eTourism: Transforming Mobility
Lugano—Switzerland
3–6 February 2015
USI—Università della Svizzera italiana
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LUGANO MAP
WELCOME TO ENTER2015 @LUGANO

ENTER2015 theme is "eTourism: Transforming Mobility". This annual conference by IFITT brings together the research community with industry and destination representatives and it is organized in three streams, namely: industry, destinations and research tracks. Among these, the conference features world-class keynote speakers offering the audience the opportunity of interacting with colleagues from IBM, Harvard University, SAS, United Nations University, Qooco, and MOPA, sharing knowledge and experiences related to the following areas:

- E-Marketing and Social Media Strategies
- Big Data, Measurement and Analytics
- Mobile Services and Wearable Technologies
- Gaming, Gamification and Augmented Reality
- Location-based Services and Context-Aware Systems
- Internet-of-Things and Smart Destinations
- Advanced Distribution Systems and Strategies
- Travel Information Search and Retrieval
- Social Networking, Social Media and Social Inspiration
- ICT and Tourism Experience
- ICT Adoption, Use, and Value Creation
- E-strategy and e-Business models
- ICT-enabled Partnership and Collaboration
- ICT for Innovation and Service Design
- E-Learning and Distributed Learning
- ICT for Regional Development and Sustainability
- Website Design and Evaluation
- Legal and Social Aspects of ICT, including Issues concerning Digital Divide, Privacy and Internet Security

Moreover, for this 22nd birthday of ENTER we count with remarkable know-how coming from Vienna, Barcelona, Lebanon, South Africa, Portugal, Bilbao, Kenya, Italy… to name but a few, and from innovative companies/organizations such as eDreams, ReviewPro, Feefo, NetComm Suisse, Ve Interactive, Yonderbound, and many more. And all of this happens in the beautiful Lugano. ENTER2015 hosts also a dedicated “SWISS eTourism Day”, which showcases all that is exciting and innovative in the area of Tourism and IT in Switzerland.

ENTER2015 – ORGANISING COMMITTEE

OVERALL CHAIR:
Aurkene Alzua, CICtourGUNE, Spain

RESEARCH TRACK CHAIRS:
Iis Tussyadiah, Washington State University, USA
Alessandro Inversini, Bournemouth University, United Kingdom

INDUSTRY TRACK CHAIRS:
Bruce Martin, GingerJuice, United Kingdom
Dimitris Serifis, Nelios.com, Greece

DESTINATION TRACK CHAIR:
Nagore Espinosa, CICtourGUNE, Spain

SWISS DAY CHAIRS:
Elena Marchiori, Università della Svizzera italiana, Switzerland
Miriam Scaglione, HES-SO Valais-Wallis, Switzerland
Roland Schegg, HES-SO Valais-Wallis, Switzerland

PHD WORKSHOP CHAIRS:
Matthias Fuchs, Mid-Sweden University, Sweden
Wolfram Hoepken, University of Applied Sciences Ravensburg-Weingarten, Germany
Anastassia Mariussen, Oslo School of Management, Norway
Phil Xiang, Virginia Tech, USA

EVENT PROJECT MANAGER:
Nagore Espinosa, CICtourGUNE, Spain

LOCAL ORGANIZING COMMITTEE:
Luca Grassi, City of Lugano, Switzerland
(+41-58-866 6636), info@enter2015.org

IFITT

IFITT PRESIDENT:
Lorenzo Cantoni, Università della Svizzera italiana, Switzerland

IFITT GENERAL SECRETARY:
Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland

IFITT JUNIOR COMMUNICATION OFFICER:
Arwin Ehteshamnia, Università della Svizzera italiana, Switzerland
USI UNIVERSITÀ DELLA SVIZZERA ITALIANA
USI is Switzerland’s most international university. It is distinctive in the Swiss university system because of the originality of its degree curricula and areas of research. Its relatively contained size and numbers assure direct interaction between the members of the academic community. The result is a collegiate, dynamic, and multicultural atmosphere, a powerful magnet for motivated students and talented researchers. Further information can be found at www.usi.ch

REGISTRATION
The registration desk will be located as follows:
• Tue, 3 Feb: 08:15 – 11:00 > A11 (Red Building)
• Wed, 4 Feb: 08:00 – 12:00 > Aula Magna Hall from 12:00 – 18:00 > Main Building Hall
• Thu, 5 Feb: 08:00 – 18:30 > Main Building Hall
• Fri, 6 Feb: 08:00 – 17:00 > Main Building Hall

NAME BADGES
All registered participants and exhibitors receive a name badge together with their registration documents. Please make sure to wear your badge at all times while attending the conference and social events

COFFEE BREAKS & REFRESHMENTS
A buffet lunch, tea and coffee will be served during the official breaks as indicated in the programme

INTERNET ACCESS
Wireless Internet access is freely available throughout the conference venue. The wifi profile is ENTER2015 and the password is Lugano2015

