

# ENTER 17

## @ Rome

### eTourism Conference

# Sustaining Culture and Creativity

January **24<sup>th</sup>** - **26<sup>th</sup>**, 2017

Organized by the International Federation for Information Technology and Travel & Tourism (IFITT) the **ENTER2017 eTourism Conference Rome** 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.

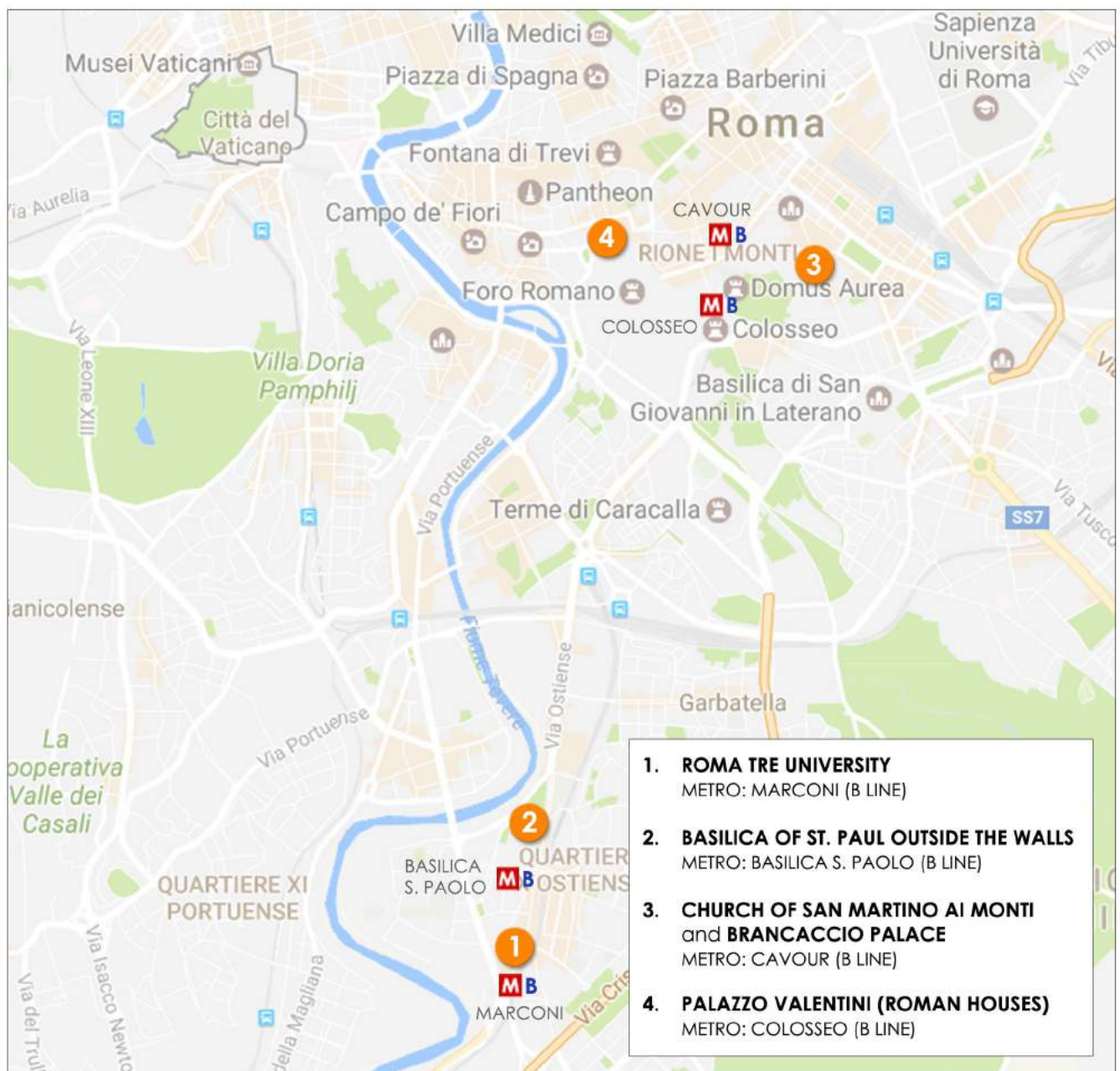
## PROGRAMME

A red silhouette of the Rome skyline is positioned at the bottom of the page, featuring prominent landmarks such as the Colosseum and St. Peter's Basilica.

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## Rome City Map



# Welcome to ENTER2017 in Rome

Organized by the International Federation for Information Technology and Travel & Tourism (IFITT), **ENTER2017 eTourism Conference** in Rome 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, as well as industrial case studies on the application of information and communication technologies to travel and tourism.

2017 marks a very important milestone in the history of IFITT, which celebrates its 20<sup>th</sup> anniversary. In fact, while the first ENTER Conference took place in 1994 – a very visionary event! – the association started its activity a few years later, as a testimony of a living and highly active community.

Additionally, 2017 has been designated by The United Nations 70<sup>th</sup> General Assembly as the "International Year of Sustainable Tourism for Development": IFITT and ENTER will provide an important contribution to it, elaborating on the major role played by ICTs to promote sustainable tourism, and – through it – true development.

