

20

YEARS
anniversary

ENTER 13

@ Innsbruck



The 20th IFITT International Conference on
Information Technology and Travel & Tourism

**eTourism Opportunities
and Challenges for the
next 20 years**

January 22-25, 2013
Innsbruck, Austria

www.enter-2013.org
www.ifitt.org

ifitt
International Federation
for IT and Travel & Tourism
the tourism connectivity

Join IFITT

About IFITT

<http://www.ifitt.org>

IFITT provides an eTourism knowledge hub for tourism and technology experts, in industry and academia. It is one of the world's oldest tourism and technology non-profit organisations, founded in 1997 at the 4th ENTER Conference in Edinburgh, Scotland. The IFITT community comprises about 350 professionals from around the world, particularly Western Europe. An experienced and respected Board manages IFITT operations and strategy. In 2013, IFITT will host the 20th annual ENTER Conference from 22-25 January 2013, Innsbruck, Austria. The 21st ENTER2014 conference will take place in Dublin Ireland 21-24 January 2014.

eTourism tools, technologies and methodologies can facilitate efficient networking of information systems in the tourism industry. The Federation extensively discusses and progresses the economic, consumer and organisational impacts of eTourism through events such as the ENTER conference, Workshops and IFITT supported publications. IFITT members include researchers and practitioners of eTourism who treasure the power of networking and global knowledge sharing for improving their competitiveness and innovation. Institutional members include organisations, companies and research institutes active in the eTourism space.

IFITT benefits

Network & stay informed

- Receive bi-monthly IFITT newsletter
- Receive updates on issues, project collaboration opportunities, events, and tourism & technology resources
- Access to the membership directory
- Network with and meet IFITT members all over the world
- IFITT endorsed regional events

Learn & increase your knowledge

- Access to tourism and technology publications (incl. ENTER proceedings)
- IFITT meetings, workshops & seminars on knowledge generation opportunities and creating business opportunities
- Workshops & events with partner organisations
- University, research centre & industry partnership

Savings & Discounts

- Discounted registration fees for IFITT sponsored events (ENTER, seminars, workshops)
- Discounts on dozens of partner events
- Option to participate in IFITT industry centered events (present your company, industry problem, good practices)
- Discounted student membership fees

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Welcome to ENTER2013@Innsbruck!

ENTER celebrates 20 years of continuing contribution and ground breaking interactions within the IFITT community. All started in Innsbruck and we are back here to celebrate our 20th birthday. Organized by the International Federation for Information Technology and Travel and Tourism (IFITT) the ENTER conference 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.

The ENTER 2013 theme is: eTourism opportunities and challenges for the next 20 years. We will be exploring information and communication technologies concepts, applications, and business models in travel and tourism. Issues to be covered at the conference include, but are not limited to can go out, the following areas:

- Advanced Distribution Systems
- Electronic Marketing
- Information Search and Retrieval
- Technology Acceptance
- Consumer Inspiration through ICTS
- Eno-Gastronomic Tourism
- Information Interfaces and Presentation
- Travel Search and Meta-Search
- Crisis and e-Tourism
- ICT Adoption, Use, and Value Creation
- Intelligent Systems
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation
- Legal and Social Aspects
- Website Design and Evaluation
- Web 2.0 and Web 3.0
- ICT and Sustainability
- Mobile Services
- Context-Aware Systems
- E-strategy and e-Business models
- ICT for Regional Development
- Recommender Systems

The conference brings together the research community with industry and it is organised in three streams namely, industry, destinations and research tracks. The conference also features 10 world class keynote speakers and a wealth of experienced industry and destination expert speakers. Our PhD workshop brings cutting edge research ideas whilst the Austrian programme brings the opportunity for discussion in the local community and our host destination. All submissions to the research track have been rigorously evaluated for novelty, significance, and soundness.

We would like to express our gratitude to all our colleagues and friends that have contributed to the development of the programme and to our Hosts at Congress Innsbruck for their support and hospitality.

Welcome to Innsbruck, Austria and let's celebrate the 20 years of ENTER!
We wish you an event full of inspiring ideas and look forward to your active participation in the IFITT activities.

Professor Dimitrios Buhalis
IFITT President



Tinkara Pavlovčič Kapitanovič
ENTER2013 Chair



ENTER2013 Organising Committee

IFITT President:
Professor Dimitrios Buhalis (Bournemouth University, UK)

ENTER 2013 Chair:
Tinkara Pavlovčič Kapitanovič (Slovenian Tourism Board, Slovenia)

Industry Chair:
Nicholas Hall (SE1, Belgium)

Destination Chair:
Luis Costa (Tourism Portugal)

Research Chairs:
Lorenzo Cantoni (Università della Svizzera Italiana, Switzerland)
Zheng Xiang (University of North Texas, USA)

Austrian Day Chairs:
Christian Maurer (IMC University of Applied Sciences Krems, Austria)
Mario Jooss (University of Applied Sciences Salzburg, Austria)
Roman Egger (University of Applied Sciences Salzburg, Austria)

PhD Workshop:
Rob Law (Hong Kong Polytechnic University, China)
Matthias Fuch (ETOUR Mid-Sweden University, Sweden)
Carlos Lamsfus (CICtourGUNE, Spain)
Barbara Neuhofer (Bournemouth University, UK)



ENTER2013 Keynote Speakers



Josef Margreiter



Günter Exel



James van Thiel



Oliver Gradwell



Marco Fanton



Aoife Desmond



Oliviero Stock



Mohsen Hamoudia



Prof. Hannes Werthner



Yiannis Doxaras

General Information

CONGRESS INNSBRUCK

Congress Innsbruck is a state of the art conference centre and makes a key contribution to the local and regional economy. With its fifteen halls totaling 20,000 m² of floor space, CI hosts 400 to 500 events per year, including 25 percent conferences and 15 percent trade shows, making a total of about 400,000 visitors. CI generates more than 10 percent of all bed-nights in Innsbruck. All that makes Congress Innsbruck the biggest operator in the Austrian meetings industry outside Vienna. www.cmi.at

ENTER Conference Secretariat

pco tyrol congress
Rennweg 3
A-6020 Innsbruck, Austria
T: +43 512 575600
F: +43 512 575607
E: enter2013@cmi.at
I: www.enter-2013.org

Registration

The registration desk will be located on the ground floor of Congress Innsbruck. Opening hours are as follows:
Tuesday, 22nd January: 08:30-11:00
(PhD Day only)
Wednesday, 23rd January: 08:00-17:30
Thursday, 24th January: 08:00-18:30
Friday, 25th January: 08:00-16:00

Name badges

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

Official Conference Language

The official language of the ENTER conference is English, the official language of the Austrian Day is German. No simultaneous interpretation facilities will be provided during the conference.

Internet access

Wireless-Lan access is free in the conference centre.

No-smoking policy

The whole of the Congress Centre is a non-smoking area.

