XXI Century Tourism: Changes, Challenges and Opportunities
Over the past seven decades, tourism has experienced continuous expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Improved living conditions and technology innovations have been the key drivers of tourism development, transforming the sector from a pastime into a major global industry. From start-up to growth, the sector experienced its first shakeouts at the turn of this Millennium and might well be entering a phase of maturity soon. This implies a reassessment of what will drive sustainable growth in its mature phase, but also a critical discussion about tourism role in economies and societies. Tourism could establish itself as a role model for economic development, one that puts the conservation, preservation and protection of nature and culture at the heart of economic development. For global tourism to become such a driver of socio-economic change, accountability for its negative impacts must be taken.

Tourism and Hospitality’s Technological Ethical Challenge
This keynote discusses one of the paradoxes of contemporary tourism and hospitality enquiry. Namely, the sector’s position at the leading-edge of global technological transformations and challenges and the research field’s failure to lead the attendant intellectual, ethical and policy debates. Tourism and hospitality are at the heart of the fourth industrial revolution of artificial intelligence (AI) and automation. The sector is central to contemporary policy debates, including on: security and surveillance, mobility and (im)migration, urbanisation and smart cities, gender equity, climate crisis, sustainability and low carbon economies. Yet it is not us but lawyers and sociologists, and management, political, environmental, human and health and computer scientists who tend to lead public discussions on these issues. Focused on responsible robotics and AI ethics, my keynote will speculate on why this is the case. It will briefly discuss our sector’s role in shaping artificial intelligence (AI) and automation, before challenging our field to respond to its ethical issues and thereby undo this paradox.
150 Successful Machine Learning Models: 6 Lessons Learned at Booking.com

Booking.com is the world’s largest online travel agent. During the last years we have applied Machine Learning to improve the experience of our customers and our business. We conducted an analysis on about 150 successful customer facing applications of Machine Learning. In this talk I will describe our approach, the many challenges we found, and the lessons we learned while scaling up such a complex technology across our organization. Our main conclusion is that an iterative, hypothesis driven process, integrated with other disciplines was fundamental to build 150 successful products enabled by Machine Learning.

Modeling Tourism: Integrating Big Data and Thick Data to Transform Decision Making and Public Service

Increasing worldwide evidence on unsustainable tourism practices challenges tourism research methods as well as urban planning and destination management procedures. The seminar addresses methodological issues in the treatment of data of different nature and scope. Big data holds the potential to improving public decision-making processes, but they are not a solution. Having little utility if the data are “thin”—that is, they lack meaning for users or fail to capture issues that matter most, is one of the main concerns. By yielding insights into what citizens really care about and how they consume services, thick data can inform both the collection and analysis of big data. This seminar introduces the concept of “mixed analytics,” integrating big data and thick data to transform decision making and public services delivery.

Self-Driving Sex Cars? Inside the Research-Media Nexus

This presentation draws upon an analysis of Cohen & Hopkin’s (2019) article ‘Autonomous vehicles and the future of urban tourism’ to begin to look inside the black box of how the media may contort academic research. The presentation gives an overview of the original article before examining how it was distorted in the global media, and the implications of this for academics who seek to achieve non-academic impact through public dissemination. The discussion will take a hybrid format, based on a short traditional presentation followed by an interview style discussion, which will allow for PhD researchers to gain close insight into engaging with the media through their research.
CONFERENCE PROGRAMME

MONDAY, 6 JANUARY 2020
EXPEDIA GROUP × ENTER2020 Data Science Competition

09:00 – 19:30 AP Lab 1 EXPEDIA GROUP × ENTER2020 Data Science Competition Hackathon
12:30 – 17:00 23 AP 02 IFITT Strategic Board Meeting
Iis Tussyadiah, University of Surrey
18:30 – late Town Monday Social – at delegates’ expense
The March Hare Guildford, 2-4 South Hill, Guildford GU1 3SY

TUESDAY, 7 JANUARY 2020
EXPEDIA GROUP × ENTER2020 Data Science Competition
PhD Workshop

08:00 – 18:00 AP Foyer Registration
09:00 – 19:30 AP Lab 1 EXPEDIA GROUP × ENTER2020 Data Science Competition Hackathon
09:00 – 09:15 AP 1 PhD Workshop Official Welcome
Markus Schuckert, Jason Stienmetz, and Berta Ferrer-Rosell, PhD Workshop Chairs
Iis Tussyadiah, President, IFITT
Scott Cohen, University of Surrey
09:15 – 10:00 AP 1 Keynote Speech: Modeling tourism: integrating big data and thick data to transform decision making and public service
Speaker: Aurkene Alzua-Sorzabal, University of Deusto and University of Nebrija
TUESDAY, 7 JANUARY 2020
EXPEDIA GROUP X ENTER2020 Data Science Competition
PhD Workshop

