The 18th International Conference on Information Technology and Travel & Tourism

January 26th-28th, 2011
Innsbruck, Austria

eTourism
Present and Future Interaction

International Federation for IT and Travel & Tourism
www.ifitt.org
# Table of Contents

- Welcome to ENTER2011: 2
- Conference committee: 3
- City map: 4
- Locations: 6
- Social Programme: 7
- Post-conference tour: 8
- Sponsors: 9
- Programme: Tuesday 25th January: 10
- Programme: Wednesday 26th January: 12
- Programme: Thursday 27th January: 16
- Programme: Friday 28th January: 20
- Programme: Austrian eTourismDay: 24
Welcome to ENTER2011!

ENTER is coming back home to Innsbruck (Austria) for the 8th time. ENTER offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism. The conference is based on cutting edge innovation fueled by contemporary research and best industry practice.

The ENTER series of conferences are well known for the three tracks, namely Research, Destinations, and Industry. These are designed in a way that enables lively debates, leading-edge research discussions and most importantly, they provide delegates with the opportunity to exchange experiences on eTourism topics.

The theme for 2011 is interactions among information and communication technology use and development, as well as on supplier and user information in the context of travel and tourism. Within this broad theme we are proud to be able to introduce the largest ENTER ever, with more than 350 attendees, 8 Keynote presentations, 63 Research papers, 23 Industry Track presentations, 24 Destination Track presentations and 13 PhD students presentations.

We are also proud to award a number of prizes to individuals for their contribution to the eTourism field:

- ENTER2011 Conference Best Paper Award
- ENTER2011 Best PhD Thesis Proposal Award
- Hannes Werthner Tourism and Technology Lifetime Achievement Award 2011
- IFITT/JITT Thesis Excellence Award 2011
- IFITT/JITT Outstanding Industry Contribution Award 2011
- JITT Article of the Year 2010

We wish you an event full of inspiring ideas and we would like you to participate actively in the IFITT activities.
1. CONGRESS INNSBRUCK  
Rennweg 3  
6020 Innsbruck  
Phone +43-512-5936 0  
info@cmi.at  
www.cmi.at

2. MCI MANAGEMENT CENTER INNSBRUCK  
Internationale Hochschule GmbH  
Universitätsstraße 15  
A-6020 Innsbruck

3. CONGRESSPARK IGLS  
Eugenpromenade 2  
A-6080 Igl b. Innsbruck

4. DAS STADTCAFE  
Universitätsstraße 1  
A-6020 Innsbruck

5. ELFERHAUS  
Herzog-Friedrich-Strasse 11  
A-6020 Innsbruck

6. STIFTSKELLER  
Stiftgasse 1  
A-6020 Innsbruck

7. THERESIENBRAUEREI  
Maria-Theresien-Strasse 51-53  
A-6020 Innsbruck
CONGRESS INNSBRUCK

Congress Innsbruck makes a key contribution to the local and regional economy. With its fifteen halls totaling 20,000 m² of floor space, CI hosts 350 to 400 events per year, including 25 percent conferences and 15 percent trade shows, making a total of about 400,000 visitors. CI generates more than 10 percent of all bednights in Innsbruck. All that makes Congress Innsbruck the biggest operator in the Austrian meetings industry outside Vienna.

MCI - MANAGEMENT CENTER INNSBRUCK

Management Center Innsbruck (MCI) is an integral part of the unique „Open University Innsbruck“ concept in Austria and has attained a leading position in international higher education as a result of its on-going quality and customer orientation. MCI strives to mentor motivated people, who want to build their future through goal-oriented continuing education, in their personal and professional development.

MCI offers graduate, non-graduate and post-graduate educational programmes of the highest standard to senior and junior managers from all management levels and branches. MCI’s programmes focus on all levels of the personality and include areas of state-of-the-art knowledge from science and practice relevant to business and society. As an internationally oriented information and communication centre, MCI is open to new perspectives, methods and projects. Constructive dialogue and co-operative development of interdisciplinary competences are two of the pillars of teaching and learning at MCI.

Embedded in a broad network of patrons, sponsors and partners, MCI is an important engine in the positioning of Innsbruck, Tyrol and Austria as a centre for academic and international encounters. Our neighbourly co-operation with the University of Innsbruck, the closeness to the lively Innsbruck Old Town and the powerful architecture of the location are an expression of the philosophy and the mission of this internationally exemplary higher education centre.

Locations

Social Programme

WELCOME RECEPTION

WEDNESDAY, JANUARY 26th, 19:30 to 21:00 ORANGERIE

The traditional welcome reception marks the official start of the ENTER conference. It will be held at Congress Innsbruck and it is an ideal opportunity to get together after a fruitful first conference day. We invite all ENTER participants and accompanying persons to attend this welcome reception.

