



Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases (New Directions in Tourism Analysis)

By Evangelos Christou



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Social media is fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively produce information about tourism suppliers and tourism destinations. Presenting cutting-edge theory, research and case studies investigating Web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, this book also examines the ways in which tourism organisations reengineer and implement their business models and operations, such as new service development, marketing, networking and knowledge management. Written by an international group of researchers widely known for their expertise in the field of the Internet and tourism, chapters include applications and case studies in various travel, tourism and leisure sectors.

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Editorial Review

Review

'Social Media in Travel, Tourism and Hospitality provides a comprehensive overview of how the rapidly developing Web 2.0 phenomenon is challenging existing customer service, marketing and promotional processes throughout our sector. Packed with examples and comprehensive analyses, the text help readers to rapidly gain an in-depth understanding of both current practices and potential future perspectives, helping them to assess the implications of such developments for their own businesses.'

Peter O' Connor, ESSEC Business School, France

'This is an excellent book. The focus of the book on Web 2.0 is important and timely as technology and society have converged to create tools which will have profound impact on travel. The variety of topics and depth to which issues related to Web 2.0 are discussed make it a volume that should be read by all tourism scholars. Further, it challenges both academics and industry professionals alike to consider how the quickly emerging online communities within Web 2.0 are shaping our future.'

Daniel R. Fesenmaier, Temple University, USA

'This gripping collection of key topics in social media marketing is an extremely useful guide for tourism and hospitality researchers and practitioners alike. The latest insights into strategy development, Web 2.0 impact on user behaviour and knowledge management are illustrated with real-world case studies that will make you fit for your business.'

Christian Maurer, University of Applied Sciences Krems, Austria

'This book exhibits a masterful combination of conceptual sources with rich empirical cases. Its goals are not only to explore how social media shapes tourism demand and supply, but the social effects of media on forging new hybrid identities.' --Annals of Tourism Research

About the Author

Marianna Sigala, Assistant professor, University of the Aegean, Greece, Evangelos Christou, Professor, Alexander TEI of Thessaloniki, Greece and Ulrike Gretzel, Associate Professor, University of Wollongong, Australia

Users Review

From reader reviews:

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