Coffee breaks and refreshments

A light lunch, coffee and tea will be served during the official breaks.

City transportation

There is a good public transport system in Innsbruck and its surroundings. Most busses operate until midnight. Detailed information on bus schedules is available on www.ivb.at. Tickets are available at most bus stops or directly on the bus.

Parking

There is an underground car park at the Congress Centre. Participants obtain tickets at reduced rates from the doorman's booth. Please note that these reduced fares only apply to the Congress Garage and not to the adjacent City-Garage parking facilities.

Currency

The official currency is EURO (€). Major credit cards are accepted in many hotels, shops and restaurants. Automatic teller machines (ATMs) are also available throughout the city.

Liability and insurance

Neither the organisers, nor the congress secretariat or other suppliers accept liability for any injury, loss or damage, arising from accidents or other situations during, or as a consequence of the congress. Kindly check your personal insurance.



Social Programme

Monday 21st January 2013

19:00 - Late Delegates arriving and meeting - Join us for a drink and a bite to eat at Elferhaus. Herzog-Friedrich-Straße 11, AT-6020 Innsbruck Tel. +43 512 58 28 75. [at delegates expense]

Tuesday 22nd January 2013

19:00 - Late Following the PhD Workshop and Austrian Day Informal dinner and drinks at STIFTSKELLER www.stiftskeller.eu Stiftgasse 1 6020 Innsbruck T: +43 512 570 706 [close to Golden Roof - at delegates expense]

Wednesday, 23rd January 2013

Get-together at the Seegrube mountain top

To mark ENTER's 20th anniversary, we have chosen a very special location for our welcome reception, the SEEGRUBE mountain peak. Starting from the valley station right next door to Congress Innsbruck a cable car takes us to the Seegrube at an altitude of 6,230 ft above sea level. Enjoy the beautiful alpine surroundings and the marvellous view over Innsbruck and the Inn valley. This is the place where the locals have learned how to ski, and the stunning combination of the Tyrolean winter and snow wonderland in the middle of the mountains will make you hold your breath. To keep us warm we will have a cup of Tyrolean Glühwein and then move inside to the traditional mountain restaurant to meet and chat to each other and sample some typical Tyrolean snacks.



Dress Code

VERY VERY WARM !!! AND SHOES FOR SNOW !!

Transfer

Transfer to Reception Venue by funicular and cable cars to Nordkette- Seegrube PLEASE BE PROMPT AS THERE IS NO OTHER WAY TO ARRIVE TO THE RECEPTION !! Make sure that you are at the Funicular Station by the Congress Centre latest by 18:00

Thursday, 24th January 2013

ENTER2013 Dinner Theme Party "Back to the roots"

On Thursday it is time for the ENTER 20 YEAR ANNIVERSARY PARTY. The brand-new Forum 2 at the Messe Innsbruck is the perfect setting for this event. To set the tone for the motto "back to the roots" we will create a lounge-atmosphere to encourage interaction and communication and remember 20 years of ENTER together. With a picture-show of all the ENTER conferences and a DJ letting us relive the spirit prevailing during the 1990s we will celebrate 20 years of ENTER. Delegates will be served a special 20-year-ENTER-cocktail and enjoy the ENTER anniversary cake as a dessert.



Dress Code

AUSTRIAN/TYROLEAN

Transfer

Meeting point either at 19:15 Congress Innsbruck (10 min walk to the venue) or directly at 19:30 at Messe Innsbruck, Forum 2 (directions are on the city map on p. 26)

Friday, 25th January 2013

20:30 THERESIEN BRAEU www.theresienbraeu.com, Maria-Theresien-Straße 51-53 A-6020 Innsbruck T: +43512587580 [at delegates expense]



Monday 21st January 2013

19:30 - Late Get Together for a drink and a chat Location:
Join us for a drink and a bite to eat at Elferhaus, Herzog-Friedrich-Straße 11, A-6020 Innsbruck
Tel. +43 512 58 28 75. [at delegates expense]

Tuesday 22nd January 2013

ENTER PhD Workshop – Innsbruck Congress Centre - Room Grenoble

08:30 - 09:30 PhD Workshop Registration Pre-ENTER

08:30 - 09:15 Registration - Innsbruck Congress Centre

09:15 - 09:30 **WELCOME AND OPENING REMARKS**
IFITT PRESIDENT MESSAGE: Dimitrios Buhalis Bournemouth University, UK

PHD WORKSHOP CHAIRS:
Rob Law (Hong Kong Polytechnic University) and Matthias Fuchs (ETOUR Mid-Sweden University), Carlos Lamsfus (CICtourGUNE), Barbara Neuhofer (Bournemouth University) **Room Hall Grenoble**

09:30 - 10:00 **Some Challenges in eTourism Research:** Hannes Werthner, Vienna University of Technology, Austria
Room Hall Grenoble

10:00 - 10:30 **Are you prepared?**
Dan Fesenmaier Temple University, USA **Room Hall Grenoble**

10:30 - 11:00 Coffee Break

11:00 - 13:00 Research Proposal Poster and Presentations
(10 minutes maximum per presenter) IN 2 BREAK ROOMS (**Room Hall Grenoble and Room Hall Freiburg**)

GROUP A Room Hall Grenoble **TECHNOLOGY ENABLED TOURISM MARKETING**

Nicolas Gregori (Bournemouth University) The service of now: eEnabled communication and information dissemination for agile service delivery in the hospitality industry
Vicky Loi (Bournemouth University) The Role of eWOM in Managing Destination Online Reputation
Anastasia Mariussen (Markedshøyskolen Campus Kristiania) A Grounded Theory of Affiliate Marketing
Performance Measurement in Tourism and Hospitality
Julia Neidhardt (TU-Wien) Social Influence Analysis in Online Travel Communities
Trung Hien Nguyen (Vietnam National University) Roles of innovations, applications of ICT and E-commerce in sustainable tourism, the experience of Vietnam
Pedro G. T. Pimpão (Technical University of Lisbon) Exploring the e-WOM impacts on customers' loyalty at an hotel chain
Jason Stienmetz (Temple University) Developing New Social Media Metrics for Destination Customer Relationship Management
Soultana Symeonidou (Bournemouth University) Context-based Mobile Marketing for Tourism Businesses
Helene Grousset-Rees (Cardiff Metropolitan University) Adoption and application of digital market research tools by small tourism enterprises in Wales

13:00 - 14:00 Lunch Break

14:00 - 16:00 **ROOM HALL GRENABLE** **ROOM HALL FREIBURG 1**
Breakout Session A DISCUSSIONS **Breakout Session B DISCUSSIONS**

16:00 - 16:30 Coffee Break

16:30 17:00 **Review of Breakout Sessions & Panel Discussion**
Rob Law (Hong Kong Polytechnic University) and Matthias Fuchs (ETOUR Mid-Sweden University) **Room Hall Grenoble**

