Information and Communication Technologies in Support of the Tourism Industry

Table of Contents

Foreword ....................................................................................................................... vi
Preface ......................................................................................................................... viii

Section I: Use of Computers and the Internet in Tourism

Chapter I Online Delivery of Tourism Services: Developments, Issues, and Challenges ................................................................................................................................. 1
   John W. Houghton, Victoria University, Australia

Chapter II A Framework for Ontology-Based Tourism Application Generator ....... 26
   Roopa Jakkilinki, Victoria University, Australia
   Nalin Sharda, Victoria University, Australia
Chapter III
ICT and the Travel Industry:
Opportunities and Challenges for New Zealand Travel Agents .......... 50
Vladimir Garkavenko, Waiariki Institute of Technology, New Zealand
Simon Milne, Auckland University of Technology, New Zealand

Section II:
Transformation of the Tourist Industry

Chapter IV
The Transformation of the Distribution Process in the Airline Industry
Empowered by Information and Communication Technology .......... 76
Patrick S. Merten, International Institute of Management in Technology, Switzerland

Chapter V
Design and Implementation Approaches for Location-Based,
Tourism-Related Services.................................................................114
George Kakaletris, University of Athens, Greece
Dimitris Varoutas, University of Athens, Greece
Dimitris Katsianis, University of Athens, Greece
Thomas Sphicopoulos, University of Athens, Greece

Chapter VI
Developing Visual Tourism Recommender Systems ...................... 162
Mohan Ponnada, Victoria University, Australia
Roopa Jakkilinki, Victoria University, Australia
Nalin Sharda, Victoria University, Australia

Chapter VII
Virtual Reality Applications in Tourism .......................................... 180
Călin Gurău, Groupe Sup de Co Montpellier, France

Chapter VIII
Virtual Reality Mapping Revisited:
IT Tools for the Divide Between Knowledge and Action in Tourism ..... 198
Malcolm Cooper, Ritsumeikan Asian Pacific University, Japan
Neil MacNeil, Ritsumeikan Asian Pacific University, Japan
Chapter IX
Towards Improved Business Planning Decision Support for Small-to-Medium Tourism Enterprise Operators .......................................... 215
G. Michael McGrath, Victoria University, Australia

Chapter X
Collaborative Commerce and the Hotel Industry........................................... 242
Michelle Rowe, Edith Cowan University, Australia
Alfred Ogle, Edith Cowan University, Australia

Chapter XI
Sex Tourism and the Internet: Information, Amplification, and Moral Panics .............................................................. 260
Jerry Eades, Ritsumeikan Asian Pacific University, Japan

Section III: Case Studies

Chapter XII
Digital Imaging Trek: A Practical Model for Managing the Demand of the Digitally Enabled Traveller................................................................. 286
Stephen C. Andrade, Johnson & Wales University, USA
Hilary Mason, Johnson & Wales University, USA

Chapter XIII
Feeling Welcome: Internet Tourism Marketing Across Cultures............ 314
Wolfgang Georg Arlt, University of Applied Sciences, Germany

Chapter XIV
Changing Technological Trends in the Travel Behaviour of Older Tourists ....................................................................................... 339
Ian Patterson, University of Queensland, Australia

About the Authors .............................................................................................. 360

Index .............................................................................................................. 368