Welcome to the 28ᵗʰ ENTER Conference!

ENTER21@yourplace
Change – Future – Matters

2020 will remain in history as a year of crisis, unprecedented challenges and new opportunities. Traditionally, the International Federation for IT and Travel & Tourism (IFITT) runs the annual ENTER e-Tourism conference to explore ways technology can be used to maximize positive impacts on society, environment, and economy in travel and tourism. With the theme **"eTourism: Development Opportunities and Challenges in an Unpredictable World"**, the 28th ENTER will combine its best practices with a range of innovations to support the development of new solutions.

In order to address the challenge of COVID-19, ENTER21 will take place virtually @yourplace. ENTER2021 aims to bring back the conversation between industry representatives, entrepreneurs, destinations, policymakers, researchers, and students. In addition to megatrends in travel, tourism & tech, ENTER2021 expands the range of its topics to include the COVID-19 impacts and solutions for industry recovery and resilience.

For the very first time, all research papers presented at the conference will be published in an **open-access online book**. As a result, the generated knowledge will remain publicly available in an eco-friendly form, for free. In order to provide an immersive conference experience, **ENTER2021@yourplace** will offer all participants a new, interactive and sustainable platform for conversations. In this program, you will find many opportunities for learning and networking in keynote speeches, research presentations, PhD Workshop, special topic sessions, ENTERXchange, virtual destinations, panel discussions and many others.

We would like to thank everyone who made this conference possible despite this unusual time. We wish all participants a successful and exciting time in our virtual conference center.

Stay healthy and curious!

Prof. Dr.
Claudia C. Brözel,
ENTER21 Overall Chair

Dr. Zheng Xiang, IFITT
President

Editorial Deadline: Jan. 18ᵗʰ 2021 10am CET

ENTER 21
@yourplace

KEYNOTE SPEAKERS : 20th of January

From Human Touch to Human Tech:
The Challenge of Frictionless Travel beyond COVID-19

The profound impact of COVID-19 holds not least an opportunity: changes such as the digital transformation experience an acceleration and will be the foundation for frictionless travel, which is now being redefined – from amenity to necessity. Safe travel processes, data sharing within platform ecosystems, sustainable solutions, and technology that enhances human interaction are aspects of an evolution we are called to now, as an industry.

ANNA KOFOED

Senior Vice President, Retail for
Northern, Eastern, Central & Southern
Europe – Amadeus

The Future of Business Travel:
Current Mobility Management Issues and the Impact of the COVID-19 Pandemic on the Business Travel Market

Never before have the economy and society had less planning reliability than in 2020 as a result of the rapid global spread of the COVID-19 virus. When the financial crisis of 2008–2009 brought new challenges for business travel managers, companies realised how essential they were as multitaskers as well as strategically and operationally important bridge-builders. And this year again, they are performing a balancing act between cancellations, capacity bottlenecks and even the reorganisation of entire departments. Nevertheless, the climate crisis is and will remain the other primary area of focus. A potentially positive connection between the two has emerged in recent months. Crisis creates opportunity: in the form of less commuting due to more people working from home; better work-life balance; and lower costs for trips to meetings, training courses and conferences, as they can now be organised either digitally or as hybrids. A further positive side-effect is lower carbon emissions due to novel reorganisation of everyday life and mobility.

CHRISTOPH CARNIER

President of VDR the Business Travel
Association of Germany,
Senior Director – Head of
Procurement Category Travel, Fleet &
Events, Merck KGaA

Industry Insights on Opportunities and Challenges of Digital Visitor Management in Times of Corona

The tourism sector is heavily affected by the COVID-19 crisis. While some destinations are cut off from international tourism streams, others suffer from overcrowding due to limited travel options and a significant increase in recreational day trips.

At the same time, the pandemic accelerates and drives digital transformation processes in the tourism economy and provides opportunities for destinations to better manage visitor streams through digital tourism platforms such as Outdooractive.

Drawing on insights from Outdooractive research projects in Germany, practical solutions to support holistic digital visitor management

Dr. DOMINIK HUBER
Research Manager R&D,
Outdooractive GmbH

strategies based on data spaces and artificial intelligence technologies are presented.

Experiences from Germany show that there is a clear need for collaboration, governance and open data leadership to provide effective solutions for sustainable visitor management.

MARTIN SOUTSCHEK
Director R&D, Outdooractive GmbH

How COVID-19 is Changing Travel Patterns – Data Insights and Case Studies

This session will examine the impact COVID-19 has had, and continues to have, on travel patterns. We'll share how the new normal is affecting search and booking trends, and how that differs from region to region.

We'll also take an inside look into how destination marketing organizations around the world are using data to respond to these new challenges, and how travel technology is supporting the industry through this.

ANNA AU-YEUNG

Global Head of Destination Marketing, Travelport

KEYNOTE SPEAKERS : 21st of January

Using Digitisation to Make Tourism More Sustainable? An Applied Perspective.

The potential function of digital tools and networks has been frequently described.

This presentation is (a) describing a workable framework to assess digital tools and networks in view of more sustainability (b) discussing results for the example of Germany and (c) discussing in more depth requirements for using digital methods to influence consumer flows in order to prevent overcrowding from an applied perspective.

Prof. Dr. DIRK SCHMÜCKER

DITF – German Institute for Tourism Research, Heide, NIT – Institute for Tourism Research in Northern Europe, Kiel

Which Future Moves Us?