17:00 - 17:30 **Thesis Excellence Award Winner:** Clemens Költringer (MODUL University Vienna)
Evaluating Destination Online Representation Measurement Leveraging Online Media for Market Research
Room Hall Grenoble

17:30 - 18:00 **Awards Ceremony and Closing Remarks:** Rob Law (Hong Kong Polytechnic University), Matthias Fuchs (ETOUR Mid-Sweden University), Carlos Lamsfus (CICtourGUNE), Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) **Room Hall Grenoble**

19:30 - Late **Informal get together – Dinner/drinks**
Following the PhD Workshop Informal dinner and drinks at STIFTSKELLER

Key



Research Proposal Poster and Presentations
(10 minutes maximum per presenter) IN 2 BREAK ROOMS (**Room Hall Grenoble and Room Hall Freiburg**)

GROUP B Room Hall Freiburg **CREATING TOURISM EXPERIENCES THROUGH ICTS**

Lawrence Hoc Nang Fong (Hong Kong Polytechnic University) Perceived Luck in Games of Chance: Determinants and Effect on Intention to Play
Sergey Kask (Estonian University of Life Sciences) The role of virtual travelling as a component in sustainable nature tourism: experiences from Baltic region
Jeongmi Kim (Temple University) Social Media and the Tourism Experience
Ago Luberg (Eliko Competence Centre) Tourism Object Detection From Short Text Using Panoramio Picture Titles
Pauline Milwood (Temple University) Informal Knowledge Structures, Innovation and Technology in Tourism: A Network Analysis Perspective
Barbara Neuhofer (Bournemouth University) Revisiting the Tourist Experience: A Conceptualisation of Technology Enhanced Tourist Experiences
Jessika Weber (Bournemouth University) Augmented Reality Gaming: A new Paradigm for Tourist Experience?
Zornitza Yovcheva (Bournemouth University) Context-Aware Smartphone Augmented Reality Information Systems Design for Urban Tourism

13:00 - 14:00 Lunch Break

14:00 - 16:00 **ROOM HALL FREIBURG 2** **ROOM HALL NEW ORLEANS**
Breakout Session C DISCUSSIONS **Breakout Session D DISCUSSIONS**

16:00 - 16:30 Coffee Break

www.stiftskeller.eu - Stiftgasse 1 6020 Innsbruck - T: +43 512 570 706
[close to Golden Roof - at delegates expense]

Wednesday 23rd January 2013 - Conference Registration

08:00 - 08:45	Exhibition and Conference Registration					Exhibition and Conference Registration
09:00 - 09:30	<p>WELCOME, CONFERENCE OPENING Room Hall Innsbruck</p> <p>OFFICIAL WELCOME Dimitrios Buhalis President IFITT, Welcome to ENTER2013 Tinkara Pavlovčič Kapitanovič, ENTER2013 Chair, Welcome and Team Presentation Christian Mayerhofer, Conference Host, Welcome and Administration</p>					
09:30 - 10:30	<p>KEYNOTES Room Hall Innsbruck</p> <p>Hannes Werthner (Vienna University of Technology): Reflection on 20 years of eTourism and thoughts for the future</p> <p>Aoife Desmond (Facebook): Tourism marketing in the era of social networking</p> <p>Moderator: Dimitrios Buhalis (IFITT, Bournemouth University)</p>					
10:30 - 11:00	Coffee Break					Coffee Break
11:00 - 12:30	<p>DESTINATIONS FOCUS Room Hall Innsbruck</p> <p>Social media Strategies for Destinations Moderator: William Bakker (Think! Social Media)</p> <p>Ciaran Doherty (Tourism Ireland): Making the Conversation central in Discover Ireland's new Web Portal</p> <p>Luis Costa (Tourism Portugal): Social Networking for NTOs: sourcing relevant content from customers and partners</p> <p>Heidi Sørvig (Managing Director DMO Visit Sørlandet): A DMO shifting from „Bought and paid for to honest and deserved“ marketing. Why and how - a case from Southern Norway</p> <p>Inkeri Starry (Regional Council of Lapland): Representing the Region Brand and reputation of Lapland across the online platforms</p>	<p>INDUSTRY AND INNOVATION FOCUS Room Hall Brüssel</p> <p>Innovation in Social and Mobile Commerce – latest trends in Travel Booking Moderator: Nicholas Hall (SE1)</p> <p>Juliane Sass (FTI Touristic Group): Dynamic social media usage for results</p> <p>Michael Brennan (Trajectory Partnership) and Kumud Sengupta (Market Vision): E-Tourism - The Future Travellers's Eye view</p> <p>Giovanna Sonda, (Enterprise and Innovation Dept.) Project Cultways: Cultural Tourism Ways through mobile Applications and Services</p> <p>Maria Teresa Linaza (on behalf of Batura Mobile Solutions): Web based platform for DMOs -Managing multi-platform mobile guides</p>	<p>R1 RESEARCH FOCUS Room Hall Grenoble</p> <p>ICT Adoption & Use Moderator: Alessandro Inversini</p> <p>The Customers' Perspective on Presenting Visual Hotel Information Online. Marcel Grüter, Vanessa Schneider and Thomas Myrach.</p> <p>What Matters to The Industry? An Evaluation Framework for the Adoptability of Online Tourism Distribution Platforms. Sofia Reino, Aurrene Alzua-Sorzabal and Rodolfo Baggio.</p> <p>Virtual Experience on Hotel Websites: A Web Analysis. Marcel Grüter, Vanessa Schneider and Thomas Myrach.</p>	<p>R2 RESEARCH FOCUS Room Hall Freiburg</p> <p>Marketing & CRM Moderator: Karl Wöber</p> <p>The Perceived Reputation of Tourism Destinations in Online Media. Elena Marchiori, Lorenzo Cantoni and Daniel R. Fesenmaier.</p> <p>Finding Cheapest Ticket Combination Covering Multiple Tourist Attractions. Moonyoung Kang.</p> <p>Adopting Network Multimedia Systems in Interactive Digital Television: A Strategic Method towards Enhancing Tourism Relationship Marketing. George Mastorakis, Nikolaos Trihas, Emmanouil Perakakis and Ioannis Kopanakis.</p>	<p>R3 RESEARCH FOCUS Room Hall New Orleans</p> <p>Website Evaluation Moderator: Rob Law</p> <p>Online Motor Magazines: an Opportunity for eTourism? Giulio Lizzi, Samuele Prosono and Lorenzo Cantoni.</p> <p>Same, Same but Different. How Pictures Influence Emotional Responses of Users with Different Web Search Behaviours. Gerhard Mariacher, Amata Ring and Anke Schneider.</p> <p>Examining perceptions of the importance of travel web-sites' value-added services: age, gender, and travel motivations. Juho Pesonen.</p>	<p>R4 RESEARCH FOCUS Room Hall Aalborg</p> <p>Search and Information Use Moderator: Zheng Xiang</p> <p>Online Channel Use and Destination Advertising Response. Jason Stienmetz and Daniel Fesenmaier.</p> <p>Between Online and Offline Channels: Internship Information Search by Tourism and Hotel Management College Students. Lawrence Hoc Nang Fong, Hee Andy Lee, Daniel Leung and Rob Law.</p> <p>Unplanned Behaviour of Exhibition Attendees and the Booth Recommender System: The Goal Framing Theory Perspective. Namho Chung, Chulmo Koo and Jae Kyeong Kim.</p>
12:30 - 13:45	Lunch and PhD Poster Presentation					Working Lunch for Information Technology and Tourism Journal Board Room Igls
13:45 - 14:45	<p>KEYNOTES Room Hall Innsbruck</p> <p>Guenter Exel: Immediate Experiences: New Ideas for Real Time Content in Tourism</p> <p>Oliver Gradwell (Travelbloggersunite): Promoting destinations and tourism organisations through the blogger communities</p> <p>Moderator: Tinkara Pavlovčič Kapitanovič</p>					

