# eTourism case studies:

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eTourism Case Studies bridges the gap in contemporary literature by carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions.

Divided into six sections this book explores the newest developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism and supporting discussion and elaboration with the help of thorough pedagogic aids.

With contributions from leading global experts both from the industry and academia, each case follows a rigid structure, with features such as bulleted summaries and review questions, as well as each section having its own thorough introduction and conclusion written by the editors, highlighting the key issues and theories.

This is the first book of its kind to bring together cases highlighting best practice and methods for exploiting ICT in the tourism industry, from international market leaders.

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## Editorial Review

Review
'The book eTourism Case Studies provides a rich set of practical cases demonstrating the importance of the Internet for the tourism industry. It illustrates the need for understanding, developing and applying technological solutions for obtaining strategic benefits. The book fills a gap in the current eTourism literature, it is a rich source of information for both practitioners and academics.'

Professor Hannes Werthner, Vienna University of Technology

About the Author
Dimitrios Buhalis is Professor of eTourism and Director of eTourism Lab at Bournemouth University. His research focuses on strategic management and marketing, tourism marketing, technology and eTourism.

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