

# eTourism: Horizons

Lugano, February 10-12, 2010



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## The 17th International Conference on Information Technology and Travel & Tourism

IFITT's Global Travel & Tourism Technology  
and eBusiness Forum

10th-12th February 2010  
Università della Svizzera italiana  
Lugano - Switzerland

[www.ifitt.org/enter](http://www.ifitt.org/enter)

[www.enter2010.org](http://www.enter2010.org)

### ENTER2010 Keynotes



► Professor Dimitrios Buhalis  
Bournemouth University, UK  
ENTER2010 Overall Chair  
dbuhalis@bournemouth.ac.uk

► Professor Andrew Frew  
Queen Margaret University, UK  
IFITT Chair  
AFrew@qmu.ac.uk

► Professor Lorenzo Cantoni  
Università della Svizzera italiana, Switzerland  
Co-chair / Local Host  
lorenzo.cantoni@usi.ch

### ENTER2010 Local Sponsors



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## The 17th International Conference on Information Technology and Travel & Tourism

### ENTER2010 Conference Venue

Università della Svizzera italiana, USI  
via G. Buffi, 13  
CH-6904 Lugano, Switzerland

info@enter2010.org  
www.enter2010.org

Lugano Tourism Information: [www.lugano-tourism.ch](http://www.lugano-tourism.ch)

### ENTER2010 Conference Dinner



**11th February 2010**  
**20.30**  
**Grand Hotel Eden**  
**Riva Paradiso 1, Lugano**

Tickets for the dinner are available to purchase at the welcome desk

### Programme Committee

Function	Person	Affiliation
Programme Chair	Professor Dimitrios Buhalis	ICTHR, Bournemouth University, UK
IFITT Chair	Professor Andrew J. Frew	IFITT President & Queen Margaret University, UK
Local Host/Co-Chair	Professor Lorenzo Cantoni	Università della Svizzera italiana, Lugano, Switzerland
Local Host/Implementation	Alessandro Inversini	Università della Svizzera italiana, Lugano, Switzerland
<b>Research Track</b>		
Chair	Dr. Ulrike Gretzel	Texas A&M University, USA
Co-chair	Professor Rob Law	Hong Kong Polytechnic University, Hong Kong, SAR, China
Co-chair	Professor Matthias Fuchs	Mid Sweden University, Sweden
<b>Applied Track Chairs</b>		
Destination Chair	Dr. Robert Govers	Consortium University of Leuven, Belgium
Industry Chair	Professor Rodolfo Baggio	Bocconi University, Italy
<b>PhD Workshop, pre-ENTER</b>		
Chair	Professor Wolfram Höpken	University of Applied Sciences Ravensburg-Weingarten, Germany
Co-chair	Professor Berendien Lubbe	Pretoria University, South Africa
Co-chair	Dr. Davide Bolchini	Indiana University, USA
<b>IFITT Administration</b>		
	Dr. Alisha Ali	Sheffield Hallam University, UK

09:00 – 09:30 **Registration and Coffee at the Università della Svizzera italiana (USI)**

09:30 – 09:40 **Welcome and Opening Remarks** Wolfram Höpken, University of Applied Sciences Ravensburg-Weingarten – Room 253

09:40 – 09:45 **IFITT President Message:** Andrew J. Frew, Queen Margaret University

09:45 – 10:00 **Workshop Introduction: Emerging Issues in ICT and Travel & Tourism:** Wolfram Höpken

10:00 – 10:15 **Guidelines for Journal Publishing:** Jamie Murphy, University of Western Australia

10:15 – 10:30 **Tips for Completing your Dissertation:** Andrew J. Frew

**10:30 – 11:00 Coffee Break**

11:00 – 13:15 **Research Proposal Presentations** – Room 253

*The Impact of Social Media on Consumer Behaviour: Focus on Leisure Tourism Services.* John Fotis, Bournemouth University

*Understanding how User-Generated Content (UGC) Empowers Online Consumer Behavior in the Travel Industry.* Luiz Mendes-Filho, Auckland University of Technology

*Online Reputation of a Tourism Destination: A Framework of Understanding and Interpreting eWord-of-Mouth.* Elena Marchiori, Università della Svizzera italiana

*Virtual Communities of Tourism Professionals in the Internet: Analysis of the Factors for Knowledge Generation.* Oriol Miralbell, Open University of Catalonia

*Visualizing and Mapping Argumentation in the Tourism Field.* Silvia de Ascaniis, Università della Svizzera italiana

*Trust as a Decisive Element in Successful Network Relationships.* Claudia Brözel, University of Applied Sciences Heilbronn

*Understanding Usability and User Interaction in the Context of Augmented Reality Mobile Technology.* Faiz Anuar, Texas A&M University

*User Requirements and Technology Acceptance of an Information Tourism System: The Disability Case.* Eleni Michopoulou, University of Surrey

*ICT Efficiency and Effectiveness in the Hotel Sector – A Three-Stage DEA Approach.* Christina Scholochow, eTourism Competence Center Austria

**13:15 – 14:30 Lunch** @ Mensa dell'Università

14:30 – 15:30

**Research Proposal Presentations** – Room 253

*What Travelers Want? – Using Wanted Value to Segment Internet Users in Tourism.* Juho Pesonen, University of Joensuu

