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. This book is divided into six sections and 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.

Contents:
Introduction;
Part I: Hospitality; Case 1: InterContinental Hotel Group: Dealing with Online Intermediaries; Case 2: InterContinental Hotel Group: Managing Inventory with HOLIDEX PLUS; Case 3: Sino Group of Hotels: Handling multi-property operations; Case 4: Omena Hotels: Technology towards operational efficiency; Case 5: Carnival City: Valuating Guests in the gaming Industry; Case 6: Hotel Sallerhof: Innovations in Interaction; Case 7: “Emmantina” and “Palmyra Beach” Hotels: Distribution for Independent Hotels;
Part II: Intermediaries; Case 8: Lastminute.com: From Reservation System to Lifestyle Portal; Case 9: Expedia.de: Electronic Travel Supermarket; Case 10: Wotif.com: Last minute selling of distressed accommodation inventory; Case 11: A2Z Professional Travel Ltd.: Online Travel Agency in Thailand Case 12: ITWG: Increasing intermediated flows Case 13: Incoming Partners: Integrating operations; Case 14: SideStep: travel meta-search engine; Case 15: HolidayCheck: Rendering holiday impressions; Case 16: TUI: Integrating Destination Information; Case 17: Cultuzz: Managing eBay as a distribution channel;
Part IV: Transportation; Case 26: British Airways: Customer enabled interactivity; Case 27: Kulula. com: Low Cost Carrier & ICTs; Case 28: Finnair: Innovating Interactivity; Case 29: Enterprise Rent-A-Car: Mainstreaming Distribution; Case 30: Lufthansa Systems: Dynamic Pricing;
Part V: Information Communication Technology Systems; Case 31: eCTRL Solutions: Trip@device Technology; Case 32: The Green Card (Targeta Verda): A tourist card for the Balearic Islands; Case 33: CheckEffect: Benchmarking eMarketing performance; Case 34: TAI (Day Trip Indicator): Measuring Value added in the tourism sector; Case 35: Tourism Technology: Travel Wholesale Management System; Case 36: Digital Tourism Assistant: Enquiry Management Solution for Destinations; Case 37: Amadeus: Evolution of GDS; Case 38: Amadeus: Global Distribution System’s New Paradigm; Case 39: Pegasus Solutions: Providing interconnectivity;

José António C. Santos
(ESGHT- University of Algarve)