NO-SMOKING POLICY
All the venues used during the course of ENTER2015 are nonsmoking areas

OFFICIAL CONFERENCE LANGUAGE
The official language of the ENTER2015 Conference is English. No simultaneous interpretation facilities will be provided during the conference

TRANSPORTATION LUGANO
The town centre of Lugano is traffic free and everything is at walking distance. Nevertheless, Lugano has a good public transport system consisting of bus service. Most buses operate until midnight. Tickets can be purchased at the bus stop (drivers don’t sell tickets). More information can be found on www.tplsa.ch

PARKING
Toll parking is available in the basement of USI area. The main access is located on the side of the river (east side)

CURRENCY
The official currency in Lugano is Swiss Franc (CHF). Major credit cards as well as Euros (€) are accepted in many hotels, shops and restaurants. ATMs are available throughout the city, as well as in the First Floor of the Main Building at USI

CONFERENCE ACTIVITIES LOCATIONS
Inside the USI Campus, the diverse activities will be performed in the following buildings:

MAIN BUILDING
• Welcome Desk: Hall (2nd Floor)
• Lunches: Canteen (2nd Floor)
• Keynotes plenary sessions, Posters presentation: Auditorium (3rd Floor)

RED BUILDING
• Coffee breaks, Exhibitions: A11 (1st Floor)
• Research, Industry and Destination Focuses: from A21 to A34 (2nd and 3rd Floor)

AULA MAGNA
• Feb 4th Registration Desk: Hall
• Welcome and Conference Opening; Swiss Day Plenary Session: Aula Magna Room

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SOCIAL PROGRAMME

19.30 MONDAY 2ND FEBRUARY
Join us for a drink and a bite to eat at Ristorante Argentino, Piazza Riforma (Lugano’s main Square). Tel: +41 91 922 90 49 [at delegate’s expense]

19.30 TUESDAY 3RD FEBRUARY
Following the PhD Workshop, we suggest an informal dinner at Pizzeria Tango, Piazza Riforma (Lugano’s main Square). Tel: +41 91 922 27 01 [at delegate’s expense]

19.30 WEDNESDAY 4TH FEBRUARY – WELCOME RECEPTION @ IL CIANI, VIALE CATTANEO 5
In Lugano city centre, “il Ciani” is a historical building dating back to the 19th century. It is included in a property of 4000 square metres surrounded by century old trees. The structure, originally a nursery for needy children and orphans is nowadays absolutely ideal for exclusive events, thanks to a glass pyramid and a metal skylight, typical decorative archways of the time, as well as the extraordinary parquet floor.

The evening continues at New Orleans Club (Piazza Indipendenza 1). Welcome shot free and happy hour 3+1, exclusively for delegates showing the Conference badge. Alternatively, relax, good drinks and ethnic cuisine can also be found at ETNIEC, just behind the New Orleans Club (inside the Quartiere Maghetti) [both at delegate’s expense]

19.30 THURSDAY 5TH FEBRUARY – GALA DINNER @ PALAZZO DEI CONGRESSI (CONGRESS HALL), PIAZZA CASTELLO ROOM B.
The Congress Hall is located in Lugano’s city centre, both close to the city’s financial and recreational infrastructures but also overlooking the lovely Ciani Park and the lakeshore. The structure is just a few minutes on foot from several hotels, shops and other entertainments. An evening of traditional Italian-Swiss cuisine, cheered by the music of a typical Tessin trio.

For those who want to be late in the evening, we suggest to get to SEVEN Lugano – The Lounge (inside the CASINO, Piazza Indipendenza).

Seven Lugano lounge is situated on the ground floor, is the embodiment of a culture of fine living. The bar, the design furnishing, and the deejay infuse the atmosphere with laid back, chill out vibes. Enjoy a selection of cocktails, beers, and an ample selection of wines. A worldwide array of cigars can be enjoyed on the first floor. [at delegate’s expense]