10:00 – 11:15 AP 1

PhD Proposal Pitches

Birgul Aydin. Determination of Rejuvenation Strategies in Tourism Destinations in Scope of Destination Life Cycle Model: The Case of Kas

Abbie-Gayle Johnson. Relational Factors that Influence Multi-Stakeholder Engagement in Inter-organisational Collaboration: An Examination of Tourism Supplier Engagement in Smart Tourism

Anh Le. Factors Influencing the Successful National Destination Management System Implementation in Vietnam

Ikram Nur Muharam. Blockchain-based P2P Accommodation Services

Giancarlo Fedeli. Marketing Visitor Attractions in the Digital Age: A Study of the E-marketing Adoption in the Visitor Attraction Sector

André Luiz Vieira. Analysis of Inter-Relations between Sustainable Technology Adoption, Legitimacy and Reputation in the Market Based on Institutional Theory

Cristina Lupu. Spatial Patterns of Tourists’ Preferences Using TripAdvisor in Romanian Cities

11:15 – 11:45 AP Foyer

Networking Break

11:45 – 13:00 AP 1

PhD Proposal Pitches

Rafael Oliveira. Indicators for Sustainable Smart Heritage

Janika Raun Measuring Tourism Destinations with Tracking Data


Silvia Casellas. Transmedia Tourism: Analysis, Evaluation and Characterisation of Transmedia Experiences for the Design of New Tourist Spaces

Sergio Ibáñez-Sánchez. Analysing the Affective-cognitive Sides of Virtual and Augmented Reality in Tourism

Yi Xuan Ong. Social Media Influencers for Destination Marketing – Application of the Self-Congruity Theory on Generational and Cross-Cultural Comparison
**TUESDAY, 7 JANUARY 2020**

**EXPEDIA GROUP X ENTER2020 Data Science Competition**

**PhD Workshop**

<table>
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<tr>
<th>Time</th>
<th>Venue</th>
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<tbody>
<tr>
<td>11:45 – 13:00</td>
<td>AP 1</td>
<td><strong>PhD Proposal Pitches</strong> — continued</td>
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<tr>
<td></td>
<td></td>
<td>Judith Römhild-Raviart. <em>Cruising with a Conscience: Navigating Moral Identity and the Ethics of Sustainability in the Online Cruise Community</em></td>
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<td>Vivian C. Medina Hernandez. <em>Is There Life Beyond Airbnb? Dynamics of Peer to Peer Accommodation Platforms in Spain</em></td>
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<td>13:00 – 14:00</td>
<td>AP Foyer</td>
<td>Networking Lunch</td>
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<td>Sponsored by University of Surrey and Royal Geographical Society</td>
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<tr>
<td>14:00 – 15:00</td>
<td>AP 1</td>
<td><strong>PhD Proposal Clinic: Smart Destination Management</strong></td>
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<td>Mentor: Ulrike Gretzel</td>
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<td>PhD: Birgul Aydin, Abbie-Gayle Johnson, Anh Le</td>
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<td>14:00 – 15:00</td>
<td>AP 2</td>
<td><strong>PhD Proposal Clinic: Technology Adoption</strong></td>
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<td>Mentor: Juan P. Mellinas, Florian Zach</td>
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<td>PhD: Ikram Nur Muharam, Giancarlo Fedeli, André Luiz Vieira</td>
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<td>14:00 – 15:00</td>
<td>23 AP 02</td>
<td><strong>PhD Proposal Clinic: Destination Metrics</strong></td>
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<td>Mentor: Claudia Brözel, Aurkene Alzua-Sorzabal</td>
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<td>PhD: Cristina Lupu, Rafael Oliveira, Janika Raun</td>
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<td>14:00 – 15:00</td>
<td>25 AP 02</td>
<td><strong>PhD Proposal Clinic: Digital Experience</strong></td>
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<td>Mentor: Juho Pesonen, Xavier Font</td>
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<td>PhD: Ida Marie Visbech Andersen, Silvia Casellas, Sergio Ibáñez-Sánchez</td>
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<td>14:00 – 15:00</td>
<td>28 AP 02</td>
<td><strong>PhD Proposal Clinic: Current Issues</strong></td>
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<td>Mentor: Anyu Liu, Julia Neidhardt</td>
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<td>PhD: Yi Xuan Ong, Judith Römhild-Raviart, Vivian C. Medina-Hernández</td>
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<td>15:00 – 15:45</td>
<td>AP 1</td>
<td><strong>Workshop: Publishing in Scientific Journals</strong></td>
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<td>Rob Law, The Hong Kong Polytechnic University</td>
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<td>Lawrence Fong, University of Macau</td>
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<td>15:00 – 15:45</td>
<td>AP 2</td>
<td><strong>Workshop: Reviewing for Scientific Journals</strong></td>
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<td>Pierre Benckendorff, The University of Queensland</td>
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<td>Markus Schuckert, The Hong Kong Polytechnic University</td>
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<td>15:00 – 15:45</td>
<td>28 AP 02</td>
<td><strong>Workshop: Fostering Industry Relationships</strong></td>
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<td>Cihan Cobanoglu, University of South Florida</td>
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<td>Xavier Font, University of Surrey</td>
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TUESDAY, 7 JANUARY 2020
EXPEDIA GROUP × ENTER2020 Data Science Competition
PhD Workshop

