

08:00-08:45

**CONFERENCE REGISTRATION**

08:45-09:15

**WELCOME AND CONFERENCE OPENING**

**Room: Rydbergsalen | Moderator: Antoni Lacinaí**

Lorenzo Cantoni, IFITT President, USI - Università della Svizzera italiana (Lugano, Switzerland), Welcome to ENTER 2018

Marianna Sigala, University of South Australia (Adelaide) & Matthias Fuchs, Mid-Sweden University (Östersund) ENTER 2018 Chairs, Welcome & Team Presentation

Ann-Marie Nilsson, Chairman of the City Council, Jönköping Municipality

Mats Jägstam, Vice President, Jönköping University

Patrik Oldelius, Conference Host, Destination Jönköping

09:15-10:00

**THIERRY GNYCH, IBM WATSON: COGNITIVE AND THE ETOURISM INDUSTRY**

**Room: Rydbergsalen | Moderator: Antoni Lacinaí**

10:00-10:30

**COFFEE BREAK**

10:30-11:30

**ARTIFICIAL INTELLIGENCE & BIG DATA/COGNITIVE APPROACHES**

**Room: K12 | Moderator: Iis Tussyadiah**

Jan Krasnodebski, Expedia: Revenue optimization

Mirko Lalli, Travel Appeal: Artificial intelligence to improve travel experience

Hovhannes Khandanyan: Carlson CWT, Big data journey at CWT - strategic approach to T&E spend analysis

**RECOMMENDER SYSTEMS**

**Room: K13 | Moderator: Wolfram Hoepken**

Lisa Glatzer, Julia Neidhardt and Hannes Werthner: Automated Assignment of Hotel Descriptions to Travel Behavioural Patterns

Mete Sertkan, Julia Neidhardt and Hannes Werthner: Mapping of Tourism Destinations to Travel Behavioural Patterns

**SOCIAL MEDIA**

**Room: K14 | Moderator: Florian Zach**

Aleksander Groth, Rosanna Buchauer and Stephan Schlögl: Influence of Social Media Engagement on Sustainable Mobility Behaviour in Alpine Regions

Lluís Garaya and Soledad Morales: Users' Engagement and Drivers in Music Festivals' Virtual Communities. A methodological proposal to understand the Case of Sonar, Primavera Sound and BAM Festivals in Barcelona (Research Note)

Van Winkle, C., Bueddefeld, J., MacKay, K., & Halpenny, E.: Engaging Festival Audiences through Social Media (Research Note)

**VIRTUAL REALITY AND GAMIFICATION**

**Room: K17 | Moderator: Dimitrios Buhalis**

Julia Beck and Roman Egger: Emotionalise me: Self-reporting and arousal measurements in virtual tourism environments

Chulmo Koo, Kyuwon Choi, Juyeon Ham and Namho Chung: Empirical Study of PokemonGo Game and Destination Engagement

**HOSPITALITY TECHNOLOGY**

**Room: K18 | Moderator: Christian Maurer**

Marcello Mariani, Sergey Kazakov and Marina Predvoditeleva: How the Russian hotel industry is represented on online review platforms? An exploratory analysis of Muscovite hotels on Booking

Yeongbae Choe, Yongjin Lee, Hany Kim, and Lori Pennington-Gray: Representation of Food Safety in Online Reviews

Xie Zongyan, Li Nao, Xiang Zheng and Zhou Chunjie: Comparison of the Helpfulness of Online Reviews on Review Platforms for Tourism in China

