Technological University Dublin

ARROW@TU Dublin

School of Hospitality Management and Tourism

2014-01-21

ENTER Comes of Age

Patrick Horan
Technological University Dublin, patrick.horan@tudublin.ie

Follow this and additional works at: https://arrow.tudublin.ie/tfschhmtcon

Part of the Food and Beverage Management Commons

Enter Comes of Age

ENTER 14
@ Dublin

21-24 January 2014

ENTER2014 - Where Social Inspiration meets Dynamic eTourism Innovation
Dublin - 21st-24th January 2014

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.

IFITT (www.ifitt.org) is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry. The IFITT community is highly active at all levels of industry and academia and comprises many of the leading experts in the field - as well as those entering the area for the first time! You will find it is a friendly and easily accessible community and I hope you will enjoy being part of it. We look forward to welcome you to our Federation and to the many events and opportunities we are involved.

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. All submissions to the research track are rigorously evaluated for novelty, significance, and soundness. ENTER 2014 will also host a dedicated "Irish Day" which will showcase all that is exciting and innovative in the area of Tourism and IT on the island of Ireland. Last but not least, the conference will feature 6-8 world class keynote speakers.

ENTER will celebrate its 21st birthday with ground breaking contributions and interactions within the IFITT community. So please come and join us as an exhibitor and/ or sponsor and help celebrate ENTER's Coming of Age in Dublin 2014.

Professor Dimitrios Buhalis
IFITT President

General Information
ENTER 2014 - January 21ˢᵗ – 24ᵗʰ 2014

Conference Venue
Chartered Accountants House,
47-49 Pearse Street,
Dublin 2
www.charteredaccountantshouse.ie

ENTER 2014 Organising Committee

IFITT President: Dimitrios Buhalis (Bournemouth University, UK)

ENTER 2014 Chair: Wolfram Höpken (Hochschule Ravensburg-Weingarten, Germany)

Industry Chairs: Ehud Ben-haim (Google.com, Ireland)
                            Dimitris Serifis (Nelios, Greece)
                            Helena Egan (Tripadvisor, UK)

Destination Chairs: Joantxo Llantada (Valencia Tourism, Spain)
                            Gregor Kralj, (Slovenian Tourist Board)
                            Justin Reid (Betapont, UK)

Research Chairs: Zheng Xiang (University of North Texas, USA)
                            Lis Tussyadiah (University of Southern Denmark)

Irish Day Chairs: Patrick Horan (Dublin Institute of Technology, Ireland)
                            Ciaran Doherty (Tourism Ireland, Ireland)

PhD Workshop: Rodolfo Baggio (Bocconi University, Italy),
                            Alessandro Inversini (Bournemouth University, UK)
                            Marianna Sigala (University of Aegean, Greece)
                            Juho Pesonen (University of Eastern Finland, Finland)

ENTER 2014 Local Organiser
Patrick Horan
Dublin Institute of Technology
School of Hospitality Management and Tourism
Cathal Brugha St., Dublin 1, Ireland.

