

Publikationen

(2020): Exploring Ways to Improve Personalisation: The Influence of Tourist Context on Service Perception. In: e-Review of Tourism Research, vol. 17, no. 5, pp. 1-16.

(2020): Bridging marketing theory and big data analytics: The taxonomy of marketing attribution. In: International Journal of Information Management, vol. 55, no. Available online 20 October 2020. DOI: 10.1016/j.ijinfomgt.2020.102253.

(2019): Forecasting tourist arrivals at attractions: Search engine empowered methodologies. In: Tourism Economics, vol. 25, no. 3, pp. 425-447. DOI: 10.1177/1354816618811558.

(2019): The Good, the bad, and the ugly: Tourist perceptions on interactions with personalised content. In: e-Review of Tourism Research, vol. 16, no. 2-3, pp. 62-67.

(2018): Forecasting London Museum Visitors Using Google Trends Data. In: Proceedings of the ENTER2018 eTourism Conference.

: The more - the better? The effect of Information of Tourist Perceptions of Personalisation. In: Travel and Tourism Research Association International Conference (TTRA 2020 EUROPE), Innsbruck, Österreich.

: Exploring ways to improve personalisation: the influence of tourist context on service perception. In: 27th annual ENTER International Conference on Information and Communication Technologies in Tourism, Surrey, UK.