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tr>
<td>15:00 – 16:15</td>
<td>AP 02</td>
<td><strong>Beer Tasting: The Crafty Brewing Co.</strong>&lt;br&gt;Free; limited seats</td>
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<tr>
<td>15:45 – 16:15</td>
<td>AP Foyer</td>
<td><strong>Networking Break</strong></td>
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<tr>
<td>16:15 – 17:00</td>
<td>AP 1</td>
<td><strong>Keynote Speech: Self-driving sex cars? Inside the research-media nexus</strong>&lt;br&gt;Speaker: Scott Cohen, University of Surrey</td>
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<td>17:00 – 17:30</td>
<td>AP 1</td>
<td><strong>Masters’ Thesis Excellence Award</strong></td>
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<td>17:00 – 17:30</td>
<td>AP 1</td>
<td><strong>Best PhD Proposal Awards and Closing</strong>&lt;br&gt;Markus Schuckert, Jason Stienmetz, and Berta Ferrer-Rosell, PhD Workshop Chairs</td>
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<td>18:30 – Late</td>
<td>Town</td>
<td><strong>Tuesday Social – at delegates’ expense</strong>&lt;br&gt;The Rodboro Buildings – JD Wetherspoon, 1-10 Bridge St, Guildford GU1 4RY</td>
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**WEDNESDAY, 8 JANUARY 2020**

**ENTER2020 Day 1**

**EXPEDIA GROUP × ENTER2020 Data Science Competition**

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<th>Time</th>
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<th>Event</th>
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<tr>
<td>08:00 – 18:00</td>
<td>AP Foyer</td>
<td><strong>Registration</strong></td>
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<tr>
<td>09:00 – 09:20</td>
<td>AP 3</td>
<td><strong>Official Welcome and Conference Opening</strong></td>
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<td>Iis Tussyadiah, President, IFITT</td>
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<td>Graham Miller, Executive Dean of FASS, University of Surrey</td>
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<td>Max Lu, President and Vice-Chancellor, University of Surrey</td>
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<td>09:20 – 09:30</td>
<td>AP 3</td>
<td><strong>EXPEDIA GROUP × ENTER2020 Data Science Competition</strong></td>
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<td>Adam Woznica, Expedia Group</td>
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<td>09:30 – 10:15</td>
<td>AP 3</td>
<td><strong>Keynote Speech: XXI Century Tourism: Changes, Challenges and Opportunities</strong></td>
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<td>Speaker: Valeria Croce, Eurail B.V.</td>
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<td>Moderator: Juho Pesonen, University of Eastern Finland</td>
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<td>10:15 – 11:00</td>
<td>AP 3</td>
<td><strong>Keynote Speech: Tourism and Hospitality’s Technological Ethical Challenge</strong></td>
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<td>Speaker: Annette Pritchard, Leeds Beckett University</td>
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<td>Moderator: Anyu Liu, University of Surrey</td>
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<td>11:00 – 11:30</td>
<td>AP Foyer</td>
<td><strong>Networking Break</strong></td>
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<td>11:30 – 13:00</td>
<td>AP 3</td>
<td><strong>EXPEDIA GROUP × ENTER2020 Data Science Competition</strong></td>
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<td></td>
<td></td>
<td>Judges: Adam Woznica (Expedia Group), Jan Krasnodebski (Expedia Group), Julia Neidhardt (TU Vienna), Irem Önder (UMass Amherst), Adrian Hilton (University of Surrey)</td>
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<td>11:30 – 13:00</td>
<td>AP 1</td>
<td><strong>Industry Track: Technology and Sustainability</strong></td>
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<td><strong>Moderator:</strong> Dejan Križaj and Steve Hood</td>
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<td>✰ Dejan Križaj (University of Primorska) and Primož Šporar (Innovative Services for Society Ltd). <strong>Impact Tourism and Technology</strong></td>
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<td>✰ Colin Bidewell (Pathway Consulting Group Ltd). <strong>When CX and CSR converge through tourism tech innovation</strong></td>
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<td>✰ Mayte Garcia-Corcoles (HOSBEC). <strong>Big Data and Sustainability for the Tourism Industry</strong></td>
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</table>
11:30 – 13:00 AP 2 **Special Track: Innovation** (Research Notes)
Moderator: Florian Zach
- Florian Zach, Zheng Xiang, and Rodolfo Baggio. *Analysing Linkage between ICT and US State Tourism Websites*
- Emily Corrigan-Kavanagh, Caroline Scarles, and George Revill. *Augmenting Travel Guides for Enriching Travel Experiences*
- C.K. Bruce Wan, Kate Sangwon Lee, Daniel Leung, and Sangwon Park. *Using design thinking as an educational tool for conceptualizing future smart hotel guest experiences*
- Yang Lu, Athina Ioannou, lis Tussyadiah, and Shujun Li. *Segmenting travelers based on responses to nudging for information disclosure*