Lorenzo Cantoni

## Organising Committee

### ENTER2017 eTourism Conference Chairs:

#### Overall Chairs:

**Chair:** Oriol Miralbell, University of Barcelona, Spain

**Co-chair:** Iis P. Tussyadiah, Washington State University Vancouver, USA

#### Research Track Chairs:

Roland Schegg, HES-SO Valais-Wallis, Switzerland  
Brigitte Stangl, University of Surrey, United Kingdom

#### Industry Track Chair:

Jean-Claude Morand, Cyberstrat.net, France

#### Destination Track Chair:

Eduardo Santander, European Travel Commission, Belgium

#### PhD Workshop Chairs:

**Chair:** Nadzeya Kalbaska, USI - Università della Svizzera italiana, Switzerland

**Co-chair:** Jing Ge, University of Queensland, Australia

**Co-chair:** Jamie Murphy, Australian School of Management, Australia

**Co-chair:** Marianna Sigala, University of South Australia, Australia

### ENTER2017 eTourism Conference Local Organising Committee:

**Chair:** Marinella Rocca Longo, Roma Tre University

**Co-chair:** Lidia Marongiu, Studio Giaccardi & Associati

#### Board:

Rodolfo Baggio, Bocconi University  
Maddalena Pennacchia, Roma Tre University  
Barbara Antonucci, Roma Tre University  
Patrizia Pasolini, Symposia srl

### IFITT

#### IFITT President:

Lorenzo Cantoni, USI - Università della Svizzera italiana, Switzerland

#### IFITT General Secretary:

Nadzeya Kalbaska, USI - Università della Svizzera italiana, Switzerland

#### IFITT President of the Italian Chapter:

Rodolfo Baggio, Bocconi University

### HOST ORGANIZATION



Via Ostiense, 159 - Rome  
[www.uniroma3.it](http://www.uniroma3.it)



Via Augusto Riboty, 21 - Rome  
[www.grupposymposia.it](http://www.grupposymposia.it)

# Programme at a glance

<b>Monday, January 23<sup>rd</sup></b>	<b>Phd workshop</b>
<b>Tuesday, January 24<sup>th</sup></b>	<b>Conference opening and Social dinner</b>
<b>Wednesday, January 25<sup>th</sup></b>	<b>Conference and Welcome cocktail</b> Visit of the <b>Basilica of St. Paul Outside the Walls</b>
<b>Thursday, January 26<sup>th</sup></b>	<b>Conference closing</b>
<b>Thursday, January 26<sup>th</sup></b>	<b>eTourism and Digital Playground</b> Visit of the <b>Roman Houses of Palazzo Valentini</b>
<b>Friday, January 27<sup>th</sup></b>	<b>Italian day</b>

