

TripAdvisor

Yannis Dimotikalis

TripAdvisor: The Online Travel Community 50MINUTES.COM,2017-11-03 Find out how TripAdvisor revolutionised tourism in just 50 minutes! TripAdvisor has become one of the world's most popular websites, with millions of travellers visiting it every month to leave reviews, hunt for cheap deals on flights and accommodation, or simply to check whether or not the restaurant down the street has a high enough rating to be worth a visit! Despite recent accusations of unfair business practices and a lack of transparency, the website remains one of the most lucrative companies in the tourism industry. In this concise and accessible guide, you will find out how TripAdvisor hit upon the winning formula for online success, and discover how its competitors in the tourism sector are fighting back. In 50 minutes you will: • Learn about TripAdvisor's history, from its launch in 2000 right up to the present day • Understand the site's innovative business model • Discover the ways TripAdvisor's success has impacted the travel and tourism industry ABOUT 50MINUTES.COM | BUSINESS STORIES The Business Stories series from the 50Minutes collection provides the tools to quickly understand the innovative companies that have shaped the modern business world. Our publications will give you contextual information, an analysis of business strategies and an introduction to future trends and opportunities in a clear and easily digestible format, making them the ideal starting point for readers looking to understand what makes these companies stand out.

Fitting Binomial Distribution to Online Rating Data: TripAdvisor Ratings in Crete Island Yannis Dimotikalis,2015-04-03 SMTDA 2014 3rd Stochastic ModelingTechniques and Data Analysis International Conference 11-14 June 2014, Lisbon Portugal

TripAdvisor: The Online Travel Community 50minutes,2017-11-03 Find out how TripAdvisor revolutionised tourism in just 50 minutes! TripAdvisor has become one of the world's most popular websites, with millions of travellers visiting it every month to leave reviews, hunt for cheap deals on flights and accommodation, or simply to check whether or not the restaurant down the street has a high enough rating to be worth a visit! Despite recent accusations of unfair business practices and a lack of transparency, the website remains one of the most lucrative companies in the tourism industry. In this concise and accessible guide, you will find out how TripAdvisor hit upon the winning formula for online success, and discover how its competitors in the tourism sector are fighting back. In 50 minutes you will: • Learn about TripAdvisor's history, from its launch in 2000 right up to the present day • Understand the site's innovative business model • Discover the ways TripAdvisor's success has impacted the travel and tourism industry ABOUT 50MINUTES.COM | BUSINESS STORIES The Business Stories series from the 50Minutes collection provides the tools to quickly understand the innovative companies that have shaped the modern business world. Our publications will give you contextual information, an analysis of business strategies and an introduction to future trends and opportunities in a clear and easily digestible format, making them the ideal starting point for readers looking to understand what makes these companies stand out.

Storytelling the Bible at the Creation Museum, Ark Encounter, and Museum of the Bible Paul Thomas,2020-04-16 Paul Thomas chronicles a multi-level reception study of the Bible at both the Creation Museum and the Ark Encounter in Kentucky, USA. Thomas explores the commercial presentation of biblical narratives and the reception of those narratives by the patrons of each attraction, focusing upon three topics; what do young Creationists believe, how they interpret their beliefs from the Bible, and what is the user experience at the museums? The volume begins by explaining how Answers in Genesis (AiG) use Bible passages to support young-Earth creationist arguments, allowing for the chance to consider the Bible via physical means. Thomas then examines how the Creation Museum and the Ark Encounter visitors receive the Bible (as presented by AiG) and how this presentation informs visitors' understanding of the text, exploring concepts such as the most prominent displays of the two attractions, the larger context of museums and theme parks and the case studies of the Methuselah display and The Noah Interview. He concludes with the summary of the user experience generated by the attractions, analyzing the degree to which patrons accept, negotiate, or resist the interpretation of the Bible offered by AiG.

Contemporary Business Louis E. Boone,David L. Kurtz,Brahm Canzer,2021-08-10 Student-friendly, engaging, and accessible, Contemporary Business, 19e equips students with the skills to assess and solve today's global business challenges and succeed in a fast-paced environment. Designed to drive interest in business, our newest edition offers a comprehensive approach to the material, including a variety of resources to support today's students. Its modern approach, wealth of videos, relevant and up-to-date content, and career readiness resources keep your course current and engaging.

Managing Negative Word-of-Mouth on Social Media Platforms Ines Nee,2016-06-07 Ines Nee makes important key contributions to service recovery research by analyzing the effect of management response content towards negative online customer reviews on the observer's purchase intention. This study is the first to provide a conceptual basis of observers' behavioral reactions towards organizational complaint handling in the context of social media and to empirically test the effect of the two most resource-intensive response options of compensation and explanation. With the help of a profound experimental design, the author detects strategies on how hotel companies should respond towards negative online customer reviews in order to increase the observer's purchase intention and the hotel company's return on complaint management.

