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.
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Rome City Map

1. ROMA TRE UNIVERSITY
   METRO: MARCONI (B LINE)

2. BASILICA OF ST. PAUL OUTSIDE THE WALLS
   METRO: BASILICA S. PAOLO (B LINE)

3. CHURCH OF SAN MARTINO AI MONTI
   and BRANCACCIO PALACE
   METRO: CAVALCONE (B LINE)

4. PALAZZO VALENTINI (ROMAN HOUSES)
   METRO: COLOSSEO (B LINE)
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 20th 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 70th 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: lis 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 Morongli, 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

ROMA TRE
Via Ostiense, 159 - Rome
www.uniroma3.it

Symposia
Via Augusta Riboty, 21 - Rome
www.grupposymposia.it
### Programme at a glance

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

### Keynote Speakers

- **Jan Krasnobedski**  
  Expedia

- **James E. Katz**  
  Boston University’s College

- **Anne Browaeys-Level**  
  Club Med

- **Marianna Sigala**  
  University of South Australia

- **Dimitrios Buhails**  
  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
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Speaker and Details</th>
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</thead>
<tbody>
<tr>
<td>08:00-08:45</td>
<td>Conference registration</td>
<td>AULA MAGNA Foyer</td>
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</tbody>
</table>
| 08:45-09:15 | OFFICIAL WELCOME AND CONFERENCE OPENING                                | AULA MAGNA     | Lorenzo Carlini, UI - Universita della Svizzera Italiana, Lugano, Switzerland, IHF President  
|           |                                                                         |                | Oriol Miralbell, CET - Universitat de Barcelona, Spain, ENTER 2017 Chair             
|           |                                                                         |                | Marianna Boccia Longo, Roma Tre University, Italy, Local Host                        
|           |                                                                         |                | Patrizia Possolini, Symposia S.r.l., Italy, Local Organizer                         |
| 09:15-10:45 | KEYNOTES                                                                | AULA MAGNA     | Jimmy Katz, Boston University, USA                                                   
|           |                                                                         |                | HOW MOBILES ARE CHANGING THE TRAVEL EXPERIENCE                                      
|           |                                                                         |                | Jan Krasnikofo, Expedia, Switzerland, Director of Lodging Revenue Optimization       
|           |                                                                         |                | CONSIDERING SUPPLIER RELATIONS AND MONETIZATION IN HOTEL RECOMMENDATIONS           |
| 10:45-11:15 | COFFEE BREAK                                                           | AULA MAGNA Foyer |                                                                                     |
| 11:15-13:30 | PANEL SESSION                                                          | Rooms: A15, A16 |                                                                                     |
|           | RESEARCH FOCUS                                                         | Room: A12      |                                                                                     |
|           | VALIDITY/RELIABILITY ISSUES IN BIG DATA                                 |                | Hiroki Hoshino, Virginia Tech., USA                                                  
|           | RESEARCH FOCUS                                                         | Room: A13      |                                                                                     |
|           | ONLINE REPUTATION AND REVIEWS: MANAGEMENT ASPECTS                      |                |                                                                                     |
|           | RESEARCH FOCUS                                                         | Room: A16      |                                                                                     |
|           | MOBILE SERVICES AND WEARABLES (1)                                       |                |                                                                                     |
|           | RESEARCH FOCUS                                                         | Room: A17      |                                                                                     |
|           | VIRTUAL AND AUGMENTED REALITY (1)                                       |                |                                                                                     |
|           | RESEARCH FOCUS                                                         | Room: A18      |                                                                                     |
|           | SHARING ECONOMY AND NEW BUSINESS MODELS (1)                            |                |                                                                                     |
|           |                                                                          |                |                                                                                     |
| 13:30-14:30 | LUNCH                                                                    | AULA MAGNA Foyer |                                                                                     |
### 14.30-15.50  PANEL SESSION  >  AULA MAGNA

**SHORTLISTED BEST CONFERENCE FULL PAPERS AND ANNOUNCEMENT OF BEST PHD WORKSHOP PROPOSAL**

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

1. Zheng Xiang, Qianhao Du, YuFeng Ma and Weiguo Fan: Assessing Reliability of Social Media Data: Lessons from Mining TripAdvisor Hotel Reviews

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

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

**Announcement of Best PhD Workshop proposal**

### 15.50-16.50  EDUCATION FOCUS

**Room: A15**

**E-LEARNING AND E-TOURISM EDUCATION**

**MODERATORS:** Matthias Fuchs, European Tourism Research Institute (ETRI), Sweden and Nadzeya Kalbasko, USI - Università della Svizzera Italiana, Switzerland

