Information and Communication Technologies in Tourism 2013
Preface

The ENTER conference is now 20 years old!

Organized by the International Federation for Information Technology and Travel and Tourism (IFITT), the mission of the ENTER conference has consistently been focused on offering a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies (ICT) to travel and tourism. As information and communication technology continues to evolve and, as a result, challenges our thinking and way of life, the ENTER conference continues to embrace these challenges and grows to become the premier forum on ICT and travel & tourism in the world. Instead of looking backward, the theme of ENTER 2013, i.e., “eTourism: Opportunities and Challenges for the Next 20 Years”, was identified to encourage the exploration of ICT concepts, applications, and business models in an increasingly interconnected and interdependent world.

In the past few months, we have received more than 110 full papers and research notes from researchers in the travel and tourism as well as ICT communities around the world (from more than 30 countries). This compilation of conference proceedings is the result of a rigorous double-blind review process, during which we took particular effort to ensure each submission to be reviewed by at least three reviewers with relevant expertise and from different institutional backgrounds and geographic locations. Out of these submissions, 47 manuscripts were invited to submit as full research papers. Final decision of acceptance was made after the authors had successfully revised and edited their papers according to reviewers’ comments. Given the considerably large number of submissions, we regret that we were not able to accept more papers due to the limited space in the proceedings. As such, we invited some of the full research paper submissions to be shortened and resubmitted as research notes. Along with several papers which were originally submitted as research notes, there are, in total, 15 accepted research notes reflecting diverse research interests and emergent technologies that will be published in the electronic e-Review of Tourism Research (e-RTR).

This volume of ENTER proceedings reflects a variety of interesting topics, among which a number of subjects have emerged with growing popularity and significance. These subjects include the use of mobile technologies in travel and tourism, impact of social media, as well as the concept and practice of e-destinations. While these subjects are not completely new, it seems that they have attracted substantially more research effort compared to previous ENTER conferences, and are likely to become the next generation of mainstream research areas in ICT and travel & tourism. Some traditional research areas continue to pose challenges and questions; they include website evaluation and ICT adoption, recommender systems and semantic technology, information search, online distribution of travel products, user tracking...
and modelling, and organizational use of ICT. We believe these papers, collectively, reflect the main trends in ICT and may offer directions for future research.

We would like to thank all authors for their contributions to this conference. We would also like to thank all members of the Scientific Committee and sub-reviewers for providing timely, rigorous, and constructive feedback during the paper review process, without which the Proceedings would not be published in a timely fashion. In addition, we would like to thank SoultanaSymeonidou for updating and maintaining a quality website, Asta Adukaite for editing the table of contents, as well as many others for getting our message across many communities around the world.

We look forward to having a conversation with you at ENTER 2013.

Lorenzo Cantoni, Chair
Zheng Xiang, Co-Chair
Innsbruck, January, 2013
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Contents

Research Programme Review Committee ................................................................. xi

1. Mobile Technologies

C. Lamsfus, Z. Xiang, A. Alzua-Sorzabal and D. Martin
Conceptualizing Context in an Intelligent Mobile Environment
in Travel and Tourism .......................................................................................... 1

E. Not and A. Venturini
Discovering Functional Requirements and Usability Problems
for a Mobile Tourism Guide through Context-Based Log Analysis ................... 12

Z. Yovcheva, D. Buhalis and C. Gatzidis
Engineering Augmented Tourism Experiences ................................................. 24

M. M. Scott and A. J. Frew
Exploring the Role of In-Trip Applications for Sustainable Tourism:
Expert Perspectives ............................................................................................. 36

Y. Liu and R. Law
The Adoption of Smartphone Applications by Airlines ................................. 47

D. Wang and D. R. Fesenmaier
Transforming the Travel Experience: The Use of Smartphones for Travel ...... 58

A. Pitman, J. Bernhart, Ch. Posch, M. Zambaldi and M. Zanker
Time-of-Arrival Estimation in Mobile Tour Guides ......................................... 70

I. Tussyadiah
When Cell Phones Become Travel Buddies: Social Attribution
to Mobile Phones in Travel ............................................................................... 82

2. Destination Management Organizations

S. De Ascaniis, N. Bischof and L. Cantoni
Building Destination Image through Online Opinionated Discourses.
The Case of Swiss Mountain Destinations ......................................................... 94

E. Marchiori, P. Milwood and F. Zach
Drivers and Benefits of Analysing DMOs’ eWOM Activities ........................... 107

D. Buhalis and R. Wagner
E-destinations: Global Best Practice in Tourism Technologies
and Applications .................................................................................................. 119