Open Tourism Roman Egger,Igor Gula,Dominik Walcher,2016-03-02 This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

Materiality and Organizing Paul M. Leonardi,Bonnie A. Nardi,Jannis Kallinikos,2012-11-22 Ask a person on the street whether new technologies bring about important social change and you are likely to hear a resounding yes. But the answer is less definitive amongst academics who study technology and social practice. Scholarly writing has been heavily influenced by the ideology of technological determinism - the belief that some types or technologically driven social changes are inevitable

and cannot be stopped. Rather than argue for or against notions of determinism, the authors in this book ask how the materiality (the arrangement of physical, digital, or rhetorical materials into particular forms that endure across differences in place and time) of technologies, ranging from computer-simulation tools and social media, to ranking devices and rumours, is actually implicated in the process of formal and informal organizing. The book builds a new theoretical framework to consider the important socio-technical changes confronting people's everyday experiences in and outside of work. Leading scholars in the field contribute original chapters examining the complex interactions between technology and the social, between artefact and humans. The discussion spans multiple disciplines, including management, information systems, informatics, communication, sociology, and the history of technology, and opens up a new area of research regarding the relationship between materiality and organizing.

Alan Swatham, Owner, Tripadvisor Alex Medvedev, Ronald Russell, 2016-10-05 Biography of Alan Swatham, currently Owner at TripAdvisor.

Tourism in Iran Siamak Seyfi, C. Michael Hall, 2018-10-11 Iran has long been regarded as an international pariah state in some parts of the international community. However, its negative image in many countries disguises its history of tourism and rich cultural and natural heritage. Following the July 2015 nuclear deal and the reduction in sanctions, Iran is focusing on international tourism as a means to generate economic growth in addition to its substantial domestic tourism market. Given the significance of tourism in the Middle East and in international politics, as well as restrictions on international mobility, this volume brings together the first contemporary collection of research on tourism in Iran. Written by experts based both within and outside of Iran, the chapters engage with a number of crucial issues including the importance of religion, the role of women in society, sustaining Iran's cultural heritage, Iran's image and the resistive economy to provide a benchmark assessment of tourism and its potential future in a troubled political environment. The book will undoubtedly be of interest not only to those readers who focus specifically on Iran but also those who seek a wider understanding of Iran's role in the region and how tourism is utilised as part of national and regional economic development policies.

Africa's Information Revolution James T. Murphy, Pádraig Carmody, 2015-01-20 Africa's Information Revolution was recently announced as the 2016 prizewinner of the Royal Academy for Overseas Sciences - congratulations to the authors James T. Murphy and Pádraig Carmody! Africa's Information Revolution presents an in-depth examination of the development and economic geographies accompanying the rapid diffusion of new ICTs in Sub-Saharan Africa. Represents the first book-length comparative case study ICT diffusion in Africa of its kind Confronts current information and communication technologies for development (ICT4D) discourse by providing a counter to largely optimistic mainstream perspectives on Africa's prospects for m- and e-development Features comparative research based on more than 200 interviews with firms from a manufacturing and service industry in Tanzania and South Africa Raises key insights regarding the structural challenges facing Africa even in the context of the continent's recent economic growth spurt Combines perspectives from economic and development geography and science and technology studies to demonstrate the power of integrated conceptual-theoretical frameworks Include maps, photos, diagrams and tables to highlight the concepts, field research settings, and key findings

Marketing in Travel and Tourism Mike Morgan, Ashok Ranchhod, 2010-09-08 Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with customers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas new material on the role of e-marketing, motivations and consumer behaviour five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning a companion website: www.elsevierdirect.com/9780750686938, packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learning Marketing in Travel and Tourism provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensable text for all students and lecturers.

TripAdvisor, 50Minutos.es, 2017-11-16 Los secretos de TripAdvisor, un gigante que pisa fuerte Este libro es una guía práctica y accesible para descubrir las claves sobre TripAdvisor, que le aportará la información esencial y le permitirá ganar tiempo. En tan solo 50 minutos usted podrá: • Entender cómo nace, crece y se expande TripAdvisor, uno de los principales intermediarios entre viajeros y profesionales del sector turístico junto con Booking y Expedia • Descubrir desde dentro cómo funciona TripAdvisor y cómo compite contra otros grandes gigantes del sector, además de analizar las principales quejas de los profesionales del turismo y de los Gobiernos • Identificar las repercusiones de la irrupción de TripAdvisor en el sector turístico, los desafíos a los que se enfrenta en la actualidad y los retos que se dibujan en el horizonte SOBRE 50MINUTOS.es | Economía y empresa 50MINUTOS.es le ofrece las claves para entender rápidamente las principales teorías y conceptos que rigen el mundo económico actual. Nuestras obras combinan teoría, estudios de caso y múltiples ejemplos prácticos para que amplíe sus competencias y conocimientos sin perder tiempo. ¡Descubra en un tiempo récord las claves para el éxito de su negocio!