The current situation shows that almost all countries are affected by the crisis, including in particular emerging and developing countries. The loss of tourism leads to job losses, increased poverty and dangerous crises in society, politics and economy. There is an urgent need for a new positive narrative of the travel. Because small changes are not enough out. Rather, what is needed is a new concept of the travel. This involves adaptation strategies for pandemic prevention and digital transformation, and at the same time to develop avoidance strategies with regard to climate change, which the industry has to face today.

OLIVER PUHE
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ENTER the Future of Hospitality –
Based on Conjoint Research and Innovation Networks

The joint research project »FutureHotel« started in 2008 as a research network with scientists, hoteliers and industry partners. It is dedicated to central questions regarding the hotel of the future. Along a strategic scenario management process, the Fraunhofer IAO is researching key developments and their influence on the hospitality sector.

The presentation highlights research methodology, key results and findings from the past years and provides an outlook for future research topics.

Prof. Dr. VANESSA BORKMANN

Fraunhofer Institute for Industrial Engineering IAO and SRH Berlin University of Applied Sciences

How has Technology Supported Learning and Teaching in China During COVID-19?

The sudden outbreak of the COVID-19 has a serious impact on all aspects of university operation especially the teaching and learning. The outbreak of the epidemic has forced all academic staff to seek for effective and technical ways to carry out teaching and learning.

The COVID-19 also provides an opportunity for teachers to explore and adopt MOOCS, SPOCS and other online teaching tools and techniques in their teaching and learning. Professor Qiu will share with the audience about her experiences in dealing with the challenges and opportunities she has faced as a senior administrator, a teacher, and a supporter.

Prof. QIU HANQIN

Dean of College of Tourism and Service Management, Nankai University, China

Cooperation & Sharing: How Travel Agencies Collaborate for Warmth under COVID-19

The COVID-19 has lasted for about one year. Under the requirements of "stop organizing group travelling and close scenery spots for epidemic prevention", all tourism related enterprises have suffered heavy losses and the tourism industry encountered in "the darkest hour". How can travel agencies share resources and channels to maintain their customers? From the perspective of technology, we are seeking a new way of sharing and collaboration.

QIU ZHONG

CIO of Spring Corporation

KEYNOTE SPEAKERS 22th of January

Leveraging Technology to Make Hotel Operations More Environmentally Sustainable

Hotels represent a key part of the tourism industry. They also contribute substantially to the negative environmental impacts of the tourism industry. This presentation will discuss how technology can be used to provide valid measurements of the harm done by any given hotel, and – as such – serve as a benchmark for improvements as well as a basis for testing promising interventions aimed at reducing the environmental harm caused by hotel operations.

Prof. Dr. SARA DOLNICAR
The University of Queensland

Building an Open Data Ecosystem for Reviews

Online Reviews have become essential for tourism, having significant impact on tourists' decision making as well as on the discoverability, reputation, and overall success of tourism businesses.
This growing importance makes it problematic that reviews are being kept within fragmented and proprietary data silos of a few dominant platforms: the lack of free access to the data creates increasing dependencies and inefficiencies.
The Open Reviews Association was formed to create a better alternative: we developed open source technology that enables any website or app to join an Open Data Ecosystem for reviews, allowing us all to reap their full potential.

DINA CARABAS

Chairperson,
Open Reviews Association

Digital Transformation and Sustainability in the Hospitality Industry

MADHU RAJESH

Chief Executive Officer, Sustainable
Hospitality Alliance

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One of our program highlights is our Fireside Talk with (almost) all presidents of IFITT from the last 27 years Moderated by CHARLOTTE LAMP DAVIES In this session, we invite former and current presidents of IFITT to share their views on the role and impact of technology in travel and tourism in the past, present, and future.	**A Fireplace Chat with IFITT Presidents** It's been almost 30 years since the commercialization of the Internet in travel and tourism. Since then, we have seen huge developments in a variety of areas including mobile computing, Web 2.0, Internet of Things and Big Data. We are now living in a world wherein smart technologies are playing an increasingly important role in transforming our everyday life and travel as well as tourism management. The IFITT community has been a keen observer of the change and has also contributed substantially to the knowledge development in understanding this change. HANNES WERTHNER (1997-2000) Retired Professor and former Dean Institute of Information Systems Engineering, Vienna University of Technology, Austria JOSEF MARGREITER 2000-2004 CEO, Lebensraum Tirol Holding GmbH, Austria DIMITRIOS BUHALIS 2010 – 2014 Professor at Bournemouth University Business School, Director eTourism Research Lab, United Kingdom LORENZO CANTONI 2014 – 2018 Università della Svizzera italiana UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites Switzerland IIS TUSSYADIAH 2018 – 2020 Professor of Intelligent Systems in Service Head of Department of Hospitality School of Hospitality and Tourism Management University of Surrey, United Kingdom ZHENG XIANG 2020 – Associate Professor The Howard Feiertag Department of Hospitality and Tourism Management Pamplin College of Business, Virginia Tech, USA

Virtual Destination Program every evening 6 pm -7 pm in the MAINHALL CET & Networking

On three evenings we invite you to participate in an extraordinary and interactive destination program. We also highly recommend checking our **network hangout space**, because every conference also invites you to network and exchange ideas. Meet you there.

20th of January
Virtual Destination: LONDON
Not-In-A-Pub Quiz with Unseen Tours

So you think you know London? Let Unseen Tours put your knowledge to the test in their not-in-a-pub virtual quiz! Get ready for questions ranging from social history, film, music, theatre and the hidden stories behind famous London landmarks.

