



International Federation for IT and Travel & Tourism

**ENTER 2010**

*eTourism*

**CALL FOR PAPERS**

**ENTER 10**  
**@ Lugano**

**The 17<sup>th</sup> 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**

## CONFERENCE

Organised by the *International Federation for Information Technology and Travel & Tourism (IFITT)*, ENTER 2010 offers a unique forum for attendees from academics, industry and government to present and debate state-of-the-art research and industry case studies on the application of information and communications technologies to travel and tourism. Issues to be covered at the conference include a wide range of cutting-edge challenges and the following examples give a flavour of this:

- Customer centricity
- Consumer inspiration through ICTs
- Web analytics
- Web 2.0-Travel 2.0 and Social networking
- Online advertising
- Disruptive technologies
- eLearning for Tourism
- Revenue Management
- Accessible eTourism design
- Cloud computing
- eBranding and brand integrity
- eTourism clusters
- Destination web sites & Clusters
- Distribution Challenges
- Advanced distribution systems
- Crisis and eTourism
- Reengineering tourism
- ICT for regional development
- Distribution strategies
- ICT-enabled partnerships
- Web 3.0 and Travel 3.0
- Travel Search and Metasearch
- Smart ICT investments
- Online marketing
- ICT & sustainability
- ICT-enabled segmentation
- Mobile solutions
- Location Based Services
- Geographical Mash ups
- Usability and web design
- Multimedia convergence
- Interoperability & Interconnectivity
- Cultural heritage & ICT
- Recommender systems

## LOCATION

In 2010, ENTER will take place in Lugano, Switzerland, a city centrally located in Europe and easily accessible for international participants through the Milano airports and the extended Swiss Railway network. Lugano, the largest town in the holiday region of Ticino, is not only Switzerland's third most important financial centre and a conference, banking and business centre, but also a town of parks and flowers, villas and historic buildings. With Mediterranean flair and spectacular mountain views, Lugano offers all the advantages of a world-class city, combined with the cachet of a small town.

## CALL FOR PAPERS

Papers are invited across a wide spectrum of Information and Communications Technologies applied to the travel and tourism sectors.

### A) Full Papers

Full papers present major contributions to the field and should be up to 12 pages in length. 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 conference proceedings (published by Springer-Verlag Wien New York) will include all accepted full papers. An award for the best full paper will also be presented during the conference.



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### *B) Short Papers*

Short papers of up to 5 pages are invited. These papers represent new ideas not developed enough to warrant a full paper, findings that restate known research, descriptions of prototypes, or research that is limited in scope. All short papers will be published on an ISBN-referenced CD.

### *Submission*

Please refer to the 'Author Advice' document as a style guide for standards to follow in the preparation of manuscripts. Papers must be uploaded to the online reviewing platform (<http://www.etourism-austria.at/enter>). All papers will be double-blind peer-reviewed by the members of the scientific review committee. Final acceptance depends on whether the author(s) can adequately address review comments to the satisfaction of the reviewers. Authors must submit their revised manuscripts by the deadline and must register for the conference by November 15, 2009 in order to have their paper included in the Conference Proceedings / the CD.

IFITT will also continue its series of Ph.D. workshops immediately prior to the conference. Further details will be available on the conference Website soon.

### **TIME SCHEDULE**

Submit paper	13 <sup>th</sup> September 2009
Initial feedback	28 <sup>th</sup> September 2009
Submit final revised paper	18 <sup>th</sup> October 2009
Final acceptance	25 <sup>th</sup> October 2009
Registration	15 <sup>th</sup> November 2009
Conference	10 <sup>th</sup> – 12 <sup>th</sup> February 2010

### **ENTER 2010 RESEARCH TRACK CHAIRS**

Research Track Chair: Ulrike Gretzel, Texas A&M University, USA ([ugretzel@tamu.edu](mailto:ugretzel@tamu.edu))

