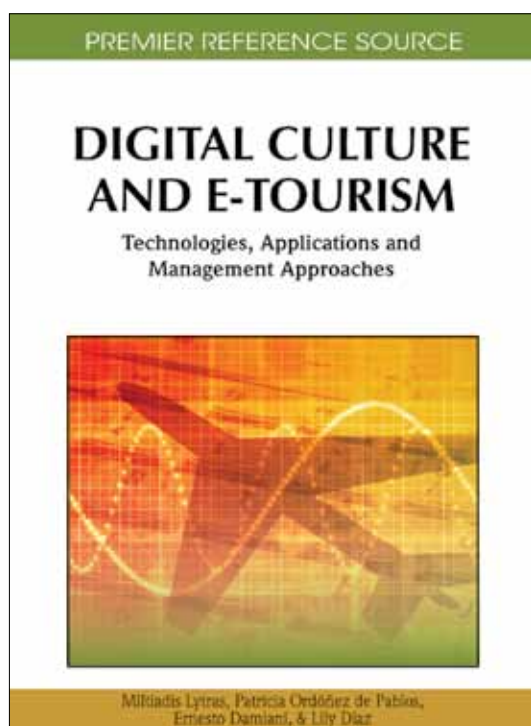


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## Digital Culture and E-Tourism: Technologies, Applications and Management Approaches



Miltiadis Lytras (University of Patras, Greece),  
Patricia Ordóñez de Pablos (University of Oviedo, Spain),  
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and Lily Diaz (Aalto University, Finland)

In the digital world of the knowledge society, developing the infrastructures required to provide citizens with access to cultural content and tourism services demands a multi-fold analysis of social, business, and technological factors.

**Digital Culture and E-Tourism: Technologies, Applications and Management Approaches** presents integrated approaches to culture and tourism, emphasizing content, context and multiple dynamic views of interactions. Covering applications of such technologies as broadband networks, Web 2.0, open source software and semantic knowledge portals, this text is a valuable resource for students, researchers and contributors to the cultivation of a regional and global vision for the management of cultural content and tourism.

### Topics Covered:

- Creating Digital Heritage content
- Development Strategies for Tourism and Cultural Industry
- Innovating digital user experiences for leisure
- Internet in marketing strategy
- Managing Tourism Complexity
- Semantic Web for Cultural Heritage
- Social Network Sites and Digital Culture
- Tourism Network Systems and ICT applications
- Web of data and the tourism industry

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**Miltiadis D. Lytras** is an Assistant Professor in the Computer Engineering and Informatics Department-CEID (University of Patras). His research focuses on semantic web, knowledge management and e-learning, with more than 100 publications in these areas. He has co-edited / co-edits, 25 special issues in International Journals (e.g. *IEEE Transactions on Knowledge and Data Engineering*, *IEEE Internet Computing*, *IEEE Transactions on Education*, *Computers in Human Behaviour* etc) and has authored/[co-]edited 12 books [e.g. *Open Source for Knowledge and Learning management*, *Ubiquitous and Pervasive Knowledge Management*, *Intelligent Learning Infrastructures for Knowledge Intensive Organizations*, *Semantic Based Information Systems*]. He is the founder and officer of the Semantic Web and Information Systems Special Interest Group in the Association for Information Systems. He serves as the (Co) Editor in Chief of 12 international journals [e.g. *International Journal of Knowledge and Learning*, *International Journal of Technology Enhanced Learning*, *International Journal on Social and Humanistic Computing*, *International Journal on Semantic Web and Information Systems*, *International Journal on Digital Culture and Electronic Tourism*, *International Journal of Electronic Democracy*, *International Journal of Electronic Banking*, *International Journal of Electronic Trade*] while he is associate editor or editorial board member in seven more.



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