Unseen Tours is a not-for-profit social enterprise that trains and employs London's homeless and vulnerably housed people to lead walking tours of the city. During the covid lockdown last year, the guides were unable to lead walking tours of London, and so they decided to use their expert knowledge of the city to create a virtual quiz instead. You can read more about the quizzes in this feature in the Conversation.

After a busy day at the Enter 21 conference, we invite you to unwind with a glass of wine (or any other beverage of your choosing), and let us transport you to London through our quiz. Not only will it be a fun evening of entertainment and storytelling, but it will have the added benefit of making a positive social impact by raising awareness about homelessnes and understanding local issues, through a gentle combination of facts and personal stories.

21th of January
Virtual Destination: ALBANIA
Welcome to Enjoy the Natural Otdoor Diversity of Albania

Elite Travel Group is a tourism and hospitality business, with experience of over 20 years. Our intention is to create a country and a region without borders, green & connected in a smart way. Our CSR is Education, the social aspect of sustainability, we contribute and invest a lot in social projects that are related to Youth, lifelong learning, digitization, and are supporting NGO`s and one of them is Spoonbillnest center.

Our future looks bright, by supporting the Youth of today, but also the Youth of tomorrow, by integrating the generations into the social discussion & labor market by up & re-skilling them, and by acting with clear plans tangible for the public, we are sure that Albania 2030 will be green and a place where nature has full power and in the function of people and comunitties.

Tourism is all about Youth, people, and education! A skilled society for sustainable tourism is Key and it has to be implemented in all society generations.!

22th of January
Virtual Destination: BRAZIL
Lockdown Stories – Grassroot Experience in the Favelas of Rio de Janeiro
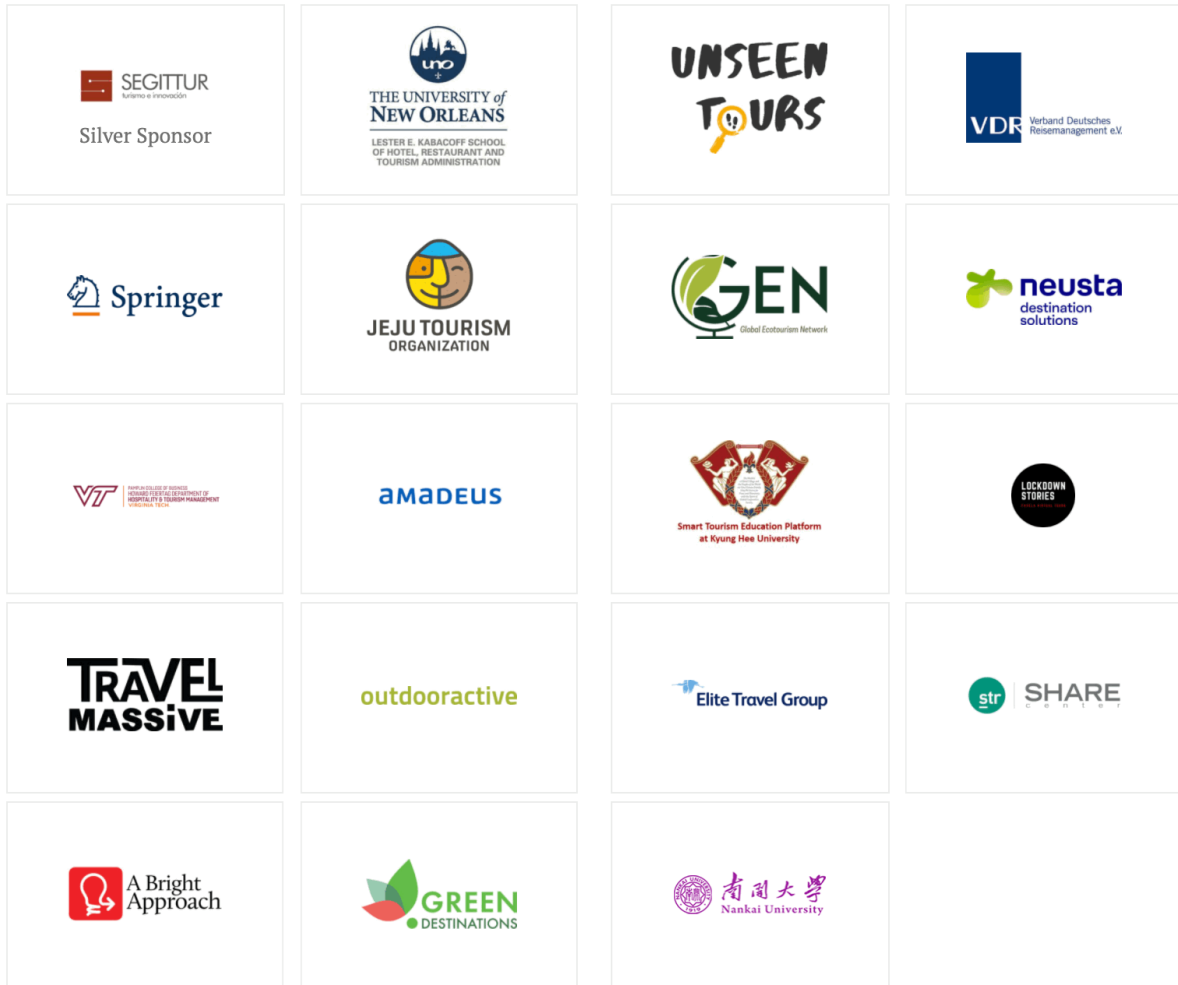
Lockdown Stories invites you to visit virtually Rio de Janeiro's favelas, and hear first-hand from community groups and local tour guides. Lockdown Stories emerged as a response to the COVID-19 crisis. The pandemic has impacted communities all around the world and has brought unprecedented challenges. In the favelas of Rio de Janeiro, this included: the loss of income and visibility from tourism on which community tourism and heritage projects depend.