11:30-12:15

**IRENE NG, UNIVERSITY OF WARWICK: INTERNET OF THINGS, BIG DATA AND TOURISM**

**Room: Rydbergsalen | Moderator: Antoni Lacinaí**

12:15-13:30

JOINT LUNCH | ENTER2018 & FOCUS SCANDINAVIA

13:30-14:30

**KATARINA GRAFFMAN, UPPSALA UNIVERSITY: IT'S TIME TO PUT THE HUMAN BEING IN THE SPOTLIGHT**

**Room: Rydbergsalen | Moderator: Antoni Lacinaí**

14:30-15:30

### SHARING ECONOMY IN TOURISM: A NEW NEOLIBERAL CAPITALISM OR A SUSTAINABLE WAY OF TOURISM

Room: Rydbergsalen | Marianna Sigala, University of South Australia

Doreén Pick, Merseburg University of Applied Sciences, Nadine Schreiner, Heinrich-Heine-University Duesseldorf: Economic, social and environmental values – Drivers of loyalty of users of apartment sharing

Mar Alonso, Autonoma Universita de Madrid: Sharing Economy in Spain: lights and shadows

Marianna Sigala, University of South Australia (Adelaide): sharing economy & entrepreneurship & Tom Caton (CRO AIRDNA.co)

Steve Hood, STR: How the hospitality industry views and analyses hotel data – An industry perspective on performance, development and economic data

Lidija Lalacic, MODUL University Vienna: Well-being and sharing economy'

### EDUCATION AND LEARNING

Room: K17 | Moderator: Dan Wang

Francisco Femenia-Serra: Smart tourism destinations and higher tourism education in Spain. Are we ready for this new management approach?

Elide Garbani-Nerini, Nadzeya Kalbaska and Lorenzo Cantoni: Evaluating the development and impact of an eLearning platform: the case of the Switzerland Travel Academy

### CROWDSOURCING AND COOPETITION

Room: K13 | Moderator: Iis Tussyadiah

Thomas Kohler and Lea Ruetzler: Crowdsourcing Social Innovation in Tourism

Maurilio Zuccalà and Emiliano Sergio Verga: Supporting Tourism through Digital Ecosystems: the E015 Experience

### SEMANTIC WEB SERVICES AND ANNOTATION

Room: K14 | Moderator: Julia Neidhardt

Boran Taylan Balci, Umutcan Simsek, Elias Kärle and Dieter Fensel: Analysis of Schema.org Usage in the Tourism Domain (Research Note)

Umutcan Simsek and Dieter Fensel: Now We Are Talking! Flexible and Open Goal- Oriented Dialogue Systems for Accessing Touristic Services (Research Note)

Oleksandra Panasiuk, Elias Kärle, Umutcan Simsek, Dieter Fensel: Defining Tourism Domains for Semantic Annotation of Web Content (Research Note)

14:30-15:50

### OPENING FOCUS SCANDINAVIA

Room: Forum Scandinavia | Moderator: Antoni Lacina

Anna-Caren Säterberg (Member of Parliament): Welcome to Focus Scandinavia!