Fee: No fee, the Welcome Reception is free for all ENTER participants and their accompanying persons.

ENTER DINNER

THURSDAY, JANUARY 27th, 19:00 to 23:00 congresspark igls

In the registration fee – except that for students – the official ENTER dinner is included for one person. It will mark the highlight of the social programme. Participants of this gala night at congresspark Igls, which is marvellously located in the small town of Igls, 20 minutes outside of Innsbruck, will experience exquisite Austrian cuisine, live music and the conferment of the IFITT Awards.

A shuttle service to the venue is organized. Please meet at 18:50 in front of Congress Innsbruck, main entrance.

Fee: For ENTER participants (students excluded) the ENTER Dinner is free. Students and accompanying persons pay EUR 45.-.
Post-conference tour

TRACES IN THE SNOW

FRIDAY, JANUARY 28th, 14:00 to 18:00 Meeting point Congress Innsbruck
30 minutes bus transfer to the ski area “Axamer Lizum”. A comfortable start: Uphill by chair lift, Guided snow-shoe walk through a Winter wonderland (approx. 45 min.), Amazing views to Inns-bruck and the surrounding mountains. Refreshing break at the mountain lodge.
What a ball: Sledge downhill.

Fee: Price per person: € 75,00 (Minimum 7 attendees)

Sponsors

PARTNERS & SPONSORS

Austrian Federal Ministry of Economy, www.bmwfj.gv.at
Family and Youth www.cmi.at
Innsbruck Tourisimus www.innsbruck.info
Management Center Innsbruck www.mci.edu
Tirol Werbung / Tirol Tourist Board www.tirol.at
Standortagentur Tirol www.standort-tirol.at
Government of Tyrol www.tirol.gv.at

INDUSTRY SPONSOR

New Vision Group www.newvisiongroup.co.uk
Tuesday 25th January - PhD WORKSHOP PRE-ENTER

09:00 – 09:30  Registration and Coffee at MCI Management Center Innsbruck II
Universitätsstraße 15, 6020 Innsbruck

09:30 – 09:35  Welcome and Opening remarks
Berendien Lubbe, University of Pretoria, South Africa

09:35 – 09:45  IFITT President Message
Dimitrios Buhalis, Bournemouth University, UK

09:45 – 10:00  Workshop Introduction: Emerging Issues in ICT and Travel & Tourism
Wolfram Höpken, Hochschule Ravensburg-Weingarten, Germany

10:00 – 10:15  Guidelines for Journal Publishing
Ulrike Gretzel, University of Wollongong, Australia

10:15 – 10:30  Tips for Completing the Dissertation
Lorenzo Cantoni, Università della Svizzera italiana, Switzerland

10:30 – 10:45  Address by the winner of the IFITT/JITT 2011 Thesis Excellence Award
Brigitte Stangl, Vienna University of Economics and Business Administration, Austria
User-based website design in tourism with a special focus on web 2.0 website

10:45 – 11:15  Coffee

11:15 – 13:15  RESEARCH PROPOSAL PRESENTATIONS

- Zornitza Yovcheva, Bournemouth University, United Kingdom
  3D Mobile, Context-aware Tourism City Applications: Technology Challenges and User Requirements

- Suzanne Amaro, Polytechnic Institute of Viseu, Portugal
  Online Travel Purchase Behaviour: Using Social Interaction and resistance factors as segmentation criteria

- Dev Jani, Dong A University, South Korea
  The role of Personality on Travel Information Search

- John Fotis, Bournemouth University, United Kingdom
  Customer Participation in Self-Service Technologies in the Tourism Sector

- Malgorzata Ogonska, University of Nice, France
  Sustainable Tourism Products Distribution: Optimal Pricing and Branding Strategies

- Nicolas Gregori, Bournemouth University, United Kingdom
  Innovative Service Marketing Delivery Using Social Media Networking

- Anastasia Mariussen, Oxford Brookes University, United Kingdom
  A Complexity Approach to the Measurement of Affiliate Marketing Performance in Tourism

13:15 – 14:15  Lunch

14:15 – 15:00  RESEARCH PROPOSAL PRESENTATIONS CONTINUED

- Fanny Raab, University of Trier, Germany
  The Social Web as a Travel Information Source for Urban Travellers: Differentiation of Behaviour and Proliferation of Niches?