*Travel Photos on the Web as Destination Recommenders.* Sharifah Fatimah Syed-Ahmad, University of Western Australia

*The Role of Information Sources, Sociodemographic Characteristics, and Motivation in Travel Destinations Choice.* Tatiana Gerasina, Autonomous University of Madrid

*The Development of a Multichannel Distribution Optimization Model as a Global Airline Decision Support System.* Theunis Potgieter, University of Pretoria, South Africa

**15:30 – 16:00 Coffee Break**

16:00 – 17:15

**Breakout Session I  
(Social Media & Communities)**

Room 253

**Wolfram Höpken**

Supervisors:

Dimitrios Buhalis, Ulrike Gretzel,  
Andrew J. Frew

John Fotis, Luiz Mendes-Filho, Elena Marchiori, Oriol Miralbell, Silvia de Ascaniis

**Breakout Session II  
(Technology Acceptance)**

Room 250

**Berendien Lubbe**

Supervisors:

Matthias Fuchs, Rodolfo Baggio,  
Gert van der Pijl

Claudia Brözel, Faiz Anuar, Eleni Michopoulou, Christina Scholochow

**Breakout Session III  
(Travel Distribution)**

Room 254

**Davide Bolchini**

Supervisors:

Jamie Murphy, Timothy Jung, Robert Govers

Juho Pesonen, Sharifah Fatimah Syed-Ahmad, Tatiana Gerasina, Theunis Potgieter

17:15 – 17:30 **Awards Ceremony and Closing Remarks** – Room 253

**20:00 – Late Informal Get Together – Ethnic Restaurant/Bar, Piazza Maghetti, Lugano**

● Cross-conference track

● Destinations Focus

● Research Focus

● Industry and Innovation Focus

● Swiss Day

● Break – networking - social

08:00 – 08:45 **Exhibition and Conference Registration at the Università della Svizzera italiana**

09:00 – 09:30

**Welcome, Conference Opening, Introduction to Track Chairs** – Room Auditorium  
**Official Welcome**

Andrew J Frew – President IFITT, Welcome to ENTER2010  
 Dimitrios Buhalis – ENTER2010 Chair, Welcome and Team Presentation  
 Piero Martinoli – President of Università della Svizzera italiana, Welcome to ENTER2010  
 Lorenzo Cantoni – Conference Host, Welcome and Administration

09:30 – 10:30

**Keynotes** – Room Auditorium

**Online Innovations for Swiss Tourism**

Christoph Brühlhart – Manager Online Marketing, and Lycien Jantos, Chief Technical Officer, [www.myswitzerland.com](http://www.myswitzerland.com)

**The Future of Travel Intermediation and Technology Driven Online Travel Agencies**

Graham Cook – Vice President of Product Strategy, Expedia EMEA

Moderator: Andrew J Frew – Queen Margaret University

10:30 – 11:15 **Coffee Break**

11:15 – 12:15

<b>Context is King: From Content to Context</b>	<b>Global Innovations in eMarketing</b>	<b>R1 Online Search</b>	<b>R2 ICT Adoption &amp; Use (A)</b>	<b>R3 Website Evaluation</b>	<b>R4 Semantics/ Ontology</b>
Room 253  Chair: Inkeri Starry – Finnish Tourist Board	Room Auditorium  Chair: Roman Egger – Fachhochschule Salzburg	Room 250  Moderator: Philip Alford	Room 254  Moderator: Berendien Lubbe	Room 355  Moderator: Rodolfo Baggio	Room 321  Moderator: Timothy Jung
Julien Cormier – Tourisme Québec, Canada: <i>web 2.0 Empowered DMOs ~ Opportunities and Challenges</i>  Helena Egan – Tripadvisor: <i>Utilising User Generated Content</i>  Inkeri Starry – visitFinland: <i>Advanced Web 2.0 Portals with Com- munity, Bookings, Mobile Service</i>	Evert J. van Loenen – Philips Research Labs: <i>Revolutionising User Experiences</i>  Norbert Walchhofer and Hannes Werth- ner – ec3: <i>Online Market Monitoring through Intelligent Continu- ous Deep Web Data Extraction</i>  Valeria Minghetti – CISSET and Dimitrios Buhalis – Bournemouth University: <i>Digital Divide and eTourism</i>	<i>Web Usage Min- ing in Tourism – A Query Term Analysis and Clustering Approach</i> , Arthur Pitman, Markus Zanker, Matthias Fuchs, Maria Lexhagen  <i>Assessing the Dynamics of Search Results in Google</i> , Bing Pan, Zheng Xiang, Heather Tierney, Daniel R. Fesenmaier, Rob Law  <i>A Sociological View of the Cybertourists</i> , Valerie Guex	<i>Factor Analysis of Variables Affecting e-Marketing Adoption by UK Independent Hotels</i> , Wai Mun Lim  <i>Comparing Internet Commerce Adoption between the Finn- ish and the Euro- pean Independent Accommodation Companies</i> , Juho Pesonen, Outi-Maaria Palo-oja  <i>Use of Internet Ap- plications &amp; Tools by Medical Tourism Providers in Malay- sia: an Exploratory Study</i> , Sudipta Kiran Sarkar, Pradip K. Sarkar	<i>Hong Kong Resi- dents' Perception of Travel Websites</i> , Shanshan Qi, Rosanna Leung, Rob Law, Dimitrios Buhalis  <i>E-Success: An Instrument for Measuring Website Success</i> , Marcel Grüter, Olivier Blattmann, Simone Von Burg, Thomas Myrach  <i>Presenting UsERA: User Experience Risk Assessment Model</i> , Alessandro Inversini, Lorenzo Cantoni, Davide Bolchini	<i>Semantic-based Contextual- Computing support for Human Mobility</i> , Carlos Lamsfus, Aurkene Alzua- Sorzabal, David Martín, Zigor Salvador  <i>Extracting Room Prices from Web Tables – an Ontology Aware Approach</i> , Christina Buttinger, Christina Feilmayr, Michael Gutten- brunner, Stefan Parzer, Birgit Pröll  <i>Semantic Online Tourism Market Monitoring</i> , Norbert Walchhofer, Milan Hronský, Michael Pöttler, Robert Baumgarter, Karl A. Fröschl