### MIKKEL AARØ-HANSEN, WONDERFUL COPENHAGEN: THE END OF TOURISM

Room: Forum Scandinavia | Moderator: Antoni Lacina

### HENRIK DIDER & ANNE EK, SCANDIC HOTELS: DIGITALIZATION – BOOSTING THE SCANDIC CULTURE

Room: Forum Scandinavia | Moderator: Antoni Lacina

15:00-16:00

### INNOVATION DAYS - GET TOGETHER

Room: Lower Foyer

15:30-16:15

### COFFEE BREAK

15:30-18:00

### IFITT AGM (IFITT MEMBERS ONLY)

Room: Rydbergsalen

16:00-17:30

### INNOVATION DAYS - IDEA PITCHES

Room: K11 | Moderator: Thomas Kohler

16:15-18:00

### PER ØSTERGAARD JACOBSEN, COPENHAGEN BUSINESS SCHOOL: DISRUPT YOUR MINDSET TO WORK WITH BIG DATA

Room: Forum Scandinavia | Moderator: Antoni Lacina

### TOMAS LYCKEDAL, DREAMHACK: THE STORY BEHIND DREAMHACK

Room: Forum Scandinavia | Moderator: Antoni Lacina

17:30-18:00

### INNOVATION DAYS - TEAM BUILDING

Room: Lower Foyer

19:00-21:00

### WELCOME RECEPTION

Culture Hall Spira

KEYNOTE

PANEL

FOCUS SCANDINAVIA

RESEARCH FOCUS

INNOVATION DAYS

08:00-08:40

**CONFERENCE REGISTRATION**

08:40-09:30

**ANDREAS KRISTENSSON, TELENOR SWEDEN: SMART CITIES & SOCIETIES – DIGITAL TOURISM 2.0**

Room: Rydbergsalen | Moderator: Antoni Lacinaï

09:40-11:10

**DESTINATION FOCUS**

Room: K12 | Moderator: Jean-Claude Morand

Christopher Hinteregger, Alturos Destinations: Digitalization of Mountain Destinations – the Alturos Destination Story

Manuela Nicoletti, Ticino Tourism, On board concierge service while travelling

René Rumberg, Estonian Tourism Board: Digital footprint Estonia

Mauro Verdone, Ticino Turismo: Ticino Ticket: one Ticket, endless Emotions

**SOCIAL MEDIA AND TECHNOLOGY IN THE HOSPITALITY INDUSTRY**

Room: K13 | Moderator: Rob Law

Dandison Ukpabi, Sunday Olaleye, Emmanuel Mogaji and Heikki Karjaluoto: Insights into Online Reviews of Hotel Service Attributes: A Cross-National Study of Selected Countries in Africa

Sharon Nyangwe and Dimitrios Buhalis: Branding Transformation through Social Media and Co-creation. A case study of Marriott International

Karin Högberg and Anna Karin Olsson: Linking Technological Frames to Social Media Implementation – An International Study of Hotels

Fuad Mehraliyeva, Youngjoon Choia, and Mehmet Ali Koseoglu: Co-authorship Analysis of Social Media Research in Tourism and Hospitality (Research Note)

**DATA MINING AND SENTIMENT ANALYSIS**

Room: K14 | Moderator: Zheng Phil Xiang

Christian Weismayer, Ilona Pezena and Christopher Han-Kie Gan: Aspect- based sentiment detection: Comparing human vs. automated classifications of TripAdvisor reviews

Aleksandar Trpkovski, Huy Quan Vu, Gang Li, Hua Wang and Rob Law: Automatic Hotel Photo Quality Assessment Based on Visual Features

Lyndon Nixon: Assessing the usefulness of online image annotation services for destination image measurement (Research Note)

**INFORMATION SEARCH AND TRAVEL BEHAVIOUR**

Room: K17 | Moderator: Matthias Fuchs

Shanshan Qi and Rosanna Leung: The Search for Kenya: How Chinese-Speaking Generation Z Does its Online Travel Planning

Moon Munhyang Oh, Irene Cheng Chu Chan and Fuad Mehraliyev: Ethnic Restaurant Selection Patterns of U.S. Tourists in Hong Kong: An Application of Association Rule Mining

Ekaterina Volchek, Haiyan Song, Rob Law and Dimitrios Buhalis: Forecasting London Museum Visitors Using Google Trends Data (Research Note)

Elena Marchiori, Miriam Scaglione, Roland Schegg, Lorenzo Cantoni: Research agenda for analysing online climate and weather information in the process of vacation planning (Research Note)

Xuan Trana, Ha Tranb, and Tram Tranc: Information Communications Technology (ICT) and Tourism Experience: Can Serotonin become a measurement for tourism experience? (Research Note)