Please join us tonight for a very interesting tour of three of Rio's favelas, conducted by residents presenting their communities and the projects they pursue. The tour features Antônio Firmino, Marcia Souza and Cosme Felippsen from three favelas in Rio de Janeiro – Rocinha, Cantagalo and Providência. Firmino is a resident and a community leader in Rocinha where he also directs the Sankofa Museum – the community museum of Rocinha. Marcia is a resident and director of another community museum – the Museum of Favela based on Pavão, Pavãozinho and Cantagalo. And Cosme is a resident, activist and professional guide who created the "Rolé dos Favelados", a favela tour lead by residents.

Welcome to join this unique opportunity to learn not only about politics and struggles that favelados face in their daily lives, but also about the vivid culture, creativity and grassroot power that keep many of us going in challenging times, wherever we are on the Planet.

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at Kyung Hee University

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CONFERENCE Program

PHD-WORKSHOP

TUESDAY, 19th January 2021

11:45 - 12:00	**Opening**	BERTA FERRER-ROSELL SAI LIANG FREDERICK DAYOUR ZHENG XIANG CLAUDIA BRÖZEL	Main Hall
12:00 - 12:30	**Keynote:**	EVA MARTIN-FUENTES Research On Rating Scale Systems of OTAs	Main Hall
12:00 - 13:00	**JITT Editorial Board Meeting**		Air
12:00 - 13:00	**PhD Proposal Pitches**		Water
12:30 - 13:00	**Keynote:**	ROB LAW Robotic Applications to Hospitality and Tourism	Main Hall
13:00 - 14:00	**PhD Proposal Clinic: Social Media**	QJANXIA CHEN: No News is Bad News: Influence of Online News Exposure on Restaurants Survival JING LIN: World Heritage Site Image Construction: Travel Reviews and Big Data JAILI CHANG: Personalized travel recommendation for group of users: A hybrid method with sentiment analysis and group consensus VIVIAN C. MEDINA HERNANDEZ: Analysis of users' online reviews from HomeExchange.com in the city of Madrid. ANYU LIU (Mentor); CHUNXIAO LI (Mentor)	Air
13:00 - 14:00	**PhD Proposal Clinic: Tech Development**	CECILIA BARTALONI: IoT and memorable experiences in the hotel industry EUNJI LEE: The Effect of Virtual Reality (VR) and Toward Destination Authenticity and Promotion CHRISTA BARKEL CHUN LEI: The Effects of Robot Service on Hotel Customer 's service experience assessment STANISLAV IVANOV (Mentor); DANIEL LEUNG (Mentor)	Water

13:00 - 14:00	**PhD Proposal Clinic: Current issues in eTourism**	YINGYING DU: Examining Tourists' Emotional Experiences in Virtual Reality Environment YAFEI LIU: Tourism firm's asset restructuring: what did manager say and what investor heard? MIN ZENG: Prediction of the spatial pattern of star-rated hotels in Beijing: Based on the Geodetector analysis XOLILE DLAMINI: Value co-creation of ecotourism products – a theoretical framework for selected nature reserves in Eswatini BARBARA NEUHOFER (Mentor); JUHO PESONEN (Mentor)	Earth
13:00 - 14:00	**PhD Proposal Clinic: Smart Tourism**	PERES OFORI: The Extent of Smart Cities in Developing Countries Towards Adapting Novel Pandemics: Evidence From Emerging Cities, Ghana TAO XUE: A Smart Mechanism: How can AI System Construct Tourists' Smart Tourism Service Experience in Theme Park? RAFAEL OLIVEIRA: Cultural sustainability: conceptual model and indicators for smart destinations LI YING: Influence of Smart Tourism on Tourist Motivation —-Case of Internet Information Town Wuzhen in China ESTELA MARINE-ROIG (Mentor); PACO FEMENIA-SERRA (Mentor)	Space
14:00 - 14:30		Break – Meet in the Network-Hang-Out	
14:30 - 15:00	**Workshop: Publishing in Scientific Journals**	DIMITRIOS BUHALIS ZHENG XIANG	Air
14:30 - 15:30	**PhD Proposal Pitches**		Water
15:00 - 15:30	**Workshop**	CIHAN COBANOGLU Fostering Industry Relationships	Air
15:30 - 15:45	**Closing**	BERTA FERRER-ROSELL SAI LIANG FREDERICK DAYOUR	Main Hall