- Andrew Spencer, Bournemouth University, United Kingdom
  Determinants of Technology Adoption: Strategic Management Implications for Retail Travel Firms

- Maria Laterza, University "A. Moro", Bari, Italy
  A recommendation approach proposal for e-Tourism

- Erik Horster, Leuphana University, Lueneberg, Germany
  The influence of online reputation on the travel decision

15:00 – 16:00  BREAKOUT SESSIONS

Breakout Session I
Berendien Lubbe

Breakout Session II
Wolfram Höpken

Breakout Session III
Ulrike Gretzel

16:00 – 16:30  Coffee

16:30 – 16:45  Review of Breakout Sessions
Berendien Lubbe

16:45 – 17:15  Awards Ceremony and Closing Remarks

17:15 – 19:30  Refreshments and Social Networking
Sponsored by MCI MANAGEMENT CENTER INNSBRUCK

20:00 – late  Socialising suggestion: 11 ELFERHAUS www.elferhaus.at
Herzog-Friedrich-Strasse 11, Innsbruck 6020, Austria T: +43 512 582875
### Wednesday 26<sup>th</sup> January

| 08:00 – 17:00 | Conference Registration at Congress Innsbruck  
|              | Hall Innsbruck |
| 09:00 – 09:30 | OFFICIAL WELCOME  
|              | Welcome to ENTER2011  
|              | Dimitrios Buhalis - President IFITT  
|              | Welcome and Team Presentation  
|              | Lorenzo Cantoni - ENTER2011 Chair  
|              | Welcome and Administration  
|              | Georg Lamp - Conference Host |
| 09:30 – 10:30 | KEYNOTES SESSION  
|              | Travel & Tourism is a mature Business - Nothing much Changes or Does it?  
|              | Don Birch - Vice President Europe of Brand Karma  
|              | Bridging the Digital Divide: Overcoming Challenges for Online Tourism in Emerging Markets  
|              | Damian Cook - CEO of e-Tourism Frontiers  
|              | Moderator: Dimitrios Buhalis |
| 10:30 – 11:00 | Coffee |
| 11:00 – 12:30 | DESTINATIONS FOCUS  
|              | SOCIAL MEDIA STRATEGIES FOR DESTINATIONS  
|              | Moderators: Anthony Rawlins, Digital Visitor  
|              | Creating a co-ordinated approach to on-site social media  
|              | Simon Jones - Digital Visitor  
|              | Brand Awareness, Performance, Traffic Generation - How to engage effectively with users on Social Media  
|              | Jerome Touze - WTM  
|              | VisitBritain and Social Media, Partnering with the Big Dogs  
|              | Justin Reid - Visit Britain  
|              | INDUSTRY AND INNOVATION FOCUS  
|              | SEARCHING TRAVELS  
|              | Moderator: Giulia Eremita, Trivago  
|              | Hotels 1.0→∞infinity  
|              | Giancarlo Carniani - BTO Educational  
|              | Searching and buying travel online  
|              | Fabio Cannavale - Bravofly |
| 12:30 – 13:30 | Lunch  
|              | Hall Innsbruck |
| 13:30 – 15:00 | KEYNOTES SESSION  
|              | Managing reputation in a multichannel world  
|              | Jon Munro and Bethan Richards - Digital Marketing Managers for Visit Wales  
|              | Tom Hall - Head of Communications at Lonely Planet  
|              | Jason Ryan - Head of Strategy & Planning at iCrossing  
|              | Moderator: Robert Govers |
| 15:30 – 17:00 | Cross-conference track  
|              | Research focus  
|              | Destinations focus  
<p>|              | Industry and innovation focus |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Hall Strassburg</th>
<th>Hall Grenoble</th>
<th>Hall Freiburg</th>
<th>Hall New Orleans</th>
<th>Hall Igls</th>
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<tbody>
<tr>
<td>15:00 – 16:30</td>
<td>DESTINATIONS FOCUS</td>
<td>INDUSTRY AND INNOVATION FOCUS</td>
<td>R4 RESEARCH FOCUS FULL PAPERS</td>
<td>R5 RESEARCH FOCUS FULL PAPERS</td>
<td>R6 RESEARCH FOCUS FULL PAPERS</td>
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<td></td>
<td>DMOS IN THE MARKETPLACE - RIGHT OR WRONG?</td>
<td>eBUSINESS CHALLENGES AND E-TOURISM IN CHINA</td>
<td>MOBILE TECHNOLOGY AND SERVICES</td>
<td>HOSPITALITY APPLICATIONS</td>
<td>SOCIAL MEDIA I</td>
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<td>Should tourist boards enter the marketplace - and are they competing with private operators or helping them?</td>
<td>Consumer behavior and the increasing Chinese travel market</td>
<td>An Evaluation of a Contextual Computing Approach to Visitor Information Systems</td>
<td>The effects of online social media on tourism websites</td>
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<td></td>
