

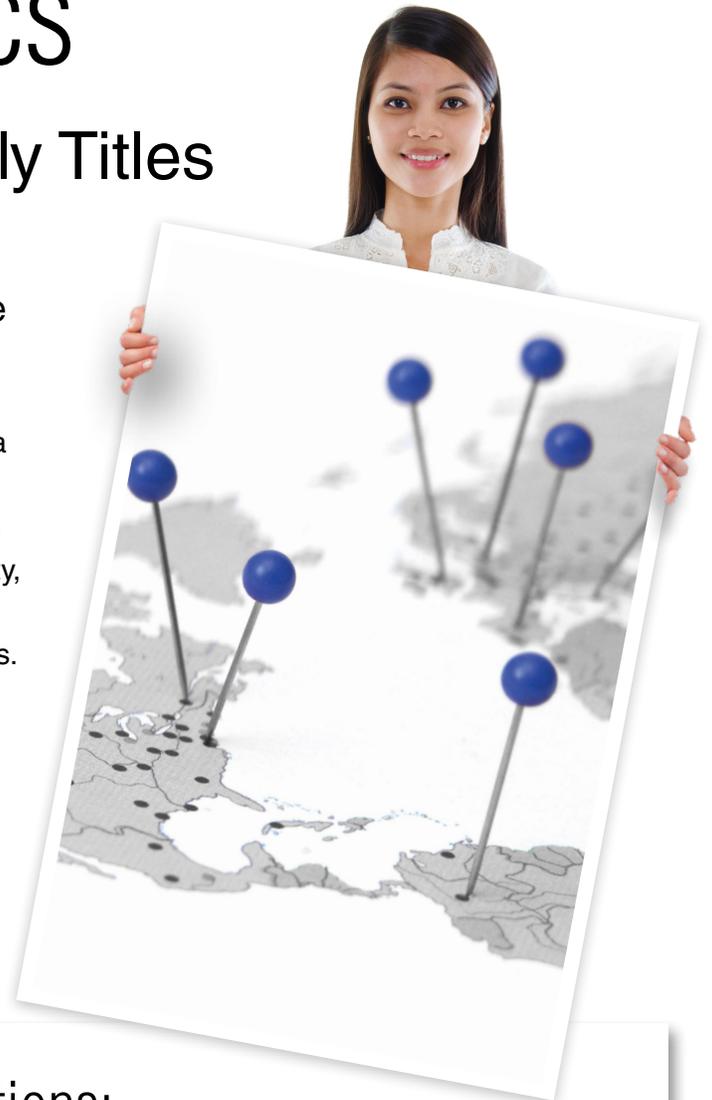


# Online Tourism and Digital Economics

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The World Wide Web has proven to be an important medium for tourism and e-commerce in today's society.

The **Online Tourism and Digital Economics** collection is a specialized reference compilation that supports research in the field of global and economic technologies. This valuable set of titles includes 13 scholarly texts focusing on hospitality, travel and tourism management, consumer management, e-commerce, and the digital divide and developing countries. These titles represent IGI Global's unique coverage of the impact and effective use of electronic commerce technologies in modern organizations.



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### Space-Based Technologies and Commercialized Development: Economic Implications and Benefits

Stella Tkatchova (TU Delft, The Netherlands)  
ISBN: 978-1-60960-105-8; © 2011; 404 pp.

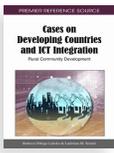
This unique text introduces the concept of space-based technology commercialization and offers a first-time analysis of plausible opportunities. It examines the overall marketability of tourism in outer space, including business case studies on celestial solar power and space debris.



### Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World

Mila Gascó-Hernandez (Pompeu Fabra University and Estratic, Spain), et al.  
ISBN: 978-1-60566-134-6; © 2009; 438 pp.

This book promotes understanding of how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development.



### Cases on Developing Countries and ICT Integration: Rural Community Development

Rebecca Nthogo Lekoko (University of Botswana, Botswana), et al.  
ISBN: 978-1-60960-117-1; © 2011; 324 pp.