DAY 1 - CHANGE

WEDNESDAY, 20th January 2021

11:00-11:15	**Opening**	ZHENG XIANG CLAUDIA BRÖZEL CHARLOTTE LAMP DAVIES (Moderator of ENTER21@yourplace)	Main Hall
11:15-11:45	**Keynote**	ANNA KOFOED (Amadeus) From Human Touch to Human Tech: The Challenge of Frictionless Travel Beyond COVID-19	Main Hall
11:45-12:00	Panel **Industrysession**	ANNA KOFOED ZHENG XIANG CLAUDIA BRÖZEL	Main Hall
12:00-13:00	Research **COVID-19 Repercussions** Moderator: WOLFRAM HÖPKEN	LAURA ZIZKA, MAGGIE CHEN, EFFIE ZHANG AND AMANDINE FAVRE: Hear no virus, see no virus, speak no virus: Swiss hotels' online communication regarding Coronavirus, Full paper ERISHER WOYO: The sustainability of using domestic tourism and virtual reality as post-COVID-19 recovery strategies in a distressed destination, Full paper SI RU LI AND NAOYA ITO "Nothing Can Stop Me!" Perceived Risk and Travel Intention Amid the COVID-19 Pandemic: A Comparative Study of Wuhan and Sapporo, Full paper	Air
	Research **The Sharing Economy in Travel and Tourism** Moderators: EVA MARTÍN-FUENTES, BERTA FERRER-ROSELL, ESTELA MARINE-ROIG	YUWAN WANG, LIN LI AND SUNG-BYUNG YANG: Exploring the Impact of Heuristic Attributes of Electronic Word of Mouth on Accommodation Sharing Platforms, Short paper EKATERINA CHEVTAEVA: Coworking & coliving: do they attract digital nomad tourist?, Short paper HUIYING ZHANG, XI LEUNG, BILLY BAI, and CIRENZHUOGA NONE: A Conceptual Framework of Destination Sustainability Built on Sharing Economy , Short paper JUYEON HAM AND NAMHO CHUNG: The Role of Perceived Technology and Consumers' Personality Traits for Trust Transfer in Airbnb, Short paper	Water
	ENTERXchange **Exploring ways to advance destination management in crisis** Moderator: JUHO PESONEN	FRANCISCO J NAVARRO-MENESES: Towards a Digital Transformation Maturity Model for Hospitality and Tourism Organizations DANNI WANG AND CATHERINE CHEUNG: The Synergy of local tourism board and government on developing the crisis recovery strategies JAN LICHOTA: Smart tourism management today, standard tourism management tomorrow? FAHAD ALHUQBANI and NORMAN AU: Factors Influencing Information Credibility in Promoting Emerging Destinations through Social Media Marketing Promotion: The Case of Saudi Arabia	Earth

13:00-13:30	Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall		
13:30-14:00	**Keynote**	CHRISTOPH CARNIER (President, VDR - The German Business Travel Association) The Future of Business Travel: Current Mobility Management Issues and the Impact of the COVID-19 Pandemic	Main Hall
14:00-15:00	Research **User Generated Content** Moderator: CLAUDIA BRÖZEL	JOANNE YU AND ROMAN EGGER: Tourist experiences at overcrowded attractions: A text analytics approach, Best full paper candidate JENNIFER DAXBÖCK, MARIA LAURA DULBECCO, SINTIJA KURSITE, TOMMY KRISTOFFER NILSEN, ANDRADA DIANA RUS, JOANNE YU and ROMAN EGGER: The implicit and explicit motivations of tourist behaviour in sharing travel photographs on Instagram: A path and cluster analysis, Full paper MARKUS PILLMAYER, NICOLAI SCHERLE and KATERINA VOLCHEK: Smart Destination Management in Times of Crisis – Potentials of Open Innovation Approach in the Context of COVID-19?, Full paper	Air
	Research **Innovative Technologies** Moderator: CODY PARIS	TANIA MARIA TANGIT and ROB LAW: Mobile Payments, Chinese Tourists, and Host Residents: Are Destination Stakeholders Prepared to Facilitate Mobile Payments?, Short paper XIAO RUI TIE, HYUNAE LEE and NAMHO CHUNG: Airbnb Host's Perceptions on Airbnb CSR and Organizational Justice in Airbnb 2.0, Best short paper candidate LISA CAIN and KATERINA BEREZINA: Robo-tipping: Are customers game? Short paper NAMHO CHUNG, HEE CHUNG CHUNG and QIANTING LU: AI based Self-Service Technology Service Failure in Hotel, Short paper	Water
	Industrysession **STR Workshop**	STR SHARE Center	Earth
15:30-16:00	Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall		
16:00-16:30	**Keynote**	DOMINIK HUBER (Research Manager R&D, Outdooractive GmbH): Industry Insights on Opportunities and Challenges of Digital Visitor Management in Times of Corona	Main Hall
16:30-17:00	**Keynote**	ANNA AU-YEUNG (Global Head of Destination Marketing, Travelport): How COVID-19 is Changing Travel Patterns – Data Insights and Case Studies	Main Hall
17:00-17:30	**IFITT Award Ceremony**	ZHENG XIANG	Main Hall

16:00-17:30	**Innovationchallenge**	EXPEDIA GROUP ✕ ENTER21 Data Science Competition (Solution presentations)	Water
17:30-18:00	**Wrap-up / Closing**	CHARLOTTE LAMP DAVIES	Main Hall
18:00-19:00	**Virtual Destination Program**	UNSEEN TOURS: Not-In-A-Pub Quiz with Unseen Tours, London Now it´s time to relax & enjoy some after-work fun on different continents. What & where? We are preparing some nice surprises...!	Main Hall