11:30 – 13:00 28 AP 02 **Special Track: Smart Tourism Cities**
Moderator: Chulmo Koo
Dimitrios Buhalis, Bournemouth University
Ulrike Gretzel, Netnografica/University of Southern California
Chulmo Koo, Kyung Hee University

11:30 – 13:00 80 MS 02 **Research Track: Hotels** (Full Papers)
Moderator: Juho Pesonen
- Peter O’Connor. *Brandjacking: The Effect of Google’s 2018 Keyword Bidding Policy Changes on Hotel Website Visibility*
- Chun Liu and Kam Hung. *Self-service Technology Preference during Hotel Service Delivery: A Comparison of Hoteliers and Customers*
- Erin Yirun Wang, Lawrence Hoc Nang Fong, and Rob Law. *Review Helpfulness: The Influences of Price Cues and Hotel Class*
WEDNESDAY, 8 JANUARY 2020
ENTER2020 Day 1
EXPEDIA GROUP × ENTER2020 Data Science Competition

11:30 – 13:00  81 MS 02  Research Track: Social Media (Full Papers)
Moderator: Jason Stienmetz
- Irem Önder, Bozana Zekan, and Nusret Araz. An Efficiency Assessment of DMOs’ Facebook Pages: A Benchmarking Study
- Naoki Shibata, Hiroto Shinoda, Hidetsugu Nanba, Aya Ishino, and Toshiyuki Takezawa. Classification and Visualization of Travel Blog Entries Based on Types of Tourism

11:30 – 13:00  72 MS 03  Research Track: Technology (Full Papers)
Moderator: Lorenzo Cantoni
- Osman El-Said and Toleen Al Tall. Studying the Factors Influencing Customers’ Intention to Use Self-service Kiosks in Fast Food Restaurants

13:00 – 14:00  AP Foyer  Networking Lunch
13:00 – 14:00  AP 1  JITT Editorial Board Meeting
Phil Xiang, Virginia Tech
14:00 – 15:30  AP 3  EXPEDIA GROUP × ENTER2020 Data Science Competition
Judges: Adam Woznica (Expedia Group), Jan Krasnodebski (Expedia Group), Julia Neidhardt (TU Vienna), Irem Önder (UMass Amherst), Adrian Hilton (University of Surrey)
WEDNESDAY, 8 JANUARY 2020
ENTER2020 Day 1
EXPEDIA GROUP X ENTER2020 Data Science Competition

14:00 – 15:30 AP 1  |  Research Track: Technology (Research Notes)
Moderator: Dimitrios Buhalis
- Aarni Tuomi, Iis Tussyadiah, and Jason Stienmetz. Service Robots and the Changing Roles of Employees in Restaurants: A Cross Cultural Study
- Iis Tussyadiah and Graham Miller. Imagining the Future of Travel: Technology and Sustainability Transitions
- Marion Joppe, Heting Bai, Jun Shao, and Shujin Shu. Planners’ Perception of Using Virtual Reality Technology in Tourism Planning
- Jialin Snow Wu, Chen Zheng, Shun Ye, and Rob Law. Love Too Deep or Hard to Leave? A Study of Mobile Application Loyalty

14:00 – 15:30 AP 2  |  Special Track: Innovation (Research Notes)
Moderator: Florian Zach
- Alessandra Marasco and Barbara Balbi. Designing accessible experiences for heritage visitors through virtual reality
- Daisy Fan and Anyu Liu. The Effects of Online and Face-to-face Experiential Value Co-creation on Tourists’ Wellbeing
- Pablo Pereira-Doel, Xavier Font, Kayleigh Wyles, and Jorge Pereira-Moliner. Showering smartly. A field experiment using water-saving technology to foster pro-environmental behavior among hotel guests
- Florian Zach, Dejan Krizaj and Ajda Pretnar. Topic modelling tourism literature on innovation and technology

