

Contents

<i>List of figures</i>	<i>ix</i>
<i>List of tables</i>	<i>xii</i>
<i>Editors</i>	<i>xiii</i>
<i>Contributors</i>	<i>xv</i>
<i>Preface</i>	<i>xxxvii</i>
<i>Preamble and acknowledgements</i>	<i>xxxix</i>
 Introduction	 1
<i>Roman Egger and Dimitrios Buhalis</i>	
 Part One Hospitality	 5
<i>Roman Egger and Dimitrios Buhalis</i>	
Case 1 InterContinental Hotel Group: dealing with online intermediaries	15
<i>Peter O'Connor</i>	
 Case 2 InterContinental Hotel Group: managing inventory with HOLIDEX PLUS	 23
<i>Rosanna Leung and Rob Law</i>	
 Case 3 Sino Group of Hotels: handling multi-property operations	 30
<i>Rosanna Leung and Rob Law</i>	
 Case 4 Omena Hotels: technology towards operational efficiency	 37
<i>Bill Anckar</i>	
 Case 5 Carnival City: valuating guests in the gaming industry	 48
<i>Cyril Francis</i>	
 Case 6 Hotel Sallerhof: innovations in interaction	 56
<i>Roman Egger and Leonhard Wörndl</i>	
 Case 7 'Emmantina' and 'Palmyra Beach' Hotels: distribution for independent hotels	 65
<i>Konstantina Kaldis and Emmanouil Kaldis</i>	

vi Contents

Case 8	Orbis On Line: Internet Distribution Strategies for a Regional Hotel Group <i>Miroslaw Nalazek</i>	74
Part Two	Intermediaries <i>Dimitrios Buhalis and Roman Egger</i>	83
Case 9	Lastminute.com: from reservation system to lifestyle portal <i>Dimitrios Buhalis and Senem Yazici-Malkoclar</i>	89
Case 10	Wotif.com: last-minute selling of distressed accommodation inventory <i>Paul Weeks and Charles Tee</i>	102
Case 11	A2Z Professional Travel Ltd: online travel agency in Thailand <i>Pongsak Hoontrakul and Sunil Sahadev</i>	110
Case 12	ITWG: increasing intermediated flows <i>Immacolata Vellecco and Maria Immacolata Simeon</i>	121
Case 13	Incoming partners: integrating operations <i>Rodolfo Baggio</i>	128
Case 14	SideStep: travel meta-search engine <i>Young A Park and Ulrike Gretzel</i>	137
Case 15	HolidayCheck: rendering holiday impressions <i>Axel Jockwer and Constanze Russ-Mohl</i>	145
Case 16	TUI: integrating destination information <i>Alexis Papathanassis</i>	153
Case 17	Cultuzz: managing eBay as a distribution channel <i>Michael Fux</i>	164
Part Three	Destinations <i>Dimitrios Buhalis and Roman Egger</i>	175
Case 18	VisitBritain: satisfying the online market dynamics <i>Cathy Guthrie</i>	181
Case 19	Spain.info: towards stakeholder network <i>Oriol Miralbell, Esther Pérez Martell and Marta Viu</i>	190
Case 20	BonjourQuebec.com: a Vision, a Strategy, a Brand <i>François Bédard and Marie Claire Louillet</i>	200
Case 21	The Province of Rimini: communicating with the customer <i>Rodolfo Baggio</i>	213

Case 22	Tanzania: extending eTourism tools utilization <i>Faustin Kamuzora</i>	224
Case 23	Tiscover: destination management system pioneer <i>Karsten Kärcher and Philip Alford</i>	233
Case 24	Feratel Media Technologies: providing DMS technology <i>Markus Schröcksnadel</i>	243
Case 25	Destination.com: online solutions for destination management companies <i>Andrey Glazoy, Ola Kastensson and Jamie Murphy</i>	252
Part Four	Transportation <i>Dimitrios Buhalis and Roman Egger</i>	263
Case 26	British Airways: customer enabled interactivity <i>Marianna Zoge and Dimitrios Buhalis</i>	269
Case 27	Kulula.com: low-cost carrier and ICTs <i>Berendien Lubbe</i>	282
Case 28	Finnair: innovating interactivity <i>Sanna Andersson</i>	293
Case 29	Enterprise Rent-A-Car: mainstreaming distribution <i>Florian M. Hummel</i>	304
Case 30	Lufthansa Systems: dynamic pricing <i>Robert Goecke, Harald Heichele and Dieter Westermann</i>	310
Part Five	Information communication technology systems <i>Roman Egger and Dimitrios Buhalis</i>	327
Case 31	eCTRL solutions: Trip@dvice technology <i>Francesco Ricci and Adriano Venturini</i>	333
Case 32	The green card (Targeta Verda): a tourist card for the Balearic Islands <i>Antonio Guevara and Jose L. Caro</i>	342
Case 33	CheckEffect: Benchmarking e-Marketing performance <i>Roman Egger and Michael Mrazek</i>	350
Case 34	TAI (Day Trip Indicator): measuring value added in the tourism sector <i>Klemens Waldhör, Claudia Freidl, Alexander Rind and Kathrin Ecker</i>	361

viii Contents

Case 35	Tourism Technology: travel wholesale management system <i>Ian McDonnell</i>	372
Case 36	Digital Tourism Assistant: enquiry management solution for destinations <i>Roland Dessovic and Roman Egger</i>	382
Case 37	Amadeus: Evolution of GDS <i>Patrick S. Merten and Irene Püntener</i>	391
Case 38	Amadeus: global distribution system's new paradigm <i>Joan Miquel Gomis and Francesc González-Reverté</i>	399
Case 39	Pegasus Solutions: providing interconnectivity <i>Rainer Gruber</i>	407
Part Six	Mobile systems <i>Roman Egger and Dimitrios Buhalis</i>	417
Case 40	Rivertale: mobile services for cruise ships <i>Astrid Ch. Dickinger and Andreas H. Zins</i>	427
Case 41	LOVO: the mobile lifestyle assistant <i>Roland Fleischhacker</i>	435
Case 42	Aladdin: a mobile destination management solution for incoming agencies <i>Frank Schröder</i>	445
	Epilogue: The eTourism Future <i>Roman Egger and Dimitrios Buhalis</i>	459
	Index	465