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Editors

Information and Communication Technologies in Tourism 2013

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Preface

The ENTER conference is now 20 years old!

Organized by the International Federation for Information Technology and Travel and Tourism (IFITT), the mission of the ENTER conference has consistently been focused on offering a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies (ICT) to travel and tourism. As information and communication technology continues to evolve and, as a result, challenges our thinking and way of life, the ENTER conference continues to embrace these challenges and grows to become the premier forum on ICT and travel & tourism in the world. Instead of looking backward, the theme of ENTER 2013, i.e., "eTourism: Opportunities and Challenges for the Next 20 Years", was identified to encourage the exploration of ICT concepts, applications, and business models in an increasingly interconnected and interdependent world.

In the past few months, we have received more than 110 full papers and research notes from researchers in the travel and tourism as well as ICT communities around the world (from more than 30 countries). This compilation of conference proceedings is the result of a rigorous double-blind review process, during which we took particular effort to ensure each submission to be reviewed by at least three reviewers with relevant expertise and from different institutional backgrounds and geographic locations. Out of these submissions, 47 manuscripts were invited to submit as full research papers. Final decision of acceptance was made after the authors had successfully revised and edited their papers according to reviewers' comments. Given the considerably large number of submissions, we regret that we were not able to accept more papers due to the limited space in the proceedings. As such, we invited some of the full research paper submissions to be shortened and resubmitted as research notes. Along with several papers which were originally submitted as research notes, there are, in total, 15 accepted research notes reflecting diverse research interests and emergent technologies that will be published in the electronic *e-Review of Tourism Research* (e-RTR).

This volume of ENTER proceedings reflects a variety of interesting topics, among which a number of subjects have emerged with growing popularity and significance. These subjects include the use of mobile technologies in travel and tourism, impact of social media, as well as the concept and practice of e-destinations. While these subjects are not completely new, it seems that they have attracted substantially more research effort compared to previous ENTER conferences, and are likely to become the next generation of mainstream research areas in ICT and travel & tourism. Some traditional research areas continue to pose challenges and questions; they include website evaluation and ICT adoption, recommender systems and semantic technology, information search, online distribution of travel products, user tracking

and modelling, and organizational use of ICT. We believe these papers, collectively, reflect the main trends in ICT and may offer directions for future research.

We would like to thank all authors for their contributions to this conference. We would also like to thank all members of the Scientific Committee and sub-reviewers for providing timely, rigorous, and constructive feedback during the paper review process, without which the Proceedings would not be published in a timely fashion. In addition, we would like to thank SoultanaSymeonidou for updating and maintaining a quality website, Asta Adukaite for editing the table of contents, as well as many others for getting our message across many communities around the world.

We look forward to having a conversation with you at ENTER 2013.

Lorenzo Cantoni, Chair
Zheng Xiang, Co-Chair

Innsbruck, January, 2013

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