14:00 – 15:30 81 MS 02  |  Research Track: Social Media (Full Papers)
Moderator: Pierre Benckendorff
- Corné Dijkmans, Peter Kerkhof, and Camiel Beukeboom. Adapting to an Emerging Social Media Landscape: The Rise of Informalization of Company Communication in Tourism
- Kwang-Ho Lee, Sangguk Kang, and Byeong Cheol Lee. The Dualistic Model of Passion for Online Travel Community Activities: The Role of Real-Me and Emotional Loneliness
- Mingming Cheng. Digital discrimination and Airbnb


15:30 – 16:00  AP Foyer  **Networking Break**

16:00 – 17:00  AP 3  **Panel: Technology for Resource Conservation**  Xavier Font, University of Surrey (Chair)  Thomas Munch-Laursen, Aguardio  Benedetta Cassinelli, Considerate Group  Mayte Garcia-Corcoles, HOSBEC

16:00 – 17:00  AP 1  **Panel: Technology for Inclusive Tourism**  Graham Miller, University of Surrey (Chair)  Alkis Tsikardonis, InterContinental Hotel Group (IHG)  Jan Krasnodebski, Expedia Group
Wednesday, 8 January 2020
ENTER2020 Day 1
EXPEDIA GROUP × ENTER2020 Data Science Competition

16:00 – 17:00 AP 2
Panel: ICTs for Preservation and Communication of World Heritage
Lorenzo Cantoni, Universita della Svizzera italiana (Chair)
Kelly Macquire, Ancient History Encyclopedia
Rafael Oliveira, Federal University of Minas Gerais

17:10 – 18:30 AP 3
IFITT AGM (IFITT Members Only)

19:30 – 22:00 Town
ENTER2020 Welcome Reception
Venue: Holy Trinity & St Mary’s Church, High Street, Guildford
Dress code: Business casual

Thursday, 9 January 2020
ENTER2020 Day 2
Smart UK Day

08:00 – 18:00 AP Foyer
Registration

09:00 – 09:30 AP 1
Smart UK Day Welcome Address
Nigel Morgan, University of Surrey
Caroline Scarles, University of Surrey
Chris Howard, Visit Surrey

09:30 – 10:30 AP 1
Smart UK Day Panel: Digital Experiences at Attractions
Caroline Scarles, University of Surrey (Chair)
Paul Pike, Intelligent Venue Solutions
Kate Bailey, Victoria & Albert Museum
Anna Lowe, Smartify
Tanja Nielsen, University of Southern Denmark

09:00 – 10:30 AP 2
Research Track: Destinations (Full Papers)
Moderator: Berta Ferrer-Rosell
- Meng-Mei Chen and Andreina Irene Ramon Scovino. Which Photo Themes Evoke Higher Intention to Visit Switzerland?
- Si Ru Li, Yi Xuan Ong, and Naoya Ito. Credibility in Question: Travel Information Adoption Among Chinese Consumers in Canada and Singapore
- Adriana Wacker and Aleksander Groth. Projected and Perceived Destination Image of Tyrol on Instagram
THURSDAY, 9 JANUARY 2020
ENTER2020 Day 2
Smart UK Day

09:00 – 10:30  28 AP 02  **Research Track: Technology** (Full Papers)
Moderator: Ulrike Gretzel
mination in Hotel Management
María Dolores Flecha-Barrio, Jesús Palomo, Cristina Figueroa Domecq, and Mónica Segovia-Perez. *Blockchain Implementation in Hotel Management*
Jean-Paul Calbimonte, Simon Martin, Davide Calvaresi, Nancy Zappelaz, and Alexandre Cotting. *Semantic Data Models for Hiking Trail Difficulty Assessment*

09:00 – 10:30  80 MS 02  **Research Track: Augmented Reality** (Full Papers)
Moderator: Claudia Brözel
Heidrun Föhn, Sonja Böckler, Fabio Baumgartner, René Bauer, and Ulrich Götz. *Enhancing Train Travel with Augmented Reality for Smartphones: The “Tales on Rails” Project*
Brigitte Stangl, Dandison C. Ukpabi, and Sangwon Park. *Augmented Reality Applications: The Impact of Usability and Emotional Perceptions on Tourists’ App Experiences*

