dandelon.com
© 2008 AGI-Information Management Consultants
May be used for personal purposes only or by
libraries associated to dandelon.com network.

Daniel R. Fesenmaier
Stefan Klein
Dimitrios Buhalis (eds.)

Information and Communication Technologies in Tourism 2000

Proceedings of the International Conference
in Barcelona, Spain,
2000

SpringerWienNewYork

. i Uh V.'i.i- C

Contents

Index of Authors XI
Programme Committee XIII

1 **Keynote Address**
Intelligent interfaces for the tourist
Oliviero Stock 1

2 Smart Solutions to Old Problems: Challenges for Tourist Information Systems
DEEP MAP: challenging IT research in the framework of a tourist information system
R. Malaka and A. Zipf 15
Meta-level programming for legacy TIS integration
T. Steiner 28

3 Considering the Foundations for IT
A critical analysis of tourism information technology research
A. J. Frew 39
The failure of the new discipline: information technology, business process and the control of tourism operatives
M. Peacock 53

4 Information Systems Architecture
Vague queries in tourism information systems
J. Palkoska, A. Dunzendorfer, and J. Kiing 61
Integrating heterogeneous tourism information in TIScover: the MIRO-Web approach
M. Haller, B. Proll, W. Retschitzegger, A M. Tjoa, and R.R. Wagner 71
Integration of heterogeneous information sources
M. Kaukal and H. Werthner 81

5 Changing Tourism Information Systems
Virtual tourist destinations: assessing their communication effectiveness with and through foreign intermediaries
R. Govers, M. Jansen-Verbeke, and F. M. Go 93
Putting the tourist into tourist information
J.C. Bullock and C.A. Goble 104
Intelligent museum as value creator on the tourism market: towards a new business model
V. Minghetti, A. Moretti, and S. Micelli 114

6 Building and Maintaining Data Warehouses

DATATUR: tourism statistics information system - the experience of Spain
J. Rubio Navarro and J. Quereda Rubio 126

Developing a business information data warehouse for the Australian tourism industry: a strategic response
P. Sharma, D. Carson, and T. Delacy 147

Data management in tourism: chaotic and quixotic
J. T. O'Leary 157

7 Building Satisfaction into Information Systems Implementation

Tourist-satisfaction-based multilevel intelligent decision support system
B.Klicek 167

Cooperative techniques and tools to increase the quality of the software in tourist companies
S. Galvez, A. Guevara, J. L. Caro, and A. Aguayo 178

Desktop: how culture in an international multi-locational travel organization affects the successful implementation of technology solutions - two years on
A. Mac Vicar and H. Main 189

8 Changing Roles: The Impacts of Information Technologies

Service dimensions of travel distribution: an Indian case study
M. Friel, A. Sombert, and B. Crimes 200

The competitiveness of traditional tourist destinations in the information economy
M. A. Rastrollo and P. Alarcon 209

Industrial mapping of tourism information technologies
P. Tremblay and P. J. Sheldon 218

9 Developing Innovative Destination Information Systems

Developing rural tourism destinations: implications for, and of, information systems
G.Lyons 232

The Canadian Tourism Exchange: content, collaboration and commerce
R. Waksberg, B. Stevens, and G. Vales 245

10 Design of Electronic Tourism Markets

Reference model of an electronic tourism market
W. Hoepken 265

Agents solving strategic problems in tourism
J. Withalm, K. Eibel, and M. Fasching 275

Open network for tourism (OnTour): a concept for electronic commerce in the business processes of the tourism industry
J. Zabel, D. Bdnke, and P. Constanta 283

11 Prosumer: The Changing Role of the Consumer
Tourists' valuation of other tourists' contributions to travel Web sites
B. G. C. Dellaert 293
The interplay of holiday-related travel habits and the use of new information and communication technologies
B. Baier 303
A conceptual framework for evaluating the effects of a virtual tour
Y. Cho and D. R. Fesenmaier 314

12 Developing E-Commerce Strategies
Evaluating electronic channels of distribution in the hotel sector
P. O'Connor and A. J. Frew 324
Tomorrow's travel agency: a survey of adaptation and positioning strategies to new technologies in services
F. Bedard 336
The application of E-commerce to enhance the competitive advantages of hotels in Hong Kong
A. K. L. Yu and R. Law 343

13 Expanding the Value Chain
Partnership Australia's national tourism data warehouse: preliminary assessment of a destination marketing system
R. Daniele, N. Mistilis, and L. Ward 353
Supplements in airline cabin service
J. Konig and C. Strauss 365
Involving the DM0's in a larger part of the value chain
M. Borge 375

14 Systems and Interface Design
A typology of tourism related websites: its theoretical background and implications
B. Pan and D. R. Fesenmaier 381
The diffusion and application of multimedia technologies in the tourism and hospitality industries
M. Sigala, D. Airey, P. Jones, and A. Lockwood 397
Usability of information and reservations systems: theory vs. practice?
E. Crichton and A. J. Frew 408

15 Empowering SMTEs and Networking
Destination management systems and small accommodation establishments: the Irish experience
D. Blank, S. Sussmann 418
The use of Internet sites by smaller travel agencies in the Netherlands
G. J. vanderPijl 430

Internet as a destination marketing tool: a case study
M. Castelltort, J. I. Mora, G. Navarro, J. I. Pernas, and M. J. Zapata 438

16 Benchmarking Internet-Based Systems
Efficiency measures in benchmarking decision support systems: a hotel industry application
K. W. Wober 450
The measurement of the marketing effectiveness of the Internet in the tourism and hospitality industry
T. H. Jung and R. Butler 460
Destination management systems: criteria for success - an exploratory research
D. Buhalis and A. Spada 473

17 SMTEs at the Crossroads
Mentoring small destinations into destination management towards electronic marketing
U. Martini, G. Jacucci, C. Cattani, and D. Calza 485
Small is beautiful? ICT and tourism SMEs: a comparative European survey
G. Evans, M. Peacock, and G. Richards 497
Capacity to change and its influence on effective IT use
U. Gretzel 509