondazione Eni Enrico Mattei, Italy)
Livio Chiarullo (Fondazione Eni Enrico Mattei, Italy)

Chapter 63
Open, User, and Smart Innovation in Cultural Firms
Valentina Della Corte (University Federico II of Naples, Italy)

Chapter 64
Contemporary Art Museums' Marketing Strategies:
Zeynep Guney Celebi (Galatasaray University, Turkey)

Chapter 65
Museum Communication:
Alfonso Siano (University of Salerno, Italy)
Mario Siglioccolo (University of Salerno, Italy)
Carmela Tuccillo (University of Salerno, Italy)
Francesca Conte (University of Salerno, Italy)

Chapter 66
Price Effectiveness in Hotels:
Nidhi Chowdhry (Jaipur National University, India)

Chapter 67
Total Quality Management in Tourism Companies:
Alaa Hussein Ali Alsrabi (of Tourism and Archaeology, King Saud University, Saudi Arabia)

Chapter 68
A Case Study on Customer Experiential Management at High Five Hotels Pvt. Ltd, Nashik
Sonali Gadekar (MET's Institute of Management, India)
Sushil Gadekar (MGV's Institute of Hotel Management, India)

Chapter 69
Customer Relations Management Applications in the Tourism Industry
Burcu Pekduyurucu Aydın (Istanbul Aydin University, Turkey)

Chapter 70
Handling Customer Complaints in the Hospitality Industry
Rosalynn Dinnen (Napier University - Craiglockhart Campus, UK)
Ahmed Hassanien (Napier University - Craiglockhart Campus, UK)

Chapter 71
Selecting the Optimal Vendor of Customer Relationship Management System for Medical Tourism Industry Using Delphi and AHP
Pi-Fang Hsu (Shih Hsin University, Taiwan)
Kuo-Yu Lan (Shih Hsin University, Taiwan)
Chia-Wen Tsai (Ming Chuan University, Taiwan)

Chapter 72
Challenges in Representing Local Image Collections:
Rhonda L. Clark (Clarion University of Pennsylvania, USA)

Chapter 73
Knowledge Management and Quality in Croatian Tourism
Ivanka Avelini Holjevac (University of Rijeka, Croatia)
Kristina Črnjar (University of Rijeka, Croatia)
Ana-Marija Vrtodušić Hrgović (University of Rijeka, Croatia)

Chapter 74
Reducing Costs of Knowledge Transfer in Tourism Development Using Historical Materials
Ayako Sawada (Hokuriku Gakuin Junior College, Japan)
Taketoshi Yoshida (School of Knowledge Science, Japan Advanced Institute of Science and Technology, Japan)
Hiroshi Horii (AMANE LLC, Japan)
Misato Horii (AMANE LLC, Japan)
Masaharu Hayashi (Hitotsubashi University, Japan)

Chapter 76
Rough Set Analysis and Short-Medium Term Tourist Services Demand Forecasting
Emilio Celotto (Ca' Foscari University of Venice, Italy)
Andrea Ellero (Ca' Foscari University of Venice, Italy)
Paola Ferretti (Ca' Foscari University of Venice, Italy)

Section 6: Emerging Trends

Chapter 75
Managing Chaos in Nonlinear Economic Systems:
Sam Cole (University at Buffalo, USA)

Chapter 77
Leisure Time Marketing in the Context of the Entertainment Industry
Ozgur Cengel (İstanbul Commerce University, Turkey)
Yaman Oztek (Galatasaray University, Turkey)

Chapter 78
A New Frontier in the Satisfaction of the Cultural Tourist:
Giuseppe Tardivo (University of Turin, Italy)
Angela Scilla (University of Turin, Italy)
Milena Viassone (University of Turin, Italy)

Chapter 79
Digital Resources and Approaches Adopted by User-Centred Museums:
Ludovico Solima (Second University of Naples, Italy)

Chapter 80
Exploring the Development of New Tourism Activities in the Municipality of Kerkini by Using the Area's Natural Resources Sustainably, Municipality of Kerkini, Greece
Dimitra Manou (Aristotle University of Thessaloniki, Greece)
Jason Papathanasiou (Aristotle University of Thessaloniki, Greece)

Chapter 81
Web Divide and Paper Unite:
Francisco V. Cipolla-Ficarra (ALAIPO – AINCI, Spain & Italy)
Miguel Cipolla-Ficarra (ALAIPO – AINCI, Spain & Italy)
Jacqueline Alma (Electronic Arts – Vancouver, Canada)
Alejandra Quiroga (Universidad Nacional de La Pampa, Argentina)

Chapter 82
Consumer Confidence in Responsible Tourism:
Mara Manente (Ca' Foscari University,, Italy)
Valeria Minghetti (Ca' Foscari University, Italy)
Erica Mingotto (Ca' Foscari University, Italy)
Francesco Casarin (Ca' Foscari University, Italy)

Chapter 83
Framework Oriented Approach to Eco-Tourism
Sanjay Mohapatra (Xavier Institute of Management, India)
Tripti Naswa (Xavier Institute of Management, India)

Chapter 84
Study on Low-Carbon Economy Model and Method of Chinese Tourism Industry
Zhang Mu (Jinan University, China)
Luo Jing (Jinan University, China)
Zhang Xiaohong (Jinan University, China)
Tang Lei (Jinan University, China)
Feng Xiao-na (Jinan University, China)
Chen Shan (Jinan University, China)

Chapter 85
Green Digital Enterprise and Chaos Theory in Tourism Development:
Ezendu Ariwa (London Metropolitan University, UK)
Carsten Martin Syvertsen (Østfold University College, Norway)

Chapter 86
(Re)Engineering Cultural Heritage Contexts using Creative Human Computer Interaction Techniques and Mixed Reality Methodologies
Carl Smith (Learning Technology Research Institute, London Metropolitan University, UK)

Chapter 87
Technology Intervention for the Preservation of Intangible Cultural Heritage (ICH)
Muqeem Khan (School of Communication, Northwestern University in Qatar, Qatar)
Penny de Byl (School of Communication & Media, Bond University, Australia)

Chapter 88
Creative Tourism and Cultural Heritage:
Enrico Bonetti (Second University of Naples, Italy)
Michele Simoni (University of Naples "Parthenope," Italy)
Raffaele Cercola (Second University of Naples, Italy)

Chapter 89
Using Word Trees, Word Networks, and Tag Clouds to Provide Meaningful Insights:
Anil Bilgihan (Florida Atlantic University, USA)
Denver Severt (University of Central Florida, USA)
Jay Kandampully (Ohio State University, USA)

Chapter 90
The Travel Machine:
Aaron Marcus (Aaron Marcus and Associates, Inc. (AM+A), USA)

Chapter 91
Innovation in Medical Tourism Service Marketing:
Anita Medhekar (CQ University, Australia)
Ho Yin Wong (Deakin University, Australia)
John Hall (Deakin University, Australia)

Chapter 92
Space Tourism:
Robert A. Goehlich (Embry-Riddle Aeronautical University, Germany)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

☐ Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

☐ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____