

Contents

<i>List of Figures</i>	<i>ix</i>
<i>List of Tables</i>	<i>xi</i>
<i>List of Contributors</i>	<i>xiii</i>
<i>List of Abbreviations and Acronyms</i>	<i>xxi</i>
Introduction	1
 PART 1 WEB 2.0: STRATEGIC AND OPERATIONAL BUSINESS MODELS	
1 Introduction to Part 1 <i>Marianna Sigala</i>	7
2 Web 2.0 and Networks in Wine Tourism: The Case Studies of greatwinecapitals.com and wineandhospitalitynetwork.com <i>Evangelos Christou and Athina Nella</i>	11
3 Web 2.0 and Customer Involvement in New Service Development: A Framework, Cases and Implications in Tourism <i>Marianna Sigala</i>	25
4 ‘Creating the Buzz’: Merchant City (Glasgow) Case Study <i>Jim Hamill and Alan Stevenson</i>	39
5 Examining Hotel Managers’ Acceptance of Web 2.0 in Website Development: A Case Study of Hotels in Hong Kong <i>Daniel Hee Leung, Andy Lee and Rob Law</i>	53
 PART 2 WEB 2.0: APPLICATIONS FOR MARKETING	
6 Introduction to Part 2 <i>Evangelos Christou</i>	69

7	Theoretical Models of Social Media, Marketing Implications, and Future Research Directions <i>Bing Pan and John C. Crotts</i>	73
8	Riding the Social Media Wave: Strategies of DMOs Who Successfully Engage in Social Media Marketing <i>Jun (Nina) Shao, Mary Ann Dávila Rodríguez and Ulrike Gretzel</i>	87
9	National DMOs and Web 2.0 <i>Jim Hamill, Alan Stevenson and Daniela Attard</i>	99
10	Arizona Meeting Planners' Use of Social Networking Media <i>Woojin Lee and Timothy J. Tyrrell</i>	121
11	Web 2.0 and Pricing Transparency in Hotel Services <i>Evangelos Christou and Athina Nella</i>	133
12	Blogs: "Re-inventing" Tourism Communication <i>Serena Volo</i>	149

PART 3 WEB 2.0: TRAVELLERS' BEHAVIOUR

13	Introduction to Part 3 <i>Ulrike Gretzel</i>	167
14	Travellers 2.0: Motivation, Opportunity and Ability to Use Social Media <i>Eduardo Parra-López, Desiderio Gutiérrez-Taño, Ricardo J. Díaz-Armas and Jacques Bulchand-Gidumal</i>	171
15	Use and Creation of Social Media by Travellers <i>Kyung-Hyan Yoo and Ulrike Gretzel</i>	189
16	Users' Attitudes Toward Online Social Networks in Travel <i>Khaldoon "Khal" Nusair, Mehmet Erdem, Fevzi Okumus and Anil Bilgihan</i>	207
17	An Exploration of Wine Blog Communication Patterns <i>Vasiliki Vrana, Kostas Zafiropoulos and Dimitrios Vagianos</i>	225

18	The Effect of E-Reviews on Consumer Behaviour: An Exploratory Study on Agro-Tourism <i>Katia L. Sidali, Matthias Fuchs and Achim Spiller</i>	239
 PART 4 WEB 2.0: KNOWLEDGE MANAGEMENT AND MARKET RESEARCH		
19	Introduction to Part 4 <i>Marianna Sigala</i>	257
20	Knowledge Management and Web 2.0: Preliminary Findings from the Greek Tourism Industry <i>Marianna Sigala and Kalotina Chalkiti</i>	261
21	Analysing Blog Content for Competitive Advantage: Lessons Learned in the Application of Software Aided Linguistics Analysis <i>John C. Crotts, Boyd H. Davis and Peyton R. Mason</i>	281
22	Social Media Monitoring: A Practical Case Example of City Destinations <i>Alan Stevenson and Jim Hamill</i>	293
	<i>Index</i>	313