

Information and Communication Technologies in Tourism 2014

Zheng Xiang · Iis Tussyadiah
Editors

Information and Communication Technologies in Tourism 2014

Proceedings of the International Conference
in Dublin, Ireland, January 21–24, 2014

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ISBN 978-3-319-03972-5 ISBN 978-3-319-03973-2 (eBook)

DOI 10.1007/978-3-319-03973-2

Springer Cham Heidelberg New York Dordrecht London

Library of Congress Control Number: 2013955915

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Printed on acid-free paper

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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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Contents

ENTER2014 Scientific Committee

Part I Mobile Technologies and Context-Aware Systems

Mobile Social Travel Recommender System	3
Ander Garcia, Isabel Torre and Maria Teresa Linaza	
Mobile Apps Devoted to UNESCO World Heritage Sites: A Map	17
Theresa Karolina Schieder, Asta Adukaite and Lorenzo Cantoni	
An Analysis of Mobile Applications Classification Related to Tourism Destinations	31
Ion Gil Fuentetaja, Ion Zugasti Simon, Ariane Rubio Aranzabal, Maria Peralta Ariza, Carlos Lamsfus and Aurkene Alzua-Sorzabal	
Hotel Mobile Apps. The Case of 4 and 5 Star Hotels in European German-Speaking Countries	45
Asta Adukaite, Annina Melanie Reimann, Elena Marchiori and Lorenzo Cantoni	
The Effects of Presence Induced by Smartphone Applications on Tourism: Application to Cultural Heritage Attractions	59
Keumsil Lee, Hyung Ryong Lee and Sunny Ham	
CT-Planner4: Toward a More User-Friendly Interactive Day-Tour Planner	73
Yohei Kurata and Tatsunori Hara	
Context-Aware Points of Interest Suggestion with Dynamic Weather Data Management	87
Matthias Braunhofer, Mehdi Elahi, Francesco Ricci and Thomas Schievenin	

Business Model of Mobile Service for Ensuring Students' Safety Both in Disaster and Non-disaster Situations During School Trips . . .	101
Hidekazu Kasahara, Mikihiro Mori, Masayuki Mukunoki and Michihiko Minoh	
Predicting from GPS and Accelerometer Data When and Where Tourists Have Viewed Exhibitions	115
Junya Kawase, Yohei Kurata and Naoto Yabe	
 Part II Social Media Marketing Strategies	
An Investigation into the Use of Social Media Marketing and Measuring its Effectiveness in the Events Industry.	131
Alessandro Inversini and Emma Sykes	
Investigating Social Media Marketing in the Hospitality Industry: Facebook and European Hotels	145
Roberta Minazzi and Stefan Lagrosen	
Strategic Use of Social Media Affordances for Marketing: A Case Study of Chinese DMOs.	159
Jing Ge, Ulrike Gretzel and Rodney J. Clarke	
SoCoMo Marketing for Travel and Tourism	175
Dimitrios Buhalis and Marie-Kristin Foerste	
Content Curation and Narrative Tourism Marketing	187
Oriol Miralbell, Aurkene Alzua-Sorzabal and Jon Kepa Gerrikagoitia	
Destination Benchmarking with Geotagged Photographs.	201
Wolfgang Koerbitz and Irem Önder	
The Adoption of Pinterest for Destination Marketing: The Case of Austrian Destinations	213
Christian Maurer and Bianca Hinterdorfer	
Activity and Influence of Destination Brands on Twitter: A Comparative Study of Nine Spanish Destinations	227
Frederic Guerrero-Solé and José Fernández-Cavia	