09:00 – 10:30  81 MS 02  **Research Track: Social Media** (Research Notes)
Moderator: Irem Önder
Juan Pedro Mellinas. *Measuring the impact of Game of Thrones on tourism through online reviews*
Rosanna Leung and Elise Wong. *Will you pick me again? International Hotel Chains Brand Loyalty Reflection on User Reviews*
Juan Pedro Mellinas. *How language influence online ratings in the most iconic tourist spots*
Zhongyi Ma, Katerina Berezina, and Cihan Cobanoglu. *Predicting Chinese travelers’ intentions to use Airbnb*

THE DIGITAL VISITOR ECONOMY
We are dedicated to researching, endorsing, and advocating the power of information technology and digital media in the visitor economy. | surrey.ac.uk/shtm
THURSDAY, 9 JANUARY 2020
ENTER2020 Day 2
Smart UK Day

09:00 – 10:30  72 MS 03  **Research Track: Destinations** (Research Notes)
Moderator: Tracy Xu
- Kun Zhang, Qinghui Li, Hongyu Wang, and Dongzhi Chen. *Exploring the presence of tourists’ photos through algorithmic visual content analysis*
- Anneli Douglas, Pierre Mostert, and Liandi Slabbert. *Identifying the marketing channels that will attract Millennials to National Parks*
- Andre Luiz Soares, Luiz Mendes-Filho, and Ulrike Gretzel. *ICT practices and Isomorphism in Tourism: Insights from hotel managers in Natal, Brazil*

10:30 – 11:00  AP Foyer  **Networking Break**

11:00 – 12:00  AP 3  **Panel: Autonomous Mobility**
Rafiq Swash, AIDrivers
Alex Bainbridge, Autoura
Richard Bowden, University of Surrey
Moderator: Nikolas Thomopoulos

12:00 – 13:00  AP 3  **Panel: Intelligent Assistants**
Duncan Anderson, Humanise.AI
Michael Mrini, Edwardian Hotels London
Steve Worswick, Mitsuku (Pandorabot)
Maxim Khalilov, Unbabel
Moderator: Erin Ling

13:00 – 14:00  AP Foyer  **Networking Lunch**

13:00 – 14:00  AP 1  **IFITT Chapters Lunch**
Patience Tropo, Zambia Tourism Agency

14:00 – 15:20  AP 3  **Best Research Papers**
Moderators: Julia Neidhardt and Wolfgang Wörndl
- David Massimo and Francesco Ricci. *Next-POI Recommendations for the Smart Destination Era*
- Francisco Femenia-Serra and Ulrike Gretzel. *Influencer Marketing for Tourism Destinations: Lessons from a Mature Destination*
- Jasmin Hopf, Melina Scholl, Barbara Neuhofer, and Roman Egger. *Exploring the Impact of Multisensory VR on Travel Recommendation: A Presence Perspective*
THURSDAY, 9 JANUARY 2020
ENTER2020 Day 2
Smart UK Day

14:00 – 15:20 AP 1  Smart UK Day Panel: Digital Futures for Hospitality
Iis Tussyadiah, University of Surrey (Chair)
Barney Wragg, Karakuri
Chris Cowls, eProductive Ltd.
Aarni Tuomi, University of Surrey

15:30 – 16:30 AP 3  Panel: Privacy and Cyber Security
Shujun Li, University of Kent (Chair)
Darren Hampton, Carnival UK
Niklas Palaghias, Quadible

15:30 – 16:30 AP 1  Panel: Marketing Destinations in the Digital Age
Ulrike Gretzel, University of Southern California (Chair)
Husna Zainal Abidin, University of Surrey
Ian McCulloch, Silent Pool Distillers
Simon Jones, Digital Visitors

15:30 – 16:30 AP 2  Panel: Scholars and the Future of eTourism
Juho Pesonen, University of Eastern Finland (Chair)
Phil Xiang, Virginia Tech

16:30 – 17:00 AP Foyer  Networking Break

17:00 – 18:00 AP 1  Smart UK Day Panel: Future Trends and Challenges
Caroline Scarles, University of Surrey (Chair)
Robert Govers, International Place Branding Association
Mark Tanzer, ABTA
Rochelle Turner, World Travel & Tourism Council
Gordon Jackson, Surrey Hills AONB

17:00 – 18:30 AP 2  Research Track: Social Media (Research Notes)
Moderator: Cihan Cobanoglu
- Andrei Kirilenko and Svetlana Stepchenkova. Automated topic modeling of negative tourist reviews
- Yujia Chen, Iis Tussyadiah, and Anyu Liu. Will Guests Use Peer-to-Peer Accommodation Again after a Service Failure?
- Shihan Ma and Andrei Kirilenko. Automated identification of tourist activities in social media photographs: a comparative analysis using visual-based, textual-based and joint-based methods
- Lauren Siegel, Iis Tussyadiah, and Caroline Scarles. Does Social Media Help or Hurt Destinations? A Qualitative Case Study
THURSDAY, 9 JANUARY 2020
ENTER2020 Day 2
Smart UK Day

