Open Seminar day on e-Tourism

13 April (Room G1351)

8.30-9.25

Prof. Dr. Phil Xiang, Virginia Tech University, USA
Title: A Comparative Analysis of Major Online Review Sites: Implications for Social Media Analytics in Hospitality and Tourism

This research study compares information quality of three major review sites, Tripadvisor, Expedia and Yelp, using the entire hotel population in Manhattan, NYC. We examined information quality in terms of the site's representation of the hotel product from both the supply and demand sides. Online reviews' linguistic features, prominent topics, distribution of helpful reviews, review features that contribute to satisfaction rating are compared across the three sites. Results show the consistency and discrepancies in consumers' experience and evaluation of the hotel product.

9.30-10.25

Prof. Dr. Miriam Scaglione, School of Management & Tourism, Valais, Switzerland *Title: Modelling Internet Diffusion across Tourism Sectors*

The Bass model has dominated the literature, and predicted the diffusion of innovations for over four decades. One research stream addresses model assumptions such as actors having a homogenous tendency to adopt and the importance of a critical mass of adopters. This study validates the model across 13 Internet diffusion datasets in five tourism sectors and across countries. The 13 tourism sectors varied across innovation and imitation parameters, homogeneity, critical mass and final market size. With near homogenous adoption across categories, for instance, European tour operators follow the Bass model of adoption. International hotels chains, however, illustrate the importance of modelling heterogeneity.

11.00-11.55

Ass. Prof. Dr. George Stadilis, Department of Business Administration, Alexander Technological Educational Institute, Thessaloniki, Greece
Title: Knowledge–based decision support for destination management: application to the tourism of Thessaloniki.

Recent research will be presented on studying the image of the city of Thessaloniki and the decision factors of its visitors, in order to build a knowledge-based decision support system for destination management. The results of the field survey, the data analysis methods and examples of decision support scenario will be illustrated.

12.00-12.55

Prof. Dr. Rodolfo Baggio, Bocconi University Italy
Title: Networks & tourism: tools for destination management

Network analysis is a powerful approach not only from a theoretical point of view but also as a means for understanding structures, characteristics, and relationships in a tourism destination, and study its dynamic behaviour. Although of mainly quantitative nature, network analysis techniques strongly rely upon a good qualitative knowledge of the systems under study. The main outcomes of this approach will be highlighted and discussed.

Organized by Prof. Matthias Fuchs (ETOUR, Mid-Sweden University, Sweden)