DAY 2 - FUTURE – Powered by SEGITTUR

THURSDAY, 21st January 2021

10:00-10:30	**Keynote**	HANQIN QIU (Professor and Dean of College of Tourism and Service Management, Nankai University, China) How has Technology Supported Learning and Teaching in China During COVID-19?	Air
10:30-11:00	**Keynote**	ZHONG QIU (CIO of Spring Corporation) Cooperation & Sharing: How Travel Agencies Collaborate for Warmth under COVID-19	Air
11:00-12:00	**Keynote**	DIRK SCHMÜCKER (Vice Director, German Institute for Tourism Research) Using Digitisation to Make Tourism More Sustainable? An Applied Perspective	Main Hall
12:00-13:00	Research **Destination Models** Moderator: KATERINA VOLCHEK	MENG-MEI CHEN, LAURA ZIZKA, EFFIE RUIHENG ZHANG and JUSTINE GENTINETTA: Destination Imagery Diagnosis Model: The Case of Switzerland, Full paper MICHELANGELO MAGASIC: Touristic Consumption as "Sitesharing": Unpacking the Smart Tourism Paradigm from an Internet Studies Perspective, Full paper NORMAN SCHAFFER, MARTIN ENGERT, GUIDO SOMMER, JASMIN SHOKOUI and HELMUT KRCMAR: The Digitized Ecosystem of Tourism in Europe: Current Trends and Implications, Full paper	Air
	Research **Recommendation & Data Mining** Moderator: NAMHO CHUNG	JEAN-PAUL CALBIMONTE, SIMON MARTIN, DAVIDE CALVARESI and ALEXANDRE COTTING: A Platform for Difficulty Assessment and Recommendation of Hiking Trails, Full paper DAVID MASSIMO and FRANCESCO RICCI: Next-POI Recommendations Matching User's Visit Behaviour, Best full paper candidate ALESSANDRA MARASCO, VALENTINA MARCHI and VALENTINA APICERNI: Assessing Online Sustainability Communication of Italian Cultural Destinations – A Web Content Mining Approach, Full paper	Water

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	ENTERXchange **Exploring Changes in Tourist Perceptions towards Technology** Moderator: ANYU LIU	BIMALI WIJESUNDARA: Impact of User Generated Content on Tourists Behavioral Intention FANGZHOU WAN, XIN ZHANG and MARKUS R. SCHUCKERT: Traditional cultural values in modern society: evidences from Chinese senior tourists' perceptions towards mobile payment IRINA GEWINNER: Online or offline? Tourist behaviour and travel attitudes in uncertain times DILARA ȘENOL: Gen X and Gen Z's Perceptions Towards Robots in the Tourism Industry		Earth
13:00-13:30	Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall			
	Research **Destination Management** Moderator: AURKENE ALZUA SORZABAL	MARIE CLAIRE LOUILLET, FRANÇOIS BEDARD and BERTRAND DONGMO TEMGOUA: Approach to Evaluating the effect of an Inter-Organizational Information System on performance: The Case of a Destination Management Organization, Full paper MIRIAM SCAGLIONE, YASUO OHE and COLIN JOHNSON: Tourism management in Japan and Switzerland: Is Japan leapfrogging traditional DMOs' ? A research agenda, Full paper JONNA KUMPU, JUHO PESONEN and JOHANNA HEINONEN: Measuring the value of social media marketing from a destination marketing organization perspective, Full paper		Air
13:30-14:30	Research **Social Media & Tourist Experience** Moderator: BARBARA NEUHOFER	EUNMI KIM, FRANCESCA PARK, JINYOUNG KIM and CHULMO KOO: Information characteristics on Instagram and viewer behavior, Short paper LUYU WANG and ANDREI P. KIRILENKO: Do tourists from different countries interpret travel experience with the same feeling? Sentiment analysis of TripAdvisor reviews, Short paper LIJUAN SU and SVETLANA STEPCHENKOVA: The Impact of Crisis Characteristics and Media Coverage on the Public's Attitude toward Tourism Organization Expressed on Sina Weibo, Short paper YERIN YHEE, JAHYUN GOO and CHULMO KOO: Meme Tourism: A Conceptual Framework, Short paper		Water
13:30-14:00	**Workshop**	ALBERT SALMAN (President of Green Destinations) Stop "Building Back" Tourism. Empower Communities to Shape Their Own Future		Earth
14:00-15:00	**Workshop**	ADI HADZIMURATOVIC (Managing Directorof neusta destination solutions GmbH)		Earth