17:00 – 18:30  28 AP 02  Research Track: Destinations (Research Notes)
Moderator: Daisy Liu
- Wen Zhang, Jeongmi Kim, Hany Kim, and Daniel Fesenmaier. The Tourism Story Project: Developing the Behavioral Foundations for an AI Supporting Destination Story Design
- Katarzyna Minor, Sheena Carlisle, and Louise Dixey. Rethinking digital foci - what are the real digital needs of Welsh tourism organisations?
- Lyndon Nixon. An online image annotation service for destination image measurement
- Caroline Scarles, Naomi Klepacz, Suzanne van Even, Jean Yves Guillmaut, and Michael Humbracht. Bringing The Outdoors Indoors: Immersive Experiences of Recreation in Nature and Coastal Environments in Residential Care Homes

17:00 – 18:30  80 MS 02  Research Track: Technology (Research Notes)
Moderator: Amra Delic
- Yun Eui Lee, Sunny Sun, Rob Law, and Lina Zhong. Electronic distribution channels of airline ticket
- Katerina Volchek, Haiyan Song, Dimitrios Buhalis, and Rob Law. Exploring the Ways to Improve Personalisation: The Influence of Tourist Context on Service Perceptions
- Olena Ciftci, Eun-Kyong Choi, and Katerina Berezina. Customer Intention to Use Facial Recognition Technology at Quick-Service Restaurants
- Jakub Swacha and Agnieszka Miluniec. Museum Apps investigated: Availability, Content and Popularity

17:00 – 18:30  81 MS 02  Research Track: Social Media (Research Notes)
Moderator: Cody Morris Paris
- Seunghun Shin and Zheng Xiang. Social Media-Induced Tourism: A Conceptual Framework
- Danielle Barbe, Larissa Neuburger, and Lori Pennington-Gray. Follow Us on Instagram! Understanding the Driving Force behind Following Travel Accounts on Instagram
- Katja Anna stadlthanner, Luisa Andreu, and Xavier Font. Using social media to promote pro-sustainability behaviours: a quasi-experimental study on message framing
**ENTER2020**
The 27th Annual International eTourism Conference
University of Surrey, 8 – 10 January 2020

**THURSDAY, 9 JANUARY 2020**
ENTER2020 Day 2
Smart UK Day

18:00 – 19:00 AP 1
**Beer Tasting: The Crafty Brewing Co.** (Free, limited seats)

19:30 – 23:00 Town
**ENTER2020 Royal Gala Dinner and Awards Ceremony**
Venue: G Live, Guildford
Dress code: dress like a royal!

**FRIDAY, 10 JANUARY 2020**
ENTER2020 Day 3

08:00 – 14:00 AP Foyer
**Registration**

09:00 – 10:00 AP 3
**Special Track: Industry Challenge**
Moderator: Dejan Krizaj and Steve Hood
Milan Sajovic, HIT Alpinea (Slovenia). *Digital Challenge* (sponsored by Slovenian Tourism Board)
Salla-Mari Koistinen, Visit Ranua (Finland). *Ranua the Cloudberry destination – brought to you by the locals in an application*

10:00 – 10:40 23 AP 02
**Fluttr – Empowering hospitality SMEs to become energy efficient through a mobile app (1)**
Benedetta Cassinelli, Considerate Group

10:50 – 11:30 23 AP 02
**Fluttr – Empowering hospitality SMEs to become energy efficient through a mobile app (2)**
Benedetta Cassinelli, Considerate Group

10:00 – 11:30 AP 1
**Poster Presentation** – Late breaking results
☞ Sai Liang, Xiaoxia Zhang, and Hui Li. *How to make guest reviews more informative? A case study of Airbnb*
☞ Gizem Kayar, Tolga Sümer, Furkan Soytürk, Galip Erkin Doruk, and Cihan Çobanoğlu. *Explore Music Data to Enhance Customer Satisfaction*
☞ Ching-Hsu Huang. *Sustainable strategies of restaurant food surplus platform as a framework for responsible tourism in the sharing economy*

(List continues on the next page)
**Poster Presentation** – Late breaking results