<td>Gilbert Archdale - ASW Consulting</td>
<td>Wolfgang Arlt - China Outbound Tourism</td>
<td>Carlos Lamsfus, Aurkene Alzua, David Martin, Tim Smithers</td>
<td>Roberta Milano, Rodolfo Baggio, Robert Piattelli</td>
<td>Roberta Milano, Rodolfo Baggio, Robert Piattelli</td>
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<td></td>
<td>The industry view</td>
<td>Chinese Internet space, social media in China, and how it differs from the West</td>
<td>A Mobile Advertising Platform for eTourism</td>
<td>Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook</td>
<td>Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook</td>
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<td>Moray Bowater - Helpful Holidays</td>
<td>Jens Thraenhart - DragonTail.com</td>
<td>António Coelho, Leonel Dias</td>
<td>Christian Maurer, Rona Wiegmann</td>
<td>Christian Maurer, Rona Wiegmann</td>
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<td>The BookNorway view</td>
<td>Distribution in China, challenges of performing effective SEO with Baidu as an non-chinese website</td>
<td>Virtualisation of Customer Cards with 2D Codes</td>
<td>Travel Opinion Leaders and Seekers</td>
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<td>16:30 – 17:00 Coffee</td>
<td>17:00 – 18:30 DESTINATIONS FOCUS</td>
<td>R7 WORKSHOP</td>
<td>R8 RESEARCH FOCUS FULL PAPERS</td>
<td>R9 RESEARCH FOCUS FULL PAPERS</td>
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<td>Hall Strassburg</td>
<td>INDUSTRY CASES</td>
<td>WHERE ACADEMIC RESEARCH MEETS INDUSTRIAL APPLICATION – REFLECTING KNOWLEDGE EXCHANGE LOOPS FROM RESEARCH TO INDUSTRY AND VICE VERSA</td>
<td>SOCIAL MEDIA II</td>
<td>USER GENERATED CONTENT AND EWOM</td>
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<td>STATE AID DEVELOPMENTS AND THEIR IMPACT ON DMOS</td>
<td>Moderator: Rodolfo Baggio, Bocconi University</td>
<td>Moderator: Matthias Fuchs</td>
<td>Moderator: Berendien Lubbe</td>
<td>Moderator: Miriam Scaglione</td>
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<td>Debate</td>
<td>Why Mobile Technology is an essential source of revenue generation for destinations worldwide</td>
<td>Why</td>
<td>Online Customer Reviews Used as Complaint Management Tool</td>
<td>Automatic Compilation of an Online Travel Portal from Automatically Extracted Travel Blog Entries</td>
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<td>Panel members:</td>
<td>Alexander Rehm</td>
<td>Mobile Technology</td>
<td>Christian Maurer, Sabrina Schach</td>
<td>Aya Ishimo, Hidestugu Nanba, Toshiyuki Takezawa</td>
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<td>Joseph Mangreiter - Tirol Tourist Board Alex Reyner - PATA</td>
<td>Project Visitas - a mobile guide built on Open Source Software</td>
<td>Why Mobile Technology</td>
<td>Impact of Perceived Benefits of Social Media Networks on Web Quality and E-satisfaction</td>
<td>Travel Preferences of Overseas Destinations by Mainland Chinese Online Users</td>
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<td>Moray Bowater - Helpful Holidays</td>
<td>Thomas Kost</td>
<td>Mobile Technology</td>
<td>Manuela Pulvirenti, Timothy Jung</td>
<td>Crystal Sp, Catherine Cheung, Rob Law, Norman Au</td>
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<td>Audun Pettersen - Innovation Norway</td>
<td>The Importance of mobile applications for the tourism industry</td>
<td>Mobile Technology</td>
<td>Credibility Assessment Model of Travel Information Sources: An Exploratory Study on Travel Blogs</td>
<td>Destination Marketing and Users’ Appraisal: Looking for the reasons why tourists like a destination</td>
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<td>18:30 – 19:30 IFITT AGM (IFITT members only) - Hall Innsbruck</td>
<td>Daniel Amersdorffer, Michael Dobmann</td>
<td>Mobile Technology</td>
<td>Wee-Kheng Tan, Yu-Chung Chang</td>
<td>Sara Fedele, Silvia De Ascaniis, Lorenzo Cantoni</td>
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<td>20:30 – 22:30 Welcome Reception @ ORANGERIE - CONGRESS INNSBRUCK</td>
<td>22:30 – late Socialising suggestion: STIFTSKELLER <a href="http://www.stiftskeller.eu">www.stiftskeller.eu</a> Stiftgasse 1 6020 Innsbruck T: +43(0) 512 570 706</td>
<td>Mobile Technology</td>
<td>Destination Marketing and Users’ Appraisal: Looking for the reasons why tourists like a destination</td>
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</tr>
</tbody>
</table>
Thursday 27th January -  please note the Austrian eTourism Day - page 22