     + 353 (1) 402 4397
     patrick.horan@dit.ie

About ENTER

ENTER 2014 will be the 21st annual ENTER Conference and the first time that it has visited Ireland. The conference offers a worldwide and unique forum for attendees from industry, academia, government, and other organisations 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.
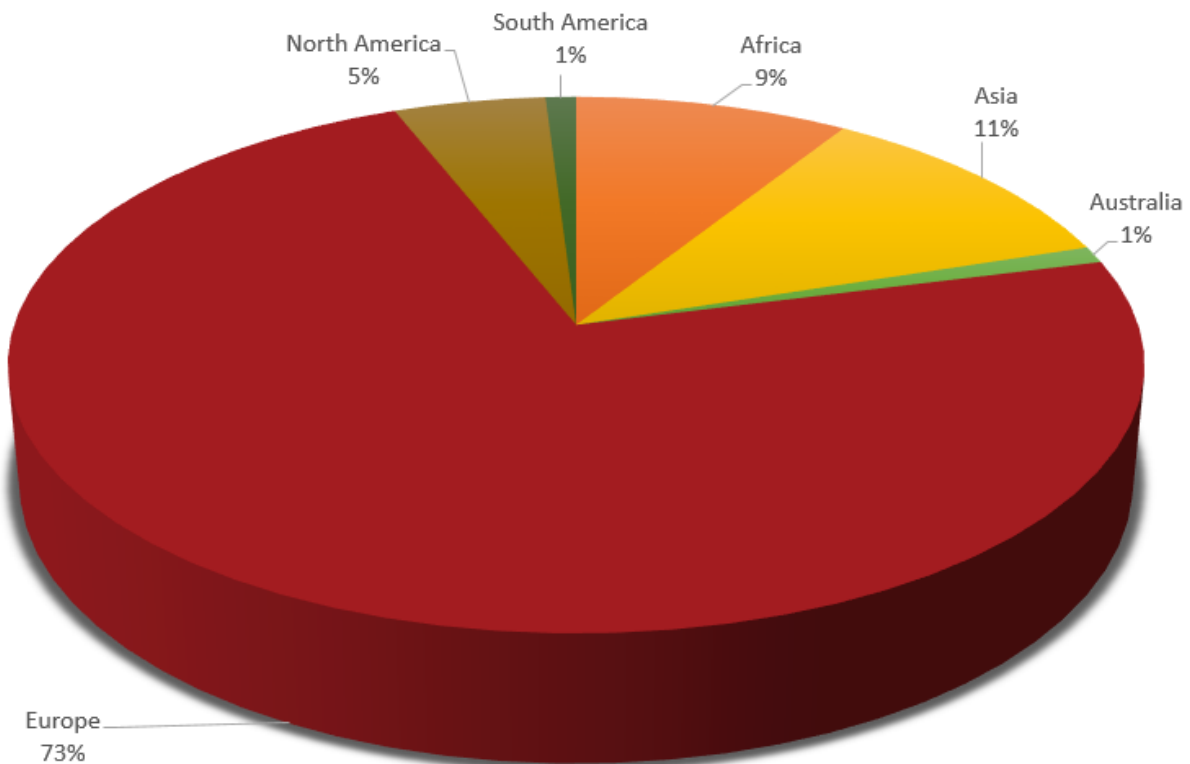
The event offers a wide variety of structured sessions and networking opportunities that include:

- 300+ Delegates
- Multiple streams
- Plenary sessions
- Presentation of Industry and Destination Cases
- Expert talks
- Workshops
- Destination Forum
- Welcome Drinks Reception
- Congress Dinner Party
- Networking breaks and lunches in the exhibition area

Delegate Statistics

With delegates from all over the world the ENTER Conference offers an international platform for industry, experts and delegates alike. Sponsors have the possibility to meet representatives of the travel and tourism community in just three days.

Delegate Geography

Pie chart — Delegate Geography:
- South America 1%
- North America 5%
- Africa 9%
- Asia 11%
- Australia 1%
- Europe 73%

Tuesday, 21 January - ENTER PhD Workshop @ DIT Cathal Brugha St Campus	
08:30 – 09:15	Registration and Coffee Break
09:15 – 09:30	Welcome and Opening Remarks: IFITT President Message: Dimitrios Buhalis (Bournemouth University, UK) **Room: M2.09** PhD Workshop Chairs: Rodolfo Baggio (Bocconi University, Italy), Alessandro Inversini (Bournemouth University, UK), Marianna Sigala (University of Aegean, Greece), Juho Pesonen (University of Eastern Finland, Finland)
09:30 – 10:00	Keynote: Stefan Klein (University of Münster): Engaged Scholarship **Room: M2.09**