Wednesday 10<sup>th</sup> February

12:30 – 13:30

**Keynotes** – Room Auditorium

**How Travel Businesses are Addressing and Prioritising the Requirements of the Consumer**

Joel Brandon – Bravo Travelzoo

**Linking Virtual and Physical Presence through Advertising, Maps, Streetview, and You-tube Channels**

Andrew Pozniak – Google

Moderator: Dimitrios Buhalis – Bournemouth University

13:30– 15:00

**Lunch** – Mensa dell'Università  
and PhD Poster Presentation – Room Auditorium

**Working Lunch**

for Information Technology and Tourism Journal Board – Room 251

15:00 – 16:15

<b>Augmented Reality and Multimedia</b>	<b>Mobile Services (in destinations)</b>	<b>The Google Online Marketing Challenge Workshop</b>	<b>R5 Tracking Technologies in Tourism Research, Management &amp; Planning</b>	<b>R6 Online Travel Shopping</b>	<b>R7 Destination Management Organizations</b>
Room 253	Room Auditorium	Room 250	Room 254	Room 355	Room 321
Chair: Alessandro Inversini – Università della Svizzera italiana	Chair: Wolfram Höpken – University of Applied Sciences Ravensburg-Weingarten	Workshop Leader: Jamie Murphy David Horrigan Christian Maurer	Moderator: Noam Shoval	Moderator: Francesco Ricci	Moderator: Valeria Mingetti
Jacob van Kokswijk – CapGemini: <i>Virtuality and Human Interaction in Tourism</i>  Mats Wessman – visitsweden.com: <i>Augmented Reality for Destinations</i>  Chetan Damani – Imano\Acrossair\ CommerceNow: <i>Augmented Reality and its Influences on the Travel Industry</i>  Michael Zöllner – Fraunhofer IGD: <i>Interface and Information Design with Focus on Augmented Reality</i>	Wolfram Höpken: <i>Mobile Services – the Next Stage in Travel Distribution</i>  Lars-Börje Eriksson – CEO Åreföretagarna: <i>The Mobile Tourist Guide at the Destination of Åre - Application Features and Strategic Assessment</i>  Clemens Kilga – CEO Sengaro: <i>mobeedo - Knows What you Want to Know!</i>  Franz Rüb – Telesis: <i>LOCCATA - Location-Based and Context-Aware Mobile Multimodal Hiking Guide</i>	10,000 Students 400 Universities in 58 Countries	<i>Advanced Visitor Tracking Analysis in Practice,</i> Antonio Russo, Salvador Clave, Noam Shoval  <i>Monitoring and Managing Visitors Flows in Destinations Using Aggregate GPS Data,</i> Noam Shoval  <i>Tracking Tourists in Historic City Centres,</i> Stefan Van der Spek	<i>Looking does not Automatically Lead to Booking: an Analysis of Clickstreams on a Chinese Travel Agency Website,</i> Jun Shao, Ulrike Gretzel  <i>Why Some Internet Users don't Buy Air Tickets Online,</i> Enrique Bigné, Silvia Sanz, Carla Ruiz, Joaquín Aldás  <i>Service Bundling with Seekda! Dynamic Shop,</i> James Scicluna, Nathalie Steinmetz, Michal Zaremba	<i>DMOs, e-Democracy and Collaborative Destination Management: An Implementation Framework,</i> Marianna Sigala, Dimosthenis Marinidis  <i>eLearning Offers by Destination Management Organizations,</i> Lorenzo Cantoni, Nadzeya Kalbaska  <i>Online Destination Marketing: Do Local DMOs Consider International Guidelines for Website Design?,</i> Julia Hofbauer, Brigitte Stangl, Karin Teichmann