## Keynote Speakers



**Jan Krasnobedski**  
Expedia



**James E. Katz**  
Boston University's  
College



**Anne Browaeys-Level**  
Club Med



**Marianna Sigala**  
University of  
South Australia



**Dimitrios Buhalis**  
Bournemouth University



**Isaac Mizrachi**  
City of Tel Aviv



**Josef Margreiter**  
Tirol Tourist Board



**Andrea D'Amico**  
Booking.com



**Andy Frew**  
Queen Margaret  
University



**Katharina Lobinger**  
USI - Università della  
Svizzera italiana



**Hannes Werthner**  
Vienna University  
of Technology



**Matthias Fuchs**  
ETOUR



**Carlos Sanchez**  
CWL



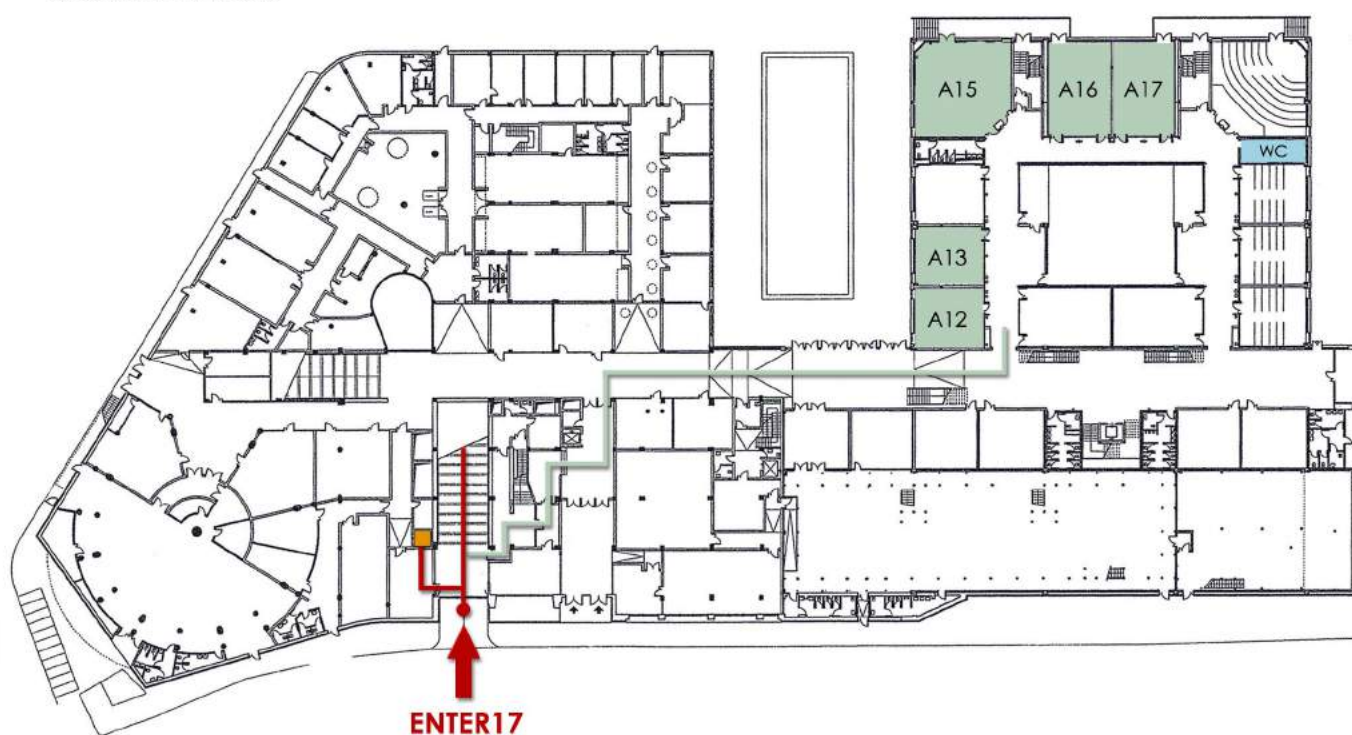
**Jon Fauver**  
Treksoft



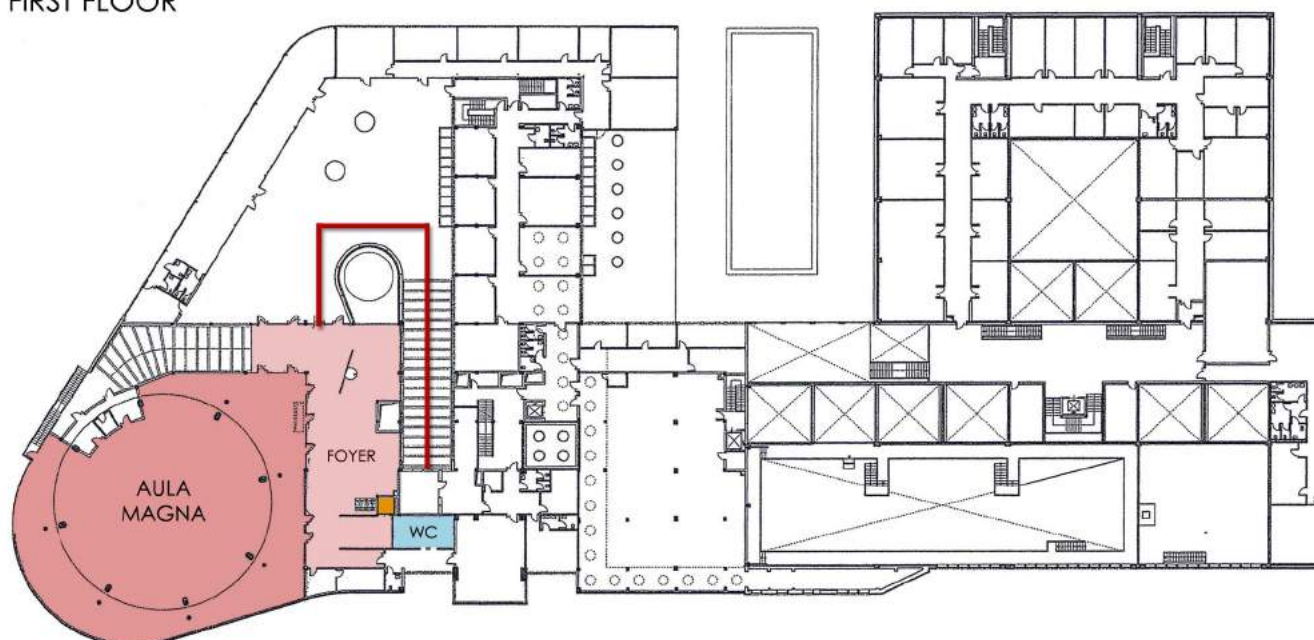
**Marc Torrent**  
Big Data Center  
of Excellence

# Roma Tre University Map

## GROUND FLOOR



## FIRST FLOOR



- AULA MAGNA
- REGISTRATION FOYER
- PARALLEL ROOMS
- TOILETS
- ELEVATOR
- WAY TO THE REGISTRATION FOYER
- WAY TO THE PARALLEL ROOMS

# Tuesday 24<sup>th</sup> January 2017

## Programme

**08.00-08.45** **Conference registration** > AULA MAGNA FOYER

**08.45-09.15** **OFFICIAL WELCOME AND CONFERENCE OPENING** > AULA MAGNA

Lorenzo Cantoni, USI - Università della Svizzera italiana, Lugano, Switzerland, IFITT President  
Oriol Miralbell, CETT - Universitat de Barcelona, Spain, ENTER 2017 Chair  
Marinella Rocca Longo, Roma Tre University, Italy, Local Host  
Patrizia Pasolini, Symposia s.r.l., Italy, Local Organizer

**09.15-10.45** **KEYNOTES** > AULA MAGNA

MODERATOR: Iis Tussyadiah, University of Surrey, UK  
James Katz, Boston University, USA:  
HOW MOBILES ARE CHANGING THE TRAVEL EXPERIENCE  
Jan Krasnodebski, Expedia, Switzerland, Director of Lodging Revenue Optimization:  
CONSIDERING SUPPLIER RELATIONS AND MONETIZATION IN HOTEL RECOMMENDATIONS