Wednesday 23rd January 2013 - Conference Registration

14:45 - 16:15	<p>DESTINATIONS FOCUS Room Hall Innsbruck</p> <p>Social media best practices Moderator: Luis Costa (Tourism Portugal)</p> <p>Pascal Bieri & Christoph Bruehlhart (MySwitzerland): Integration of Social Media in the eMarketing Strategy for MySwitzerland.com</p> <p>Justin Reid (BetaPond): What have destinations learnt from Social Media over the past 2 years?</p> <p>William Bakker (Think!): Destinations Social media – Learning from the best</p> <p>Tomas Vanderplaetse (Tourisme Vlaanderen): Flanders is a festival, the ins and outs of a full scale social media project</p>	<p>INDUSTRY AND INNOVATION FOCUS Room Hall Brüssel</p> <p>SoLoMo Marketing Moderator: Nicholas Hall (SE1 Media)</p> <p>Tine Thygesen (CEO Everplaces): Sharing Places You Love on the Go, the Rise of a New Kind of Traveler</p> <p>Friedrich von Scanzoni (Managing Director Int, Holidayscheck): Reviews, reputation management and social media</p> <p>Peter O'Connor (Hotelanalyst): Hotel Review & Social Media Monitoring Tool Benchmark 2012</p>	<p>R5 RESEARCH FOCUS Room Hall Grenoble</p> <p>User Tracking and Modelling Moderator: Aurkene Alzua-Sorzabal</p> <p>Identifying Tourist Dispersion in Austria by Digital Footprints. Wolfgang Koerbitz, Irem Arsal and Alexander C. Hubmann-Haidvogel.</p> <p>Personal Data and User Modelling in Tourism. Ioannis Stavrakantonakis.</p> <p>Hybrid user modelling algorithms for tourism providers. Isabel Torre, Linaza Maria Teresa and Ander Garcia.</p>	<p>R6 RESEARCH FOCUS Room Hall Freiburg</p> <p>Mobile Tourism Moderator: Astrid Dickinger</p> <p>Conceptualizing Context in an Intelligent Mobile Environment in Travel and Tourism. Carlos Lamsfus, Zheng Xiang, Aurkene Alzua-Sorzabal and David Martin.</p> <p>When Cell Phones Become Travel Buddies: Social Attribution to Mobile Phones in Travel. Iis Tussyadiah.</p> <p>Time-of-arrival estimation in mobile tour guides. Arthur Pitman, Josef Bernhart, Christian Posch, Martin Zambaldi and Markus Zanker.</p>	<p>R7 RESEARCH FOCUS Room Hall New Orleans</p> <p>Destination Management Organizations Moderator: Florian Zach</p> <p>E-destinations: Global best practice in tourism technologies and applications. Ramona Wagner and Dimitrios Buhalis.</p> <p>Tourism destinations as digital business ecosystems. Rodolfo Baggio and Giacomo Del Chiappa.</p> <p>Multi-dimensional data modelling for a tourism destination data warehouse. Wolfram Höpken, Matthias Fuchs, Gerhard Höll, Dimitri Keil and Maria Lexhagen.</p>	<p>R8 RESEARCH FOCUS Room Hall Aalborg</p> <p>Semantic Technology & Recommender Systems Moderator: Francesco Ricci</p> <p>Semantic Schedules for Dynamic Route Planning. Srdan Piljic and Wilhelm Loibl.</p> <p>A tagging recommender service for mobile terminals. Fernando A. Mikic Fonte, Marta Rey López, Juan C. Burguillo, Ana B. Barragáns Martínez and Ana Peleteiro.</p>
16:00 - 16:30	Coffee Break		Coffee Break			
16:30 - 17:30	IFITT AGM Room Hall Innsbruck (IFITT members only)					
17:30 - 18:30	Transfer to Reception Venue by funicular and cable cars to Nordkette- Seegrube PLEASE BE PROMPT!!! PLEASE BE AT THE FUNICULAR STATION BY CONGRESS INNSBRUCK LATEST BY 18:00					
19:00 - 22:30	<p>WELCOME TO THE ENTER2013 SPECIAL 20 YEARS RECEPTION UP ON THE MOUNTAIN AT SEEGRUBE INNSBRUCK www.nordkette.com</p> <p>DRESS CODE: VERY, VERY WARM !!! AND SHOES FOR SNOW !</p>					
22:00 - Late	Informal Drinks Suggestion Late Social			Dom-Café. Pfarngasse 3, AT-6020 Innsbruck Tel. +43 512238551 www.domcafe.at/main.htm [at delegates expense]		

