

Contents

| | |
|----------------------------------|------|
| Index of Authors | XII |
| Research Program Committee | XIII |

Keynote

| | |
|---|---|
| J.A. Delgado and R. Davidson Knowledge Bases and User Profiling in Travel and Hospitality Recommender Systems | 1 |
|---|---|

1 Virtual Communities I

| | |
|--|----|
| T.H. Jung, P. Louvieris and H. Oppewal Channel Management Strategy in the eCommerce Environment: A Portfolio Management Approach | 17 |
| R. Robles Sy and W. Schertler Revenue Strategies for Internet Marketplace Providers in Tourism: Theory and Empirical Study | 27 |
| U. Gretzel and D.R. Fesenmaier Implementing Knowledge-Based Interfirm Networks in Heterogeneous B2B Environments: A Case Study of the Illinois Tourism Network | 39 |

2 System Architecture Issues

| | |
|--|----|
| D. Carson and P. Sharma A Model of Australian Tourism Information: Implications for Information Systems | 49 |
| M. Blöchl and W. Wöß Flexible Data Interchange Based on XML and XSLT for Small and Medium-Sized Tourism Enterprises [work in progress] | 59 |
| J.L. Caro, A. Carrillo, A. Aguayo, S. Gálvez and A. Guevara CRM Techniques for Analyzing Client Profiles in Tourism Promotion Web Sites [work in progress] | 68 |

3 Destination Management Systems

| | |
|---|----|
| A.J. Frew, P.J. McCarthy and P. Horan Analysis of the Volume, Value and Conversion Performance of a National Destination Marketing System Website | 77 |
| A. La Micela, P. Roberti and G. Jacucci From Individual Tourism Organizations to a Single Virtual Tourism Organization for Destination Management | 87 |
| R.D. Lewis Modelling Tourism Impacts Using IT Based Destination Management Systems [work in progress] | 97 |

4 Virtual Communities II

| | |
|---|-----|
| R.Y.C. Wang and D.R. Fesenmaier | |
| Measuring the Needs of Virtual Community Members: An Empirical Study of an Online Travel Community | 105 |
| J.-C. Dierich, R. Robles Sy and W. Schertler | |
| The Use of Internet-Marketing by National Tourism Organizations in Germany: An Empirical Approach | 115 |
| P. Alford | |
| Modelling a Virtual Organisation in the Travel Industry [work in progress] | 126 |

5 IT Use by Small and Medium Tourism Enterprises

| | |
|--|-----|
| P. Sharma and D. Carson | |
| Promoting SMTE Migration to the Online Economy: Case Studies from Australia [work in progress] | 136 |
| M. Peters, K. Weiermair and J. Withalm | |
| Small and Medium Sized Enterprises Alliance through Research in Tourism (SMART-UP) [work in progress] | 145 |
| D. Calzà, G. Zanoni, M. Battisti, G. Dorigati, V. D'Andrea, G. Jacucci and U. Martini | |
| Dualism of the Tourist Business and Information System for SMTEs: A New Approach [work in progress] | 157 |

6 Consumer Behavior & Supplier Response Issues

| | |
|--|-----|
| I. Tjøstheim | |
| The Internet in Competition with the Traditional Information Sources: A Study of Vacation Planning for Package vs. Non-package Travel | 166 |
| H. Pechlaner, H. Rienzner, K. Matzler and L. Osti | |
| Response Attitudes and Behavior of Hotel Industry to Electronic Info Requests | 177 |
| E. Christou and P. Kassianidis | |
| Examining the Adoption of E-Shopping for Travel Services: Determinants of Consumers' Perceptions | 187 |

7 Economic Issues

| | |
|---|-----|
| J.E. Mills, J.A. Ismail, W.B. Werner and K. Hackshaw | |
| Cyber Crimes and the Travel and Tourism Consumer | 197 |
| T. Heart and N. Pliskin | |
| Can Application Service Providers Enable Cost-Effective Information Technology for Travel and Tourism? | 207 |
| S. Klein | |
| Web Impact on the Distribution Structure for Flight Tickets | 219 |

8 IT & Tourism Education and Virtual Learning

- M. Sigala and E. Christou
Use of Internet for Enhancing Tourism and Hospitality Education: Lessons
from Europe 229
- J. Powell-Perry and P. Louvieris
Using a Virtual Learning Environment (VLE) to Support Large Groups in
an Undergraduate Tourism Programme [work in progress] 239
- P. Baruchelli, D. Calzà, C. Cattani, G. Dorigati, H. Stead and G. Jacucci
A Model of E-Learning for Encouraging Innovation in Small and Micro
Tourism Enterprises within Europe [work in progress] 246