- Janine Videva, Elena Marchiori, and Lorenzo Cantoni. *Assessing usability and user experience of immersive web VR platforms for tourism destinations*
- Hyerhim Kim, Iis Tussyadiah, and Leo Jago. *Framing effective cause-related marketing message online*
- Estrella Díaz Sánchez, Águeda Esteban Talaya, and Luisa Andreu. *Smart Tourism: Effects on Consumer Experience and Business Competitiveness*
- Cristina Figueroa-Domecq, Allan Williams, Anna de Jong, and Alessandra Alonso. *Technology is a woman’s best friend: Entrepreneurship and Management in Tourism*
- Chung-En Yu. *Emotional Contagion in Human-Robot Interaction*
- Yu Fai Chan, Rob Law, and Jing Ma. *Revisiting “Disintermediation” in Travel Product Distribution of Airline Industry in Mobile Technology Era*
- Sunyoung Hlee, Yerin Yhee, Namho Chung, and Chulmo Koo. *Service Innovation by Design Thinking Methods: A Case of Seoul Children’s Grand Park (SCGP)*
- Outi Kähkönen, Päivi Hanni-Vaara, and Petra Paloniemi. *Developing Destination Experience and Digital Marketing in Co-creation Process – Case Cooperation of Ranua Municipality and Lapland University of Applied Sciences*
- Martina Nannelli, Dimitrios Buhalis, Mariangela Franch, and Maria della Lucia. *Disruption of the market structure: how the entry of the new short-term rental players has affected the competitive advantage’s forces in the tourism and hospitality accommodation service*
- Junjiao Zhang, Tao Sun, and Naoya Ito. *Independent or Interdependent? Examining the Self-construal Theory in the Processing of Online Travel Reviews*
- Saadi Myftija and Linus W. Dietz. *CityRec – A Data-Driven Conversational Destination Recommender System*

**Networking Break**
### Keynote Speech: 150 Successful Machine Learning Models: 6 Lessons Learned at Booking.com
Speaker: Themis Mavridis, Booking.com
Moderator: Wolfgang Wörndl, TU Munich

### Panel: Travel and the Next Technology Frontiers: From Virtual to Space!
Adrian Hilton, University of Surrey
Jonathan Firth, D-Orbit
Yang Gao, University of Surrey
John Blincow, The Gateway Foundation
Moderator: Iis Tussyadiah

### Closing and Welcome to ENTER2021
IFITT President
Nankai University

### Networking Lunch

### IFITT-JITT Workshop (IFITT Board and JITT Editorial Board Only)
Phil Xiang, Virginia Tech
Hannes Werthner, TU Vienna
Iis Tussyadiah, University of Surrey

### STR Research and Analytics Roundtable (Open and Free)
Steve Hood, STR

### Wine Tasting with Greyfriars (£15 for five glasses)
FRIDAY WORKSHOPS

**Fluttr – Empowering Hospitality SMEs to Become Energy Efficient through a Mobile App**

The Considerate Group are developing an energy management app – Fluttr – designed to help hospitality SMEs reduce their energy consumption. This workshop will include a presentation on the history and development of the app, and how it fits in with the progress of the UK government towards achieving their climate goals. This will be followed by group discussion to allow participants to discuss potential challenges with the app and how it could be improved.

Friday, 10 January 2020, 10:00 – 11:30, 23 AP 02. Note that the workshop (approximately 40 minutes in length) will be run twice within the timeframe.

**IFITT-JITT Joint Workshop: The Future of eTourism Research**

The workshop will set an agenda for the future of eTourism research with discussions around emerging topics and innovative technologies as well as pathways to future proof the travel and tourism industry by leveraging the use of ICTs.

Friday, 10 January 2020, 15:00 – 18:00, 23 AP 02. IFITT Board and JITT Editorial Board Members Only.

**STR Research and Analytics Roundtable**

There will be a review of the various types of hotel and tourism related data that is available for free for academic research. A wide range of different examples of H&T research will be demonstrated. Professors who have previously utilized this data will share regarding their own experiences. There will be time to brainstorm on research opportunities for the future. Collaboration possibilities will be discussed. Third party data needs and options will be reviewed, including examples of correlating survey results. There will be time for questions and answers related to specific projects and we can talk about personalized research needs. Participants are welcome to mention ideas and needs prior to the event, so that sample data can be generated ahead of time. There will also be time to review analytic related resources that are available for the classroom, including student projects, training programs and student certifications.

Friday, 10 January 2020, 15:00 – 17:00, AP 2. Open and Free for ENTER2020 Participants.
**BEER & WINE TASTINGS**

**Beer Tasting**
Free, Limited Seats

Tuesday, 7 January 2020, 15:00 – 16:15, 23 AP 02
Thursday, 9 January 2020, 18:00 – 19:00, AP 1

**Wine Tasting**
£15 (at the door) for five glasses

Friday, 10 January 2020, 15:00 – 16:30, 23 AP 02

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**SOCIAL PROGRAMMES**

**MONDAY SOCIAL**
The March Hare

**TUESDAY SOCIAL**
The Rodboro Buildings – JD Wetherspoon

↑ for direction ↑  
↑ for direction ↑
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