16:15 – 16:45 **Coffee Break**

<p><b>Accessibility, Inclusion and Tourism Information</b></p> <p>Room 253</p> <p>Chair: Franz Pühretmair – KI-I</p>	<p><b>Engaging Micro Businesses in e-tourism</b></p> <p>Room Auditorium</p> <p>Chair: Philip Alford – Bournemouth University</p>	<p><b>Cultural Heritage Workshop</b></p> <p>Room 250</p> <p>Leader: Paolo Paolini</p>	<p><b>R8 Tracking Technologies in Tourism Research, Management &amp; Planning</b></p> <p>Room 254</p> <p>Moderator: Noam Shoval</p>	<p><b>R9 E-Satisfaction, Dissatisfaction &amp; Complaints</b></p> <p>Room 355</p> <p>Moderator: Jamie Murphy</p>	<p><b>R10 Online Reputation</b></p> <p>Room 321</p> <p>Moderator: Daniel Fesenmaier</p>
<p>Franz Pühretmair – KI-I: <i>Enabling and Supporting Accessible Tourism is a Chance and not an Obligation: Areas of Support, Prospects and Advantages</i></p> <p>Shadi Abou-Zahra – World Wide Web Consortium: <i>Accessible Web Design: Opportunities and Business Benefits</i></p> <p>Elina Michopoulou – University of Surrey: <i>Addressing Disabled User Requirements: A Destination Perspective</i></p> <p>Anja Lenz – www.blue-bird.at: <i>Developing Packages for Accessible Holidays - a Practical Approach</i></p> <p>Markus Lassnig-- eMotion the Competence Centre for ICT-research for the Tourism, Sport and Leisure Industry: <i>An Initiative for Accessibility in Austrian Tourism Bringing together the Tourism Industry, Disabled Stakeholders and the Political Environment: Achievements, Lessons Learned and Pitfalls</i></p>	<p>Celestine Donough – Director, Software Colours, S. Africa: <i>Building a Portal in South Africa: Engaging with Micro Enterprises</i></p> <p>Werner Gschwenter – Director, Tourismus-Training, Austria: <i>The Issues and Challenges Faced by Micro Businesses in Austria</i></p> <p>Andy Woodward – Chief Executive, Farm Stay UK: <i>Implementing a New Web site and Content Management System at Farm Stay UK</i></p> <p>Philip Alford – Bournemouth University: <i>to Online Marketing Evaluation of Small Rural Accommodation Businesses</i></p>	<p>Stefano DeCaro – General Director of Italian Ministry of Cultural Heritage (Antichità del Ministero dei Beni Culturali)</p> <p>Michele Mondolfo – Funder and CEO, Incoming Partners S.r.l</p> <p>Carlo Montisci – Destination Manager, Consorzio Ideas, Provincia di Como, Italia</p>	<p><b>Short Papers</b> <i>Experience Tracking – Evaluating Methods for Studying Experiences in Time and Space</i> Malin Zillinger</p> <p><i>Approaches to GPS Survey of Tourist Movements within a North Sea Island Destination</i> Niels C. Nielsen, Henrik Harder, Nerius Tradisaukas, Bodil Stilling-Blichfeldt</p> <p><i>Understanding Tourist Behaviour in Wide Areas Using GPS Technologies</i> Andrea Bruno jr, Emanuela Gasca, Stefania Mauro, Giuseppe Pollichino, Sara Levi Sacerdotti, Fabrizio Stupino</p> <p><i>Direct Observation as a Methodology for Effectively Defining Tourist Behaviour</i> Núria Galí, José Antonio Donaire</p>	<p><i>How Communication Modes Determine Website Satisfaction</i>, Brigitte Stangl, Astrid Dickinger</p> <p><i>The Impact of Culture on eComplaints: Evidence from Chinese Consumers in Hospitality Organizations</i>, Norman Au, Rob Law, Dimitrios Buhalis</p> <p><i>Do Negative Experiences Always Lead to Dissatisfaction? – Testing Attribution Theory in the Context of Online Travel Reviews</i>, Jingxian Jiang, Ulrike Gretzel, Rob Law</p>	<p><i>Quantifying Brand Values Perception in Destination Websites: A Design Requirements Perspective</i>, Tao Yang, Davide Bolchini</p> <p><i>Applying a Conceptual Framework to Analyze Online Reputation of Tourism Destinations</i> Alessandro Inversini, Elena Marchiori, Christian Dedekind, Lorenzo Cantoni</p> <p><i>An Analysis of the Impact of Tourism Journals on Google Scholar</i>, Rob Law</p>

18:15 – 19:15 **IFITT AGM - Room Auditorium (IFITT members only)**

19:30 – 22:00 **Welcome Reception @ Aula Magna**

22:30 – Late **Informal Get Together – New Orleans, Piazza Maghetti, Lugano**

Thursday 11<sup>th</sup> February

08:00 – 09:00 **Exhibition and Conference Registration**

09:00 – 10:00

**Keynotes** – Room Auditorium

**Technology Based Revolution of Cultural Heritage and Interpretation**

Prof. David Arnold – Dean, Faculty of Management and Information Sciences, University of Brighton

**Future of GDSs and the Role of Internet**

Dr. Enrico Bertoldo – Marketing Director, Amadeus Italia

Moderator: Lorenzo Cantoni – Università della Svizzera italiana

10:00 – 10:30 **Coffee Break**

10:30 – 12:30

**R11 Best Research Papers** – Room Auditorium

**A Cross-conference Presentation of the Best PhD Workshop Paper and 3 Shortlisted Best Research Papers and Awards**

Chair: Ulrike Gretzel

**BEST Conference Full Paper**

- 1) The Impacts of Virtual Experiences on People's Travel Intentions, Yu-Chih Huang, Sheila Backman, Kenneth Backman
- 2) A Comparative Analysis of Content in Traditional Survey versus Hotel Review Websites, Roland Schegg, Michael Fux
- 3) An Analysis of Search Engine Use for Travel Planning, Daniel Fesenmaier, Zheng Xiang, Bing Pan, Rob Law