**10.45-11.15** **COFFEE BREAK** > AULA MAGNA FOYER

<b>11.15-13.30</b>	<b>PANEL SESSION</b> Room: A15 <b>VALIDITY/RELIABILITY ISSUES IN BIG DATA</b> MODERATOR: Phil Zheng, Virigia Tech, USA	<b>RESEARCH FOCUS</b> Room: A12 <b>ONLINE REPUTATION AND REVIEWS: MANAGEMENT ASPECTS</b> MODERATOR: Jean-Claude Morand	<b>RESEARCH FOCUS</b> Room: A13 <b>MOBILE SERVICES AND WEARABLES (1)</b> MODERATOR: Dimitrios Buhalis	<b>RESEARCH FOCUS</b> Room: A16 <b>VIRTUAL AND AUGMENTED REALITY (1)</b> MODERATOR: Barbara Neuhofer	<b>RESEARCH FOCUS</b> Room: A17 <b>SHARING ECONOMY AND NEW BUSINESS MODELS (1)</b> MODERATOR: Sofia Reino
	Edoardo Piccolotto, Haidis, Italy, Head of Marketing and Business Intelligence	Shanshan Qi and Ning (Chris) Chen "Thank You for Your Stay," and Then What? Macau Hotels' Responses to Consumer Online Reviews	Anneli Douglas, Berendien Lubbe and Adrene van der Merwe Managing Business Travellers' Use of Mobile Travel Applications	Elena Marchiori, Evangelos Niforatos and Luca Preto Measuring the Media Effects of a Tourism-Related Virtual Reality Experience Using Biophysical Data	Ainhoa Serna, Jon Kepa Gerikagoitia, Unai Bernabe and Tomás Ruiz A Method to assess Sustainable Mobility for Sustainable Tourism: The Case of the Public Bike Systems
	Matthias Fuchs, Mid-Sweden University, Sweden	Jelena Dorcic and Jelena Komsic Online Reputation and Tourism Destination Competitiveness – Conceptual Model Development and Pilot Testing	Fernanda Ortiz Rincon, Eleonora Tommasini, Mattia Rainoldi and Roman Egger The Future of Wearable Devices On-Site: A Scenario Technique Approach	Larissa Neuburger and Roman Egger An Afternoon at the Museum: Through the Lens of Augmented Reality	Daniel Leung and Astrid Dickinger Use of Bitcoin in Online Travel Product Shopping: The European Perspective
	Haiyan Song, Hong Kong Polytechnic University, China	Astrid Dickinger and Lidija Lalicic Management Responses in Third-Party Review Websites: A Focus on Emotions and Service Recovery	Thomas Wozniak, Dorothea Schaffner, Katarina Stanojevska-Slabeva and Vera Lenz-Kesekamp Psychological Antecedents of Smartphone Users' Behaviour along the Mobile Customer Journey	Florian J. Zach and Iis P. Tussyadiah To Catch Them All – The (Un)intended Consequences of Pokémon GO on Mobility, Consumption, and Wellbeing	Ilona Pezenka, Christian Weismayer and Lidija Lalicic Personality Impacts on the Participation in Peer-to-Peer (P2P) Travel Accommodation Services
	Wolfram Höpken, Hochschule Ravensburg-Weingarten, Germany	Chang Ma and Norman Au Managerial Response Strategy to Online Customer Compliments: A Comparative Analysis of Indigenous-owned and International Brand Hotels in China (Research Note)	Melanie Fraiss, Sofiya Ilyicheva, Mattia Rainoldi and Roman Egger Copy & Paste for Hotel Mobile Websites? Or: The Power of Screen Sizes	Natasha Moorhouse, M. Claudia tom Dieck and Timothy Jung Augmented Reality to enhance the Learning Experience in Cultural Heritage Tourism: An Experiential Learning Cycle Perspective (Research Note)	Unji Baek, Young-Joo Ahn and Seul Ki Lee A Synthesis of Unique Product Attributes for Alternative Accommodation Types (Research Note)
				Eleanor Cranmer, Timothy Jung and M. Claudia tom Dieck The Value of Augmented Reality from a Business Model Perspective (Research Note)	

**13.30-14.30** **LUNCH** > AULA MAGNA FOYER

**14.30-15.50 PANEL SESSION > AULA MAGNA****SHORTLISTED BEST CONFERENCE FULL PAPERS AND ANNAOUNCEMENT OF BEST PHD WORKSHOP PROPOSAL**

MODERATORS: Roland Schegg, University of Applied Sciences Western Switzerland and Brigitte Stangl, University of Surrey, UK

Zheng Xiang, Qianzhou Du, Yufeng Ma and Weiguo Fan: Assessing Reliability of Social Media Data: Lessons from Mining TripAdvisor Hotel Reviews

Sangwon Park and Jason Chen: Spill-over Effects of Online Consumer Reviews in the Hotel Industry

Rodolfo Baggio and Miriam Scaglione: Strategic Visitor Flows (SVF) Analysis using Mobile Data