Research Proposal Presentations & Discussion

10:00 – 10:45	**Group A (Rodolfo Baggio, Juho Pesonen)** **Room: M2.04**	**Group B (Marianna Sigala, Alessandro Inversini)** **Room: M2.09**
	Kevin Kayani: The Impact of ICT on the Brick and Mortar Travel Agents and Supply chain positioning	Brahim Kermia: Electronic public relations in tourism Case study : algerian government tourism agencies
	Marta Garcia Gonzalez: Food, tourism and urban economic development: An ICT role?	Helene Grousset-Rees: An investigation into the digital market research habits of Welsh tourism micro-enterprises

10:45 – 11:15	Coffee Break

Research Proposal Presentations & Discussion

11:15 – 13:00	**Group A (Rodolfo Baggio, Juho Pesonen)** **Room: M2.04**	**Group B (Marianna Sigala, Alessandro Inversini)** **Room: M2.09**
	Jing Ge: Tourism Marketing Communications on a Chinese Social Media Platform	Lidija Lalicic: Co-creating the destination brand through user generated content
	Cátia Figueiredo: A proposal for evaluating the tourist user experience with gestural interfaces	Soraia Ferreira, Artur Pimenta Alves and Célia Quico: Location Based Transmedia Storytelling: Enhancing the Tourism Experience
	Meikun Loi: The influence of social media and eWoM in online reputation and brand personality: a hotel context	Roland Atembe and Bilal Akbar: Tourists Co-creation Experiences Onsite-Enabled by Mobile Devices
	Jessika Weber: Augmented Reality Gaming: A new Paradigm for Tourist Experiences?	Aoshuang Zhang: The role of social media in facilitating the interactions of conference attendees: A case study
	Seyed Shahabeddin Pourfakhimi Abarghouei: The Impact of Users' "Online Reviews" and "Ratings" on Consumers' Behaviour toward Hotel Selection Factors	Barbara Neuhofer: The Technology Enhanced Tourist Experience

13:00 – 14:00	Lunch Break
14:00 – 14:30	**Keynote:** Marianna Sigala (University of the Aegean): Social Media and Service Innovation in Tourism - Research Opportunities from a Service Dominant Approach **Room: M2.09**

Research Proposal Presentations & Discussion

14:30 – 15:30	**Group A (Rodolfo Baggio, Juho Pesonen)** **Room: M2.04**	**Group B (Marianna Sigala, Alessandro Inversini)** **Room: M2.09**
	Atanu Garai: Improving Carrier Access during Rural Emergencies (I-CARE)	Heather Kennedy-Eden: Do Smart Phones Bring Us Closer? A family life and vacation perspective
	Yeongbae Choe: Why do travellers change their trip? Effects of information, situation, and individual factors	Konosoang Mipti: The potential use of ICT enhancing agrotourism in Lesotho
		Michael F F Yong: Factors affecting consumers attitude and intention toward online airline ticketing

15:30 – 16:00	Coffee Break
16:00 – 16:30	Review & Panel Discussion Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen **Room: M2.09**
16:30 – 17:00	Presentation - Thesis Excellence Award Winner **Room: M2.09**
17:00 – 17:30	Awards Ceremony and Closing Remarks: Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) **Room: M2.09**
19:30 – Late	Informal Dinner & Drink's @ O'Neill's Suffolk St [at delegates expense] Following by Travel Massive Drinks Reception

