## Contents

Index of Authors ................................................................. xii
Research Review Committee .................................................. xiv

### 1 Keynote

C.A. Knoblock  
Building Software Agents for Planning, Monitoring and Optimizing Travel ........ 1

### 2 Mobile Systems and Services I

M.A. Corighiano and R. Baggio  
Mobile Technologies Diffusion in Tourism: Modelling a Critical Mass of Adopters in Italy ......................................................... 16

E. Flouri and D. Buhalis  
Wireless Technologies for Tourism Destinations .............................. 27

I. Alfaro, M. Nardon, F. Pianesi, O. Stock and M. Zancanaro  
Using Cinematic Techniques on Mobile Devices for Cultural Tourism ........... 39

### 3 Mobile Systems and Services II

V. Tallinucci, A. Zehrer and H. Pechlaner  
Using Interactive Maps as Tourism Information Source: The Case of DESTOUR .... 49

M. Dunlop, P. Ptasinski, A. Morrison, S. McCallum, C. Risbey and F. Stewart  
Design and Development of Taeneb City Guide: From Paper Maps and Guidebooks to Electronic Guides ........................................... 58

H. Kirchner, B. Mahleko, M. Kelly, R. Krummenacher and Z. Wang  
eureauweb – An Architecture for a European Waterways Networked Information System ................................................................. 65

### 4 Mobile Systems and Services III

N. Stuart and F. MacLeod  
3D Introversibility: The Key to Taking the Wondering out of Wandering ............. 76

I. Tjostheim, B. Nordlund and J.I. Vestgaard  
Location-Based Mobile Services and Privacy: Controlling Access to Location Information ..................................................................... 85

P.B.M. Loonstra, G. van Wijk and F.M. Go  
Leveraging the Capacity of the Personal Digital Assistant in the Emerging Age of Ambient Intelligence: The Rent a Mobile Guide Case ...................... 96
5 Consumer Issues I

M. Sigala and O. Sakellaridis
The Impact of Users’ Cultural Characteristics on E-Service Quality: Implications for Globalising Tourism and Hospitality Websites .......................... 106

J. D’Ambra and N. Mistilis
Information Resource Use and Uncertainty Reduction at Visitor Information Centres ......................................................... 118

E. Christou, S. Avdimiotis, P. Kassianidis and M. Sigala
Examining the Factors Influencing the Adoption of Web-Based Ticketing: Ethnograph and Its Adopters ........................................... 129

6 Consumer Issues II

M. Vasilatou and P. Louvieris
Distribution Channels in Greek Ferry Services: An Investigation of Customers’ Preferences and Managers’ Perceptions ........................................... 139

A. Schweda
Independent International Traveller Evaluations of Traditional and Interactive Holiday Information Sources along Temporal and Utility Dimensions .................................................. 151

M. Sigala
Designing Experiential Websites in Tourism and Hospitality: A Customer-Centric Value Approach .................................................. 161

7 Consumer Issues III

A. Dearden and C.M. Lo
Using Cooperative Evaluation To Explore Travel and Tourism Decision-Making ... 172

Z. Xiang and D.R. Fesenmaier
Interface Metaphors and Their Roles in Travel Related Websites .................................................. 184

J. Majó, J. Martinez and P.-P. Vázquez
Virtual Museums: New Added-value for Museums Web Sites .................................................. 195

8 Travel and Planning I

U. Gretzel, N. Mische, Y.H. Hwang and D.R. Fesenmaier
Tell Me Who You Are and I Will Tell You Where to Go – Travel Personality Testing for Destination Recommendation Systems .................................................. 205

H. Berger, M. Dittenbach and D. Mendl
An Accommodation Recommender System Based on Associative Networks .................................................. 216

A.H. Zins, U. Bauernfeind, F. Del Missier, A. Venturini and H. Rumeltshofer
An Experimental Usability Test for Different Destination Recommender Systems .................................................. 228
9 Travel and Planning II

U. Gretzel and K. Wöber
Intelligent Search Support: Building Search Term Associations for Tourism-Specific Search Engines ............................................. 239

A.H. Zins, U. Bauernfeind, F. Del Missier, N. Mitsche, F. Ricci, H. Rumetshofer and E. Schaumlechner
Prototype Testing for a Destination Recommender System: Steps, Procedures and Implications ...................................................... 249

Q.N. Nguyen, D. Cavada and F. Ricci
On-Tour Interactive Travel Recommendations ........................................ 259

10 Travel and Planning III

P. Alford
Critical Theory – An Alternative Solution to IT Planning Implementation Problems in Tourism ....................................................................... 271