08:00 – 17:00
Exhibition and Conference Registration at Congress Innsbruck
Hall Innsbruck

09:00 – 10:30
KEYNOTES SESSION

- eTourism in the cruise industry. The MSC experience
  Antonio Negrini – Corporate Web Marketing Manager at MSC Cruises

- Tourists and their trips in a period of individual, socio-economic and technological changes. The TripAdvisor perspective
  Martin Verdon-Roe – Sales Director, Europe at TripAdvisor

Moderator: Hannes Werthner

10:30 – 11:00
Coffee
Hall Brussels Hall Grenoble Hall Freiburg Hall New Orleans Hall Igls

11:00 – 12:30
DESTINATIONS FOCUS

- DEVELOPMENTS IN DESTINATION MANAGEMENT FROM EUROPE’S NATIONAL TOURISM ORGANISATIONS
  Moderator: Andrew Daines, VisitBritain
  Introduction: the e-marketing initiatives of NT0s across Europe
  Andrew Daines - VisitBritain
  Innovation Norway, The social media marketing of Norway as a destination
  Hans Petter Aasmo - VisitNorway.com
  Development of Polish Tourist Information System
  Krasztof Niedziialek - Polish Tourism Organisation
  Dealing with online marketing challenges: Slovenia Tourist Board case
  Tinkara Pavlovčič Kaplanovčič - Slovenia Tourist Board
  Mobile approach in 2011
  Tomas Vanderplaetse - Tourism Flanders

- INDUSTRY AND INNOVATION FOCUS
  INDUSTRY CASES
  Moderator: Alex Reyner, PATA
  The City Trip Planner
  Wouter Souffriau, Joris Vertommen, Gerry Schuurmans, Pieter Vansteenwegen
  Spatial Services for Regional Tourism Development
  Fred McGarry
  Computer Assisted Webnography
  Carsten Gottschalk, Eric Horster
  Ticinoinfo III: how to merge different types of data (raw, multimedia, editorial) according to each and every specific marketing need
  Luca Preto, Patrick Lardi, Davide Guzzetti

R10 RESEARCH FOCUS FULL PAPERS
RECOMMENDER SYSTEMS I
Moderator: Francesco Ricci
Image-based Travel Recommender System for small tourist destinations
Maria Teresa Linaza, Amalia Agirre-golkea, Ander Garcia, Jose Ignacio Torres, Kepa Aranbur
Recommender systems for dynamic packaging of tourism services
Michael Schumacher, Jean-Pierre Rey
CT-Planner2: More Flexible and Interactive Assistance for Day Tour Planning
Yohei Kurata

R11 RESEARCH FOCUS FULL PAPERS
LOCATION-BASED TECHNOLOGY AND TRENDS
Moderator: Alessandro Inversini
An analysis of research on tourism information technology: The case of ENTER proceedings
Wei Liu, Lina Zhong, Crystal Ip, Daniel Leung
The Influence of Technology on Geographic Cognition and Tourism Experience
Iis Tussyadiah, Florian Zach

R12 RESEARCH FOCUS FULL PAPERS
KNOWLEDGE-BASED SYSTEMS AND TECHNOLOGY SOLUTIONS
Moderator: Markus Zanker
Modelling e-Tourism Services and Bundles
James Scicluna, Nathalie Steinmetz
The knowledge destination – a customer information-based destination management information system
Wolfram Höpken, Matthias Fuchs, Dimitri Kell, Maria Lexhagen
TTR Tirol Tourism Research – A Knowledge Management Platform for the Tourism Industry
Anita Zehrer, Birgit Frischhut

12:30 – 14:00
Lunch
Thursday 27th January

Hall Innsbruck

14:00 – 16:00

**R13 BEST RESEARCH PAPERS**

A CROSS-CONFERENCE PRESENTATION OF 3 SHORTLISTED ENTER2011 BEST RESEARCH PAPERS AND JITT ARTICLE OF THE YEAR. AWARDS

Chairs: Rob Law and Dan Fesenmaier

- When tourists give their reasons on the web: The argumentative significance of tourism related UGC
  Silvia De Ascaniis, Sara Greco Morasso