Part III Emotion and Sentiment Analyses

How Emotional Do We Get? A Closer Look into the Trip Advisor Dialogue.	239
Astrid Dickinger and Lidija Lalicic	
Sentiment Analysis: Extracting Decision-Relevant Knowledge from UGC.	253
Sergej Schmunk, Wolfram Höpken, Matthias Fuchs and Maria Lexhagen	
Breaking Up is Hard to Do: Why Do Travellers Unlike Travel-Related Organizations?.	267
Ulrike Gretzel and Anja Dinhopf	
Measuring Emotions in Real Time: Implications for Tourism Design	281
Jeongmi (Jamie) Kim and Daniel R. Fesenmaier	

Part IV Social Network and Interaction

Exploring the Role of Facebook in Re-Shaping Backpacker's Social Interactions.	299
Edward Alexander Berger and Cody Morris Paris	
Analysing Ecotourists' Satisfaction in Socialisation and Knowledge Sharing Intentions via Social Media.	313
Sudipta Kiran Sarkar, Norman Au and Rob Law	
Opinion and Consensus Dynamics in Tourism Digital Ecosystems. . . .	327
Rodolfo Baggio and Giacomo Del Chiappa	
Co-creation Through Technology: Dimensions of Social Connectedness.	339
Barbara Neuhofer, Dimitrios Buhalis and Adele Ladkin	

Part V Online Reviews

An Exploratory Study on Restaurant Review Websites.	355
Shanshan Qi, Fiona Yang and Catherine Li	

Measuring Hotel Service Quality from Online Consumer Reviews: A Proposed Method.	367
Edward Boon, Michelle Bonera and Alessandro Bigi	
Online Review Contents and Their Impact on Three and Four-Star Hotel Reservations: Some Evidence in Italy	381
Selena Aureli, Renato Medei, Enrico Supino and Claudio Travaglini	
Towards a Better Understanding of the Cognitive Destination Image of Euskadi-Basque Country Based on the Analysis of UGC . . .	395
Ainhoa Serna, Jon Kepa Gerrikagoitia and Aurkene Alzua	
 Part VI ICT and Travellers' Behaviour	
Adaptive Strategies to Technological Change: Understanding Travellers Using the Internet for Trip Planning	411
Zheng Xiang, Dan Wang and Daniel R. Fesenmaier	
Assessing Structure of Online Channel Use by American Travellers	425
Yeongbae Choe and Daniel R. Fesenmaier	
Older Tourists: An Exploratory Study on Online Behaviour.	439
Vania Vigolo and Ilenia Confente	
Analysing the Traveller Activities Network for Strategic Design: A Case Study of Baltimore, MD.	453
Jason L. Stienmetz and Daniel R. Fesenmaier	
Facebook it: Evaluation of Facebook's Search Engine for Travel Related Information Retrieval.	467
Paul Bulencea and Roman Egger	
A Literature Framework Analysis of Online Hotel Accommodation Process Factors	481
Manus Ward and Mathew Shafaghi	
 Part VII Gaming, Gamification and Smart Tourism	
Pervasive Augmented Reality Games to Experience Tourism Destinations.	497
María Teresa Linaza, Aitor Gutierrez and Ander García	

Dublin AR: Implementing Augmented Reality in Tourism	511
Dai-In Han, Timothy Jung and Alex Gibson	
Gamification in Tourism	525
Feifei Xu, Jessika Weber and Dimitrios Buhalis	
Expectation of Travel Experiences with Wearable Computing Devices	539
Iis Tussyadiah	
Smart Tourism Destinations	553
Dimitrios Buhalis and Aditya Amaranggana	
NFC Smart City: Cities of the Future—A Scenario Technique Application.	565
Emre Ronay and Roman Egger	
The Impact of Potential Travellers' Media Cultural Experiences	579
Chulmo Koo, Youhee Joun, Heejeong Han and Namho Chung	
 Part VIII Website Evaluation	
Website Development in Tourism and Hospitality: The Case of China.	595
Liang Wang and Rob Law	
Measuring the Global Readiness of Airline Websites: Are They Speaking the World's Languages?	609
Peter O'Connor and Zaheer A. Shaik	
Digital Divide in Tourism: An Exploration of the Digital Divide Through Quantitative Analysis of the World's National Tourism Organisations Websites	621
Shongwe Sifiso	
An Analysis of the Key Factors Affecting the Success of a Re-Launched Destination Marketing Website in the UK	637
Philip Alford, Yanqing Duan and Jacqui Taylor	
The Website Quality of the Regional Tourist Boards in the Alps: Ten Years Later	651
Luisa Mich	