Announcement of Best PhD Workshop proposal

<b>15.50-16.50</b>	<b>EDUCATION FOCUS</b> Room: A15 <b>E-LEARNING AND E-TOURISM EDUCATION</b>  MODERATORS: Matthias Fuchs, European Tourism Research Institute (ETOUR), Sweden and Nadzeya Kalbaska, USI - Università della Svizzera italiana, Switzerland  Marianna Sigala, University of South Australia and Matthias Fuchs IFIT eTourism education program  Nadzeya Kalbaska e-Learning course for Switzerland Tourism: Switzerland Tourism Academy  Hanqin Zhang Qiu, The Hong Kong Polytechnic University, China, and Roberto Cantoni, USI - Università della Svizzera italiana, Switzerland MOOCs in tourism and hospitality domain	<b>RESEARCH FOCUS</b> Room: A12 <b>E-STRATEGY AND ICT FOR INNOVATION</b>  MODERATOR: Mu Zhang  Kirsi Meriläinen From Floating to Leading: The Transformation of Digital Marketing Capabilities through ICT Uptake in Tourism SMEs  Alex Yang-chan Hsu, Brian King, Dan Wang and Dimitrios Buhalis Entrepreneurship in the Contemporary Tourism Ecosystem: The Case of Incoming Tour Operators in Taiwan	<b>RESEARCH FOCUS</b> Room: A13 <b>ADOPTION OF INNOVATION</b>  MODERATOR: Dan Fesenmaier  Jamie Murphy, Charles F. Hofacker and Ulrike Gretzel Robots in Hospitality and Tourism: A Research Agenda (Research Note)  Ulrike Gretzel, Luiz Mendes Filho, Márcia Lobianco, Marisol Alonso Vazquez and Nina Mistilis Technology Adoption by Tourism Operators in Australia and Brazil: An Institutional Theory Perspective (Research Note)	<b>RESEARCH FOCUS</b> Room: A16 <b>SHARING ECONOMY AND NEW BUSINESS MODELS (2)</b> MODERATOR: Cristian Morosan  Iis P. Tussyadiah, Florian J. Zach and Jianxi Wang Attitude towards Autonomous on Demand Mobility: The Case of Self-Driving Taxi  Lidija Lalovic and Christian Weismayer The Role of Authenticity in Airbnb Experiences	<b>RESEARCH FOCUS</b> Room: A17 <b>MOBILE SERVICES AND WEARABLES (2)</b> MODERATOR: Thomas Wozniak  Ander Garcia, María Teresa Linaza, Aitor Gutierrez and Endika Garcia Validation of a Gamified Mobile Experience by DMOs  Sunny Sun, Rob Law, Markus Schuckert, Deniz Kucukusta and Basak Deniz Guillet From Information Technology to Mobile Information Technology: Applications in Hospitality and Tourism (Research Note)
<b>16.50-17.00</b>	<b>BREAK</b> (a coffee station will be provided in each room)				
<b>17.00-18.00</b>	<b>DESTINATION FOCUS</b> Room: A15 <b>VIRTUAL AND AUGMENTED REALITY IN TOURISM</b> MODERATORS: Elena Marchiori, USI - Università della Svizzera italiana; Timothy Jung, Manchester Metropolitan University, UK  Lucho Perez, VisitBenidorm, Spain Gamification and VR as a Marketing Strategy. The PokemonGo case  Andrea Guanci, MSC Crociere, Italy Virtual Reality as a killer app for a new communication strategy  Giovanni Landi, ETT Solutions, Italy The Augmented Reality experience of the Ara Pacis Museum, Rome Italy  Manuela Nicoletti, Ticino Tourism, Switzerland A Virtual Reality experience to promote the tourism destination Ticino	<b>RESEARCH FOCUS</b> Room: A12 <b>SOCIAL MEDIA (1)</b> MODERATOR: Thomas Wozniak  Seob-Gyu Song and Dae-Young Kim How was Your Trip Experience While You were obsessed with Social Media? The Influence of Compulsive Social Media Usage on Trip Experience  Lyndon Nixon, Anastasia Popova and Irem Önder How Instagram influences Visual Destination Image – a Case Study of Jordan and Costa Rica (Research Note)	<b>RESEARCH FOCUS</b> Room: A13 <b>CONNECTIVITY</b> MODERATOR: Zheng (Phil) Xiang  Barbara Neuhofer and Adele Ladkin (Dis)Connectivity in the Travel Context: Setting an Agenda for Research  Michelangelo Magasic Three Modes of Internet Connectivity during Travel: Remote, Transit and Residential (Research Note)	<b>RESEARCH FOCUS</b> Room: A16 <b>RECOMMENDER SYSTEMS</b> MODERATOR: Miriam Scaglione  Thuy Ngoc Nguyen and Francesco Ricci A Chat-Based Group Recommender System for Tourism  Christoph Grün, Julia Neidhardt and Hannes Werthner Ontology-based Matchmaking to Provide Personalized Recommendations for Tourists	<b>RESEARCH FOCUS</b> Room: A17 <b>ONLINE REVIEWS: SOCIOLOGICAL ASPECTS</b> MODERATOR: Roland Schegg  Larbi Safaa, Kahlid E Housni and François Bédard Authenticity and Tourism: What TripAdvisor Reviews reveal about Authentic Travel to Marrakech  Marianna Sigala How "Bad" Are You? Justification and Normalisation of Online Deviant Customer Behaviour

**19.30-22.30 CONCERT IN SAN MARTINO AI MONTI CHURCH AND GALA DINNER AT BRANCACCIO PALACE**

# Wednesday 25<sup>th</sup> January 2017

# Programme

**08.00-08.45** Conference registration > AULA MAGNA FOYER

<b>08.45-09.45</b>	<b>RESEARCH FOCUS</b> Room: A15 <b>INNOVATIONS IN INDUSTRY AND DESTINATIONS</b> MODERATOR: Jean-Claude Morand  <i>Elke Dens, Visittlanders, Belgium</i> Ride like a Flandrien  <i>Carlo Fontana, Hoxell, Switzerland</i>  <i>Enzo Lucibello and Andrea Mignatti, eRooms, Switzerland</i>	<b>RESEARCH FOCUS</b> Room: A12 <b>BOOKING BEHAVIOR (1)</b> MODERATOR: Mattia Rainoldi  <i>Daniel Leung, Astrid Dickinger and Lyndon Nixon</i> Impact of Destination Promotion Videos on Perceived Destination Image and Booking Intention Change  <i>Hyunae Lee, Namho Chung and Choong-Ki Lee</i> Flight Cancellation Behaviour under Mobile Travel Application: Based on the Construal Level Theory	<b>RESEARCH FOCUS</b> Room: A13 <b>SOCIAL MEDIA (2)</b> MODERATOR: Jason Stienmetz  <i>Shohei Suzuki and Yohei Kurata</i> An Analysis of Tweets by Local Mascot Characters for Regional Promotions, called Yuru-charas, and their Followers in Japan  <i>Junjiao Zhang, Naoya Ito, Wenxi Wu and Zairong Li</i> "Don't Let Me Think!" Chinese Adoption of Travel Information on Social Media: Moderating Effects of Self-Disclosure	<b>RESEARCH FOCUS</b> Room: A16 <b>CONSUMER PROFILING (1)</b> MODERATOR: Rob Law  <i>Yeongbae Choe, Daniel R. Fesenmaier and Christine Vogt</i> Twenty-Five Years Past Vogt: Assessing the Changing Information Needs of American Travellers  <i>Julia Neidhardt and Hannes Werthner</i> Travellers and Their Joint Characteristics within the Seven-Factor Model	<b>RESEARCH FOCUS</b> Room: A17 <b>E-LEARNING AND MOOCS</b> MODERATOR: Timothy Jung  <i>Jingjing Lin and Lorenzo Cantoni</i> Assessing the Performance of a Tourism MOOC using the Kirkpatrick Model: A Supplier's Point of View  <i>Juho Pesonen, Outi Kähkönen, Päivi-Hanni-Vaara, Mikael Viitasaari, Tarja Kupiainen, Alexandre Kostov and Johanna Heinonen</i> An Innovative Virtual Method for providing eTourism Education in a University Network: eTourism Curriculum Finland (Research Note)
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**09.45-10.00** COFFEE BREAK > AULA MAGNA FOYER