- Comparing Online Destination Image with Conventional Image Measurement – The Case of Tallinn
  Astrid Dickinger, Clemens Költringer, Wolfgang Körbitz

- Personality and Tourists’ Internet Behaviour
  Dev Jani, Jun-Ho Jang, Yeong-Hyeon Hwang

- Best JITT Article of the Year - Improving recommendation effectiveness: Adapting a dialogue strategy in online travel planning
  Tariq Mahmood, Francesco Ricci, Adriano Venturini

16:00 – 16:30 Coffee

Hall Brussels Hall Grenoble

16:30 – 18:00

**DESTINATIONS FOCUS**

THE MOBILE DMO
Moderator: Olaf Nitz, Austrian National Tourist Office

Mobile strategy for DMOs and the ANTO experience
Olaf Nitz - Austrian National Tourist Office

Visit Dublin - Official Mobile Guide
Paul Hennessy - Geo Guides

iConcierge iPad
Max Blumschein - Grüner Baum Hotel in Bad Gastein

**INDUSTRY AND INNOVATION FOCUS**

SOCIAL MEDIA PERFORMANCE MEASUREMENT AND BUSINESS IMPACT

Social Media Performance Business Impact
Jim Hamill - Energise 2.0

Social Media Performance Measurement and monitoring
Alan Stevenson - Energise 2.0

Automated Analysis of Web Reputation in the Tourism Domain
Chiara Francalanci - Politecnico di Milano

19:00 – 23:00 ENTER2011 Conference Dinner @ congresspark igls (transportation will be organised from CONGRESS INNSBRUCK)

23:00 – late Socialising suggestion: DAS STADTCAFE
Universitätsstraße 1 A-6020 Innsbruck T: +43 (0) 512 90 88 00

Thursday 27th January

Hall Freiburg

14:00 – 16:00

**R14 RESEARCH FOCUS FULL PAPERS**

RECOMMENDER SYSTEMS II
Moderator: Francesco Ricci

SigTur/E-Destination: A System for the Management of Complex Tourist Regions
Joan Borràs, Joan de la Flor, Yolanda Pérez, Antonio Moreno, Aida Valls, David Isern, Alicia Orellana, Antonio Russo, Salvador Anton-Clavé

Smart City: A Rule-based Tourist Recommendation System
Ago Luberg, Tanel Tammet, Priit Järv

Exploiting Feedback from Users of innsbruck.mobile for Personalization
Markus Zanker, Wolfram Höpken, Matthias Fuchs

16:00 – 16:30 Coffee

16:30 – 18:00

**WEB 2.0 AND ONLINE MAGAZINES**

Moderator: Rodolfo Baggio

Trustworthiness of Travel 2.0 applications and their influence on tourist behaviour: an empirical investigation in Italy
Giacomo Del Chiappa

Dynamic Social Media in Online Travel Information Search: A Preliminary Analysis
Zheng Xiang

When a Magazine Goes Online: A Case Study in the Tourism Field
Giulio Lizzi, Lorenzo Cantoni, Alessandro Inversini

19:00 – 23:00 ENTER2011 Conference Dinner @ congresspark igls (transportation will be organised from CONGRESS INNSBRUCK)

23:00 – late Socialising suggestion: DAS STADTCAFE
Universitätsstraße 1 A-6020 Innsbruck T: +43 (0) 512 90 88 00

Hall New Orleans

14:00 – 16:00

**PERSONALITY, SOCIAL GRAPH AND SENSORY EXPERIENCE**

Moderator: Wolfram Höpken

Understanding the Statusphere and Blogosphere: An Analysis of Virtual Backpacker Spaces
Cody Morris Paris

An Analysis on Human Personality and Hotel Web Design: a Kohonen Network Approach
Rosanna Leung, Jia Rong, Gang Li, Rob Law

Traveler Enjoyment and Website Sensory Features
Phuong Phung, Dimitrios Buhalis
### Friday 28th January