20.30 FRIDAY 6TH FEBRUARY
The suggested restaurant for the Friday night is Ristorante Commercio, famous for its typical swiss food like cheese fondue. Via Ludovico Ariosto 4. Tel: +41 91 923 43 64 (www.ristorantecommercio.ch)
## TUESDAY – FEBRUARY 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:15–09:00</td>
<td><strong>REGISTRATION</strong> &gt; A11</td>
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<tr>
<td>09:00–09:15</td>
<td><strong>WELCOME AND OPENING REMARKS</strong> &gt; A21</td>
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<td></td>
<td><strong>IFITT PRESIDENT MESSAGE:</strong> Lorenzo Cantoni (Università della Svizzera italiana)</td>
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<tr>
<td>09:15–09:45</td>
<td><strong>PHD WORKSHOP CHAIRS:</strong> Matthias Fuchs (Mid-Sweden University), Wolfram Höpken (University of Applied Science Weingarten), Phil Zheng Xiang (Virginia Tech), Anastasia Mariussen (Oslo School of Management)</td>
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<tr>
<td>09:45–10:30</td>
<td><strong>RESEARCH PROPOSAL PRESENTATIONS</strong> &gt; A23</td>
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<td></td>
<td>_ Daniel Leung: Perceived Usefulness of Online Hotel Reviews: Influence of Review Content and Review Source</td>
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<tr>
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<td>_ Kim Boes: Conceptualising Smartness in Tourism Destinations</td>
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<tr>
<td>10:30–11:00</td>
<td><strong>COFFEE</strong> &gt; A11</td>
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<tr>
<td>11:00–12:30</td>
<td><strong>RESEARCH PROPOSAL PRESENTATIONS</strong> &gt; A23</td>
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<td></td>
<td>_ Niels Frederik Lund: The mediation of tourism experiences through storytelling in social media: How DMOs can utilise consumer storytelling in their brand narratives</td>
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<td>_ Laurel Horton-Tognazzini: Re-conceptualising MOOC Success</td>
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<td>_ Asta Adukaitė: Technology enhanced learning in tourism. Teachers’ and students’ perspectives in South Africa</td>
</tr>
<tr>
<td>12:30–13:00</td>
<td><strong>KEYNOTE Dimitrios Buhalis</strong> (Bournemouth University): Research trends in e-tourism and tips to finalize a PhD thesis &gt; A21</td>
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<tr>
<td>13:00–14:00</td>
<td><strong>LUNCH BREAK</strong> &gt; CANTEEN</td>
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<tr>
<td>14:00–15:30</td>
<td><strong>POSTER DISCUSSIONS</strong></td>
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<tr>
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<td>_ Daniel Leung: Perceived Usefulness of Online Hotel Reviews: Influence of Review Content and Review Source</td>
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<tr>
<td>15:30–16:00</td>
<td><strong>KEYNOTE Rodolfo Baggio</strong> (Bocconi University): Research highlights and outlooks of network science in e-tourism &gt; A21</td>
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<tr>
<td>16:00–16:30</td>
<td><strong>COFFEE</strong> &gt; A11</td>
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<tr>
<td>16:30–17:00</td>
<td><strong>PRESENTATION - THESIS EXCELLENCE AWARD WINNER</strong></td>
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<td>17:00–17:20</td>
<td><strong>PRESENTATION - ICT4D AWARD WINNERS</strong></td>
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<td></td>
<td>_ Siew Wei Gan: The role of personal values in information search strategies for community based tourism (ICT4D award winner)</td>
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<tr>
<td>17:20–17:45</td>
<td><strong>AWARDS CEREMONY</strong></td>
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<td>17:45–18:00</td>
<td><strong>DOCTORAL SUMMER SCHOOL 2015</strong></td>
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<tr>
<td>18:00–19:30</td>
<td><strong>CLOSING REMARKS</strong></td>
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<tr>
<td>19:30–LATE</td>
<td><strong>INFORMAL GET TOGETHER</strong>                                           &gt; PIZZERIA TANGO (PIAZZA RIFORMA)</td>
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</tbody>
</table>

> For room numbers and locations, please refer to pages 4 and 5
### CONFERENCE PROGRAMME