**Swiss Day** (in Italian) – Room Aula Magna

**Benvenuto ed Apertura dei Lavori**

Lorenzo Cantoni – Università della Svizzera italiana

Marco Sorgesa – Lugano Turismo

**eCommerce - Stato dell'arte e Scenari Futuri**

Moderatore: Rodolfo Baggio – Università Bocconi

Carlo Fontana – Hotel Lugano Dante

Filippo Cervi – Vortal Consulting

Andrea Realini – Ferrovie Federali Svizzere

12:30 – 14:00 **Lunch @ Mensa dell'Università and PhD Poster Presentation** – Room Auditorium

14:00 – 15:15

<b>ICT for Development and Sustainability and the Transformation to a Green Economy</b>	<b>Using Geoservices and Location Based Services - Google's StreetView and Microsoft's Virtual Earth</b>	<b>R12 Travel Distribution</b>	<b>R13 Technology Use by Hotels</b>	<b>R14 Web 2.0</b>	<b>Swiss Day (in Italian)</b>
Room 253	Room Auditorium	Room 250	Room 254	Room 355	Room Aula Magna
Chair: Alisha Ali – Sheffield Hallam and Alexander Rayner – UNWTO	Chair: Dimitrios Buhalis – Bournemouth University	Moderator: Norman Au	Moderator: Wolfram Höpken	Moderator: Robert Govers	Moderatore: Lorenzo Cantoni
Doug Smith – Village Green Global Inc: <i>Assessing Carbon Footprint via the Village Green Online Software Tool</i>	Ed Parsons – Geospatial Technologist EMEA, Google: <i>Mash ups and Location based Information</i>	<i>Which Overseas Destinations do Chinese Travellers Like to Visit?</i> Crystal Ip, ShanShan Qi, Rosanna Leung, Rob Law	<i>Hotel Domain Name Adoption and Implementation,</i> Peter O'Connor, Jamie Murphy	<i>An Investigation of Leapfrogging and Web 2.0 Implementation</i> Miriam Scaglione, Ahmad Fareed Ismail, Jean-Philippe Tra-bichet, Jamie Murphy	Lorenzo Montagna – Yahoo.it Enrico Bertoldo – Amadeus Italia Marco Corradino – Bravo Fly
Costas Bissas – Distance Lab - UHI: <i>"Slow Technology" and Authentic Experiences</i>	Mark Williams – GeoData Technologies: <i>Building Tools to Create 3D Photorealistic Landscapes as an Interactive Tourism Marketing Tool</i>	<i>Egyptian Travel Agents and e-Commerce,</i> Mohamed Abou-Shouk, Wai Mun Lim	<i>ICT Efficiency and Effectiveness in the Hotel Sector: A Three Stage DEA Approach,</i> Christina Scholochow, Matthias Fuchs, Wolfram Höpken	<i>Backpacker use of User-generated content: A Consumer Empowerment Study,</i> Luiz Mendes-Filho, Felix Tan, Simon Milne	
Janne J. Liburd and Niels Christian Nielsen – Center for Tourism, Innovation and Culture: <i>the Role of IT in Sustainable Tourism Development through Experience Maps</i>		<i>Dynamic Packaging Semantic Platform for Tourism Intermediaries,</i> Sonia Bilbao, Adelaida Lejarazu, Jesús Herrero	<i>Importance-Performance Analysis of In-Room Technology Amenities in Hotels,</i> Ekaterina Berezina, Cihan Cobanoglu	<i>An Investigation of Motivation to Share Online comments by Young Travelers – Why and Where,</i> Hilary Catherine Murphy, Elia Adriana Centeno Gil, Roland Schegg	