**09:00 – 12:00**

**Conference Registration at Congress Innsbruck**

<table>
<thead>
<tr>
<th>Hall Grenoble</th>
<th>Hall Strassburg</th>
<th>Hall Freiburg</th>
<th>Hall New Igls</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>09:00 – 10:00</strong></td>
<td><strong>INDUSTRY AND INNOVATION FOCUS</strong></td>
<td><strong>DESTINATIONS FOCUS</strong></td>
<td><strong>R17 RESEARCH FOCUS SHORT PAPERS</strong></td>
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<td></td>
<td><strong>OPEN TRAVEL ALLIANCE (OTA) CHALLENGES AND OPPORTUNITIES FOR INTEROPERABILITY IN TOURISM</strong></td>
<td><strong>CONSUMER INSPIRATION THROUGH ICTS</strong></td>
<td><strong>SOCIAL MEDIA AND EWOM</strong></td>
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<td></td>
<td>Moderator: Valyn Perini, Open Travel</td>
<td>Moderators: Bethan Richards and Jon Munro, Cinch Marketing and Visit Wales</td>
<td>Moderator: Astrid Dickinger</td>
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<td>Why Open Standards are Critical for Travel and Tourism Distribution</td>
<td>Destination Marketing during the Vancouver 2010 Olympic and Paralympic Winter Games</td>
<td>The Importance of Stimulating Client Online Reviews</td>
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<td>Valyn Perini - OpenTravel Alliance</td>
<td>William Bakker - Tourism British Columbia</td>
<td>Jacques Bulchand-Gidumal, Santiago Melián-González, Beatriz González López-Valcárcel</td>
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<td>The Value of Standards Bodies in Travel and Tourism - Participation and Production</td>
<td>Inspiration: how to attract clients to our destination</td>
<td>A Classification of Presentation Forms of Travel and Tourism-Related Online Consumer Reviews</td>
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<td>Thibault de Castelbajac - Amadeus</td>
<td>Joantxo Llantada - Invat.tur</td>
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<td>The European exhibition portal euromuse.net - using HarmoNET for flexible data mediation</td>
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<td>m-Tourism 2.0: A Concept Where Mobile Tourism Meets Participatory Culture</td>
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<td>Thorsten Siegmann - Foundation Prussian Cultural Heritage</td>
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<td>Pedro Beça, Rui Raposo</td>
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<td>Harmonising data interchange in Tourism - open issues and challenges</td>
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<td>Wolfram Höpken - University of Applied Sciences Ravensburg-Weingarten</td>
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<td><strong>R18 RESEARCH FOCUS SHORT PAPERS</strong></td>
<td><strong>SOCIAL WEB, TRAVEL PLANNING AND ELECTRONIC JOURNALS</strong></td>
<td><strong>The Importance of the Social Web – Implications for the Tourism Industry and for Society</strong></td>
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<td><strong>AFFORDING INNOVATION IN A LIQUID eTOURISM ENVIRONMENT</strong></td>
<td><strong>The Unexploited Benefits of Travel Planning Functionalities: a Case Study of Automatic Qualitative Market Analysis</strong></td>
<td>Daniel Amersdorffer, Florian Bauschuba-ra, and Jens Oelricha</td>
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<td>Mari0 Balabanovic - Head of Innovation, Lastminute.com</td>
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<td><strong>Scientific Communication in Tourism: Standardization of Electronic Journals</strong></td>
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<td>Moderator: Rodolfo Baggio</td>
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**Friday 28th January**

### Hall Strasbourg

**DESTINATIONS FOCUS**

**ENAT - ACCESSIBLE TOURISM**

**Moderator:** Dimitrios Buhalis, Bournemouth University

- "eAccess+" Best Practice Accessible ICT Solutions for Tourism
  - Ivor Ambrose - European Network for Accessible Tourism, Belgium/Greece
- Accessibility Information in Destination Marketing: the Experience of VisitBritain and UK Destinations
  - Andrew Daines - Partnerships Manager for VisitBritain
- Web Accessibility for Competitive Advantage in the Tourism Sector
  - Spyros Michailidis - EWORKS S.A., Greece
- Realizing Accessible Tourism by Matching Stakeholders
  - Franz Pührermair - K2-1, Austria

### Hall Grenoble

**INDUSTRY AND INNOVATION FOCUS**

**INDUSTRY CASES**

**Moderator:** Alessandro Iversinis, Università della Svizzera Italiana

- eWOM and Pricing: How Mindness Hotel dynamically integrates online consumer reviews
  - Anton Meyer, Andreas Munzel, Bernd Reutemann
- Cross River State, Nigeria
  - Alvin Rosenbaum - Tourism Employment and Opportunity (TEMPD)
- e-Learning and social media in the hospitality industry
  - Allen W. Krom - ACD Learning Solutions

### Hall Freiburg

**R19 RESEARCH FOCUS FULL PAPERS**

**DESTINATION MANAGEMENT ORGANIZATIONS AND DESTINATION COUNSELING**

**Moderator:** Roberto Daniele

- Mobile hybrid networks for tourist service provision in small Destination Management Organizations
  - Ander Garcia, Maria Teresa Linaza, Josu Perez, Isabel Torre
- Mapping the Web Presences of Tourism Destinations: An Analysis of the European Countries
  - Luisa Mich, Nadzeya Kiyavitskaya