08:00 - 09:00		Exhibition and Conference Registration				Exhibition and Conference Registration	
09:00 - 10:30		<p>KEYNOTES Room Hall Innsbruck</p> <p>Mohsen Hamoudia (Head of Strategy Large Projects at Orange Business Services and President of the International Institute of Forecaster): New frontiers of ICT and their impacts on tourism development</p> <p>Oliviero Stock (FBK-IRST): Persuasive technology for a small group of visitors</p> <p>Moderator: Andrew Frew (Queen Margaret University)</p>				<p>AUSTRIAN DAY (in German) - 20 Jahre eTourism in Österreich. Room Hall Brüssel</p> <p>Begrüßung & Eröffnung: Christian Maurer (IMC - University of Applied Sciences Krems), Roman Egger (FHS - Salzburg University of Applied Sciences), Josef Margreiter (Tirol Werbung)</p> <p>Keynote: Die Zukunft des Online Vertriebes Rudolf Tucek (CEO The CUBE Hotels)</p>	
10:30 - 11:00		Coffee Break				Coffee Break	
11:00 - 12:30		<p>DESTINATIONS AND INDUSTRY FOCUS Room Hall Innsbruck</p> <p>Big players in action: Top developments and what's next (Joint destinations and industry session) Moderator: Helena Egan (TripAdvisor)</p> <p>Aoife Desmond (Facebook): Why travel companies will be better in a connected world</p> <p>James van Thiel (Google): How changes in consumer behaviour is driving trends in marketing</p> <p>Andrew Pozniak (Kuoni): Social Strategies and the online world. When all the pieces come together</p>	<p>R9 RESEARCH FOCUS Room Hall Aalborg</p> <p>Destination Marketing Moderator: Daniel Fesenmaier</p> <p>Grassroots Branding with Twitter: Amazing Florida. Svetlana Stepanchikova, Andrei Kirilenko and Hany Kim.</p> <p>Drivers and benefits of analysing DMOs' eWOM activities. Elena Marchiori, Pauline Milwood and Florian Zach.</p> <p>Building destination image through online opinionated discourses. The case of Swiss mountain destinations. Silvia De Ascaniis, Nicole Bischof and Lorenzo Cantoni.</p>	<p>R10 RESEARCH FOCUS Room Hall New Orleans</p> <p>Travel Technologies and Distribution Moderator: Andy Frew</p> <p>A methodology to collect information on future hotel prices using Internet Distribution Systems. Aurbene Alzua-Sorzabal, Jon Kepa Gerrikagoitia, Emilio Torres-Manzanera and José Santos Domínguez-Menchero.</p> <p>Distribution Channels and Management in the Swiss Hotel Sector. Roland Schegg, Brigitte Stangl, Michael Fux and Alessandro Inversini.</p> <p>A citation analysis of ENTER proceedings in 2005 to 2012. Liang Wang, Shanshan Guo, Daniel Leung and Rob Law.</p>	<p>R11 RESEARCH FOCUS Room Hall Grenoble</p> <p>Organizational Use of ICT Moderator: Lorenzo Cantoni</p> <p>Interdisciplinary Research on Information Science and Tourism. Nao Li, Dimitrios Buhalis and Lingyun Zhang.</p> <p>High Tech for High Touch Experiences: A Case Study from the Hospitality Industry. Barbara Neuhofer, Dimitrios Buhalis and Adele Ladkin.</p> <p>The Development of an Evaluation Framework for Determining the Economic Value and Effectiveness of Internet Room Diagramming Solutions. Kuan-Wen Lin, Andrew Frew and Joe Goldblatt.</p>	<p>R12 RESEARCH FOCUS Room Hall Freiburg</p> <p>Communities and sustainability Moderator: Zheng Xiang</p> <p>Towards an Understanding of Online Travellers' Acceptance of Consumer-Generated Media for Travel Planning: Integrating Technology Acceptance and Source Credibility Factors. Julian Ayeah, Norman Au and Rob Law.</p> <p>Destination Expertise in Online Travel Communities. Martin Hochmeister, Ulrike Gretzel and Hannes Werthner.</p> <p>Exploring the Role of In-Trip Applications for Sustainable Tourism: Expert Perspectives. Mareba Scott and Andrew Frew.</p>	<p>AUSTRIAN DAY (in German) Room Hall Brüssel</p> <p>20 Jahre eTourism in Österreich.</p> <p>Keynote: 20 Jahre eTourism in Österreich - Rückblick und Ausblick Hannes Werthner (TU-Wien) Josef Margreiter (Tirol Werbung)</p> <p>Panel Diskussion Thema: Online Vertrieb - Chancen und Herausforderungen Josef Margreiter, Hannes Werthner, Philipp Patzel, Moderation: Christian Maurer, Roman Egger</p>
12:30 - 14:00		Chapter Lunch				Chapter Lunch	
Chapter Summit Italy		Chapter Summit Greece		Chapter Summit Australia		Chapter Summit Spain	
Chapter Summit Austria		Chapter Summit Switzerland		Chapter Summit Sweden		Chapter Summit Scandinavian	
14:00 - 15:00		<p>KEYNOTES Room Hall Innsbruck</p> <p>James van Thiel (Google): Integrating search with meta search: The Google Travel developments</p> <p>Yiannis Doxaras (WARPLY): Mobile empowered Context based marketing</p> <p>Moderator: Wolfram Hoepken (Hochschule Ravensburg-Weingarten)</p>					

