Preface

The constantly changing landscape of Hospitality, Travel, and Tourism challenges experts and practitioners to stay apprized of the field’s most up-to-date research. That is why Information Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within Hospitality, Travel, and Tourism by providing both broad and detailed perspectives on cutting-edge theories and developments in the field. This collection is designed to act as a single reference source on conceptual, technical, organizational, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

_Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications_ is organized into six distinct sections that provide comprehensive coverage of important topics. The sections are (1) Fundamental Concepts and Theories, (2) Tools and Technologies, (3) Utilization and Application, (4) Organizational and Social Implications, (5) Managerial Impact, and (6) Emerging Trends. The following paragraphs provide a summary of what readers may expect from this invaluable reference tool.

Section 1, _Fundamental Concepts and Theories_, introduces this three-volume reference with an overview of recent developments in Hospitality, Travel, and Tourism. The first chapter, “The Building and Management of the Nation Brand” by Agnieszka Wilczak and Monika Skorek, explores one of the primary considerations of the tourism industry, namely marketing the national identity. Additional chapters in this section describe consumer-centric marketing in the tourism industry and how nations can better promote and advertise to their customers. Notable chapters include “A Business Model for Accessible Tourism” by Maria Antonella Ferri and “The Competitiveness of the European Union Tourism Industry” by Ebru Nergiz and Hilal Celik, two chapters that provide business leaders in travel and tourism with tools and strategies for effective marketing. Later chapters in this section cover e-tourism and digital tools for marketing and promotion, including “The Evolving Value of eTourism for Suppliers and Visitors” by João V. Estêvão, Maria João Carneiro, and Leonor Teixeira and “A Semantic Framework for Touristic Information Systems” by Salvador Lima and José Moreira, chapters that serve as an effective transition into Section Two.

Section 2, _Tools and Technologies_, investigates modern devices, software, and media used in the Hospitality, Travel, and Tourism industry. The section opens with chapters describing technologies for knowledge management, such as “Evaluating Destination Marketing Organizations’ Websites” by Drosopoulou Charoula, Malama Eleonora-Ioulia, Patsioura Fotini, and Vlachopoulou Maro. The next chapters focus on marketing strategies and tourist information systems using mobile and internet-based technologies, notably “E-Marketing and the Hotel Industry” by Roli Bansal, Manisha Lamba, Shirin Alavi, and Vandana Ahuja; “Climate Information Sources (CISs) and Tourist Satisfaction” by Fatemeh Jafarzadeh; and “The Effect of Web 2.0 Usage in E-Service Quality in Hospitality” by Berislav Andrllic and Ezendu Ariwa. Finally, the end of this section takes a tourist-centric focus, with technologies that
enable consumers to make the most of their travel experience, even if, such as in “Digital Heritage Systems” by Stella Sylaiou, Martin White, and Fotis Liarokapis, that means never leaving home.

Section 3, **Utilization and Application**, shows how the technologies described in the previous section can be used in the context of Hospitality, Travel, and Tourism. The opening chapters in this section explore the use of cultural heritage in the tourism industry, with notable chapters including “The Implementation of Rural Heritage Measures in Ukraine” by Serhiy Moroz and “Communicating Nation Brands through Mass and Social Media” by Maria De Moya and Rajul Jain. Next, chapters such as “The Promotion of European Tourism in the Emerging Countries” by Francesco V. Cipolla-Ficarra, Alejandra Quiroga, and Valeria M. Ficarra and “E-Business Adoption Framework in the Hospitality Industry” by Kennedy O. Ondimu, Geoffrey M. Mukethea, and Collins O. Ondago focus on tourism development and management in a variety of contexts. Finally, the section concludes with chapters on specific facets in the tourism industry, such as sports (“Sports Tourism Marketing” by Kirstin Hallmann, Sören Dallmeyer, and Christoph Breuer), food (“Food Tour of India” by Manoj Kumar Dash), and the airline industry (“Consumer Loyalty to an Airline” by Santiago Forgas-Coll, Ramon Palau-Saumell, and Javier Sánchez-García).