Digital Media and Innovation Richard A. Gershon, 2016-02-11 Digital Media and Innovation, by Richard A. Gershon, takes an in-depth look at how smart, creative companies have transformed the business of media and telecommunications by introducing unique and original products and services. Today's media managers are faced with the same basic question: what are the best methods for staying competitive over time? In one word: innovation. From electronic commerce (Amazon, Google) to music and video streaming (Apple, Pandora, and Netflix), digital media has transformed the business of retail selling and personal lifestyle. This text will introduce current and future media industry professionals to the people, companies, and strategies that have proven to be real game changers by offering the marketplace a unique value proposition for the consumer.

The Poet of Tolstoy Park Sonny Brewer,2005 In 1925, Henry Stuart leaves his home and grown sons in Idaho to move to the woods on the eastern shore of Mobile Bay, Alabama, where he builds a round house and lives for more than two decades on the property he names after Leo Tolstoy.

Digital Sociologies Daniels, Jessie,Gregory, Karen,Tressie McMillan Cottom,2017 This handbook offers a much-needed overview of the rapidly growing field of digital sociology. Rooted in a critical understanding of inequality as foundational to digital sociology, it connects digital media technologies to traditional areas of study in sociology, such as labor, culture, education, race, class, and gender. It covers a wide variety of topics, including web analytics, wearable technologies, social media analysis, and digital labor. The result is a benchmark volume that places the digital squarely at the forefront of contemporary investigations of the social.

Information and Communication Technologies in Tourism 2013 Lorenzo Cantoni,Zheng (Phil) Xiang,2013-11-18 □The papers presented in this volume advance the state of the art in social media and Web 2.0, electronic tourism marketing, web site and search engine optimization, technology adoption and diffusion, online communities, tourism management and decision support, eLearning, mobile technologies and applications in tourism, recommender systems, e-intermediaries and networks in tourism, customer research in e-tourism and user generated content. The volume collects research papers of prominent scholars from around the world with a disciplinary background in the fields of social or computer sciences. The book covers the most significant topics within the study field of electronic tourism and addresses both, academics and practitioners interested in the latest advances in the electronic travel and tourism domain.

Founders at Work Jessica Livingston,2008-11-01 Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

Hotel Pricing in a Social World Kelly A. McGuire,2015-10-27 Take control of revenue management in the new hotel economy Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant, from a pricing standpoint, in the often chaotic hotel landscape. This groundbreaking book clearly showcases the current environment of the hotel industry, and describes new and emerging trends that can impact your revenue management tactics. This essential text prepares you to survive and thrive in today's highly competitive market, and outlines the best approach to building profitable pricing strategies that follow both tactical and strategic best practices. Revenue management has become a key activity in the highly social environment of today's hotel industry, thanks to mobile technology and social media. Though relatively new, revenue management is a quickly-evolving discipline that requires precision if you want to maintain your hotel's relevance in the market. Leverage original research, case studies, and industry examples to understand the practical application of key concepts Explore current market conditions that have an impact on revenue management Consider how advances in data management, analytics, and data visualization can impact revenue management practices Identify how revenue management can help you take advantage of market opportunities and overcome challenges Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an essential text for hotel CFOs, CMOs, revenue managers, and operations managers who want to leverage revenue management techniques to keep their hotel competitive.

Essentials of Tourism Chris Cooper,2020-11-04 Will robots take over serving us in hotels? Will flight shaming prevent us travelling in the future? How has the rise of social media impacted upon tourism marketing? – and what has been the impact of airbnb on tourism cities? For answers to these and many other contemporary tourism questions, simply turn to the third edition of Essentials of Tourism by Chris Cooper. From artificial intelligence, robotics and digital marketing to assessing the impact of events, every tourism student will find this book essential reading for not only grasping the key issues but applying them to real problems faced by professionals in the tourism industry. The book includes many new case studies from every continent around the world including cases to give you a truly global approach to how tourism theory can be applied in an international context. This is combined with a lively and accessible writing style which will support and guide you through how tourism has been affected and will continue to be shaped by technology, changing government policy and sustainability concerns. Key features of the new edition: 'Focus on Technology' and 'Focus on Employment' boxes included in every chapter. Three current case studies included in each chapter to bring context to the reader. Classic papers - introduces students to relevant academic research and refers to the selected paper throughout the chapter.

Adopting the Melody of Phrase: An Mental Symphony within **TripAdvisor**

In some sort of taken by screens and the ceaseless chatter of quick interaction, the melodic beauty and mental symphony created by the prepared term often diminish in to the back ground, eclipsed by the relentless noise and disturbances that permeate our lives. However, located within the pages of **TripAdvisor** a marvelous fictional treasure overflowing with raw thoughts, lies an immersive symphony waiting to be embraced. Constructed by a wonderful musician of language, that charming masterpiece conducts readers on a psychological journey, skillfully unraveling the hidden melodies and profound affect resonating within each cautiously crafted phrase. Within the depths with this emotional assessment, we can investigate the book is key harmonies, analyze their enthralling writing design, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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