15:15 – 15:45 Coffee Break

15:45 – 17:00

<b>Learning from Experiences from Legal Cases on Destination Management Organisations</b>  Room 253  Chair: Gilbert Archdale – ASW Consulting	<b>eLearning and Tourism</b>  Room Auditorium  Chair: Lorenzo Cantoni – Università della Svizzera italiana	<b>R15 Sustainability and Inclusion through ICTs</b>  Room 250  Moderator: Marianna Sigala	<b>R16 Social Media Marketing</b>  Room 254  Moderator: Matthias Fuchs	<b>R17 Mobile Tourism Services</b>  Room 355  Moderator: Markus Zanker	<b>Swiss Day (in Italian)</b>  <b>Turisti e Destinazioni Online</b>  Room Aula Magna  Moderatore: Luisa Mich – Università di Trento
Moray Bowater – General Manager Helpful Holidays- originator of the State Aid Complaint Regarding England-Net: <i>No Role for Tourist Boards in Direct Marketing</i>  Justin Reid – Head of Online Marketing and CRM, VisitBritain: <i>The Developing Role of Tourist Boards in Online Marketing</i>  Mady Keup – SKEMA Business School, Nice, France: <i>Commercial Strategies in the Online World</i>	Julia Feuell – Managing Director New Frontiers and <i>Onlinetraveltraining: eLearning in the Tourism Industry</i>  Allen W. Krom – Director e-Learning & Workforce Development, Accor Hospitality: <i>Managing eLearning in an Hotel Chain: Advantages and Challenges</i>  Sally Oakey – Associate Director, www.traveluni.com: <i>eLearning in Destination Training</i>	<i>ICT and its Role in Sustainable Tourism Development</i> , Alisha Ali, Andrew J Frew  <i>An Investigation into the Strategic Contribution of the Emerging ICTS to Sustainable Tourism Development in Manchester</i> , Kabiru Touray, Timothy Jung  <i>eTourism for all? Online Travel Planning of Disabled People</i> , Wolfgang Drews, Christiane Schemer	<i>Destination Marketing through User Personalised Content</i> , Joanna Matloka, Dimitrios Buhalis  <i>The Role of Social Media in Promoting Special Events: Acceptance of Facebook ‘events’</i> , Cody Morris Paris, Woojin Lee, Paul Seery  <i>Shared Arabian Muslim Travel Photos</i> Dayangku Ida Nurul-Fitri Pengiran-Kahar, Sharifah Fatimah Syed-Ahmad, Sharifah Hayaati Syed Ismail, Jamie Murphy	<b>Short papers</b> <i>End-user Involvement in Opportunity Detection for New Mobile Tourism Services: New Approaches from Post-modern Psychology</i> , Toni Miranda, Marc Pifarre, Francesc Miralles  <i>My Italy: Design and Usability Evaluation of an M-Tourism Prototype</i> , Massimiliano Dibitonto, Carlo Maria Medaglia  <i>Challenges and Success Criteria for Mobile Services in Tourism</i> , Klaus Rechert  <i>The Use of Portable Interactive Guides to Enhance Tourist Experience</i> , Carlo Tognoni	Stefano Zoia – Tinext Alessandro Strazzanti e Marco Pion – Promax Communication Patrick Lardi – Ticino Turismo

17:00 – 18:00

Chapter Summit Room 253	Chapter Summit Room 321	Chapter Summit Room 250	Chapter Summit Room 254	Chapter Summit Room Auditorium	Chapter Summit Room 355
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**20:30 – 23:00 ENTER2010 Dinner - Grand Hotel Eden, Riva Paradiso 1, Lugano**  
 Best Paper Awards Ceremony - Ulrike Gretzel, Rob Law, Mathias Fuch, Wolfram Höpken

**23:00 – late Informal Get Together – Madai, Via Ferruccio Pelli 13, Lugano**

Friday 12<sup>th</sup> February

08:00 – 09:30 **Exhibition and Conference Registration**

09:30 – 10:45

<b>New generation of NTO Tourist Information Portals</b>  Room 253  Chair: Christian Maurer – IMC University of Applied Sciences	<b>Hospitality Distribution innovations</b>  Room Auditorium  Chair: Gareth Gaston – octopustravel.com	<b>JITT Workshop on Scholarship</b>  Room 250  Leader: Daniel Fesenmaier	<b>R18 Destinations</b>  Room 254  Moderator: Roman Egger	<b>R19 Destination Marketing &amp; Website Evaluation</b>  Room 355  Moderator: Roland Schegg	<b>Swiss Day (in Italian) webatelier.net workshop</b>  Room 321  Lorenzo Cantoni Marco Faré Elena Marchiori
<p>Jonah A. Sigel – President &amp; CEO, PlanetEye Inc: <i>Harnessing User Generated Content for Innovation</i></p> <p>Andrew McIntyre – CIO, Australian Tourism Data Warehouse: <i>Aggregating Content for Destinations</i></p> <p>Alexander Trieb – COO Tripwolf.com: <i>NTOs 3.0: Leveraging Travel Portals to Attract Tourists</i></p>	<p>Gareth Gaston – octopustravel.com: <i>Coordinating Multi-distribution Channels</i></p> <p>Rainer M. Gruber – Pegasus Solutions: <i>Hospitality Distribution and Technology Trends</i></p> <p>Diego J. Lofeudo – Director of Market Management, EMAF - Eastern Med &amp; Africa, Expedia Travel: <i>Hotel Distribution Innovations</i></p>	<ol style="list-style-type: none"> <li>1. The Notion of Scholarship;</li> <li>2. The importance of Quality vs. Quantity Debate;</li> <li>3. Plagiarism;</li> <li>4. The Role of Publications and Citations within the Framework of Research and Academia;</li> <li>5. The Progression/ Professional Development over the Course of an Academic Career;</li> <li>6. Publishing your Research</li> </ol> <p>Daniel Fesenmaier, Ulrike Gretzel, Astrid Dickinger (ITT), Rob Law</p> 	<p><i>Gastronomy and Tourism in Turkey: The Role of ICTs</i>, Aysegul Surenkok, Rodolfo Baggio, Magda Antonioli Corigliano</p> <p><i>Paving the Way for e-solutions in a Small Tourism Destination</i>, Jarmo Ritalahti, Jarmo Sarkkinen</p> <p><i>Arabian Photos: Investigating User-generated Content</i>, Sharifah Fatimah Syed-Ahmad, Dayangku Ida Nurul-Fitri Pengiran-Kahar, Azlinda Lahadzir, Jamie Murphy</p>	<p><b>Short papers</b></p> <p><i>Blog Success Factors: Opportunities for Destination Marketing</i>, Serena Volo</p> <p><i>Consumer Behaviour and Consumer Profile in the Use of Portal Destination Management Systems</i>, François Bédard, Thaddée Biegala, Reda M. Khomsi</p> <p><i>A Marketing-led Web site Evaluation Framework</i>, Philip Alford</p> <p><i>Testing Silver Surfers</i>, Peter Mirski, Aleksander Groth, Teresa Zangerl, Clint Lehr</p>	<p><i>Creare e Gestire la Promozione e la Reputazione Online</i></p>