**Marianna Sigala, University of South Australia** and Matthias Fuchs

E-Tourism education program

**Nadzeya Kalbasko**

E-Learning course for Switzerland Tourism: Switzerland Tourism Academy

**Hannah Zhang Qiu, Hong Kong Polytechnic University, China and Roberto Cantoni, USI - Università della Svizzera Italiana, Switzerland**

MOOCs in tourism and hospitality domain

**Gail Verhülan**

From Flooring to Leading: The Transformation of Digital Marketing Capabilities through ICT Update in Tourism SMEs

**Alex Yoong-choon Hui, Brian King, Dan Wang** and **Dimiter Dikaios**

Entrepreneurship in the Contemporary Tourism Ecosystem: The Case of incoming Tour Operators in Taiwan

**Ulrike Gottler**, **Luis Mendes Filho**, **Márton Leblanc**, **Marcelo Amelin** and **Nina Mifsud**

Technology Adoption by Tourism Operators in Australia and Brazil: An Institutional Theory Perspective (Research Note)

### 16.50-17.00  BREAK

(a coffee station will be provided in each room)

### 17.00-18.00  DESTINATION FOCUS

**Room: A15**

**VIRTUAL AND AUGMENTED REALITY IN TOURISM**

**MODERATORS:** Elena Marchiori, USI - Università della Svizzera Italiana; Timothy Jung, Manchester Metropolitan University, UK

**Lucio Perez,** Valibernet.com, Spain

Virtual Reality as a Killer app for a new communication strategy

**Andrea Guacci,** M3C Creative, Italy

Virtual Reality and VR as a marketing strategy: the PokemonGo case

**Giovanni Landi,** OPI Solutions, Italy

The Augmented Reality experience of the Ara Pacis Museum, Rome Italy

**Manuela Nicolini,** TÜRO Tourist, Switzerland

A virtual reality experience to promote the tourism destination Ticino

**Seol-Gyu Song** and **Dae-Young Kim**

How was Your Trip Experience: While You were assessed with Social Media? The Influence of Compulsive Social Media Usage on Trip Experience

**Lynsay Allen**, **Anastasia Papova** and **Francesca Onore**

How Instagram Influences Visual Destination Image - A Case Study of Jordan and Costa Rica (Research Note)

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

**Wednesday 25th January 2017**

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<tr>
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<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>08:00-08:45</td>
<td>Conference registration</td>
<td><strong>AULA MAGNA FOYER</strong></td>
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<tr>
<td>08:45-09:45</td>
<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A15&lt;br&gt;<strong>INNOVATIONS IN INDUSTRY AND DESTINATIONS</strong>&lt;br&gt;Moderator: Jean-Claude Morand</td>
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<td></td>
<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A15&lt;br&gt;<strong>BOOKING BEHAVIOR (1)</strong>&lt;br&gt;Moderator: Mattia Rainoldi</td>
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<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A15&lt;br&gt;<strong>SOCIAL MEDIA (2)</strong>&lt;br&gt;Moderator: Jason Struempfel</td>
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<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A16&lt;br&gt;<strong>CONSUMER PROFILING (1)</strong>&lt;br&gt;Moderator: Rob Low</td>
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<td></td>
<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A17&lt;br&gt;<strong>E-LEARNING AND MOOCs</strong>&lt;br&gt;Moderator: Timothy Jung</td>
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<tr>
<td>09:45-10:00</td>
<td><strong>COFFEE BREAK</strong></td>
<td><strong>AULA MAGNA FOYER</strong></td>
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<tr>
<td>10:00-10:30</td>
<td><strong>KEYNOTES</strong>&lt;br&gt;Moderator: Barbara Neuhoffler, Fachhochschule Salzburg - University of Applied Sciences, Austria&lt;br&gt;Anne Braeley-Level, ClubMed, France; Chief Marketing, Digital &amp; Technology&lt;br&gt;<strong>CONSUMER CENTRIC DIGITAL BRAND STRATEGY</strong></td>
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<td>10:30-11:40</td>
<td><strong>JITT PANEL DISCUSSION: Group Decision Making and Recommendation in Tourism</strong>&lt;br&gt;Moderator: Hannes Werther, Vienna University of Technology, Austria&lt;br&gt;Anna Delec, Vienna University of Technology, Austria&lt;br&gt;Francesco Ricci, Free University of Bolzano, Italy&lt;br&gt;Julia Neidhardt, Vienna University of Technology, Austria&lt;br&gt;Markus Zanker, Free University of Bolzano, Italy&lt;br&gt;Thuy-Ngoc Nguyen, Free University of Bolzano, Italy</td>
<td><strong>AULA MAGNA</strong></td>
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<tr>
<td>11:40-12:30</td>
<td><strong>INDUSTRY FOCUS</strong>&lt;br&gt;Room: A15&lt;br&gt;<strong>MARKETING AND BUSINESS INTELLIGENCE</strong>&lt;br&gt;Moderator: Jamie Murphy, Australian School of Management&lt;br&gt;Steve Hood, STR, USA; Senior Vice President of Research&lt;br&gt;Mark Friesen, Guillaume Consulting, Germany; Founder and Managing Partner</td>
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<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A13&lt;br&gt;<strong>SMART DESTINATIONS</strong>&lt;br&gt;Moderator: Rob Low</td>
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<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A13&lt;br&gt;<strong>BOOKING BEHAVIOR (2)</strong>&lt;br&gt;Moderator: Florian Zach</td>
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<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A16&lt;br&gt;<strong>TRAVEL INFORMATION SEARCH AND DECISION-MAKING (1)</strong>&lt;br&gt;Moderator: Rodolfo Boggia</td>
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<td></td>
<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: A17&lt;br&gt;<strong>VIRTUAL AND AUGMENTED REALITY (2)</strong>&lt;br&gt;Moderator: Roman Eggler</td>
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<tr>
<td>12:30-13:45</td>
<td><strong>LUNCH</strong></td>
<td><strong>AULA MAGNA FOYER</strong></td>
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<td></td>
<td><strong>JITT BOARD MEETING</strong></td>
<td><strong>ROOM A15</strong></td>
</tr>
</tbody>
</table>
### 13.45-14.45 KEYNOTES - SMART TOURISM > AULA MAGNA
**MODERATOR:** Paul Baran, Visit Victoria
Jon Faucett, Trekksoft, Switzerland, CEO and Co-Founder
Antonio Cannatapiedra, MyToX, The Tax App (Daimler AG-Mercedes Benz Group), CEO and Co-Founder