**STAFFAN DAVIDSSON, VOLVO CAR CORPORATION: MAKE USE OF TIME IN CARS**

Room: Forum Scandinavia | Moderator: Antoni Lacinaï

**ENTER FOOTPRINTS - ADRIANO VENTURINI: TANGIBLE TOURISM WITH THE INTERNET OF THINGS**

Room: Forum Scandinavia | Moderator: Antoni Lacinaï

**THOMAS HEJDSTRÖM, ATEA: APPLIED VIRTUAL REALITY**

Room: Forum Scandinavia | Moderator: Antoni Lacinaï

11:10-11:45

**COFFEE BREAK**

11:10-12:00

**JITT BOARD MEETING (JITT EDITORIAL BOARD MEMBERS ONLY)**

Room: K18

11:45-13:30

**ENTER FOOTPRINTS - WOLFRAM HÖPKEN: SEARCH ENGINE TRAFFIC AS INPUT FOR PREDICTING TOURIST ARRIVALS**

Room: Forum Scandinavia | Moderator: Antoni Lacinaï

**INNOVATION DAYS**  
Room: Lower foyer

**LISA FARRAR, NORDIC CHOICE HOTELS: DARE TO DISAGREE AND FUCK HIERARCHIES!  
HOW TO BUILD THE WORLD'S BEST GUEST JOURNEY**

Room: Forum Scandinavia | Moderator: Antoni Lacina

**SUMMARY + CLOSING FOCUS SCANDINAVIA**

Room: Forum Scandinavia | Moderator: Antoni Lacina

12:00-12:30

**JITT ETOURISM HANDBOOK PROJECT SESSION**

Room: Rydbergsalen

12:30-13:30

**ENTER 2018 BEST PAPERS: PRESENTATIONS**

Room: Rydbergsalen | Moderator: Brigitte Stangl and Juho Pesonen

Wolfram Höpken, Tobias Eberle, Matthias Fuchs and Maria Lexhagen: Search engine traffic as input for predicting tourist arrivals

Miriam Scaglione, Colin Johnson and Pascal Favre: When last-minute really is last minute

Jason Stienmetz: Deconstructing Visitor Experiences: Structure and Sentiment

13:30-14:30

JOINT LUNCH | ENTER2018 & FOCUS SCANDINAVIA

14:30-15:20

**ROTEM SHENOR, UNIVERSITY OF AGDER SCHOOL OF BUSINESS & LAW, NORWAY:  
CROWDFUNDING - WHERE ENGAGEMENT, CONTENT AND NETWORK MEETS - TRENDS,  
OPPORTUNITIES AND CHALLENGES FOR THE TRAVEL INDUSTRY**

Room: Rydbergsalen | Moderator: Marianna Sigala

14:30-15:20

**OPEN ROUND TABLE / FOCUS SCANDINAVIA BACKSTAGE**

Room: K11

15:30-16:30

**HOTEL SIMULATION GAMES**

Room: K12 | Moderator: Steve Hood

Peter Russell, Russell Partnership Technology: Simulation in the hotel and tourism industry

Peter Starks, Red Global Group: Hotel simulation game

**EDUCATION AND LEARNING**

Room: K13 | Moderator: Matthias Fuchs

Pierre Benckendorff, Iis Tussyadiah and Caroline Scarles: The Role of Digital Technologies in Facilitating Intergenerational Learning in Heritage Tourism

Mattia Rainoldi, Barbara Neuhofer and Mario Jooss: Mobile eyetracking of museum learning experiences

Claudia Brözel, Wolfram Höpken, Matthias Fuchs: The European IFITT Masterclass on E-Tourism (short announcement)

**BIG DATA**

Room: K14 | Moderator: Miriam Scaliogne

Juan Murillo Arias, Juan De Dios Romero Palop, Diego J. Bodas Sagi and Heribert Valero Lapaz: Using Transactional Data to Determine the Usual Environment of Cardholders

Florian Zach, Scott Wallace, Iis Tussyadiah and Priya Narayana S.: Developing and Testing a Domain-specific Lexical Dictionary for Travel Talk on Twitter (#ttot)

Steven Valcke - TOURISM VLAANDEREN: Big data in crisis monitoring: case study Flanders and Brussels

**VIRTUAL REALITY AND GAMIFICATION**

Room: K17 | Moderator: Rob Law

Christos Pantelidis, M. Claudia tom Dieck, Timothy Jung, and Amanda Miller: Exploring Tourist Experiences of Virtual Reality in a Rural Destination: A Place Attachment Theory Perspective (Research Note)

Ye (Sandy) Shen and Marion Joppe: Gamification in Tourism Advertising: Game Mechanics and Practices (Research Note)