		Digitalization Boost Corona – How Structured Data Can Direct Streams of Visitors in Destinations in Real Time and What Role Open Data Will Play in the Future	
14:30-15:00	**Keynote**	OLIVER PUHE (oliverpuhe.com) Which Future Moves Us?	Main Hall
14:30-15:30	**Award Ceremony**	EXPEDIA GROUP ✕ ENTER21 Data Science Competition	Water
15:00-15:30	**Keynote**	VANESSA BORKMANN (Prof. Dr.-Ing., Fraunhofer Institute for Industrial Engineering) ENTER the Future of Hospitality – Based on Conjoint Research and Innovation Networks	Main Hall
15:30-16:00		Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall	
16:00-17:00	**Innovationchallenge**	ENTER21 Innovation Challenge: ICT for Sustainability and eQuality CLAUDIA BRÖZEL (University for Sustainable Development, Eberswalde) WOLFRAM HÖPKEN (University of Applied Sciences Ravensburg-Weingarten)	Main Hall
	Research **Digital Assistants & Personalization** Moderator: JUHO PESONEN	DIMITRIOS BUHALIS and IULIIA MOLDAVSKA: In-room voice-based digital assistants transforming on-site hotel services and guests' experiences, Full paper KATERINA VOLCHEK, JOANNE YU, BARBARA NEUHOFER, ROMAN EGGER and MATTIA RAINOLDI: Co-Creating Personalised Experiences in the Context of Personalisation-Privacy Paradox, Full paper DAVIDE CALVARESI, AMHED IBRAHIM, JEAN-PAUL CALBIMONTE, ROLAND SCHEGG and MICHAEL SCHUMACHER: The Evolution of Chatbots in Tourism: a Systematic Literature Review, Full paper	Air
	Research **Online Reviews** Moderator: MIRIAM SCAGLIONE	DAVID D'ACUNTO and SERENA VOLO: Cultural traits in the consumption of luxury hotel services. An exploratory analysis through online reviews data, Full paper SEUNGHUN SHIN and ZHENG XIANG: Contextual Effects of Online Review Recency: Three Research Propositions, Short paper MICHAEL MÖHRING, BARBARA KELLER, RAINER SCHMIDT, MATTHIAS GUTMANN and SCOTT DACKO: HOTFRED: A Flexible Hotel Fake Review Detection System, Short paper	Water
	Keynote	CARLOS ROMERO DEXEUS (Director of Tourism Research, Development and Innovation, at the Spanish Tourism Innovation Agency (SEGITTUR)): Smart Destination: A Path Towards Place Prosperity and Sustainability	Earth

Time	Session	Details	Location
17:00-17:30	**ENTER Award Ceremony**	WOLFGANG WÖRNDL (Research Track Co-Chair) BERTA FERRER-ROSELL	Main Hall
17:30-18:00	**IFITT Award Ceremony**	ZHENG XIANG	Main Hall
16:00-17:30	**Innovationchallenge**	EXPEDIA GROUP ✕ ENTER21 Data Science Competition (Solution presentations)	Water
17:30-18:00	**Wrap-up / Closing**	CHARLOTTE LAMP DAVIES	Main Hall
18:00-19:00	**Virtual Destination Program**	ELITE TRAVEL GROUP Welcome to Enjoy the Natural Outdoor Diversity of Albania Now it´s time to relax & enjoy some after-work fun on different continents. What & where? We are preparing some nice surprises...!	Main Hall

DAY 3 – CHANGE

FRIDAY, 22nd January 2021

10:00-11:00	**ENTERXchange** **Searching for Ways to Advance Tourist Experience** Moderator: KATERINA VOLCHEK	JULIA NEIDHARDT, METE SERTKAN and HANNES WERTHNER: PixMeAway 2 BINTANG HANDAYANI, MARK A. BONN and CIHAN COBANOGLU: Integrating Pets into Tourist Experience by Social Media: A Reflexive Thematic Analysis in Instagram YE SHEN and MARION JOPPE: The Application of Robots in Hotels: Perspectives from Hotel Managers and Guests BRUCE WAN and SANGWON PARK: Development of a design toolkit for memorable and meaningful smart tourism innovation MATTHIAS FUCHS, TOBIAS EBERLE, WOLFRAM HÖPKEN: Using Google Maps Data for Tourism Real-Time Monitoring and Analytics – The case of Cultural Tourism, Sweden	Earth
11;00-12:00	**Keynote**	SARA DOLNICAR (Professor at the University of Queensland; Editor-in-chief of the Annals of Tourism Research) Leveraging Technology to Make Hotel Operations More Environmentally Sustainable	Main Hall
12:00-13:00	Research **COVID-19 Tourism Behavior** Moderator: ROSANNA LEUNG	LEA HASENZAHL and LORENZO CANTONI: "Old" and "new" media discourses on Chinese Outbound Tourism to Switzerland before and during the COVID-19 outbreak. An exploratory study, Short paper IRENE CHENG CHU CHAN, JING MA, HUIYUE YE and ROB LAW: A Comparison of Hotel Guest Experience Before and During Pandemic: Evidence from Online Reviews, Short paper JUNYI WANG, XUETING ZHAI and QIUJU LUO: How COVID-19 impact Chinese travelers' mobility decision-making process: A Bayesian network model, Best short paper candidate	Air
	Research **Smart Destinations** Moderator: JASON STIENMETZ	JOSE FRANCISCO PERLES-RIBES and JOSEP ANTONI IVARS-BAIDAL: The pathway from Smartness to Sustainability: Testing the transmission mechanisms, Short paper HYEJIN PARK and SVETLANA STEPCHENKOVA: Discovering Cultural Differences through Information Flow of National DMOs Websites, Short paper NAMHO CHUNG, HYNNAE LEE, JUYEON HAM and CHULMO KOO: Smart Tourism Cities' Competitiveness Index: A Conceptual Model, Short paper SHIHAN MA and ANDREI KIRILENKO: How reliable is social media data? Validation of TripAdvisor tourism visitations using independent data sources, Best short paper candidate	Water