**10.00-10.30** KEYNOTES > AULA MAGNA  
MODERATOR: Barbara Neuhofer, Fachhochschule Salzburg - University of Applied Sciences, Austria  
*Anne Broaway-Level, ClubMed, France, Chief Marketing, Digital & Technology*  
CONSUMER CENTRIC DIGITAL BRAND STRATEGY

**10.30-11.40** JITT PANEL DISCUSSION: Group Decision Making and Recommendation in Tourism > AULA MAGNA  
MODERATOR: Hannes Werthner, Vienna University of Technology, Austria  
*Amra Delic, Vienna University of Technology, Austria*      *Julia Neidhardt, Vienna University of Technology, Austria*      *Thuy-Ngoc Nguyen, Free University of Bolzano, Italy*  
*Francesco Ricci, Free University of Bolzano, Italy*      *Markus Zanker, Free University of Bolzano, Italy*

<b>11.40-12.30</b>	<b>INDUSTRY FOCUS</b> Room: A15 <b>MARKETING AND BUSINESS INTELLIGENCE</b> MODERATOR: Jamie Murphy, Australian School of Management  <i>Steve Hood, STR, USA, Senior Vice President of Research</i> <i>Mark Friessen, Quinta Consulting, Germany, Founder and Managing Partner</i>	<b>RESEARCH FOCUS</b> Room: A12 <b>SMART DESTINATIONS</b> MODERATOR: Rob Law  <i>Pooyan Sedarati and Aarash Baktash</i> Smart Glasses Adoption in Smart Tourism Destination: A Conceptual Model (Research Note)  <i>Josep Ivars, Marco Celdrán, Jose Mazón and Ángel Perles</i> Towards an ICT Road map for Smart Tourism Destinations based on Prospective Analysis (Research Note)	<b>RESEARCH FOCUS</b> Room: A13 <b>BOOKING BEHAVIOR (2)</b> MODERATOR: Florian Zach  <i>Miriam Scaglione, Colin Johnson and Pascale Favre</i> Key Factors in the Booking Activity Process: The Case of Self-Catering in Romand-Valais Destinations, Switzerland  <i>Cristian Morosan and Agnes DeFranco</i> Complementary Factors Influencing U.S. Consumers' Intentions to Connect their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics	<b>RESEARCH FOCUS</b> Room: A16 <b>TRAVEL INFORMATION SEARCH AND DECISION-MAKING (1)</b> MODERATOR: Rodolfo Baggio  <i>Amra Delic, Julia Neidhardt, Laurens Rook, Hannes Werthner and Markus Zanker</i> Researching Individual Satisfaction with Group Decisions in Tourism: Experimental Evidence  <i>Juho Pesonen and Katja Pasanen</i> A Closer Look at Tourist Information Search Behaviour when Travelling Abroad: What is the Role of Online Marketing in Choice of Destination?	<b>RESEARCH FOCUS</b> Room: A17 <b>VIRTUAL AND AUGMENTED REALITY (2)</b> MODERATOR: Roman Egger  <i>Peter Disztinger, Stephan Schlögl and Aleksander Groth</i> Technology Acceptance of Virtual Reality for Travel Planning  <i>Iis P. Tussyadiah, Dan Wang and Chenge (Helen) Jia</i> Virtual Reality and Attitudes toward Tourism Destinations
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**12.30-13.45** LUNCH > AULA MAGNA FOYER

**JITT BOARD MEETING** > ROOM A15

**13.45-14.45 KEYNOTES - SMART TOURISM > AULA MAGNA**

MODERATOR: Paul Baron, Visit Victoria

Jon Fauver, Treksoft, Switzerland, CEO and Co-Founder

Antonio Cantalapiedra, Mytaxi\_The Taxi App (Daimler AG-Mercedes Benz Group), CEO and Co-Founder