Section 4, **Organizational and Social Implications**, shifts focus to the consumer and how customer satisfaction in the Hospitality, Travel, and Tourism industry can lead to even greater successes. The first chapter, “The Role of Website Features in Creating Loyalty” by Anil Bilgihan, Anupama Sukhu, and Jay Kandampully, studies how electronic commerce can achieve benefits in consumer loyalty for tourist organizations. Similarly, “Customer Satisfaction Evaluation for Greek Online Travel Agencies” by Dimitrios Drosos and Nikolaos Tsotsolas focuses on the use of Information Technology in the tourism industry. Additional chapters, such as “Factors Influencing Tourists’ Motivational Determinants for Promotion of Tourism Destination” by Nilanjan Ray, investigate how marketers can influence tourists’ decision making processes. The effects of tourism on both tourists and tourism destinations are also explored in depth in this section, with chapters including “Pro-Poor Development through Tourism in Economically Backward Tribal Region of Odisha, India” by Soumendra Nath Biswas and “What Do We Know about Europe?” by Carmen R. Santos, Julio Abad-González, Ana R. Pertejo, Francesco Casarin, Umberto Rosin, Stéphane Ganassali, Hans Rüdiger Kaufmann, and Pirjo Laaksonen.

Section 5, **Managerial Impact**, continues with chapters intended for managers, leaders, and decision makers in the field of Hospitality, Travel, and Tourism. The first chapters in this section focus primarily on destination management and cultural heritage. “Resource Integration and Value Co-Creation in Cultural Heritage Management” by Sergio Barile and Marialuisa Saviano investigates methods for involving local residents and other stakeholders in the preservation of cultural heritage sites, while “Open, User, and Smart Innovation in Cultural Firms” by Valentina Della Corte seeks a greater understanding of how cultural value can be marketed to consumers. Additional chapters in this section focus on the management of consumers and consumer loyalty, notably “A Case Study on Customer Experiential Management at High Five Hotels Pvt. Ltd, Nashik” by Sonali Gadekar and Sushil Gadekar and “Selecting the Optimal Vendor of Customer Relationship Management System for Medical Tourism Industry Using Delphi and AHP” by Pi-Fang Hsu, Kuo-Yu Lan, and Chia-Wen Tsai. The section concludes with “Rough Set Analysis and Short-Medium Term Tourist Services Demand Forecasting” by Emilio Celotto, Andrea Ellero, and Paola Ferretti, a chapter that covers tools for evaluating consumer perception in the tourism industry.

Section 6, **Emerging Trends**, looks to the future of Hospitality, Travel, and Tourism, with new technologies and strategies to assist both tourist and travel agent in meeting their goals. The section begins with the tourist and chapters on maximizing tourist satisfaction, notably, “Leisure Time Marketing in the Context of the Entertainment Industry” by Ozgur Cengel and Yaman Oztek and “Digital Resources
and Approaches Adopted by User-Centred Museums” by Ludovico Solima, among others. The next chapters show new techniques for preserving cultural heritage sites, such as “Framework Oriented Approach to Eco-Tourism” by Sanjay Mohapatra and Tripti Naswa, a chapter that analyzes the benefits of considering the environment when planning for the future of the tourism industry. The final concept in this section is the management of consumer perceptions and behaviors, including chapters such as “Using Word Trees, Word Networks, and Tag Clouds to Provide Meaningful Insights” by Anil Bilgihan, Denver Severt, and Jay Kandampully and “The Travel Machine” by Aaron Marcus. Finally, this three-volume reference concludes with the tourist destination of the future in “Space Tourism” by Robert A. Goehlich.

As a comprehensive collection of research on current findings related to the development of interdisciplinary technologies, *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications* provides researchers, administrators, and all audiences with a complete understanding of the latest advances, applications, and concepts in Hospitality, Travel, and Tourism. Although the primary organization of the contents in this multi-volume work is based on its six sections, offering a progression of coverage on the important concepts, technologies, applications, social issues, managerial considerations, and emerging trends, the reader can also identify specific content by utilizing the extensive indexing system found at the end of each volume. Given the vast number of issues concerning usage, successes and failures, policies, strategies, and applications of Hospitality, Travel, and Tourism in countries around the world, *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications* addresses the demand for a resource that encompasses the most pertinent research on the technologies being employed to globally bolster the knowledge and implementation of Hospitality, Travel, and Tourism.