### 14.45-15.45 WORKSHOP
**Room:** A15
**DECISION MAKING IN TOURISM**
**MODERATOR:** Amira Dedic, Vienna University of Technology, Austria

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<tbody>
<tr>
<td><strong>ONLINE CONSUMER BEHAVIOR</strong></td>
<td><strong>SEMINAR WEB / WEBSITES</strong></td>
<td><strong>SOCIAL MEDIA</strong></td>
<td><strong>SMART DESTINATIONS</strong></td>
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<td>Room: A12</td>
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<tr>
<td>Ping Wong, Xinfei Zhang, Rizna Soom and Chaojun Sun</td>
<td>Else Wang, Rob Law and Gang Li</td>
<td>Mohammed Jabere, Antonia Morana and Assumpta Manhers</td>
<td>Wafaa Hjaj, Dominic Iمدلسي, Matthias Fuchs, Kim Kromberg and María Lehmann</td>
</tr>
<tr>
<td>Determinants of Customers' eWOM Behaviour - a System Success Perspective</td>
<td>Reviewing Geotagging Research in Tourism</td>
<td>Do Local Residents and Visitors Express the Same Sentiments on Destinations Through Social Media?</td>
<td>Big Data as Input for Predicting Tourist Arrivals</td>
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<tr>
<td>Junge Gye and Unke Grabl</td>
<td>ELiA Kiri, Huotan Song, Janaal Alkta, Martin Hey and Dieter Fensel</td>
<td>Thao Thi Vu, Thomas Wambier and Andreas Leluch</td>
<td>Wafaa Hjaj, Dominic Iمدلسي, Matthias Fuchs, Kim Kromberg and María Lehmann</td>
</tr>
<tr>
<td>The Role of Humour in Driving Customer Engagement</td>
<td>Extending the Schema.org Vocabulary for more Expressive Accommodation Annotations</td>
<td>Customer Engagement in Facebook Brand Communities: Measurement and Best Practices from the Airlines Industry</td>
<td>Big Data as Input for Predicting Tourist Arrivals</td>
</tr>
<tr>
<td>Daniela Marchesani, Gabriele Piccoli and Tiziano Ciocca</td>
<td>The Impact of IT-enabled Customer Experience Management on Service Perceptions and Performance</td>
<td>Donalda Uggaba and Neelka Kajarekho</td>
<td>Wafaa Hjaj, Dominic Iمدلسي, Matthias Fuchs, Kim Kromberg and María Lehmann</td>
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<td>Influence of Social Media on Corporate Heritage Tourism Brand</td>
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### 15.45-16.00 BREAK (a coffee station will be provided in each room)