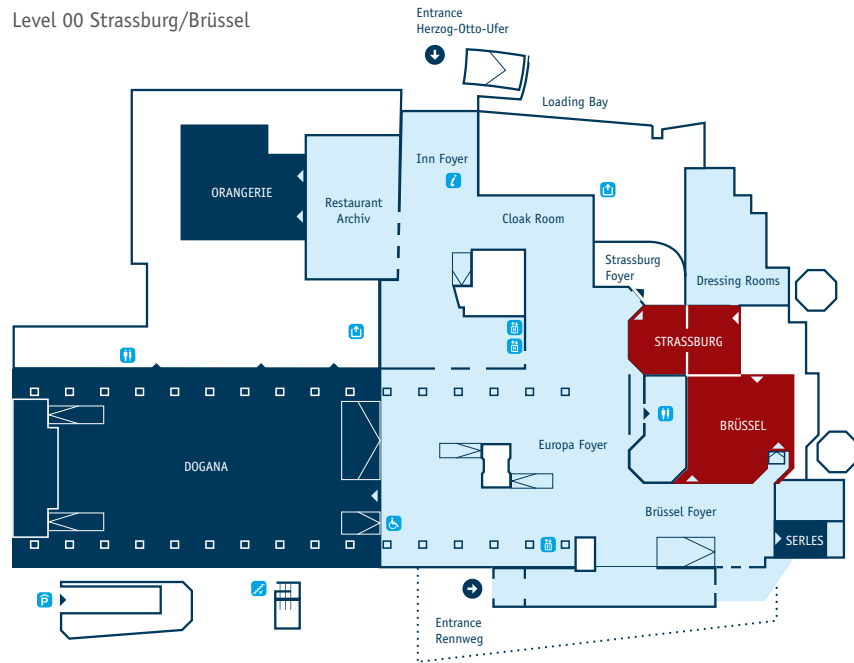
15:00 - 16:30	<p>BEST RESEARCH PAPERS Room Hall Innsbruck</p> <p>The best PhD workshop paper and 3 shortlisted best research papers and Awards Chairs: Lorenzo Cantoni and Zheng Xiang</p> <p>BEST PhD Workshop paper ***To be announced ***</p> <p>Shortlisted BEST Conference Full Papers</p> <p>Social Media Strategy and Capacity for Consumer Co-Creation among Destination Marketing Organizations Iis Tussyadiah, and Florian Zach</p> <p>Ontology-based Identification of Music for Places Marius Kaminskas, Ignacio Fernández-Tobías, Francesco Ricci, and Iván Cantador</p> <p>Transforming the Travel Experience: The Use of Smartphones for Travel Dan Wang, and Daniel R. Fesenmaier</p>		<p>AUSTRIAN DAY (in German) Room Hall Grenoble</p> <p>Smart Technologies im Tourismus Moderator: Roman Egger (Fachhochschule Salzburg)</p> <p>Technologien von morgen Christian Maurer (IMC FH Krams)</p> <p>Mobile Apps Thomas Hinterholzer (FHS)</p> <p>NFC Technologie im Tourismus Roman Egger (FHS)</p>		<p>AUSTRIAN DAY (in German) Room Hall Brüssel</p> <p>eMarketing Cases Moderator: Mario Jooss (FHS)</p> <p>Online Marketing Strategien bei Urlaub am Bauernhof Hans Embacher (Urlaub am Bauernhof)</p> <p>Social Media Newsroom Andrea Kostner (Wien Tourismus)</p> <p>eTrends Mathias Schattleitner (Ski-Amadé)</p>
16:30 - 17:00 Coffee Break					
17:00 - 18:30	<p>DESTINATIONS FOCUS Room Hall Innsbruck</p> <p>Digital Marketing Case Studies Mix: Mobile, gamification, sharing services Moderator: Damian Cook (eTourism Frontiers)</p> <p>Thomas Pasterk (Austrian National Tourist Organisation): Evolution of the TV experience</p> <p>Rainer Schuster (Pixtri OG): PixMeAway - A picture-based search and recommendation platform for tourism objects</p> <p>Soraia Ferreira (INESC TEC): Travel Plot Porto</p> <p>Ramona Wagner (SE1 Media) and Dimitrios Buhalis (Bournemouth University): Destination Management Organisations Benchmarking</p>	<p>INDUSTRY AND INNOVATION FOCUS Room Hall Freiburg</p> <p>Augmented reality in tourism Moderator: Zornitza Yovcheva and Dimitrios Buhalis (Bournemouth University)</p> <p>Zornitza Yovcheva and Dimitrios Buhalis (Bournemouth University) - A framework for Augmented Reality in Tourism</p> <p>Aurkene Alzua-Sorzabal (CICtourGUNE) - Technologies for creating personalised and engaging cultural and tourism experiences: achievements and challenges</p> <p>Joanan Hernandez (Molejuo) - Overview of Mollejuo AR and innovation trends in AR for tourism</p> <p>Crispin Hoult (Linknode) - Geolocation Based AR - Trends and Uses of GIality for Interactive, Personal and Relevant Mobile Information Delivery</p> <p>Teresa Linaza (Vicomtech-IK4) - How can Augmented Reality technologies enhance tourist destinations</p> <p>Crispin Hoult (Linknode) AR applications in Tourism</p>	<p>R13 RESEARCH FOCUS Room Hall Grenoble</p> <p>Social Media Moderator: Iis Tussyadiah</p> <p>Personal Profile Information as Cues of Credibility in Online Travel Reviews. Hee Lye Park, Zheng Xiang, Bharath Josiam and Haejung Maria Kim.</p> <p>Attracting User Social Media Engagement: A Study of Three Budget Airlines Facebook Page. Rosanna Leung, Markus Schuckert and Emmy Yeung.</p> <p>Backpacking, Social Media, and Crises: A Discussion of Online Social Convergence. Cody Morris Paris and Simon Rubin.</p>	<p>R14 RESEARCH FOCUS Room Hall New Orleans</p> <p>Organizational Use of ICT Moderator: Matthias Fuchs</p> <p>Sources of Customer Role Learning During Self-Service Technology Encounters. Petranka Kelly, Jennifer Lawlor and Michael Mulvey.</p> <p>Sightsmap: crowd-sourced popularity of the world places. Tanel Tammet, Ago Luberg and Priit Järvi.</p> <p>Analysing the Penetration of Web 2.0 in Different Tourism Sectors from 2008 to 2012. Miriam Scaglione, Roland Schegg and Jean-Philippe Trabichet.</p>	<p>AUSTRIAN DAY (in German) Room Hall Brüssel</p> <p>Studentenpräsentationen österreichischer Hochschulen Moderator: Roman Egger (FHS)</p> <p>Augmented Reality im Tourismus - Philipp Allerstorfer (IMC FH Krams)</p> <p>Semantic Social Media Monitoring Jennifer Kaiser (Semantic Technology Institute Innsbruck)</p> <p>Open Innovation in Tourism Jürgen Weiss (MCI Innsbruck)</p> <p>NFC bei Destinationskarten - Jessika Weber (Bournemouth University)</p>
19:30 - 23:00	<p>WELCOME TO TYROL THE HOME OF ENTER! [Dress Code: Tyrolean/Austrian!] ENTER2013 Dinner: 20 YEARS OF ENTER, Awards and Party. The Dinner Party : Memory Lane : 20 years of ENTER at the brand-new Forum 2 at the Messe Innsbruck</p>		<p>Social Networking Awards (Industry / Destination / Hannes Werthner / Best Paper) Awards Ceremony - Ulrike Gretzel and Dimitrios Buhalis</p>		
23:00 - Late	<p>LATE SOCIAL: DAS STADTCAFE www.das-stadtcafe.at Universitätsstraße 1 A-6020 Innsbruck T: +43 (0) 512 90 88 00 [at delegates expense]</p>				