Jessika Weber and Janet Dickinson: Designing Location-based Augmented Reality Games for Urban Tourism: A Conceptual Framework (Research Note)

**E-TOURISM TRENDS IN THE HOSPITALITY SECTOR**

Room: K18 | Moderator: Marianna Sigala

Cihan Cobanoglu, McKibbon, Katerina Berezina: Using Hotel Software in Hospitality Curriculum: A Case of innRoad, M3 Link and M3 AccKnowledge

Carl H. Marcussen: Price determinants of Airbnb rentals - the case of Denmark

16:30-16:45

**COFFEE BREAK**

17:30-18:30

**IFITT BOWLING TOURNAMENT**

RC Hotel

19:30-01:00

**GALA DINNER & ANNIVERSARY PARTY**

Congress Center elmia

INNOVATION DAYS  
Room: Lower foyer

■ FOCUS SCANDINAVIA  
■ KEYNOTE ■ RESEARCH FOCUS  
■ PANEL ■ INDUSTRY FOCUS

**08.00-09.00**

**CONFERENCE REGISTRATION**

**9:00-10:30**

**ARTIFICIAL INTELLIGENCE & BIG DATA**

**Room: K12 | Moderator: Jan Krasnodebski - Expedia**

Rami Alsaman, Trivago: Deep learning applications to hotel search problems

Salwan Reno FINJ: Why it doesn't make sense to stay low tech?

João Graca - CTO UNBABEL: How to combine AI with the crowd to scale professional-quality translation

Miklós Peter Mäder - HUNGARIAN TOURISM: Understanding digital footprint - cool insights of destinations

**MOBILE TOURISM**

**Room: K13 | Moderator: Rosanna Leung**

Lawrence Hoc Nang Fong, Irene Cheng Chu Chan, Rob Law and Tuan Phong Ly: The mechanism that links the implicit theories of intelligence and continuance of information technology: Evidence from the use of mobile apps to make hotel reservations

Rob Law, Sunny Sun, Markus Schuckert and Dimitrios Buhalis: Chinese travelers' mobile payments: Market disruption and risk management

Dario Cavada, Mehdi Elahi, David Massimo, Stefano Maule, Elena Not, Francesco Ricci and Adriano Venturini: Tangible Tourism with the Internet of Things

Rob Law, Yu Fai Chan, and Dimitrios Buhalis: Overreliance on mobile payment solutions for purchasing air tickets in China (Research Note)

**SOCIAL MEDIA AND TECHNOLOGY IN THE HOSPITALITY INDUSTRY**

**Room: K14 | Moderator: Nadia Kalbaska**

Iis Tussyadiah and Sangwon Park: Consumer Evaluation of Hotel Service Robots

Yeyen Sinarta and Dimitrios Buhalis: Technology Empowered Real-time Service

Soey Sut Ieng Lei, Ksenia Kirillova and Dan Wang: Factors Influencing Customers' Intention to Use Instant Messaging to Communicate with Hotels

Fabiana Baumann, Maria Sofia Lopes, and Paulo Lourenço: Destination image through digital photography: Instagram as a data collector for UGC analysis (Research Note)

**SOCIAL MEDIA**

**Room: K17 | Moderator: Ulrike Gretzel**

Shuang Song, Hajime Saito and Hidenori Kawamura: Content Analysis of Travel Reviews: Exploring the Needs of Tourists from Different Countries

Lidija Lalicic, Assumpció Huertas, Antonio Moreno, Stefan Gindl and Mohammed Jabreel: Do DMOs communicate their emotional brand values? A comparison between Twitter and Facebook.