This timely text pools together experts' experiences on ICT integration in rural community development within the context of developing countries. The technology they used is described, analyzed, and synthesized in order to offer solutions for successful application.



### Emerging Markets and E-Commerce in Developing Economies

Kamel Rouibah (Kuwait University, Kuwait), et al.  
ISBN: 978-1-60566-100-1; © 2009; 498 pp.

This essential contribution enhances understanding of e-commerce models and practices in less developed countries, and extends the growing literature on e-commerce. It is an essential addition to library collections in technology, commerce, social sciences, and related fields.



### Handbook of Research on Technologies and Cultural Heritage: Applications and Environments

Georgios Styliaras (University of Ioannina, Greece), et al.  
ISBN: 978-1-60960-044-0; © 2011; 556 pp.

From museums to archaeological sites, festivals, artistic events, and even to government institutions and public buildings, information communication technology is revolutionizing the way the public participates at and with these cultural sites.



### Commerce in Space: Infrastructures, Technologies, and Applications

Phillip Olla (Madonna University, USA)  
ISBN: 978-1-59904-624-2; © 2008; 400 pp.

This must-have reference compiles an authoritative body of research on the expanding role of earth observation satellite initiatives and their application to such capabilities as mobile broadband, Internet, and mobile communication connectivity.



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

Miltiadis Lytras (University of Patras, Greece), et al.  
ISBN: 978-1-61520-867-8; © 2011; 318 pp.

This publication presents integrated approaches to culture and tourism, emphasizing such technologies as broadband networks, Web 2.0, open source software, and semantic knowledge portals.



### Handbook of Research on Global Information Technology Management in the Digital Economy

Mahesh S. Raisinghani (Texas Woman's University, USA)  
ISBN: 978-1-59904-875-8; © 2008; 588 pp.

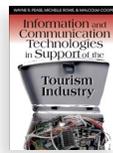
This book covers topics on the technical platform for global information systems applications, the management of information technology in international and transnational corporations, and global information technology systems.



### Virtual Worlds and E-Commerce: Technologies and Applications for Building Customer Relationships

Barbara Ciaramitaro (Walsh College, USA)  
ISBN: 978-1-61692-808-7; © 2011; 420 pp.

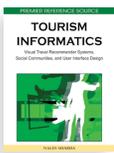
Containing current research on various aspects of virtual worlds, this book includes a discussion of the evolution of e-commerce to virtual commerce, the convergence of online games, and virtual worlds.



### Information and Communication Technologies in Support of the Tourism Industry

Wayne Pease (University of Southern Queensland, Australia), et al.  
ISBN: 978-1-59904-159-9; © 2007; 394 pp.

This text examines the process of transformation as it relates to the tourism industry, and the changes to that industry from modern electronic communications. It covers not only geographically supportive technologies in communication, but also in terms of culture, economics, marketing, social, and regional issues.



### Tourism Informatics: Visual Travel Recommender Systems, Social Communities, and User Interface Design

Nalin Sharda (Victoria University, Australia)  
ISBN: 978-1-60566-818-5; © 2010; 354 pp.

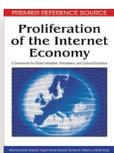
This defining body of research provides cohesive coverage of cutting-edge e-tourism systems and directions for future research and development. It provides academicians, researchers, and practitioners with a better understanding of this expanding industry.



### Digital Economy: Impacts, Influences and Challenges

Harbhajan Kehal (University of Western Sydney, Australia), et al.  
ISBN: 978-1-59140-363-0; © 2005; 424 pp.

This set of 18 essays covers the effects of digital economy on business transactions, technology, culture, and education. It also covers various aspects of global production, trade, and investment and the effects of the Internet.



### Proliferation of the Internet Economy: E-Commerce for Global Adoption, Resistance, and Cultural Evolution

Mahmud Akhter Shareef (Carleton University, Canada), et al.  
ISBN: 978-1-60566-412-5; © 2009; 320 pp.

This innovative collection provides deep insight into the globalization of e-commerce and the minimization of the digital divide between developed and developing countries. It specifically addresses and explains the adoption and proliferation of global e-commerce.