Wednesday 22nd January 2014 Conference Registration @ Chartered Accountants House						
08:00 – 09:00	Exhibition and Conference Registration					
09:00 – 09:30	**Welcome, Conference Opening** **Room: Purple & Red** **OFFICIAL WELCOME** Dimitrios Buhalis President IFITT, Welcome to ENTER2014, Wolfram Höpken, ENTER2014 Chair, Welcome and Team Presentation , Patrick Horan, Conference Host, Welcome and Administration					
09:30 – 10:30	**KEYNOTES** **Room: Purple & Red** Mike Short (Telefonica Europe / O2): Internet for All – Impact on Tourism and Travel Des O' Mahony (Bookassist): How Mobile Is Transforming Hospitality and Distribution Moderator: Dimitrios Buhalis (IFITT, Bournemouth University)					
10:30 – 11:00	Coffee Break					
11:00 – 12:30	**Destinations Focus** **Room: Purple** **New Approaches to Digital Content** Moderator: Nick Hall (Digital Tourism Think Tank) Tine Thygesen (Everplaces): Mastering both Timing and Relevance in your Mobile Content Strategy Anna Skrzypek (Yahoo!): Compelling Content and Immersive Brand Experiences to Keep Destinations Relevant in a Changing Digital Landscape Günter Exel: Blogger Relations – Hype or Trend? The Definite Do's and Don'ts for Destinations	**Industry and Innovation Focus** **Room: Red** **Constant Connectivity** Moderator: Ehud Ben-haim (Google) Ehud Ben-haim (Google) Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB) James Connelly (Fetch) Ann Reilly (Adara)	**Research Focus** **Room: Achill** **Mobile Tourism**	**Research Focus** **Room: Blasket** **Social Media**	**Research Focus** **Room: Valentia** **ICT Adoption & Use**	**Irish eTourism Day** **Room: Green & Gold** **Managing the Customer Experience in the Social Age** Moderator*:* Theo Lynn (DCU) Celine Weldon (Guinness Storehouse): From Customer Elation to Gamification Paul Savage (ZolkC): Augmented Reality – The World Is What You Make It! Bobby Healy (CarTrawler): To B.E or not to B.E: The Future of Retailing in the Online Travel Sector	
12:30– 14:00	Lunch and PhD Poster Presentation			**Working Lunch for Information Technology and Tourism Journal Board (Room: Aran)**		
14:00 – 15:00	**KEYNOTES** **Room: Purple & Red** Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB): Future Hunting in the Hospitality Industry Ana Escurin (NH Hotels): The Social Traveler, a Global Review Moderator: Andy Frew (Queen Margaret University)			**Irish eTourism Day** **Room: Green & Gold** **Managing the Customer Experience in the Social Age** Moderator*:* Theo Lynn (DCU) Niall Harbison (PR Slides): Apps, Traps & Mishaps Feargal Mooney (Hostelworld): eDistribution Optimisation: Pick'n'Mix.		

www.enter2014.org　　　　ENTER 14 @ Dublin　　　　**Enter2014@dit.ie**

15:00 – 16:30	**Meta Search and Social Media - The New Battlegrounds for the Consumer? - Panel Discussion** **Room: Purple & Red** **PANELISTS** Aoife Desmond (Facebook) Dave Pavelko (Google) Scott McLure (TripAdvisor) **Moderator:** Gareth Gaston (Wyndham Hotel Group)			Irish eTourism Day - **How Technology Enables the Irish Tourism Product - A 2020 Vision - Panel Discussion** **Room: Green & Gold** Brian Harte (Tourism Ireland): How Technology Enables the Irish Tourism Product – Where Are We Now **PANELISTS** Shane Nolan (Google) Orla Carroll (Fáilte Ireland) Colm Lyon (Realex Payments) Brian Harte (Tourism Ireland) Kate Simpson (Facebook) **Moderator:** Alex Gibson (DIT)		
16:30 – 17:00	Coffee Break					
17:00 – 18:30	**Research Focus Room: Purple** **Search and Information Use**	**Research Focus Room: Red** **User Tracking and Modelling**	**Research Focus Room: Achill** **Organizational Use of ICT**	**Research Focus Room: Valentia** **Mobile Tourism**	**Research WORKSHOP Room: Blasket** **Future Research Issues in IT and Tourism** Moderators: Ulrike Gretzel (University of Wollongong), Stefan Klein (University of Münster), Francesco Ricci (University of Bozen-Bolzano), Hannes Werthner (Vienna University of Technology)	**Irish eTourism Day Destination WORKSHOP Sponsored By Fáilte Ireland Room: Green & Gold** **Digital Strategy & Differentiation – A Tourist Board Perspective** Moderator: Tinkara Pavlovcic
18:30 – 19:30	**IFITT AGM** **Room: Purple & Red** (IFITT members only)			**DUBLINE Discovery Trail:** Departing Chartered Accountants House to the Reception at the Guinness Storehouse (www.dubline.ie)		
19:30 – 23:30	**ENTER2014 Welcome Reception at the Guinness Storehouse** **DRESS CODE: Smart Casual**					
23:30 – Late	Late Social [at delegates expense]					