#### WEDNESDAY – FEBRUARY 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00–08:45</td>
<td>EXHIBITION AND CONFERENCE REGISTRATION</td>
<td>AULA MAGNA HALL</td>
</tr>
<tr>
<td>08:45–09:15</td>
<td>OFFICIAL WELCOME AND CONFERENCE OPENING</td>
<td>AULA MAGNA</td>
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<tr>
<td></td>
<td><strong>Lorenzo Cantoni</strong>, IFITT President, Welcome to ENTER 2015</td>
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<td></td>
<td><strong>Aurkene Alzua</strong>, ENTER 2015 Chair, Welcome and Team Presentation</td>
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<td><strong>Piero Martinoli</strong>, President, Università della Svizzera italiana, Welcome to ENTER 2015</td>
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<td><strong>Miriam Scaglione</strong>, Swiss Day Chair, Welcome to Swiss Day</td>
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<td><strong>Luca Grassi</strong>, Conference Host, Welcome and Administration</td>
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<tr>
<td>09:15–10:45</td>
<td>KEYNOTES ENTER 2015 jointly with SWISS TOURISM DAY</td>
<td>AULA MAGNA</td>
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<td></td>
<td><strong>Victor Schlegel</strong>, Swisscom, Head of Business Intelligence / BigData Services:</td>
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<tr>
<td></td>
<td>THE MOBILE REVOLUTION IN TOURISM: WHAT ARE AND WILL BE THE FACTORS OF SUCCESS?</td>
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<td></td>
<td><strong>Kelly McGuire</strong>, SAS Institute, Inc. HOTEL PRICING IN A SOCIAL WORLD: HOW PRICE, USER GENERATED CONTENT AND LOYALTY IMPACT BUYING BEHAVIOR</td>
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<tr>
<td></td>
<td><strong>MODERATOR: Eduardo Santander</strong>, European Travel Commission (ETC), Belgium</td>
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</tr>
<tr>
<td>10:45–11:15</td>
<td>COFFEE BREAK</td>
<td>AULA MAGNA HALL</td>
</tr>
<tr>
<td>11:15–12:15</td>
<td>DESTINATION FOCUS, INDUSTRY FOCUS, RESEARCH FOCUS, RESEARCH FOCUS, RESEARCH FOCUS</td>
<td>A31, A21, A23, A24, A22</td>
</tr>
<tr>
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<td><strong>MODERATOR: Jon Kepa Gernika Gorria</strong>, CICtourGUNE, Spain</td>
<td>AULA MAGNA</td>
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<td><strong>MODERATOR: Bruce Martin</strong>, Ginger Juice, UK</td>
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<td><strong>MODERATOR: Valeria Minghetti</strong></td>
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<td><strong>MODERATOR: Yulan Yuan</strong></td>
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<td><strong>MODERATOR: Iis Tusssydinah</strong></td>
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<tr>
<td>12:15–13:00</td>
<td>KEYNOTE</td>
<td>AUDITORIUM</td>
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<td><strong>Juan Antonio Zufiria</strong>, General Manager of Global Technology Services, IBM Europe:</td>
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<td></td>
<td>TOWARDS A NEW ERA OF INNOVATION AND ENGAGEMENT</td>
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<td><strong>MODERATOR: Aurkene Alzua</strong>, CICtourGUNE, Spain</td>
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</tr>
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</table>
| 13:00 – 14:00 | LUNCH > CANTEEN  
PHD POSTER PRESENTATION > AUDITORIUM                                                          | Canteen                                       | Room 150 (Main Building)           |
| 14:00 – 15:00 | PANEL DISCUSSION > AUDITORIUM  
SWISS ETOURISM DAY – PANEL DISCUSSION > AULA MAGNA                                           | Canteen                                       | Aula Magna                        |
|               | 14:00–15:00  
WORKING LUNCH FOR INFORMATION, TECHNOLOGY AND TOURISM JOURNAL BOARD > ROOM 150 (MAIN BUILDING)  
BEST PRACTICES IN E-MARKETING  
SWISS ETOURISM DAY – PANEL DISCUSSION > AULA MAGNA  
MODERATOR: Miriam Scaglione, HES-SO Valais, Switzerland | Main Building                                | Room 150 (Main Building)              |
| 15:00 – 16:00 | INDUSTRY FOCUS ROUND TABLE > A21  
RESEARCH FOCUS > A22  
RESEARCH FOCUS > A23  
RESEARCH FOCUS > A24  
SWISS ETOURISM DAY WORKSHOPS                                                                 | Main Building                                | A21, A22, A23, A24                  |
|               | WHEN E-COMMERCE MEETS TOURISM:  
THE NEWS FRONTIERS OF E-TOURISM IN THE SWISS AND INTERNATIONAL MARKET  
MODERATOR: Carlo Terreni, Member of Board and Co-founder NetComm Suisse Association, Swiss e-commerce Association | Main Building                                | A21, A22, A23, A24                  |
|               | E-TOURISM  
NEAR FIELD COMMUNICATION  
WEBSITE ANALYTICS  
WORKSHOP 1: EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (I)  
> A31  
WORKSHOP 2: EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (II)  
> A32  
WORKSHOP 3: EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (III)  
> A33  
MODERATOR: Jamie Murphy  
MODERATOR: Chulmo Koo  
MODERATOR: Mu (Charles) Zhang  
MODERATOR: Emanuele Patelli, Futuronet  
MODERATOR: Roland Schegg, HES-SO Valais  
MODERATOR: Michael Fux, HES-SO Valais  
MODERATOR: Carlo Terreni, Member of Board and Co-founder NetComm Suisse Association, Swiss e-commerce Association | Main Building                                | A21, A22, A23, A24                  |
|               | Strategic E-tourism Alternatives for Destinations  
Hannes Wethrner, Maria Del Carmen Calatrava Moreno, Gernot Hörhager and Rainer Schuster  
The Acceptance of NFC Smart Posters in Tourism  
Kim Boes, Larissa Borde and Roman Egger  
Corporate Identity  
Communication on Corporate Websites: Evidence from the Hong Kong Hotel Industry  
Ibrahim Mohammed, Bassak Denizci Guillet and Rob Law  
Corporate Identity  
Communication on Corporate Websites: Evidence from the Hong Kong Hotel Industry  
Ibrahim Mohammed, Bassak Denizci Guillet and Rob Law  
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Corporate Identity  
Communication on Corporate Websites: Evidence from the Hong Kong Hotel Industry  
Ibrahim Mohammed, Bassak Denizci Guillet and Rob Law | Main Building                                | A21, A22, A23, A24                  |
|               | Bernard Lukey, Executive Director, Yandex Europe AG, Switzerland  
Mr. Gianni Marletta, CEO, King Rent, Switzerland  
Angelo Ghigliano, Country Director eDreams ODIGEO, Italy  
Lukas Stuber, CEO, YourPosition, Switzerland  
The Rise of eTourism For Development  
Alessandro Inversini, Isabella Rega, Isabella Nunes Pereira and Roberto Bartholo  
Exhibition Attendees’ Smart Technology Actual Usage: A Case of Near Field Communications  
Heejeong Han, Namho Chung, Chulmo Koo and Kyoung Jin Lee  
How Effective are Asian Hotels in Communicating CSR Efforts through the Property Websites?  
The Case of Hong Kong: Man Ling Wong, Rosanna Leung and Rob Law  
The workshop comprises an open discussion and exchange between participants of the Swiss Day on relevant issues regarding online marketing in tourism. This workshop will be in French language  
The workshop comprises an open discussion and exchange between participants of the Swiss Day on relevant issues regarding online marketing in tourism. This workshop will be in French language | Main Building                                | A21, A22, A23, A24                  |
| 16:00 – 16:30 | COFFEE BREAK                                                                                   | Main Building                                | A11                                |

