



UNIVERSITÀ DEGLI STUDI
DI TRENTO

Dipartimento di Informatica
e Studi Aziendali



Destination Management
Sustainability. ICTs

Seminario Gruppo eTourism

Epidemic propagation in tourist information search:

An experimental approach

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(il seminario si terrà in italiano)

Abstract

The goal of the seminar is to describe and assess the diffusive dynamics of word-of-mouth signals among a population of potential tourists, propagated by different design mechanisms. An epidemic process is triggered in the laboratory and then fostered by reciprocal interaction among agents through Internet. Thus, the following growth and evolution of a population of agents is fueled by an incentive mechanism, and controlled through monitoring and analyzing access information to a tourism web site. The experiment allows to sketch some hypotheses on the dynamics of information propagation among potential tourists, and to outline the features of a diffusion process fueled by word-of-mouth in a web context. Moreover, the investigation allows to map some typical profiles for potential tourists involved in web network interactions. Outcome from observation of propagation process are referred both to time domain (speed of propagation, age) and to some network patterns. The investigation provides normative results that could be used by *Destination Management Organizations* for the strategic analysis and evaluation of online communication initiatives.

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