9 Mobile Services I

- O. Eriksson
Location Based Destination Information for the Mobile Tourist 255
- B. Oertel, K. Steinmüller and M. Kuom
Mobile Multimedia Services for Tourism [work in progress] 265
- B. Schmidt-Belz, M. Makelainen, A. Nick and S. Poslad
Intelligent Brokering Services for Mobile Users [work in progress] 275

10 Web Sites in the Hospitality Industry

- P. O'Connor
An Analysis of the Online Pricing Strategies of the International Hotel
Chains 285
- S. Frey, R. Schegg and T. Steiner
Benchmarking Internet Use for the Marketing of Swiss Hotels 294
- R. Law, K. Leung and N. Au
Evaluating Reservation Facilities for Hotels: A Study of Asian Based and
North American Based Travel Web Sites [work in progress] 303

11 Semantics and Ontologies for Tourism Web Applications

- A. Maedche and S. Staab
Applying Semantic Web Technologies for Tourism Information Systems .. 311
- B. Pan and D.R. Fesenmaier
Semantics of Online Tourism and Travel Information Search on
the Internet: A Preliminary Study [work in progress] 320

12 Mobile Services II

- A. Zipf
User-Adaptive Maps for Location-Based Services (LBS) for Tourism 329
- O. Gjesdal, J.R. Sulebak and M. Borge
Market Research in the Boat Tourism Segment 339

13 Travel Advisory Systems I

| | |
|---|-----|
| T. Franke | |
| Extended Personalized Services in an Online Regional Tourism Consulting System | 346 |
| Y.-H. Hwang, U. Gretzel and D.R. Fesenmaier | |
| Behavioral Foundations for Human-Centric Travel Decision-Aid Systems . | 356 |
| N. Mitsche | |
| Conceptualization of a Global Trip Planning Recommender System for Tourism Recommender Systems [work in progress] | 366 |

14 Success Factors for Tourism Web Sites I

| | |
|--|-----|
| A.M. Morrison, J.E. Mills, S. Chuvessiriporn and J.A. Ismail | |
| Where are We Now? An Initial Analysis of Web-Based Marketing Issues Affecting Travel and Tourism | 375 |
| B. Oertel, T. Feil and S.L. Thio | |
| Benchmarking Information and Communication Applications for the Purpose of Marketing and Sales in the Tourism Sector | 387 |
| K.W. Wöber, A. Scharl, M. Natter and A. Taudes | |
| Success Factors of European Hotel Web Sites | 397 |

15 Innovative Applications in the Hospitality Industry

| | |
|---|-----|
| A. Paraskevas and D. Buhalis | |
| Hosted Application Provision for Small and Medium Sized Tourism Enterprises: Are We Ready for This? | 407 |
| M. Sigala | |
| Investigating the ICT Productivity Paradox: Evidence from the UK Hotel Sector | 417 |
| V. Minghetti and P. Di Lucia Coletti | |
| Hotel IT Innovation: Creating Customer Value Through a Customer Information System | 427 |

16 Travel Advisory Systems II

| | |
|---|-----|
| J. Palkoska, F. Pühretmair, A.M. Tjoa, R.R. Wagner and W. Wöß | |
| Advanced Query Mechanisms in Tourism Information Systems | 438 |
| F. Ricci, D. Blaas, N. Mirzadeh, A. Venturini and H. Werthner | |
| Intelligent Query Management for Travel Products Selection | 448 |
| K. Grabler and A.H. Zins | |
| Vacation Trip Decision Styles as Basis for an Automated Recommendation System: Lessons from Observational Studies | 458 |

17 Success Factors for Tourism Web Sites II

| | |
|---|-----|
| L. Yip and R. Law | |
| A Study of User Preferences for Attributes of the Hong Kong Disneyland Website | 470 |
| G.J. van der Pijl | |
| The Use of Internet Sites by Smaller Companies in the Leisure Industry in the Netherlands | 480 |
| H. Nysveen and M. Lexhagen | |
| Reduction of Perceived Risk through On-line Value-Added Services Offered on Tourism Businesses Web-Sites [work in progress] | 488 |

18 IT Supported Marketing

| | |
|--|-----|
| H. Pechlaner and D. Abfalter | |
| Effective Product Bundling with Destination Card Systems: The Case of the TirolCard | 497 |
| D.-Y. Kim, A.M. Morrison and J.E. Mills | |
| Examining the Web-Based Marketing Efforts of the First-Tier City Convention Centers in the U.S. | 507 |
| M. Weichbold and R. Bachleitner | |
| Touch-Screen vs. Paper-and-Pencil vs. Face-to-Face Computer-Supported Rating of Services Compared to Conventional Customer Satisfaction Measurements | 517 |