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Preface

Since its inauguration in 1993, ENTER has established itself as a venue that facilitates exchanges among practitioners and scholars in the fields of travel & tourism and information technologies. The discussions emerging from the research presentations, workshops, panels and keynotes not only foster the exploration of the future of eTourism but also motivate participants to actively shape it. The 2010 conference theme “eTourism Horizons” reflects the active role of ENTER in identifying and moulding future eTourism trends. It also emphasizes the far-reaching changes happening in the arena of information and communication technologies in tourism and stresses the constant emergence of new horizons. Imagining new horizons is an integral part of the activities at the conference and research plays an important role in this process.

Almost 90 research papers were submitted to the international conference and underwent a double-blind peer-review process. Only the highest quality papers are featured in the proceedings book. They not only reflect different disciplinary backgrounds but also a variety of topics and applied methodological approaches. This diversity is what makes ENTER unique as a forum for idea exchange and learning. This year’s ENTER conference also includes a short paper track with papers reflecting emerging ideas and technology prototypes. The short papers are published separately and are only available in electronic form. Also new this year was the ability for researchers to propose a special topic track. As a result, the ENTER 2010 conference includes a special track on “Implementing Tracking Technologies for Tourism Research, Management and Planning” organized by Noam Shoval.

A rigorous reviewing process requires reputable and efficient reviewers. We would like to thank the Research Program Committee members for their time and effort in reviewing the papers and making valuable comments that helped the authors improve their work. Due to the large volume of papers submitted this year, we also had to rely on several ad hoc reviewers. Thus, we would like to thank Irem Arsal, Lois Burgess, Christoph Grün, Woojin Lee, Maria Teresa Linaza, Nicole Mitsche, Cristian Morosan, Niels Christian Nielsen, Bing Pan, Young A Park, Pradeep Racherla, Sofia Reino, Ahmed Seffah, and Florian Zach for their ad-hoc contributions to the review process. We would further like to acknowledge the authors as the main contributors to the success of the conference. There would be no ENTER conference without their interest in the conference and their willingness to share their ideas and research findings in the form of research papers and presentations.

Ulrike Gretzel, Rob Law, Matthias Fuchs

Lugano, February 2010

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