Co-chair: Rob Law, Hong Kong Polytechnic University, China

Co-chair: Matthias Fuchs, Mid Sweden University, Sweden

### **ENTER 2010 RESEARCH PROGRAMME REVIEW COMMITTEE**

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STEINER Thomas, Swiss School of Tourism, Switzerland  
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VAN DER PIJL John, Erasmus University, Netherlands  
WERTHNER Hannes, Vienna University of Technology, Austria  
WÖBER Karl, MODUL University Vienna, Austria  
XIANG Zheng (Phil), University of North Texas, USA  
YAMAMOTO Masahito, Hokkaido University, Japan  
ZANKER Markus, University of Klagenfurt, Austria  
ZINS Andreas, MODUL University Vienna, Austria



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## Advice to Authors for the Preparation of Camera-Ready Contributions

Ulrike Gretzel<sup>a</sup>,  
Name of 2<sup>nd</sup> author<sup>a</sup>, and  
Name of 3<sup>rd</sup> author – different University (no titles, affiliations etc.)<sup>b</sup>

<sup>a</sup>Laboratory for Intelligent Systems in Tourism  
Texas A&M University, USA  
ugretzel@tamu.edu

<sup>b</sup> Name of the institute / department  
Name of the University, Country  
author3@email.edu

### Abstract

Manuscripts for Springer use photo-offset printing and require special care in preparation. Please heed these guidelines carefully; technically unsuitable manuscripts will be rejected. The simplest way to follow the guidelines is to replace the text in this file with your own words – using the styles provided as far as possible. This abstract, for example, is 9-point Times New Roman and single-spaced; with 6 pts before and after each paragraph (“Abstract Body”). Papers should be structured as follows: introduction; theory/issues; methods / procedures; results; conclusions; references (replace this file’s first level-headings with this structure). The structure of short papers is flexible but must include an introduction and a discussion section. The abstract should be between 100 and 150 words.

**Keywords:** keyword 1; keyword 2; ... (3-6 keywords must be included here).

### 1. Originality

All papers are assumed to be original and not under consideration for publication elsewhere. Authors will need to sign a transfer of copyright before an accepted paper is including the conference proceedings. All papers submitted will also be run through an anti-plagiarism tool to identify potential copyright violations.

### 2. Writing Style

The paper must be written in the third person and in British English (i.e. colour rather than color or organisation rather than organization). Authors should use straightforward declarative sentences, making every effort to help readers understand the concepts presented. Please explain any acronyms or abbreviations clearly.



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### 3. Manuscript Length

Your manuscript must not exceed 12 appropriately formatted pages in total for full papers and 5 pages for short papers. If relevant, please remove Endnote fields and turn off the track changes feature of Microsoft Word before submitting your draft paper.

At the final paper stage, please address the recommendations of reviewers in preparing your final paper, as they will decide whether your paper is accepted or is rejected.

### 4. Printing Area

Please use **A4 sized paper** and use Page Setup to set the text area to a single column measuring 12.2 x 19.4 cm. On A4 paper, this equates to top and bottom margins of 5.15cm and left and right margins of 4.4cm. At least two lines of text should follow headings at the bottom of each page; otherwise the heading should be moved to the subsequent page. There should be no running headers or footers.

### 5. Typeface and Size

Authors must use **Times New Roman** typeface. Please do not use a sans-serif typeface for running text, except for computer programs. Mathematics must be typed. Equations numbered for cross-referring should be displayed and centred, with the equation numbers set in parentheses and placed flush right, e.g.

$$E = mc^2 \qquad (1)$$

Always justify the text to occupy the full line width, so that the right margin of a paragraph is not ragged. For running text, please use 10-point type size and single line spacing. Small print (abstract, figure legend, table legend, and references) should be in 9-point type size with 10-point line distance. Please use italics (rather than bold or underlining) to emphasise words in running text.



## 5.1. Headings

Please see the table below for details of how to format headings.