<b>14.45-15.45</b>	<b>WORKSHOP</b> Room: A15 <b>DECISION MAKING IN TOURISM</b> MODERATOR: Amra Delic, Vienna University of Technology, Austria	<b>RESEARCH FOCUS</b> Room: A12 <b>ONLINE CONSUMER BEHAVIOR</b> MODERATOR: Marianna Sigala	<b>RESEARCH FOCUS</b> Room: A13 <b>SEMANTIC WEB / WEBSITES</b> MODERATOR: Daniel Leung	<b>RESEARCH FOCUS</b> Room: A16 <b>SOCIAL MEDIA</b> MODERATOR: Jamie Murphy	<b>RESEARCH FOCUS</b> Room: A17 <b>SMART DESTINATIONS</b> MODERATOR: Miriam Scaglione
	Amra Delic, Vienna University of Technology, Austria  Francesco Ricci, Free University of Bolzano, Italy  Hannes Werthner, Vienna University of Technology, Austria  Julia Neidhardt, Vienna University of Technology, Austria  Laurens Rook, Delft University of Technology, Netherlands  Thuy-Ngoc Nguyen, Free University of Bolzano, Italy	Ping Wang, Xianfeng Zhang, Reima Suomi and Chuanming Sun Determinants of Customers' eWOM Behaviour - a System Success Perspective  Jing Ge and Ulrike Gretzel The Role of Humour in Driving Customer Engagement  Daniele Marchesani, Gabriele Piccoli and Tsz-wai Lui The Impact of IT-enabled Customer Experience Management on Service Perceptions and Performance	Elise Wong, Rob Law and Gang Li Reviewing Geotagging Research in Tourism  Elias Kärle, Umutcan Simsek, Zaenal Akbar, Martin Hepp and Dieter Fensel Extending the Schema.org Vocabulary for more Expressive Accommodation Annotations  Emanuele Mele and Lorenzo Cantoni Localization of National Tourism Organizations Websites: The Case of ETC Members	Mohammed Jabreel, Antonio Moreno and Assumpció Huerfias Do Local Residents and Visitors Express the Same Sentiments on Destinations Through Social Media?  Thao Thi Vu, Thomas Wozniak and Andreas Liebrich Customer Engagement in Facebook Brand Communities: Measurement and Best Practices from the Airline Industry  Dandison Ukpabi and Heikki Karjalainen Influence of Social Media on Corporate Heritage Tourism Brand	Wolfram Höpken, Dominic Ernesti, Matthias Fuchs, Kai Kronenberg and Maria Lexhagen Big Data as Input for Predicting Tourist Arrivals  Jimin Lee, Hannah Lee, Namho Chung and Chulmo Koo An Integrative Model of the Pursuit of Happiness and the Role of Smart Tourism Technology: A Case of International Tourists in Seoul  Jason L. Stienmetz and Daniel R. Fesenmaier Structural Implications of Destination Value System Networks

**15.45-16.00 BREAK** (a coffee station will be provided in each room)

<b>16.00-17.00</b>	<b>WORKSHOP</b> Room: A15 <b>DECISION MAKING IN TOURISM, continues</b>	<b>EDUCATION FOCUS</b> Room: A12 <b>P2P PEER TO PEER: CHALLENGING EXTREMISM</b> MODERATOR: Claudia Brözel, University for Sustainable Development Eberswalde, Germany	<b>RESEARCH FOCUS</b> Room: A13 <b>HERITAGE TOURISM AND ICT</b> MODERATOR: Anneli Douglas	<b>RESEARCH FOCUS</b> Room: A16 <b>TRAVEL INFORMATION SEARCH AND DECISION-MAKING (2)</b> MODERATOR: Brigitte Stangl	<b>RESEARCH FOCUS</b> Room: A17 <b>CONSUMER PROFILING (2)</b> MODERATOR: Markus Schuckert
		Jamie Murphy, Australian School of Management A report reviewer's perspective - what makes a winning report?  Christian Maurer, University of Applied Sciences Krams, Austria Overview of the challenge contribution of Krams  Wolfram Höpken, University of Applied Science, Weingarten, Germany Overview of two challenge contribution of Weingarten  Lorenzo Cantoni, USI - Università della Svizzera Italiana, Switzerland #faces4heritage: How to manage it to remain alive beyond the P2P project	Francesca Mighela and Flavio Tariffi Emoscapes and Mirror Heritage: A New Concept of Point of Interest for Cultural Tourism 2.0 (Research Note)  Heejeong Han, Taehyeon Um, Chulmo Koo and Namho Chung Image Transfer in Corporate Sponsored Museum: The Role of Smart Technology Mediated Experience (Research Note)  Anna Michael and Costas Boletsis A Tourism Model Shift for Historic Cities: Valorising the Musical Heritage through ICT (Research Note)	Sunny Sun, Rob Law, Chris Luk and Lawrence Hoc Nang Fong Channels for Searching Hotel and Travel Information  Jesús Palomoa, Cristina Figueroa-Domecq, M <sup>a</sup> Dolores Flecha-Barrio and Mónica Segovia-Pérez The Use of New Data Analysis Techniques in Tourism: A Bibliometric Analysis in Data Mining, Big Data and Structural Equations Models (Research Note)	Raffaello Filieri, Fraser McLeay and Bruce Tsui Antecedents of Travellers' Satisfaction and Purchase Intention from Social Commerce Websites  Chunlan Wang, Zheng Xiang and Haiyan Song A Preliminary Analysis of Relationships between Traveller Characteristics and Hotel Review Ratings

**17.00-18.30 IFITT AGM (IFITT Members only) > AULA MAGNA****18.30-21.30 Basilica of St. Paul Outside the Walls: visit and cocktail reception** (entrance is allowed until 19.00)**21.30-23.30 INFORMAL DINNER > T-Bar Ostiense** (Via Ostiense, 182 - Tel. +39 06.5740000)