**Tourist Office Counselling Service**

**Moderator:** Lorenzo Cantoni

- Susanne Schmidt-Rauch, Michael Fux, Gerhard Schwabe

### Hall New Orleans

**R20 RESEARCH FOCUS SHORT PAPERS**

**TOURIST EXPERIENCE, BEHAVIOR AND PREFERENCE**

**Moderator:** Robert Govers

- Regional and Sub-Regional Tourist Mobility Measurement System (eGIStour)
  - Aurkene Alzua, Jon Kepa Gerrikagitia, Ibon Aranburu, Maria Peralta, Nagore Espinosa
- User Preferences in Tourist Itineraries Recommendation
  - Pierpaolo Di Bitonto, Francesco Di Tria, Maria Laterra, Teresa Roselli, Veronica Rossano, Filippo Tangorra

### Hall Iglis

**R21 RESEARCH FOCUS SHORT PAPERS**

**TECHNOLOGY ISSUES, E-SERVICE AND COMMUNITY-BASED TOURISM**

**Moderator:** Christian Maurer

- Determinants of Organizational Technology Adoption for Travel Firms: Prospects and Challenges
  - Andrew J. Spencer, Dimitrios Buhalis, Miguel Moital
- Enabling Co-creation of e-services through virtual worlds
  - Thomas Kohler, Robin Teigland, Elia Giovacchini
- Privacy Concerns in the Context of Location-Based Services for Tourism
  - Faiz Anuar, Ulrike Gretzel
- An Exploratory Study on Contributions of Information and Communication Technologies to the Development of eco-cultural Tourism in Central Kazakhstan
  - Guillaume Tiberghien, Vladimir Garkavenko

### Friday 28th January

**11:00 – 12:30 Lunch**

**Hall Innsbruck**

**14:00 – 14:45 ENTER 2011 FINAL SUMMARY**

**Moderator:** Lorenzo Cantoni

- Dimitrios Buhalis - IFITT President
- Rob Law - Research Track Chair
- Robert Gover - Destination Chair
- Rodolfo Baggio - Industry Chair
- Berendien Lubbe - PhD Workshop Chair

**14:45 – 15:00 CONFERENCE CLOSING AND ANNOUNCEMENTS**

**Dimitrios Buhalis - IFITT President**

- Lorenzo Cantoni - ENTER2011 Chair

**20:30 – late**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Organizer</th>
</tr>
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<tbody>
<tr>
<td>10:00 – 17:00</td>
<td>Conference Registration at Congress Innsbruck</td>
<td>Saal Strassburg</td>
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<tr>
<td>11:00 – 11:15</td>
<td>Begrüßung/Eröffnung</td>
<td>Saal Strassburg</td>
<td>Josef Margreiter, Christian Maurer</td>
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<tr>
<td>11:15 – 12:00</td>
<td>KEYNOTE</td>
<td>Saal Strassburg</td>
<td>Thomas Reisenzahn - ÖHV</td>
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<td>12:00 – 13:00</td>
<td>PANEL DISCUSSION</td>
<td>Saal Grenoble</td>
<td>Josef Margreiter, Thomas Reisenzahn, Rainer Gruber, Gregor Kadanka, Reinhard Lanner, Carmen Fender</td>
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<td>13:00 – 14:00</td>
<td>Mittagsessen</td>
<td>Saal Strassburg</td>
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<td>14:00 – 15:00</td>
<td>Mobile Travel-Guide richtige Content zum richtigen Zeitpunkt: Tripwolf</td>
<td>Saal Strassburg</td>
<td>Markus Lassnig - Salzburg Research</td>
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<td>15:00 – 16:00</td>
<td>Augmented Reality im Tourismus - Wikitude</td>
<td>Saal Strassburg</td>
<td>Philipp Breuss - Wikitude</td>
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<td>16:00 – 16:30</td>
<td>Kaffee-Pause</td>
<td>Saal Strassburg</td>
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<td>16:30 – 17:00</td>
<td>Usability</td>
<td>Saal Strassburg</td>
<td>Philipp Allerstorfer</td>
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<td>17:00 – 17:30</td>
<td>Barrierefreiheit – Anforderungen an moderne touristische Internetauftritte</td>
<td>Saal Strassburg</td>
<td>Franz Pühretmair - Kompetenznetzwerk IT zur Förderung der Integration von Menschen mit Behinderungen</td>
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<td>17:30 – 17:45</td>
<td>Schlussworte</td>
<td>Saal Strassburg</td>
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