**Table 1.** Headings

Heading level	Example	Type size, style and line spacing	Paragraph Spacing
Title (centred)	<b>Type Theory</b>	Title case, 14 point, bold font	0 point before, 6 point after, single spaced
Author's name (centred)	R. L. Constable	Title case, 10 point, normal font	6 point before and after, single spaced
1 <sup>st</sup> -level heading	<b>1 Introduction; References</b>	Sentence case, 12 point, bold font	12 point before and 6 point after, single spaced
2 <sup>nd</sup> -level heading	<b>2.1 Heading</b>	Sentence case, 10 point, bold font	6 point before and after, single spaced
3 <sup>rd</sup> -level heading	<b>Typing rules.</b> Text follows	Sentence case, 10 point, bold font	6 point before and after, single spaced
4 <sup>th</sup> -level heading	<i>Remarks:</i> Text follows	Sentence case, 10 point, italic font	6 point before and after, single spaced
Normal text	This is an example of normal text.	Sentence case, 10 point, normal font	6 point before and after, single spaced
Figure heading (centred)	<b>Fig. 2.</b> An example	Sentence case, 10 point, bold font for word "Fig" and number	6 point before, 12 point after, single spaced
Table heading (centred)	<b>Table 1.</b> An example	Title case, 10 point, bold font for word "Table" and number	12 point before and after, single spaced
Table text	This is an example of text in a table.	Sentence case, 9 point, normal font	0 point before and after, exactly 10 pt spacing
Reference text	O'Connor, P. (2007) An analysis of trademark abuse	9 point, mixed font	0 point before and after, exactly 10 pt spacing, hanging indent 0.95 (0.4")

## 5.2. Tables and Figures

Tables and figures should be incorporated directly into the text, careful centred between the margins specified above. Larger tables or figures may be presented in landscape format. All tables, figures or other illustrations should be original. Please do not incorporate material scanned from other sources. A figure or table may precede the reference to it in the text. No figure or table should be after the References section.

**Figures.** Normally, figures will be black line reproductions. Minimum line weight should be 0.25 mm, while the minimum size of any lettering should be 9-point. Please number figures consecutively (word "Fig." and the number of the figure in bold). Centre the legends below the figures using 10-point type as shown in the example below.



**Fig. 1.** ENTER logo 2010

**Tables.** Type all parts of tables in 9-point type and exactly 10-point line spacing; an additional 2 points may be added to separate parts of the table to show groupings of data. Centre table captions above tables (word "Table" and number of the table in bold – as shown in the example on previous page). Centre tables on the page and number tables consecutively. Please use Arabic (1, 2, 3) rather than Roman (I, II, III) numerals. Always type the word "Table" in full when making reference to it in the text.

## 5.3. Itemised Lists

"Bulleted lists" may be used sparingly in the following format:

- First item. If it is very long long long long long long, it should wrap nicely as in this example.
- Another item.
- Last Item.

## 5.4. Page Numbering

Do not include page numbers. The volume editor and then the printer will decide page numbers at the publication stage.



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## 6. Referencing and Citation

Cite references in the text using the APA Publication Manual (5th Edition, cf. e.g. owl.english.purdue.edu/handouts/research/r\_apa.html [March 3, 2007]). All citations mentioned in the text should be included in the reference list, and vice-versa. Citations such as “personal communication” should not be in the reference list. Instead they should be added parenthetically in the text. Electronic references should also follow the inline citation system, e.g., more information can be found on [www.w3.org](http://www.w3.org) [Sept. 9, 2005], or: Many people say that the sky is blue ([www.w3.org](http://www.w3.org) [Sept. 9, 2005]).

The reference list, placed at the end of the text, should be spaced at exactly 10-point line spacing, with a hanging indent of 0.95cm and use a 9-point font size. Please use italics rather than underlining for emphasis.

### References

- Jeong, M. & Lambert C. (1999). Measuring the Information Quality of Lodging Web Sites. *International Journal of Hospitality Information Technology* 1(1): 63-75.
- Leren, M. (1982). The Growing Distance Between the Buyer and the User: Channels of Distribution. In A. Pizam, B. Lewis and P. Manning (Eds.), *The Practice of Hospitality Management*. Westport, Connecticut, Avi Publishing.
- Werthner, H. & Klein, S. (1999). *Information Technology and Tourism - A Challenging Relationship*. Wien - New York: Springer-Verlag.

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