Thursday 23rd January 2014 @ Chartered Accountants House						
08:00 – 09:00	Exhibition and Conference Registration					
09:00 –10:30	**Destinations Focus Room: Purple** **Creativity and Innovation in DMOs' Digital (Marketing) Communications** Moderator: Tinkara Pavlovcic Ciaran Doherty (Tourism Ireland): TourismIreland.com: The Next Generation Destination Digital Communications Manolis Psarros (Aboutourism): Destination Marketing: Integration All the Way Adrian Hickey and Helen Jackson (University of Ulster): History Space: Navigating the Destination Using Augmented Reality	**Industry and Innovation Focus Room: Red** **Effective Use of Search and Social Media Marketing Tools** Moderator: Dimitris Serifis (Nelios.com) Ross MacDonald (Bluepost Digital): Should Travel Businesses Still Be Investing in SEO? Nikolas Cookies (Watertron): The Impact of Graph Search in the Travel Industry Roman Egger (Salzburg University of Applied Sciences): Get Inspired - How Big Data Tells You Where to Travel	**Research Focus Room: Green** **Travel Technologies and Distribution**	**Research Focus Room: Gold** **ICT Adoption & Use**	**Research Focus Room: Achill** **Destination Management Organizations**	**Research Focus Room: Blasket** **Social Media**
10:30 –11:00	Coffee Break					
11:00 – 12:30	**Moments of Truth: Developments in Online Advertising - Panel Discussion** **Room: Purple & Red** **PANELISTS** Nate Bucholz (Google) Aoife Desmond (Facebook) Sean O'Connor (Bing) Moderator: Ehud Ben-haim (Google)					
12:30 – 14:00	Chapter Lunch					
	Italy	**Greece**	**Australia**	**Spain**	**Austria**	**Switzerland**	**Scandinavian**
14:00 – 15:00	**KEYNOTES** **Room: Purple & Red** Thomas Rödel (Amadeus): Contextual Relevance in Online Travel Kevin O'Sullivan (SITA): Beyond the Smart Phone Moderator: Wolfram Höpken (Hochschule Ravensburg-Weingarten)					
15:00 – 16:30	**Best Research Papers** **Room: Purple & Red** The best PhD workshop paper and 3 shortlisted best research papers and awards Chairs: Zheng Xiang and Iis Tussyadiah **BEST PhD Workshop paper** ***To be announced *** **Shortlisted BEST Conference Full Papers**					
16:30 –17:00	Coffer Break					

www.enter2014.org   ENTER 14 @ Dublin   **Enter2014@dit.ie**
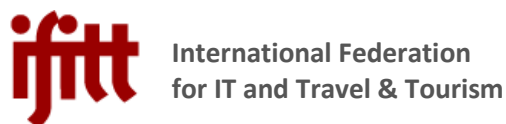
17:00 – 18:30	Destinations Focus Room: Purple DMO Innovation Case Studies Moderator: Ramona Wagner (Digital Tourism Think Tank) Ramona Wagner (Digital Tourism Think Tank): Leading Case Studies in Destination Marketing Taken from the Digital Tourism Brand Index Miquel Alabern Nebot (Catalan Tourist Board): Sharing the Success of Instagram - Engaging the Travelling Community Catherine Fischer (German National Tourist Board): German Youth Hotspots - Engaging the Youth Market through a New Approach to PR	Research Focus Room: Red Big Data / Business Analytics	Research Focus Room: Green Organizational Use of ICT	Research Focus Room: Gold Search and Information Use	Research Focus Room: Achill User Tracking and Modelling	Research Focus Room: Blasket Social Media
19:30 – 23:00	ENTER2014 Dinner at the Old Jameson Distillery [Dress Code: Semi-formal]					
23:00 – Late	Late Social @ The Mercantile Hotel [at delegates expense]					