*For room numbers and locations, please refer to pages 4 and 5*
### Panel Discussion: E-Tourism in Switzerland: The Academic Perspective and Swiss Day Closing

**Moderators:**
- Matthias Fuchs
- Juho Pesonen
- Wolfram Höpken
- Alessandro Inversini
- Christian Maurer

**Papers:****

- An Exploratory Study on Social Media in China. Li Li, Siming Zheng and Zihao Wang
- Transportation Mode Annotation of Tourist GPS Trajectories under Environmental Constraints. Hidekazu Kasahara, Mikihiko Mori, Masayuki Mukumuki and Michihiko Minoh
- Online Learning and MOOCs: a Framework Proposal. Jamie Murphy, Nadbeya Kabalsa, Laurel Horton-Tognazzini and Lorenzo Cantoni
- Distribution Channels for Travel and Tourism: The Case of Crete. Paraskevi Fountoulaki, M. Claudia Leue and Timothy Jung

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**Notes:**

For room numbers and locations, please refer to pages 4 and 5.
### THURSDAY – FEBRUARY 5

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:00–08:30</td>
<td>EXHIBITION AND CONFERENCE REGISTRATION &gt; MAIN BUILDING HALL</td>
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<td>08:30–10:00</td>
<td><strong>DESTINATION FOCUS</strong> &gt; A31 <strong>INDUSTRY FOCUS</strong> &gt; A21 <strong>RESEARCH FOCUS</strong> &gt; A22 <strong>RESEARCH FOCUS</strong> &gt; A23 <strong>RESEARCH FOCUS</strong> &gt; A24 <strong>RESEARCH FOCUS</strong> &gt; A32</td>
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<td><strong>SMART APPROACHES TO ENGAGE TRAVELERS AND STAKEHOLDERS</strong></td>
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<td><strong>ONLINE REVENUE: DRIVERS &amp; SOLUTIONS</strong></td>
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<td><strong>DISTRIBUTION SYSTEMS</strong></td>
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<td><strong>SMART TOURISM</strong></td>
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<td><strong>TRAVEL BEHAVIOUR</strong></td>
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<td><strong>MODERATOR:</strong> Nagore Espinosa, CICtourGUNE, Spain</td>
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<td><strong>MODERATOR:</strong> Bruce Marling, GingerJuice, UK</td>
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<td><strong>MODERATOR:</strong> Rodolfo Baggio</td>
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<td>Victor Pereira, Try NORDESTIN, Portugal: How we turned a remote region into a modern, smart destination, thanks to creativeness, intelligence and modern innovative tools</td>
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<td>Outstanding industry large enterprise contribution award finalist: Fabio Cannavale, CEO of Bravofly - Revenue management, the Bravofly Rumbo Group experience</td>
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<td>Travellers’ Intended Future Trip Arrangement Strategies for Things to do during a Trip - Implications for Travel Distribution, Niklas Eriksson</td>
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<td>Listen to your customers. How Hotels Manage Online Travel Reviews: The Case of Hotels in Lugano, Silvia De Ascaniis, Alessia Borre, Elena Marchiori and Lorenzo Cantoni</td>
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<td>Smart Tourism Destinations: An Extended Conception of Smart Cities focusing on Human Mobility, Carlos Lamsfus, David Martin, Aurlene Alzua and Emilio Torres-Manzanera</td>
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<td>Mobile Technologies Effects on Travel Behaviours and Experiences: A Preliminary Analysis, Roberta Minazzi and Aurelio G. Mauri</td>
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<td><strong>Elena Roig Rodriguez, Catalan Tourism Board, Spain: Marketing of destinations through digital influencers</strong></td>
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<td>Nico Daiprich, Head of Travel Conversion Software, Ve Interactive, UK - 360° customer re-engagement – How to generate incremental revenue and enhance customer satisfaction.</td>
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<td>The Impact of Attribute Preferences on Adoption Timing of Hotel Distribution Channels: Are OTAs Winning the Customer Race? Miriam Scagnione and Roland Schegg</td>
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<td>What Types of Hotels Make Their Guests (Un)Happy? Text Analytics of Customer Experiences in Online Reviews. Zheng Xiang, Zvi Schwartz and Muzaffer Uysal</td>
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<td>Conceptualising Smart Tourism Destination Dimensions. Kim Boes, Dimitrios Buhalis and Alessandro Inversini</td>
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<td>Tourists and Municipal Wi-Fi Networks (MWN) – The case of Lugano (Switzerland). Anna Picco-Schwendener and Lorenzo Cantoni</td>
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<td>Nora Sarasola, Bidebarrieta, Be Basque towards Smart Urban Territories and Tourism</td>
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<td>RJ Friedlander, Co-Founder &amp; CEO, ReviewPro: Reputation = Revenue: Increasing Revenue with Online and Offline Feedback</td>
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<td>Using Technology to Align the Needs of Corporate Travel Managers with the Functions of Travel Management Companies. Annell Douglas, Berendien Lubbe and Jarno Ritalhahti</td>
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<td>Information Gathering by Ubiquitous Services for CRM in Tourism Destinations: An Explorative Study from Sweden, Nina Kolas, Wolfram Hopken, Matthias Fuchs and Maria Lexhagen</td>
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<td>Smart Tourism Destinations Enhancing Tourism Experience through Personalisation of Services. Dimitrios Buhalis and Aditya Amaranggana</td>
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<td>Senior Travellers as Users of Online Travel Services: A Qualitative Enquiry. Juho Pesonen, Rajai Kornpua and Annina Rihinen</td>
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<td>10:00–10:30</td>
<td>COFFEE BREAK &gt; A11</td>
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> For room numbers and locations, please refer to pages 4 and 5
THURSDAY – FEBRUARY 5

