



## **Social Web im Tourismus: Strategien - Konzepte - Einsatzfelder (German Edition)**

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## Social Web im Tourismus: Strategien - Konzepte - Einsatzfelder (German Edition)

Ziel der Autoren ist es, Mechanismen und Prinzipien des Social Webs im Tourismus aufzuzeigen. Neben den theoretischen Grundlagen erläutern sie die praktischen Anwendungen und illustrieren das Thema anhand vieler Best-Practice-Beispiele. Leser erfahren, welche Bedeutung das Social Web und seine grundlegenden Mechanismen haben, so dass Internet-Aktivitäten besser geplant und an neue Entwicklungen angepasst werden können. Für Akteure in der Tourismusbranche, aber auch Wissenschaftler, die einen Einstieg in die touristische Praxis des Social Web suchen.

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