# Thursday 26<sup>th</sup> January 2017

## Programme

08.30-09.30	<b>WORKSHOP</b> Room: A15 <b>RELIGIOUS TOURISM DESTINATIONS</b> MODERATORS: Daniel Arasa, Pontificia Università della Santa Croce, Rome. Lorenzo Cantoni and Silvia De Ascaniis, USI - Università della Svizzera italiana, Switzerland  <i>Daniel Arasa and Juan Narbona</i> The official website of a mass event as a crossroads for cultural and touristic promotion. The case of Krakow WYD 2016  <i>Fiorella Dallari, Elisabetta Marchetti and Filippo Pistocchi</i> E-pilgrims on the roads: oxymoron or new icon of the contemporary travel?  <i>Terry Inglese and Henri Röttsberger</i> Promotion of the St James's Way through Switzerland with the social media  <i>Silvia De Ascaniis and Lorenzo Cantoni</i> Enhancing visitors' experience at Catholic cathedrals. A map of mobile applications for Italian cathedrals	<b>RESEARCH FOCUS</b> Room: A16 <b>SMART DESTINATIONS / REVENUE MANAGEMENT</b> MODERATOR: Juho Pesonen  <i>Hidekazu Kasahara, Masaaki Iiyama and Michihiko Minoh</i> Tourism Service Portfolio for Smart Destination (Research Note)  <i>Soohyang Noh, Hee-Chan Lee and Seul Kilee</i> Exploring the Determinants of Strategic Revenue Management with Idiosyncratic Room Rate Variations (Research Note)	<b>RESEARCH FOCUS</b> Room: A17 <b>ONLINE REPUTATION AND REVIEWS</b> MODERATOR: Nadzeya Kalbaska  <i>Hee Chung Chung, Hyuae Lee, Chulmo Koo and Namho Chung</i> Which is More Important in Online Review Usefulness, Heuristic or Systematic Cue?  <i>Jonathan Turco, Chris Gibbs and Deborah Fels</i> User Generated Video Reviews by Hotel Guests (Research Note)	
09.30-10.45	<b>KEYNOTES: (BIG) DATA AND PERSONALIZATION &gt; AULA MAGNA</b> MODERATOR: Ulrike Gretzel, University of Queensland, Australia  Andrea D'Amico, Booking.com, Italy Carlos Sanchez, Carlson Wagonlit, Spain Marc Torrent, Big Data Center of Excellence, Barcelona, Spain			
10.45-11.15	<b>COFFEE BREAK &gt; AULA MAGNA FOYER</b>			
11.15-12.30	<b>KEYNOTE PANEL: STATE OF THE ART OF TOURISM IN A MATURE DESTINATION LIKE ITALY - ROLE OF ICT &gt; AULA MAGNA</b> MODERATOR: Rodolfo Baggio, Bocconi University, Italy  Francesca Benati, Amadeus, Italy Edoardo Colombo, Poste Italiane, Italy Antonio Pezzano, Sicilian Department for Tourism, Italy			
12.30-13.30	<b>KEYNOTE PANEL: PAST, PRESENT AND FUTURE TRENDS IN eTourism. THE VIEW OF IFITT PRESIDENTS &gt; AULA MAGNA</b> MODERATOR: Lorenzo Cantoni, USI - Università della Svizzera italiana, Switzerland  Hannes Werthner, Vienna University of Technology, Austria Josef Margreiter, Visit Tirol, Austria Andre Frew, Queen Margaret University, UK Dimitrios Buhalis, Bournemouth University, UK			
13.30-14.00	<b>CONFERENCE CLOSING AND WELCOME TO ENTER 2018</b>  Lorenzo Cantoni, IFITT President Oriol Miralbell, ENTER 2017 Chair Marinella Rocca Longo, Local Host			
14.00-15.00	<b>LUNCH &gt; AULA MAGNA FOYER</b>			
20.30 - Late	<b>INFORMAL DINNER &gt; Porto Fluviale (Via del Porto Fluviale, 22 - Tel. +39 06.5743199)</b>			

# Social programme

**Tuesday, January 24<sup>th</sup>**

## Concert in San Martino ai Monti Church and gala dinner at Brancaccio Palace

On Tuesday evening, you will enjoy a concert in the beautiful setting of the basilica of San Martino ai Monti followed by the Conference Dinner, taking place at Brancaccio Palace, the last Roman Patrician Palace built in 1880 in the heart of the Eternal city. Located on Colle Oppio, near Emperor Nero's "Domus Aurea" and the seven hills, between Colosseum and the famous Basilica of Santa Maria Maggiore. Princess Mary Elisabeth Field, the American wife of Salvatore Brancaccio, in 1879 relied on architect Gaetano Koch for the construction of the palace located in a beautiful, natural old park among roman ruins, centuries old plants and fountains, mixed by vegetable essence. The cost of the Conference dinner is included in the registration fee except for students and accompanying persons, who may want to purchase it separately at the registration desk.

Time: 7.30 pm

Price: € 71,50 VAT included



**Wednesday, January 25<sup>th</sup>**

## Welcome Reception at the Basilica of St. Paul Outside the Walls

The welcome reception will take place on Wednesday evening as an occasion for all participants to meet and interact. The venue is the Basilica of St. Paul outside the Walls, one of Rome's four ancient, major basilicas along with the Basilicas of St. John in the Lateran, St. Peter's and St. Mary Major. Once in the Basilica, you will be welcomed with a standing cocktail reception and will then be divided in small groups to enjoy a guided tour of the Cloister (which dates back to the XIII Century) and the Basilica. On this day, the Catholic Church celebrates St. Paul's conversion; this is a very significant occurrence for the Basilica and the Pope himself will be there to pray and celebrate this occasion.

For those who wish to attend this celebration at the presence of the **Holy Father** in the afternoon of January 25th 2017, the conference secretariat will be able to provide free entrance tickets.

The cost of the Welcome cocktail is included in the registration fee.

Accompanying persons can join the visit and the welcome cocktail by purchasing the ticket at the registration desk.

Time: 6.30 pm

Price: € 33 VAT included



**Thursday, January 26<sup>th</sup>**

## Special Optional Tour: the Roman Houses of Palazzo Valentini

Beneath Palazzo Valentini we found a treasure and have given it new life. The archaeological remains of ancient Roman houses uncovered beneath Palazzo Valentini are now on permanent display, adding to Rome's already rich historical and artistic heritage.

A team of art historians, archaeologists and architects, all working for the Provincial Administration, worked on a project to research, restore and put these excavations on public display. The results are of exceptional significance, revealing an area that was of great importance in Roman times and which can help piece together the ancient, medieval and modern topography of Rome.

Time: 6.00 pm

Price: € 43 VAT included



## Conference venue

**ENTER 2017 eTourism Conference** will take place at the Department of Languages and Literatures of **University of Roma Tre**. The department is located in **Via Ostiense n. 234**.

The venue is well connected with central Tiburtina and Termini railway stations by the B metro line (Marconi stop) and by the bus lines 23, 170, 670 and 791.

### Rome metro map



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