Friday 24th January 2014 @ Chartered Accountants House

08:00 – 09:00	**Exhibition and Conference Registration**				
09:00 – 10:30	**Joint Industry and Destinations Focus** **Room: Purple** **Digital Landscape across Asia** Moderator: Paul Baron (Tourism Victoria**)** Vicky Wang (Intelligence Tourism - ITF): Following the Yellow Brick Road to a Smarter Tourism: Intelligence Tourism in China Michael Zhu (Interstate China Hotels & Resorts): Current Issues and Future Trends of China Hospitality Information Technology Huey-An Wu (Hi-Power Digital World Company): The Innovative Use of Technology in Tourism in Taiwan & Asia	**Research Focus** **SHORT PAPERS** **Room: Red** **Big Data / Business Analytics**	**Research Focus** **SHORT PAPERS** **Room: Green** **Social Media**	**Research Focus** **SHORT PAPERS** **Room: Gold** **ICT Adoption & Behavior**	**Research Focus** **SHORT PAPERS** **Room: Achill** **Travel Technologies and Distribution**
10:30 – 11:00	Coffee Break				
11:00 – 12:30	**Destinations Focus** **Room: Purple** **Games in Tourism** Moderator: Dimitrios Buhalis and Jessika Weber (Bournemouth University) Jessika Weber & Dimitrios Buhalis (Bournemouth University): Augmented Reality Gaming: A New Paradigm for Tourist Experience? Antonio Coelho (Porto University): Location-based Games for Tourism Mads Haahr (Haunted Planet): Ghost Hunt - An Augmented Reality Game Franz Schubert (Sprylab-Tripventure): Augmented Reality Games in Urban Destinations Hans Petter Aalmo (Visit Norway): Holmenkollen Ski Jump -A Game to Enspire Tourist Travelling	**WORKSHOP** **Room: Red** **Collaboration, Competition and a Healthy Travel Industry** Moderator: Valyn Perini (OpenTravel Alliance)	**WORKSHOP** **Room: Green** **Smart Tourism Ecosystems in Korea** Moderator: Chulmo Koo (Kyung Hee University)	**WORKSHOP** **Room: Gold** **MOOCs Development for Tourism and Hospitality Curriculum** Moderator: Lorenzo Cantoni (University of Lugano)	**Research Focus** **Room: Achill** **Semantic Technology & Recommender Systems** *(Blasket: Design, Usability & User Experience)*
12:30 – 13:30	Lunch				
13:30 – 14:00	**KEYNOTES** **Room: Purple & Red** Liz Ward (Australian Tourism Data Warehouse): 12 Years of the Australian Tourism Data Warehouse - What We've Learnt and What the Future Holds **Moderator:** Paul Baron (Tourism Victoria)				
14:00 – 15:00	**ICT and Tourism – Important Trends and Next Revolutions - Panel Discussion and ENTER2014 Final Conclusions** **Room: Purple & Red** **PANELISTS** Kevin O'Sullivan (SITA) Paul Baron (Tourism Victoria)				

	Ehud Ben-haim (Google) Orla Carroll (Fáilte Ireland) Zheng Xiang (Virginia Tech) **Moderator:** Hannes Werthner (Vienna University of Technology)
15:00 – 15:30	**Conference Closing and Announcement of ENTER2015 Location** **Room: Purple & Red** President IFITT Dimitrios Buhalis, ENTER2014 Chair Wolfram Höpken, Conference Host Patrick Horan
	ENJOY DUBLIN
19:00 – Late	The Enter Crawl - Informal Dinner/ Late Night Socials [at delegates expense]

The Conference that makes you Think Tourism
The Conference that makes you Think Digital
The Conference that makes you Think!!!

**International Federation
for IT and Travel & Tourism**

**Dublin Institute
of Technology**