A. Paraskevas and C. Baron
Online Business Travel Management: Present Practice – Future Promise .......... 283

H. Ben-Ameur, F. Bédard, S. Vaucher, P. Kropf, B. Chaib-draa and R. Gérin-Lajoie
NADIM-Travel: A Multiagent Platform for Travel Services Aggregation ............... 293

11 Destination Systems I

T. Aaberge, I.P. Grutte, O. Haugen, I. Skogseid and S. Ølnes
Evaluation of Tourism Web Sites: A Theoretical Framework ................................................. 305

M. Yamamoto, K. Takagi, M. Nakatsugawa, H. Kawamura and A. Ohuchi
An Automatically Generated Portal Site of Official Accommodation Websites ........... 317

G. Brown
Developing a Destination Management System To Act as an Enabler in Sustaining a Competitive Advantage in the (net) Marketplace ........................................ 326

12 Destination Systems II

N. Bellaby, G. Passiante and H. Benbya
Knowledge Based Destination Management Systems ........................................ 337

G. Hornby
Adoption of Destination Marketing Systems by Tourism Operators in Australia:
Expert Perceptions .............................................................................. 348

B. Oertel, C. Haße, M. Schermesser, S.L. Thio and T. Feil
Accessibility of Tourism Web Sites within the European Union ................................. 358
13 Destination Systems III

R. Govers and F.M. Go
Projected Destination Image on the World Wide Web: Content Analysis of Online Textual Representations of Dubai ........................................... 369
H. Milli, F. Bédard, G.B. Jaoude and G. Tremblay
Business Process Modeling for Light-Weight Inter-Enterprise System Integration ....................................................... 380
J. Zhang, S. Lu, M. Wen, Z.H. Liu and Y.X. Feng
Regional Differentiation of Chinese Tourism Websites ......................................................... 391

14 Trust

P. O’Connor
Privacy and the Online Travel Customer: An Analysis of Privacy Policy Content, Use and Compliance by Online Travel Agencies ......................................................... 401
S. Schaffer and J.E. Mills
The Role of Trust on the Web: The Development of an Online Trust Creation Model for eTravel Agents ......................................................... 413
J.H. Powley, C. Cobanoglu and P.R. Cummings
Determinants of Online Travel Purchases from Third-Party Travel Web Sites ........ 424

15 ICT, Structures and Communities

D. Carson and F. Richards
Delivering Technological Innovation in Tourism: Considerations in the Implementation of Decipher ......................................................... 435
C. Petti and V. Ndou
Virtual Networks in the Tourism Industry ......................................................... 446
C. Lau, S. Milne and C. Johnston
Linking MICE Properties to Local Economic Development: The Role of ICT in New Zealand ......................................................... 458

16 Hotel Systems and Issues

T. Steiner, B. Britsch and L. Bourguinet
A Frame-based Knowledge Management Tool for Hospitality Front Desks ........ 468
M. Scaglione, R. Schegg and J. Murphy
Internet Adoption by Swiss Hotels: The Dynamics of Domain Name Registration ........ 479
H.C. Tang and P. Louvieris
Benefits Evaluation of ICT Investments in International Hotel Chains: An ICT Benefits Scorecard Approach ......................................................... 489
17 Marketing and Markets

S. Pantazis and J. Powell-Perry
Timesharing: The Role of Information Communication Technologies in the Greek Timesharing Industry ......................................................... 501

H.C. Murphy
The Diversity of Diffusion of Information and Communication Technologies in the Hospitality Sector: Building a Contemporaneous Model ......................................................... 513

H. Gupta, E. Jones and P. Coleman
How Do Welsh Tourism-SME Websites Approach Customer Relationship Management? ................................................................. 525

18 Electronic Distribution and Management

R. Schegg, C. Marchand, T. Shabander-Welch and J. Murphy
Online versus Offline Pricing Practices by Swiss Hotels: An Empirical Study ....... 537

R. Daniele and A.J. Frew
From Intermediaries to Market-makers: An Analysis of the Evolution of E-mediaries ................................................................. 546

P. Sharma and D. Carson
Adaptive Responses by Australian Travel Agents to Disintermediation: The WebMAIL Information Network ......................................................... 558

19 eLearning

T. Bieger, C. Laesser and A. Liebrich
Inter-Organisational E-Learning: Concepts: Success Factors for Marketing .......... 569

C. Collins and D. Buhalis
Enhancing SMEs Business Performance through the Internet and Online Learning Platforms ......................................................... 580

P.J. Mirski and D. Abfaller
Knowledge Enhancement on Site - Guests' Attitudes towards m-Learning ............... 592

20 Metrics and Evaluation

Supporting Decision Making in Quality Projects for Web Sites: A Framework for Tourist Destinations ......................................................... 601

E. Michopoulou and D. Buhalis
E-Metrics in the Tourism Sector ................................................................. 611

J.M. Pineda and A. Paraskevas