08:00 - 09:00	Exhibition and Conference Registration		Exhibition and Conference Registration		
09:00 - 10:30	<p>DESTINATIONS FOCUS Room Hall Innsbruck</p> <p>Best online email, search, marketing practice Moderator: Dimitris Serifis (Nalios)</p> <p>Tinkara Pavlovčič Kapitanovič: Search Engine Optimization – moving into the Social era (Slovenian Tourist Board case study)</p> <p>Nick Hall (SE1 Media): DMO Innovation, Best Practice and Latest Trends in Digital</p> <p>Martin Schobert (tourismusdesign): Content Strategy & Storytelling</p> <p>Lars Björe Ericsson (CEO, DMO Are): Digital marketing and market knowledge for a sustainable destination</p>	<p>INDUSTRY AND INNOVATION FOCUS Room Hall Brüssel</p> <p>The image and video revolution of the Web Moderator: Alessandro Inversini (Bournemouth University)</p> <p>Janez Jager (Life Class Hotels & Resorts): Viral videos for hotel business and destination promotion</p> <p>Damian Cook (E-Tourism Frontiers): The power of image and Video and story telling</p> <p>Cihan Cobanoglu (University of South Florida Sarasota-Manatee USA): A picture is worth a thousand words. A video?</p>	<p>WORKSHOP A Room Hall Grenoble</p> <p>Strategic options for destinations in the e-market 2025 Moderators: Hannes Werthner, Rainer Schuster, Christian Maurer, Pauline Sheldon</p> <p>This workshop has its focus on destinations and its organisations (not necessarily DMOs), and their electronic options.</p> <p>Participants will look at organisational, business, services (e.g., which service bundle to cover / develop) and cooperation issues.</p> <p>Thus, focus is NOT on technology – we assume some technological features / capabilities as given.</p> <p>Participants will be given an initial outline, including an invitation to design/present their vision. This workshop is part of an ongoing public discussion (and project) in Austrian e-tourism and its future options.</p>	<p>WORKSHOP B Room Hall New Orleans</p> <p>eTourism in China Moderator: Rosanna Leung</p> <p>Invited Contributors: Nao Li (Institute of Tourism, Beijing Union University)</p> <p>Vicky Loi (Bournemouth University)</p> <p>Zheng Xiang (University of North Texas, USA)</p> <p>The three contributors will present the challenges and opportunities of eTourism in China, followed by an open discussion with all participants.</p>	<p>R15 RESEARCH FOCUS Room Hall Freiburg</p> <p>Mobile Tourism Moderator: Dan Wang</p> <p>Engineering Augmented Tourism Experiences. Zornitza Yovcheva, Dimitrios Buhalis and Christos Gatzidis.</p> <p>Discovering Functional Requirements and Usability Problems for a Mobile Tourism Guide through Context-Based Log Analysis. Elena Not and Adriano Venturini.</p> <p>Smartphone Applications in Airlines. Yuzhu Liu and Rob Law.</p>
10:30 - 11:00	<p>KEYNOTE Room Hall Innsbruck</p> <p>Marco Fanton (Sol Melia Hotels & resorts) Social Media for hotel competitive advantage</p> <p>Moderator: Pauline Sheldon (University of Hawaii)</p>				
11:00 - 11:30	Coffee Break		Coffee Break		

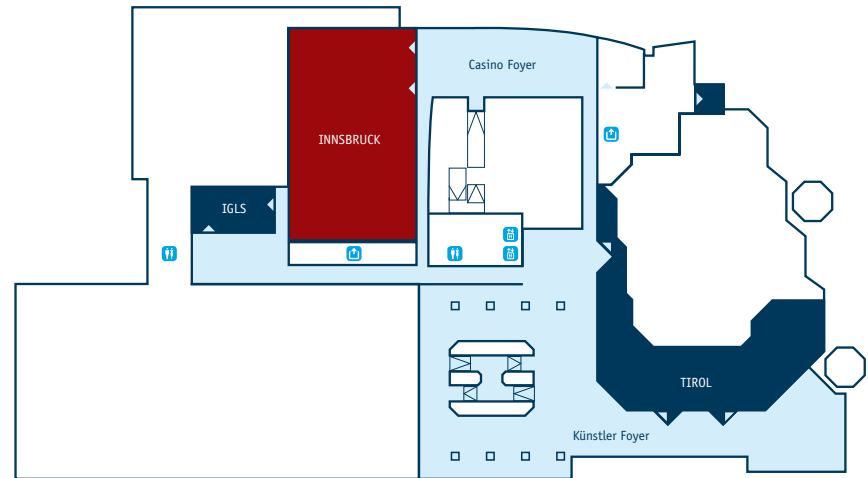
11:30 - 13:00	<p>DESTINATION FOCUS Room Hall Innsbruck</p> <p>The newest DMO e-developments and plans for the future Moderator: Justin Reid (BetaPond)</p> <p>Roger Carter (Team Tourism): Marketing tourism destinations online: looking back, looking forward</p> <p>Helena Egan (TripAdvisor): How to manage your destination content on TripAdvisor</p> <p>Rodolfo Baggio (TOURISMLink-EU): Improving business environment for destination</p> <p>Peter Dennis (TTI): Inspiration, Innovation & Invention - The 3 I's in Travel technology</p>	<p>INDUSTRY AND INNOVATION FOCUS Room Hall Brüssel</p> <p>Cutting edge issue: SoLoMo Marketing and Context Based Services Moderators : Soultana Symeonidou and Dimitrios Buhalis (Bournemouth University)</p> <p>Soultana Symeonidou and Dimitrios Buhalis (Bournemouth University): SoLoMo Marketing opportunities</p> <p>Yannis Doxaras (Niobium Labs): Context based mobile Marketing – case of airlines</p> <p>Timotheos Kastrinogiannis (Velti): Mobile marketing for destinations</p> <p>Dimitris Serifs (Nelios): Hotel Applications for Location based Services</p>	<p>R16 RESEARCH FOCUS Room Hall Freiburg</p> <p>Decision Support Moderator: Elena Marchiori</p> <p>SHORT PAPERS TTR Tirol Tourism Research - Applying the Usability Engineering Life Cycle on a Knowledge Platform. Klaus Schwarzenberger, Anita Zehrer and Birgit Frischhut.</p> <p>A Navigation-log based Web Mining Application to Profile the Interests of Users Accessing the Web of Bidasoa Turismo. Olatz Arbelaitz, Ibai Gurrutxaga, Aizea Lojo, Javier Muguerza, Jesús María Pérez and Iñigo Perona.</p> <p>eFitness of Destination Websites - Still more to go. Michael Dürr, Nicole Küng, Roland Schegg and Brigitte Stangl.</p> <p>Negotiating technology use to make vacations special. Heather Kennedy-Eden, Ulrike Gretzel and Nina Mistilis.</p> <p>Measurement of the hotel Average Daily Rate using Internet Distribution Systems. Ibai Roman, Igor Ibaguren, Emilio Torres-Manzanaera and Jon Kepa Gerrikagoitia.</p>	<p>R17 RESEARCH FOCUS Room Hall New Orleans</p> <p>Social Media and Beyond Moderator: Michelle Kang</p> <p>SHORT PAPERS Planning a vacation using social media: Influences of demographic, psychographic, and trip-related characteristics. Anja Simms and Ulrike Gretzel.</p> <p>An investigation on the Acceptance of Facebook by Travellers for Travel Planning. Nina Enter and Elina Michopoulou.</p> <p>Social Media Marketing in Selected UK Luxury Hotels. Mandy Leue, Timothy Jung and Tim Knowles.</p> <p>Where Is The Semantic Web? An Overview of the Use of Embeddable Semantics in Austria. Wilhelm Loibl.</p> <p>Tourism Streams and Mobility in Uusimaa Region in Southern Finland. Annika Konttinen and Jarmo Ritalahti.</p>	<p>R18 RESEARCH FOCUS Room Hall Grenoble</p> <p>ICT Adoption & Behaviour Moderator: Carlos Lumfus</p> <p>SHORT PAPERS Characteristics and Experience of Macau Visitors Booking Hotels Online: Leisure and Business Travellers Compared. Shanshan Qi, Rob Law and Dimitrios Buhalis.</p> <p>The search for and purchasing of an airline ticket. Ogaga Udjo, Berendien Lubbe and Anneli Douglas.</p> <p>Early adoption by Canadian travellers of Monarc.ca, an online hotel review website designed as an inter-organisational information system. Francois Bedard and Hakim Tabet.</p> <p>Application of the LBS and GIS Integration in Scenic Area - a case study with Chinese characteristics. Mu Zhang, Yang Yang and Yingcun Liu.</p> <p>Impact of Tech Savviness and Impulsiveness on the Mobile Information Search Behaviour of Young Travellers. Ipshita Dewan and Pierre Benckendorff.</p>
13:00 - 13:30	<p style="text-align: center;">KEYNOTE Room Hall Innsbruck</p> <p style="text-align: center;">Josef Margreiter (Tyrolean Tourist Board): Brand management during the digital revolution</p> <p style="text-align: center;">Moderator: Matthias Fuchs</p>				
13:30 - 14:30	Lunch		Lunch		
14:30 - 15:30	<p style="text-align: center;">20th ANNIVERSARY PANEL AND ENTER2013 FINAL CONCLUSIONS Room Hall Innsbruck</p> <p style="text-align: center;">BACK TO AND FROM THE FUTURE: 20 YEARS OF IT INNOVATION IN TOURISM Facilitator: Valeria Minghetti (Università Ca' Foscari Venezia)</p> <p style="text-align: center;">Participants: Hannes Werthner, Josef Margreiter, Andrew Frew, Dimitrios Buhalis, Pauline Sheldon, Roger Carter, Peter Dennis, audience</p>				
15:30 - 16:00	<p style="text-align: center;">Conference Closing and Announcement of ENTER2014 Location Welcome to ENTER2014@Dublin - Join us on www.enter2014.org President IFITT Dimitrios Buhalis, ENTER2013 Chair Tinkara Pavlovčič Kapitanovič, Conference Host Christian Mayerhofer CMI</p>				
ENJOY INNSBRUCK			ENJOY INNSBRUCK		
20:30 - Late	Informal Dinner/ Late Night Socials Suggestion		Socialising suggestion: THERESIEN BRAEU www.theresienbraeu.com , Maria-Theresien-Straße 51-53 A-6020 Innsbruck T: +43512587580 [at delegates expense]		