10:30–12:00 KEYNOTES: BIG DATA and Human Capital > AUDITORIUM

David Topolewski, CEO, Qooco.
INCREASING FINANCIAL RETURNS AND GUEST SATISFACTION THROUGH HUMAN CAPITAL DEVELOPMENT

Jean-Luc Boulin, Director, MOPA, France.
WHICH STRATEGIES TO DYNAMIZE DIGITALLY THE DESTINATION?

MODERATOR: Ulrike Gretzel, University of Queensland, Australia

12:00–13:00 JITT MANIFESTO

MODERATOR: Professor Francesco Ricci, University of Bozen-Bolzano, Italy

Daniel Fesenmaier (University of Florida), Ulrike Gretzel (University of Queensland, Australia), Fabio Cannavale (Bravofly), Eduardo Santander (European Travel Commission)

12:00–13:00 CHAPTER AND IFITT NEXT GENERATION LUNCH > CANTEEN

14:00–15:00 KEYNOTE > AUDITORIUM

Jukka Pekka Onnela, Harvard University, Big Data and its application into tourism domain

MODERATOR: Professor Lorenzo Cantoni, IFITT President, Università della Svizzera italiana, Switzerland

15:00–16:30 BEST RESEARCH PAPERS > AUDITORIUM

MODERATORS: Iis Tussyadiah, Washington State University Vancouver, USA and Alessandro Inversini, Bournemouth University, UK

SHORTLISTED BEST CONFERENCE FULL PAPERS
Mediating Roles of Self-Image Expression: Sharing Travel Information of SNSs.
Chulimo Koo, Youhee Joun, Heejeong Han and Namho Chung


Investigating User’s Information Needs and Attitudes towards Proactivity in Mobile Tourist Guides.
Adem Sabic and Markus Zanker

BEST PHD WORKSHOP PAPER - to be announced

16:30–17:00 COFFEE BREAK > A11

> For room numbers and locations, please refer to pages 4 and 5

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LONGLAKE FESTIVAL
LUGANO
25.06 – 25.07.2015
TENETEVI PRONTI!
BE READY!

THANK YOU FOR YOUR CONTRIBUTION
Private and business sponsors are increasingly gaining in importance for the future of the LongLake Festival. We therefore encourage you to join the group of its Friends. All the collected funds will be used by Sotell (a non-profit association) on behalf of the City of Lugano to employ youths during the Festival and to invite international performers as well as young talented artists. All this maintaining a high quality line-up and cultural events easily accessible to all, local residents and tourists.

GRAZIE PER IL TUO CONTRIBUTO
Gli sponsor a livello aziendale o privato saranno sempre più importanti per il futuro del Festival. Vi incoraggiamo pertanto a far parte di questa grande famiglia di Amici. Tutti i fondi raccolti verranno utilizzati da Sotell, associazione non profit, per conto della Città di Lugano, al fine di raggiungere i nostri obiettivi: dare lavoro ai giovani durante il Festival e continuare ad invitare a Lugano interpreti di fama internazionale e giovani di talento, mantenendo alta e accessibile a tutti l’offerta culturale per i cittadini e i turisti.