M. Kang
Integer Programming Formulation of Finding Cheapest Ticket Combination
over Multiple Tourist Attractions ....................................................................... 131
3. Social Media

R. Leung, M. Schuckert and E. Yeung
Attracting User Social Media Engagement:
A Study of Three Budget Airlines Facebook Pages ............................................. 195

C. M. Paris and S. Rubin
Backpacking, Social Media, and Crises: A Discussion of Online Social
Convergence ........................................................................................................ 207

M. Hochmeister, U. Gretzel and H. Werthner
Destination Expertise in Online Travel Communities ........................................ 218

H. L. Park, Z. Xiang, B. Josiam and H. M. Kim
Personal Profile Information as Cues of Credibility in Online Travel Reviews . 230

I. Tussyadiah and F. Zach
Social Media Strategy and Capacity for Consumer Co-Creation among
Destination Marketing Organizations ................................................................. 243

J. K. Ayeh, N. Au and R. Law
Towards an Understanding of Online Travellers’ Acceptance of Consumer-
Generated Media for Travel Planning: Integrating Technology Acceptance and
Source Credibility Factors .................................................................................. 254

4. Organizational Use of ICT

L. Wang, S. Guo, D. Leung and R. Law
A citation analysis of ENTER proceedings in 2005 to 2012 ............................. 268

M. Scaglione, R. Schegg and J. P. Trabichet
Analysing the Penetration of Web 2.0 in Different Tourism Sectors
from 2008 to 2012 ............................................................................................... 280

B. Neuhofer, D. Buhalis and A. Ladkin
High Tech for High Touch Experiences:
A Case Study from the Hospitality Industry ....................................................... 290
5. Website Evaluation and ICT Adoption

J. Pesonen
Examining Perceptions of the Importance of Travel Web-Sites’ Value-Added Services: Age, Gender, and Travel Motivations ...................................................... 352

G. Lizzi, S. Prosino and L. Cantoni
Online Motor Magazines: an Opportunity for eTourism? .................................. 363

G. Mariarcher, A. Ring and A. Schneider
Same, Same but Different. How Pictures Influence Emotional Responses of Users with Different Web Search Behaviours ...................................................... 375

M. Grüter, V. Schneider and T. Myrach
The Customers’ Perspective on Presenting Visual Hotel Information Online .... 388

M. Grüter, V. Schneider and T. Myrach
Virtual Experience on Hotel Websites: A Web Analysis .................................. 400

S. Reino, A. Alzua-Sorzabal and R. Baggio
What Matters to The Industry? An Evaluation Framework for the Adoptability of Online Tourism Distribution Platforms ................................................. 412

6. Semantic Technology & Recommender Systems

F. A. Mikic Fonte, M. Rey López, J. C. Burguillo, A. Peleteiro and A. B. Barragâns Martínez
A tagging recommender service for mobile terminals .................................. 424

M. Kaminskas, I. Fernández-Tobías, F. Ricci and I. Cantador
Ontology-based Identification of Music for Places ........................................ 436

S. Piljic and W. Loibl
Semantic Schedules for Dynamic Route Planning ......................................... 448

N. Chung, C. Koo and J. K. Kim
Unplanned Behaviour of Exhibition Attendees and the Booth Recommender System: The Goal Framing Theory Perspective .............................................. 460
7. User Tracking and Modelling

G. Mastorakis, N. Trihas, E. Perakakis and I. Kopanakis
Adopting Network Multimedia Systems in Interactive Digital Television:
A Strategic Method towards Enhancing Tourism Relationship Marketing........472

I. Torre, M. T. Linaza and A. Garcia
Hybrid user modelling algorithms for tourism providers..........................483

W. Koerbitz, I. Önder and A. C. Hubmann-Haidvogel
Identifying Tourist Dispersion in Austria by Digital Footprints..................495

I. Stavrakantonakis
Personal Data and User Modelling in Tourism.........................................507

8. Search and Information Use

L. H. N. Fong, H. A. Lee, D. Leung and R. Law
Between Online and Offline Channels: Internship Information Search
by Tourism and Hotel Management College Students...............................519

J. L. Stienmetz and D. R. Fesenmaier
Online Channel Use and Destination Advertising Response ......................530

9. Travel Technologies and Distribution

A. Alzua-Sorzabal, J. K. Gerrikagoitia, E. Torres-Manzanera
and J. S. Domínguez-Menchero
A Methodology to Collect Information on Future Hotel Prices
using Internet Distribution Systems.......................................................543

R. Schegg, B. Stangl, M. Fux and A. Inversini
Distribution Channels and Management in the Swiss Hotel Sector..............554

Erratum to: What did they say about us? Message Cues and Destination
Reputation in Social Media......................................................................E1
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