Floor plans

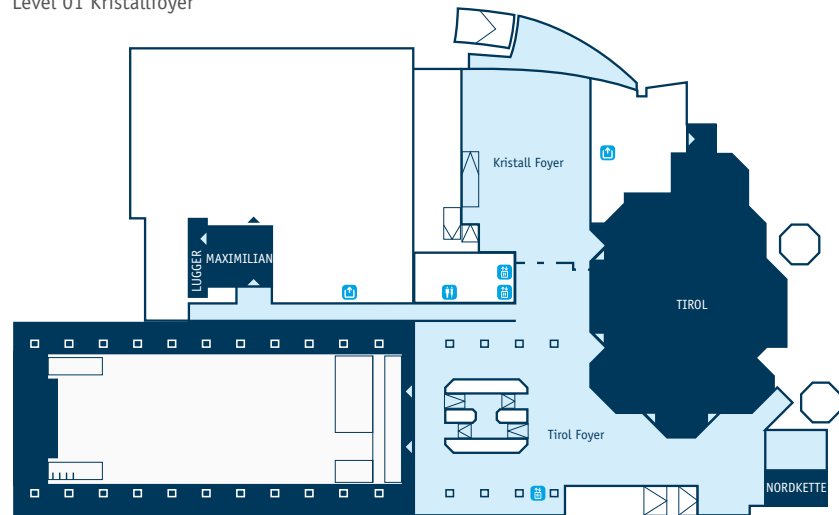
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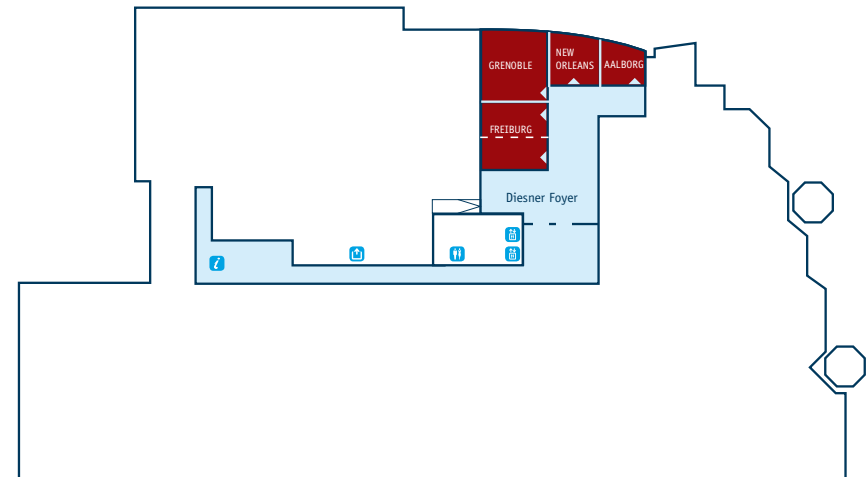
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Level 01 Kristallfoyer



Level 03 Grenoble/Freiburg/New Orleans/Aalborg



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Organized by the International Federation for Information Technology and Travel and Tourism (IFITT) the ENTER conference 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.

At ENTER 2014, the theme is „Where Social Inspiration meets Dynamic eTourism Innovation“. The conference will explore eTourism opportunities and challenges within the social inspiration context, exploring information and communication technologies concepts, applications, and business models in travel and tourism. Issues to be covered at the conference include, but are not limited to, the following areas:

- Social Networking, Social Media and Social Inspiration
- Context and Location Based Services
- Augmented Reality and Gaming
- Advanced Distribution Systems
- Electronic Marketing and Analytics
- Big data and Cloud computing
- Information Search and Retrieval
- Travel Search and Meta-Search
- Technology Acceptance
- Consumer Inspiration through ICTS
- Information Interfaces and Presentation
- Crisis and eTourism
- ICT Adoption, Use, and Value Creation
- Intelligent Systems
- Web 2.0 and Web 3.0
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation
- Legal and Social Aspects
- Website Design and Evaluation
- E-Learning and distributed learning
- Cultural Heritage and Sustainability
- Mobile Services
- Context-Aware Systems
- E-strategy and e-Business models
- ICT for Regional Development
- Recommender Systems

The conference brings together the research community with industry and it is organised in three streams namely, industry, destinations and research tracks. The conference also features 6-8 world class keynote speakers. All submissions to the research track is rigorously evaluated for novelty, significance, and soundness. Papers should clearly state the background, introduction, purpose, theory / issues, methodology, results, conclusions and managerial / industry / social implications of the study, and be fully referenced with appropriate citations.

The ENTER conference makes a continuing contribution and ground breaking interactions within the IFITT community.

Look forward to welcome you to Dublin, the capital of Irish hospitality.

Professor Dimitrios Buhalis
IFITT President



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