Lidija Lalicic and Stefan Gindl: DMOs' Facebook Success Stories: A Retrospective View

**TOURISM MANAGEMENT - POSTER SESSION**

**Room: K18 | Moderator: Juho Pesonen**

Colm Barcoe B.Bus and Dr. Garvan Whelan: Capitalising on the Cultural Link Between Ireland and North America Using Social Media: A Destination Marketing Study

Mu Zhang and Jing Luo: Study on Influential factors on Customer Loyalty of Tourism Websites

Emil Petrov: Using Information and Communications Technology and Geographic Information Systems for Managing Transport, Tourism Access and Mobility at the City of Sofia

Lule Ahmedi, Korab Rrmoku, and Dardan Shabani: ViziTo: A system for recommending touristic Points of Interest using Bimodal Social Network Analysis

**10:30-11:00**

**COFFEE BREAK**

**11:00-11:30**

**STEVE HOOD, SMITH TRAVEL RESEARCH: HOW THE HOSPITALITY INDUSTRY VIEWS AND ANALYSES HOTEL DATA - AN INDUSTRY PERSPECTIVE ON PERFORMANCE, DEVELOPMENT AND ECONOMIC DATA**

**Room: Rydbergsalen | Moderator: Lorenzo Cantoni**

**INNOVATION DAYS**  
Room: Lower foyer

11:30-12:00

**PANEL: TBA**  
Room: Rydbergsalen

12:00-13:20

**INNOVATION IN TOURISM**  
Room: Rydbergsalen | Moderator: Jean-Claude Morand  
Micha Estis GREEN, CEO Maidbot, Robots and hospitality - a true love story  
Tom CATON - Chief Revenue Officer - AirDNA How to Successfully Regulate Short Term Rentals

**INFORMATION SEARCH AND TRAVEL BEHAVIOUR**  
Room: K13 | Moderator: Christian Weismayer  
Shumpei Iinuma, Hidetsugu Nanba and Toshiyuki Takezawa: Automatic Summarization of Multiple Travel Blog Entries Focusing on Travelers' Behavior  
Shahab Pourfakhimi, Tara Duncan and Willem Coetzee: A Synthesis of Technology Acceptance Research in Tourism & Hospitality  
Rob Law, Elise Wong, Dimitrios Buhalis, Richard Hatter: Time-varying browsing behavior of hotel website users (Research Note)  
Ekaterina Volchek, Haiyan Song, Rob Law and Dimitrios Buhalis: Forecasting London Museum Visitors Using Google Trends Data (Research Note)

**SOCIAL MEDIA**  
Room: K14 | Moderator: Nydon Lixon  
Kyungmin Lee, Juyeon Ham, Sung-Byung Yang and Chulmo Koo: Can You Identify Fake or Authentic Reviews? An fsQCA Approach  
Jamie Murphy, Ulrike Gretzel, Juho Pesonen, Kirsi Silvennoinen and Anna-Liisa Elorinne: Household Food Waste, Tourism and Social Media: A Research Agenda  
Junjiao Zhang, Naoya Ito and Jihong Liu: The Role of Perceived Online Social Capital in Predicting Travel Information Engagement

**SHARING ECONOMY**  
Room: K17 | Moderator: Juho Pesonen  
Sunghan Ryu, Kyungmin Choi and Daegon Cho: A Behaviour-Based Market Segmentation of Travelers and Their Differential Activities at Peer to Peer Online Travel Marketplace  
Richard Qiu, Daisy Fan and Anyu Liu: Exploring the Booking Determinants of the Airbnb Properties: An Example of the Listings of London  
Siew Wei Gan, Alessandro Inversini and Isabella Rega: Tourism, Development and Digital Technologies: Insights from Malaysian Homestays

13:30-14:00

**CONFERENCE CLOSING AND WELCOME TO ENTER 2019**  
Room: Rydbergsalen

14:00-15:00

**LUNCH**

14:00-16:00

**INNOVATION DAYS - PROTOTYPE EXPO**  
Room: Foyer

16:00-17:00

**INNOVATION DAYS - JURY MEETING**  
Room: K16

17:00-18:00

**INNOVATION DAYS - WINNER ANNOUNCEMENT**  
Room: Rydbergsalen | Moderator: Thomas Kohler

19:00

**INFORMAL DINNER**  
Grand Hotel

INNOVATION DAYS  
Room: Lower foyer