3rd Edition

Tourism Information Technology

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The third edition of *Tourism Information Technology* provides a contemporary update on the complexities of using information technology in the tourism industry. It examines IT applications in all sectors including airlines, travel intermediaries, accommodation, foodservice, destinations, attractions, events and entertainment. Fully updated throughout and organized around the stages of the visitor journey, the book reviews how tourists are using technologies to support decision-making before their trip, during their travels and at the destination. The book:

- Provides comprehensive and up-to-date coverage of all key topics in tourism information technologies.

- Covers new areas such as augmented and virtual reality, robotics, smart destinations, disruptive innovation and the collaborative economy, crowdsourcing for sustainability, online reputation management and big data.

- Incorporates a wealth of pedagogic features to aid student learning, including key models and concepts, research and industry insights, case studies, key terms, discussion questions, and links to useful websites.

Accompanied by online resources, this book provides a comprehensive and learning-focused text for students of tourism and related subjects.