GRAZIE!
THANK YOU!
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Via Trevano 55, CH–6900 Lugano
IBAN CH58 0900 0000 6520 7646 1
BIC POFICHBEXXX

Conto corrente postale: Postal current account:
65-207646-1

GRAZIE!
THANK YOU!
### Thursday – February 5

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<th>17:00–18:30</th>
<th>DESTINATION FOCUS WORKSHOP</th>
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<td>17:00–18:30</td>
<td>RELIGIOUS TOURISM DESTINATIONS</td>
<td>DIGITAL KPIs IN TOURISM</td>
<td>DATA MANAGEMENT</td>
<td>DESTINATION BRANDING</td>
<td>INFORMATION SEARCH</td>
<td>ICT &amp; EXPERIENCES</td>
<td>INTELLIGENCE &amp; ANALYTICS</td>
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<td>MODERATOR:</td>
<td>Silvia de Ascanis, Università della Svizzera italiana, Switzerland</td>
<td>Moderator: Roland Schegg</td>
<td>Moderator: Roman Egger</td>
<td>Moderator: Brigitte Stangl</td>
<td>Moderator: Rosanna Leung</td>
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<td>17:00–18:30</td>
<td>Stefania Cerutti, Elisa Piva, Department of Economics and Business Studies, University of Eastern Piedmont, Italy: The role of tourists’ feedback in the enhancement of religious tourism destinations. The case of Sacred Mount of Oropa</td>
<td>Wolfgang Tochterle, Sudtirol Marketing, Italy: How to measure the success of a large scale, storytelling-based communication concept – illustrated by the example of wasunsbewegt.com (storiedavivere.it)</td>
<td>A Practical Approach to Big Data in Tourism: A Low Cost Raspberry Pi Cluster. Mariano Damonio, Rodolfo Baggio and Enrico Valdani</td>
<td>Visual Appeal of Hotel Websites: An Exploratory Eye Tracking Study on Chinese Generation Y. Jin-Xing Hao, Rui Tang, Yan Yu, Nao Li and Rob Law</td>
<td>An Exploratory Study on Drivers and Determents of Collaborative Consumption in Travel. Iis Tussyyalad</td>
<td>An Application of Apriori Algorithm Association Rules Mining to Profiling the Heritage Visitors of Macau. Shanshan Qi and Cora Un In Wong</td>
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<td>17:00–18:30</td>
<td>Daniel Arasa, Juan Narbona, School of Church Communications, Pontifical University of the Holy Cross, Rome, Italy: Usages and role of instant messaging applications during the beatification of Mons. Alvaro del Portillo (Madrid, Spain, 27/09/2014)</td>
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<td>17:00–18:30</td>
<td>Christos Petreas, Business &amp; Tourism Economist, Greece: Promoting religious and pilgrimage sites for achieving strategic goals of geographic and year round tourism</td>
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### 19:30–23:00

**GALA DINNER**

- Palazzo dei Congressi, Room 8 (Piazza Castello)
- Dress Code: Formal Casual with a Touch of Swiss Red

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*For Room numbers and locations, please refer to pages 4 and 5*
## FRIDAY – FEBRUARY 6

### 08:00–09:00
**EXHIBITION AND CONFERENCE REGISTRATION**  >  **MAIN BUILDING HALL**

### 09:00–10:30

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<tr>
<td>Digitally bringing products and destinations closer to demand</td>
<td>Visitor Economy: Insights &amp; Innovation</td>
<td>Enjoying and succeeding in the Google Online Marketing Challenge</td>
<td>Recommender Systems</td>
<td>Francesco Ricci</td>
<td>Tourism &amp; Co-Creation</td>
<td>Online Reviews</td>
<td>Marketing/Consumer Behaviour</td>
<td>Cody Morris Paris</td>
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<td>Wolfram Höpken, University of Applied Sciences Ravensburg-Weingarten, Germany</td>
<td>Dimitris Serfis, Nelos.com, Greece</td>
<td>Jamie Murphy, Australian School of Management, Australia</td>
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<td>Antonio Lopez de Avila, President and CEO, SEGITTUR, Spain: Smart Destinations: The XXI Century Tourism</td>
<td>Claudia Brözel, Eberswalde University, Germany: European Senior Travel Behaviour – an international qualitative research approach</td>
<td>This session will (re)introduce GOMC to ENTER attendees and cover three areas: *GOMC Overview, *How to enjoy the GOMC, *How to do well in the GOMC</td>
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<td>Nicholas Hall, SE1 Media, and Digital Tourism Think Tank, UK: Talking Digital Natives, Tourism Product &amp; Mobile</td>
<td>Claudia Brözel, Eberswalde University, Germany: European Senior Travel Behaviour – an international qualitative research approach</td>
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<td>Innovative destination award finalist: Pascal Gebert, Zermatt Tourism, Head of E-Marketing &amp; Sales Manager: OpenBooking and Meta-Search for Destinations</td>
<td>Masslow Ahn, Trevi: Cheaper tickets for tourist attraction in an user-friendly way</td>
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<td>Stefanie Gallibo, European Travel Commission (ETC): From inspiration to booking – a never ending journey</td>
<td>Probabilistic Modelling of Influences on Travel Decision Making, Mario Pilcher, Lisa Steiner and Herta Neia</td>
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<td>The Design and Implementation of an Electronic Ticket Package System for Tourism Services, Yi-Chia Chiu, Kuo-Shu Luo, Chih-Wei Chao, Shu-Ping Lu and Chi-Hua Chen</td>
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<td>The Invisible College of eTourism: A Case of ENTER Conference, Tianyu Ying and Shahab Pourfakhimi</td>
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<td>Content-Based Discovery of Twitter Influencers, Inma Metra and Chiara Franchalanci</td>
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<td>Instagram Marketing: A Content Analysis of Top Malaysian Restaurant Brands, Salmalina Salleh, Noor Hafizah Hashim and Jamie Murphy</td>
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## FRIDAY – FEBRUARY 6