10:45 -11:15 **Coffee Break**

<b>Online Branding for Destinations</b>  Room 253  Chair: Robert Govers - Consortium University of Leuven	<b>Networks and Virtual Worlds and Immersive Technology</b>  Room Auditorium  Chair: Rodolfo Baggio – Bocconi University	<b>R20 Mobile Technology</b>  Room 250  Moderator: Niels Christian Nielsen	<b>R21 Decision Support</b>  Room 254  Moderator: Cihan Cobanoglu	<b>R22 ICT Adoption &amp; Use (B)</b>  Room 355  Moderator: John van der Pijl	<b>webatelier.net workshop (in Italian)</b>  Room 321  Prof. Lorenzo Cantoni Marco Faré Elena Marchiori
Robert Govers: <i>Destination eBrands</i>  Carmen Ciotola – Tourism Montreal: <i>eBrand Monitoring</i>  Jon Munro and Bethan Richards – Welsh Assembly Government: <i>eBrand Platforms and Community Building</i>  Helena Egan – Tripadvisor: <i>How to Manage your Destination Brand with them</i>	Daniele Mancini – casa.it, ex Costa Crociere: <i>Virtual Tourism Resources</i>  Nicoletta Di Blas – Hypermedia Open Center, Politecnico di Milano: <i>Virtual Reality and Cultural Resources</i>  Pablo Alvarez – genuinno: <i>Future Virtual Worlds</i>	<i>Evaluation of the Concept of Early Acceptance Tests for Touristic Mobile Applications</i> Manfred Bortenschlager, Elisabeth Häusler, Wolfgang Schwaiger, Roman Egger, Mario Jooss  <i>The pro's and contra's of an Interactive Location Based Service Using UMTS Transmission</i> Martin Goossen, Ron van Lammeren, Arend Ligtenberg  <i>Usability Guidelines for WAP-based Travel Planning Tools</i> Sabine Schneider, Francesco Ricci, Adriano Venturini, Elena Not  <i>Application of QR Codes in Online Travel Distribution</i> Michael Canadi, Wolfram Höpken, Matthias Fuchs	<b>Short Papers</b> <i>A Reputation-based DSS: the INTEREST Approach</i> Donato Barbagallo, Saverio Bruno, Cinzia Cappiello, Chiara Francalanci, Maristella Matera, Lorenzo Radice  <i>Supporting Users in Organizing their Vacation Before, During and After the Travel</i> Elena Not, Adriano Venturini  <i>MediaTurDownloader: an Accessible Tourist Assistant Application</i> Roig M. Francesca, Pérez Cristina, Bibiloni Antoni, Palmer Pere  <i>Using Films to Promote Cities through Advanced location-based Mobile Experiences</i> Linaza Maria Teresa, Sarasua Cristina, Jorge Elisabeth, Diez Gorka, Mella Giuseppe, Zarotti Anna  <i>Mobile Application and Tourist Information in situ: Opportunities for the Semantic Web,</i> Ingvar Tjostheim, Knut Holmqvist	<b>Short Papers</b> <i>Free and Open Source Software Adoption Framework for Swiss Small and Medium Sized Tourist Enterprises</i> Sanjay Chib, France Cheong  <i>ICT Adoption by Rural Accommodation: A Preliminary Study in Scotland</i> Sofia Reino, Andrew J. Frew, Carlos Albacete-Saez  <i>The Use of ICTs as an Alternative to Business Travel: the Scenario in South Africa</i> Anneli Douglas, Berendien Lubbe  <i>Information and Communication Technologies: Kazakhstan Travel Market Perspective</i> Vladimir Garkavenko, Guillaume Tiberghien, Sveta Surnina, Dilbar Gimranova  <i>Designing Usable, Yet Secure User Authentication Services: The Cognitive Dimension</i> Christina Braz, Pierre Poirrier, Ahmed Seffah	<b>Creare e Gestire la Promozione e la Reputazione Online</b>

Friday 12<sup>th</sup> February

12:45 – 14:15 **Lunch @ Mensa dell'Univeristà**

14:15 – 15:30

**Cross-track Panel Debate – Room Auditorium**

**Technologies of the future. eTourism: the Future Challenges and Research Required**

Facilitator: Dimitrios Buhalis – Bournemouth University

Participants: Robert Govers, Rodolfo Baggio, Ulrike Gretzel, Daniel Fesenmaier, Lorenzo Cantoni

15:30 – 16:00

**Conference Closing and Announcements – Room Auditorium**

Andrew J Frew – President IFITT

Dimitrios Buhalis – ENTER2010 Chair

Lorenzo Cantoni – Conference Host

16:30 – 19:00 **Free Time**

20:30 – Late **Informal Dinner Suggestion – Restaurant Argentino, Piazza Riforma, Lugano.  
Late Night – Madai, Via Ferruccio Pelli 13, Lugano**

## Keynotes Bios



**Graham Cook** – Vice President, Product Strategy, Expedia Worldwide

Graham Cook joined Expedia in 2007 as Vice President, Product and Strategy for Europe. In 2009 Graham's role was broadened to become part of a global Expedia product function. He also held the position of Head of Executive Services, supporting the MD of the division, and as Business Manager for the Deputy Chief Executive Office. Graham is a member of the Chartered Institute of Marketing, has a post-graduate diploma in Marketing, an MBA from the University of Stirling, UK and a BSc (Hons) degree in Economics from the University of Surrey, UK.