### 16.00-17.00 WORKSHOP
**Room:** A15
**DECISION MAKING IN TOURISM, continues**

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<td><strong>TRAVEL INFORMATION SEARCH AND DECISION-MAKING (2)</strong></td>
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<td>Room: A13</td>
<td>Room: A16</td>
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<tr>
<td>Jamie Murphy, Australian School of Management</td>
<td>Francesco Mangieli and Flavia Sarrà</td>
<td>Sunny Seo, Rob Law, Chris Luk and Lawrence Hao Neng Yang</td>
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<tr>
<td>A reportwriter's perspective - what makes a winning report?</td>
<td>Erasmus and Maccari's A New Concept of Point of Interest for Cultural Tourism 2.0 (Research Note)</td>
<td>Channels for Searching Hotel and Travel Information</td>
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<tr>
<td>Christian Mancini, University of Applied Sciences, Austria</td>
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<td>Overview of the challenges encountered in research</td>
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<tr>
<td>Wolfram Hjaj, University of Applied Science, Weingarten, Germany</td>
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<tr>
<td>Overview of two challenge conferences at Weingarten</td>
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<tr>
<td>Lorenzo Cantoni, USI - Università della Svizzera Italiana, Switzerland</td>
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</table>
# Thursday 26th January 2017

**Workshop**

8.30-9.30

**Religious Tourism Destinations**

Moderators: Daniel Arasa, Pontificio Università della Santa Croce, Rome; Lorenzo Cantoni and Silvia De Ascaniis, USI - Università della Svizzera Italiana, Switzerland

- Daniel Arasa and Juan Martínez
  - The official website of a mass event as a crossroad for cultural and touristic promotion: The case of Krakow WYD 2016
- Katerina Dallat, Elisabetta Marchetti and Filippo Pellegrini
  - E-pilgrims on the road: oxygen or new icon of the contemporary travel?
- Terry Inglish and Henrik Röthberger
  - Promotion of the St. James’s Way through Switzerland with the social media
- Silvia De Ascaniis and Lorenzo Cantoni
  - Enhancing visitors’ experience of Catholic cathedrals: A map of mobile applications for Italian cathedrals

**Research Focus**

Room: A15

**Smart Destinations / Revenue Management**

Moderator: Juha Pesonen

- Hrdleková Kašáňová, Masaki Iyama and Michihiko Akinobu
  - Tourism Service Portfolio for Smart Destination (Research Note)

**Research Focus**

Room: A17

**Online Reputation and Reviews**

Moderator: Nadzaya Kalibakwa

- Hee Chung Chung, Hyo-Soe Lee, Chulmo Koo and Namho Chung
  - Which is More Important in Online Review Usefulness: Heuristics or Systematic Cov?
- Soo Ha Yang, Hee-Chan Lee and Seul-Ki Lee
  - Exploring the Determinants of Strategic Revenue Management with Idiosyncratic Room Rate Variations (Research Note)

**Keynotes: (Big) Data and Personalization**

9.30-10.45

Moderator: Ulrike Grottke, University of Queensland, Australia

- Andrea D’Amico, Booking.com, Italy
- Carlos Sanchez, Cenkai Wagonit, Spain
- Marc Torrent, Big Data Center of Excellence, Barcelona, Spain

**Coffee Break**

10.45-11.15

**Keynote Panel: State of the Art of Tourism in a Mature Destination Like Italy - Role of ICT**

Moderator: Radia Palagi, Bocconi University, Italy

- Francesco Innocenti, Amos Tos, Italy
- Edoardo Colombi, Poste Italiane, Italy
- Antonio Pezzutto, Sicilian Department for Tourism, Italy

**Keynote Panel: Past, Present and Future Trends in eTourism. The View of IFITT Presidents**

Moderator: Lorenzo Cantoni, USI - Università della Svizzera Italiana, Switzerland

- Hannes Werthner, Vienna University of Technology, Austria
- Josef Mangerhofer, H Ward, Austria
- Andre Frese, Queen Margaret University, UK
- Dimitris Buhali, Bournemouth University, UK

**Conference Closing and Welcome to Enter 2018**

13.30-14.00

- Lorenzo Cantoni, IFITT President
- Oriol Miralbell, ENTER 2017 Chair
- Marinella Rocco Longo, Local Host

**Lunch**

14.00-15.00

**Informal Dinner**

20.30 - Late

Porto Fluviale (Via del Porto Fluviale, 22 - Tel. +39 06.5743199)
Social programme

Tuesday, January 24th

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 25th

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 26th

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 at 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

Under the Patronage of:

With the Support of:

Media Partners:

Socially acceptable Event, thanks to the cooperation with:

ORGANIZING SECRETARIAT
SYMPOSIA SRL
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