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<td>INDUSTRY FOCUS &gt; A21</td>
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<td>INNOVATION FOR BETTER STRATEGY DEVELOPMENT</td>
<td>MODERATOR: Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland</td>
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<td>MODERATOR: Stefanie Gallob, European Travel Commission (ETC), Belgium: Uncovering traveller’s expectations through netnography a big data approach for strategy development</td>
<td>Andy Mabbutt, CEO at Feefo, UK: The Power of Reviews: Reviews are powerful. Consumers believe them yet fake reviews are endemic. Feefo, the antidote, generates trustworthy insights into customer satisfaction. This talk considers the benefits to both consumers and operators</td>
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<td>Outstanding small and medium enterprise industry contribution award finalist: Barbara Biff, Chief Product Officer at Yonderbound: The first travel knowledge monetisation platform.</td>
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<td>12:30–13:30</td>
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FRIDAY – FEBRUARY 6

13:30–14:15  KEYNOTE > AUDITORIUM
Tomasz Janowski, Founding Head of the United Nations University Operating Unit on Policy-Driven Electronic Governance (UNU-EGOV)

POLICY-DRIVEN ELECTRONIC GOVERNANCE IN THE TRAVEL AND TOURISM SECTORS
MODERATOR: Professor Dimitrios Buhalis, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality at Bournemouth University, UK

14:15–16:15  PANEL DISCUSSION AND ENTER 2015 FINAL CONCLUSIONS

16:15–16:45  CONFERENCE CLOSING AND WELCOME TO ENTER 2016
Lorenzo Cantoni, IFITT President
Aurkene Alzua, ENTER2015 Chair
Luca Grassi, Conference Host

WELCOME TO ENTER 2016

20:30–LATE  INFORMAL DINNER > RISTORANTE COMMERCIO (VIA L. ARIOSTO 4)
LATE NIGHT  SUGGESTED LATE SOCIAL > SEVEN LOUNGE INSIDE THE CASINO (P. ZZA INDIPENDENZA)

The app Urbanway Lugano is the result of a didactic experience which aimed to discover the local territory through the use of technological tools for tourism promotion.

Students from the first year of the Master program in International Tourism participating in the course eTourism Lab offered by the Università della Svizzera italiana and in collaboration with webatelier.net Lab, produced several multimedia contents, and used the app editor for eTourism trails developed by CICtourGUNE (Spain).

The project has been supported by Rotary Club Lugano, in collaboration with the City of Lugano, and it represents a case of community engagement, practical learning on eTourism applications for students, and a fruitful collaboration between eTourism research centers.

DISCOVER THE LUGANO URBAN TRAILS
SCAN THE QRCODE AND DOWNLOAD THE APP URBANWAY LUGANO

* Available only for Android devices.

www.urbanwaylugano.ch
ENTER2015 – KEYNOTE SPEAKERS

Jukka Pekka Onnela  
Harvard University

Tomasz Janowski  
United Nations University (UNU - EGOV)

Kelly McGuire  
Hospitality and Travel Global Practice, SAS

David Topolewski  
QOOCO Hospitality

Juan Antonio Zufiria  
IBM Europe

Victor Schlegel  
SWISSCOM

Jean-Luc Boulin  
Aquitaine Tourisme (MOPA)

SWISS eTOURISM DAY  
Best Practices and Challenges in eMarketing

WEDNESDAY, 4TH FEBRUARY 2015

Designed to foster dialogue between academia and industry, the day will include numerous interventions alternating with workshops and opportunities for discussion. Among the speakers, as well as managers of several major Swiss destinations, stand Victor Schlegel (Swisscom, Head of Business Intelligence / BigData Services), Kelly McGuire (SAS Institute Inc.) and Luca Graf (Swiss International Air Lines Ltd., Senior Director Online and Direct Sales).