**Professor David Arnold** – Dean of the Faculty of Management and Information Systems and Professor of Computing Science at the University of Brighton, UK

Professor David Arnold since 2002 has been Professor of Computing Science and Dean of the Faculty of Management and Information Sciences at the University of Brighton. He currently coordinates the FP7 Large Scale Integrating Project 3D-COFORM ([www.3d-coform.eu](http://www.3d-coform.eu)) which seeks to make 3D documentation a practical alternative for museums, sites and monuments. He is also the founding Editor-in-Chief of the ACM Journal on Computing and Cultural Heritage and a member of the AHRC Peer Review College.



**Enrico Bertoldo** – Marketing Director, Amadeus Italia

Dr. Enrico Bertoldo, PhD is Director of Marketing of Amadeus Italia SpA. He worked for IATA, holding the position of International Relations Manager first, and then Human Resources Manager for Europe. He led many projects related to the approval of the IATA Tariffs Resolutions by Governments and then an important project for a new approach to the BSP Europe. He is holding now the Marketing Director position for Italy and is involved in all technological aspects of the global distribution and future frontiers of the travel industry in general.



**Joel Brandon-Bravo** – Managing Director Travelzoo UK

Joel is UK Managing Director of Travelzoo (Europe) Ltd. Travelzoo is the original and largest publisher of travel deals worldwide reaching over 18 million subscribers globally and 1.6 million in the UK. With more than 1,000 travel partners, including leading travel companies as well as "undiscovered" companies in all travel categories. Travelzoo is the only travel deals publisher to employ a global team of deal experts who put deals through a rigorous testing process to confirm their availability, accuracy of information published and ease of booking.



**Andrew Pozniak** – Google Travel Industry Leader in Central and Eastern Europe, Middle East & Africa

Over the last fifteen years Andrew has held a broad range of marketing, commercial and sales roles, primarily within the travel sector. Andrew started his career at Thomson Travel (TUI) where he was responsible for developing the company's beach and airline product. He joined Google Inc., based in London, firstly as EMEA Industry Marketing Head - Travel and now as Travel Industry Leader in the Central and Eastern Europe, Middle East and African markets. Andrew also holds a BA in Geography from the University of Cambridge.



**Christoph Brühlhart** – Online Marketing Manager – Switzerland Tourism

Christoph Brühlhart got his master's degree from the University of Zürich and has been working for the Swiss Tourist Board since 2002. He joined the Portal Management team in 2005, working on the production side of MySwitzerland.com, same time he became the delegate for the ETC Marketing and Technology Network. In 2007 Christoph took the role as Online Marketing Manager, responsible for the online campaigns of MySwitzerland.com.



**Lycien Jantos** – Manager eBusiness Solutions & Software Engineering – Switzerland Tourism

Lycien Jantos was born and educated in Germany, where he worked as an independent software developer, offering full-service software design, development, and consulting in the field of data processing solutions. In 2009 he moved to Zürich, Switzerland and became the manager of eBusiness solutions and software engineering at Switzerland Tourism. His main responsibilities encompass the choice and coordination of external development resources, taking care of the eBusiness platforms for Switzerland Tourism and their partners (Content-Management, E-Marketing tools and mobile solutions).

## Università della Svizzera italiana, USI

**Università della Svizzera italiana (USI)**, also known as the University of Lugano, was founded in 1996 and is constantly growing both in size and in the courses offered in its four Faculties: Architecture, Economics, Communication Sciences and Informatics. Its small size, close relationships between students and teachers, the integration of different disciplines, the generous space and the top-quality technical infrastructure, allow USI to offer ideal conditions for study and research.

USI is a multilingual university with an international atmosphere. USI opens opportunities beyond the national borders having its 16 Master programmes taught in English. Easily reachable, yet far enough from the stress of big cities and benefiting from a stunningly beautiful location, the Università della Svizzera italiana provides an excellent base for the ENTER2010 eTourism Conference.

[www.usi.ch](http://www.usi.ch)



## webatelier.net

**webatelier.net** is a research laboratory of the Faculty of Communication Sciences of the Università della Svizzera italiana, directed by prof. Lorenzo Cantoni.

webatelier.net is specialized in research and development in the field of online communication and ICT, in particular in New Media for Tourism Communication. Research projects of webatelier.net encompass online communication strategies for destinations and tourism companies, website design, booking engines design, usability and usages studies, eLearning and gaming in Tourism, web2.0 and destinations' online reputation.

webatelier.net is proud to host the 17th edition of International Conference on Information Technology and Travel & Tourism – ENTER2010.



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