	Research **COVID-19 Experiences** Moderator: HIRASHI MASUDA	IMANE EZZAOUIA and JACQUES BULCHAND-GIDUMA: A model to predict users' intentions to adopt contact-tracing apps for prevention from COVID-19, Short paper I SREEJITH BALASUBRAMANIAN, SUPRIYA KAITHERI, KRISHNADAS NANATH, SONY SREEJITH and CODY PARIS: Examining Post COVID-19 Tourist Concerns Using Sentiment Analysis and Topic Modeling, Short paper KATARZYNA MINOR, EMMET MCLOUGHLIN and VICKY RICHARDS: Enhancing the Visitor Experience in the time of COVID 19. The use of AI Robotics in Pembrokeshire Coastal Pathway, Short paper	Earth
13:00-13:30	Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall		
13:30-14:30	Research **Technology Impact** Moderator: MARIA LEXHAGEN	YANZHENG TUO, LANYU NING and AIYUAN ZHU: How artificial intelligence will change the future of tourism industry: the practice in China, Full paper INESSA TYAN, MARIEMMA YAGÜE and ANTONIO GUEVARA: Blockchain technology's potential for sustainable tourism, Full paper KARIN HÖGBERG: Technostress among hotel employees – a longitudinal study of social media as digital service encounters, Full paper	Air
	Research **Travel Journaling & Loyalty Programs** Moderator: ANYU LIU	C.K. BRUCE WAN, CEES J. P. M. DE BONT, PAUL HEKKERT and KENNY K. N. CHOW: Finding meaning through travel journaling: a strength-based approach, Best full paper candidate VEERA RIIKONEN, JUHO PESONEN and JOHANNA HEINONEN: A Netnographic Study of Consumer Value in Slow Travel, Full paper PETER O'CONNOR: Loyalty Programs and Direct Website Performance: An Empirical Analysis of Global Hotel Brands, Full paper	Water
	Panel **Shaping the Future of Tourism Education: Discuss Smart Tourism Research and Education** Moderator: CHULMO KOO	ULRIKE GRETZEL (University of California, USA) CIHAN COBANOGLU (University of South Florida Sarasota-Manatee, USA) LORENZO CANTONI (USI – Università della Svizzera Italiana, Lugano, Switzerland) IIS TUSSYADIAH (University of Surrey, UK) CLAUDIA BRÖZEL (University for Sustainable Development, Eberswalde, Germany) SANGWON PARK (Hong Kong Polytechnic University, Hong Kong) ZHENG XIANG (Virginia Tech University, USA)	Earth

14:30-15:00	**Keynote**	DINA CARABAS (Chairperson of Open Reviews Association): Building an Open Data Ecosystem for Reviews	Main Hall
15:00-15:30	**Keynote**	MADHU RAJESH (Chief Executive Officer of Sustainable Hospitality Alliance) Digital Transformation and Sustainability in the Hospitality Industry	Main Hall
15:30-16:00		Break – Meet in the Network-Hang-Out or enjoy the Music in the Mainhall	
16:00-16:45	Panel **A Fireplace Chat with IFITT Presidents** Moderator: CHARLOTTE LAMP DAVIES	HANNES WERTHNER (1997 - 2000) JOSEF MARGREITER (2000 - 2004) DIMITRIOS BUHALIS (2010 - 2014) LORENZO CANTONI (2014 - 2018) IIS TUSSYADIAH (2018 - 2020) ZHENG XIANG (2020 - Present)	Main Hall
16:45-17:45	Research **Innovation** Moderator: CIHAN COBANOGLU	OLENA CIFTCI, KATERINA BEREZINA and MINSOO KANG: Effect of Personal Innovativeness on Technology Adoption in Hospitality and Tourism: Meta-Analysis, Full paper REBECCA DE FREITAS: Gen Z and Esports: Digitizing the Live Event Brand, Full paper ULRIKE GRETZEL: Dreaming about Travel: A Pinterest Netnography, Full paper	Air
	Research **COVID-19 Technology** Moderator: MARKUS SCHUKERT	DANIEL SARKADY, LARISSA NEUBURGER and ROMAN EGGER: Virtual Reality as a travel substitution tool during COVID-19, Full paper AARNI TUOMI, IIS TUSSYADIAH and MARK ASHTON: Covid-19 and Instagram: Digital Service Innovation in Top Restaurants, Full paper DANDISON UKPABI, SUNDAY ADEWALE OLALEYE and HEIKKI KARJALUOTO: Factors influencing tourists' intention to use COVID-19 contact tracing app, Full paper	Water
	ENTERXchange **Exploring Ways to Enable Sustainable Development through Smart Ecosystems** Moderator: JASON STIENMETZ	JOHN BUSTARD and JOHN BUSTARD: The Innovation Imperative in Smart Cities and Smart Tourism: A Call for Collaboration Toward Building and Sharing Knowledge of Patterns of Success in Sustainable Living and Climate Renewal YULAN YUAN and MING-KUANG CHUNG: Incorporating Social Media Data to Evaluate Environmental Impact of Tourism Development JAMIE MURPHY: Investigating Tourism Destination Water Consumption and Wastewater Implementation ANDREI KIRILENKO, SHIHAN MA, SVETLANA STEPCHENKOVA and LIJUAN SU: Tourism impact on local communities in Covid-19 year: public opinion vs. hard data	Earth

		ALEX YANG-CHAN HSU: Technology Innovations and Community Tourism beyond COVID-19	
17:45-18:15	**Wrap-up / Closing**	ZHENG XIANG CLAUDIA BRÖZEL HANQIN QIU CHARLOTTE LAMP DAVIES	Main Hall
18:15-19:15	**Virtual Destination Program**	LOCKDOWN STORIES: Lockdown Stories - Grassroot Experience in the Favelas of Rio de Janeiro Now it´s time to relax & enjoy some after-work fun on different continents. What & where? We are preparing some nice surprises…!	Main Hall

See you next Year for the 29th ENTER2022