Hotel Websites, Web 2.0, Web 3.0 and Online Direct Marketing: The Case of Austria	665
Ioannis Stavrakantonakis, Ioan Toma, Anna Fensel and Dieter Fensel	
Measuring the Perceived Image of Lithuania Through its Destination Management Organization Website	679
Stela Dragova, Kristina Petrovskaya and Roman Egger	
Examining Online Brand Image Dimensions from Hotel Managers and Customers Perspectives in Relation to Herzberg's Two-Factor Theory	693
Duangthida Nunthapirat, Andrew Lockwood, Brigitte Stangl and Hesham Al-Sabbahy	
 Part IX ICT Adoption	
Listening to CEOs: A New Perspective to Study Technology Adoption in Hotels	709
Sofia Reino, Carlos Lamsfus, Hugo Salas, Ortzi Torices and Aurrene Alzua-Sorzabal	
Barriers Affecting Social Media Adoption in Finnish Tourism Businesses	723
Juho Pesonen, Jenni Mikkonen, Marika Makkonen and Antti Honkanen	
Prioritisation of Key Performance Indicators in an Evaluation Framework for Determining the Economic Value and Effectiveness of Internet Room Diagramming Solutions by the Application of AHP	733
Kuan-Wen Lin, Andrew J. Frew and Joe Goldblatt	
Study on Factors to Adopt Mobile Payment for Tourism E-Business: Based on Valence Theory and Trust Transfer Theory	747
Jianqing Huang, Yahui Li and Hailin Li	
 Part X eLearning	
eLearning Courses Offered by Tourism Destinations: Factors Affecting Participation and Awareness Among British and Indian Travel Agents.	763
Nadzeja Kalbaska and Lorenzo Cantoni	

The Property Management System: The View from the Front Desk on Training and Performance	777
Hilary Catherine Murphy	
Sharing Internship Experience on the Internet: A Study of Tourism and Hotel Management College Students	785
Lawrence Hoc Nang Fong, Hee “Andy” Lee, Chris Luk, Daniel Leung and Rob Law	
 Part XI Distribution and Decision Support Systems	
Substitution Effects Across Hotel Distribution Channels	801
Roland Schegg and Miriam Scaglione	
Online Auctions for Selling Accommodation Packages: A Readiness-Intensity-Impact Analysis	813
Matthias Fuchs, Wolfram Höpken, Alexander Eybl and Andreas Flöck	
Toward a Characterisation of the Maturity of Organisational Online Capabilities: The Case of Hotel Distribution in Morocco	827
Larbi Safaa and François Bédard	
Assessing the Visibility of Hotels on Smartphones: A Case Study of Hotels in Hong Kong	841
Daniel Leung, Hee “Andy” Lee, Lawrence Hoc Nang Fong and Rob Law	
Mobile Devices as a Tourism Distribution Channel: Perceptions of Visitors to National Parks in South Africa	855
Anneli Douglas and Berendien Lubbe	
A Web Platform to Generate and Deliver Mobile Web Contents Without Programming Skills	869
David Martín, Ortzi Torices, Hugo Salas, Carlos Lamsfus and Aurrene Alzua-Sorzabal	
Constructing a Data Warehouse Based Decision Support Platform for China Tourism Industry	883
Xiangjie Qiao, Lingyun Zhang, Nao Li and Wei Zhu	
Destination Inspiration Using eTourism Tool	895
Martin Goossen, Henk Meeuwssen, Jappe Franke and Arjen de Jong Alterra	