

**CONFERENCE VENUE**

USI – Università della Svizzera italiana  
Via Buffi 13, CH-6904 Lugano

**#ENTER2015**

Università  
della  
Svizzera  
italiana

**LV** Città  
di  
**GA** Lugano

[webatelier.net](http://webatelier.net)

**ifitt** International Federation  
for IT and Travel & Tourism  
the eTourism community

  
PALAZZO DEI CONGRESSI  
LUGANO

 @ifittorg

 [facebook.com/ifittoorg](https://facebook.com/ifittoorg)

 [ifitt@ifitt.org](mailto:ifitt@ifitt.org)

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

22<sup>st</sup> Annual ENTER Conference incorporating Swiss eTourism Day

# eTourism: Transforming Mobility

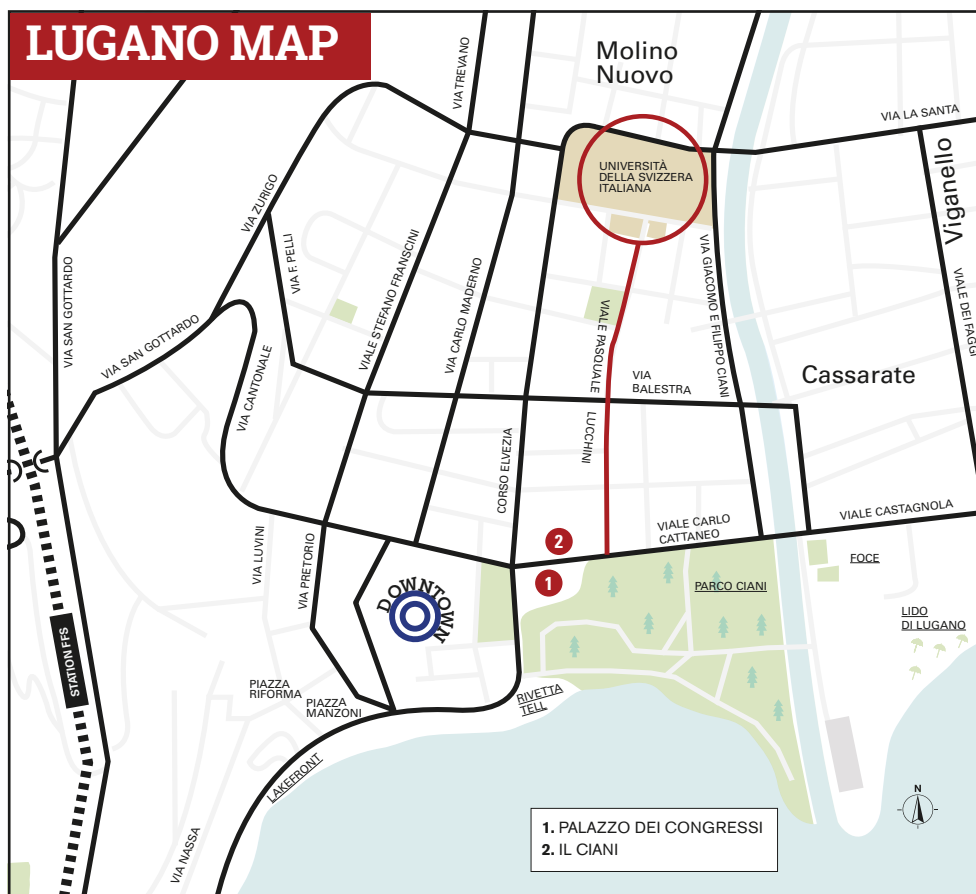
## Lugano – Switzerland 3–6 February 2015

USI-Università della Svizzera italiana

**ENTER 15**  
**@ Lugano**

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## WELCOME TO ENTER2015 @LUGANO

ENTER2015 theme is “eTourism: Transforming Mobility”. This annual conference by IFITT brings together the research community with industry and destination representatives and it is organized in three streams, namely: industry, destinations and research tracks. Among these, the conference features world-class keynote speakers offering the audience the opportunity of interacting with colleagues from IBM, Harvard University, SAS, United Nations University, Qooco, and MOFA, sharing knowledge and experiences related to the following areas:

- ▶ **E-Marketing and Social Media Strategies**
- ▶ **Big Data, Measurement and Analytics**
- ▶ **Mobile Services and Wearable Technologies**
- ▶ **Gaming, Gamification and Augmented Reality**
- ▶ **Location-based Services and Context-Aware Systems**
- ▶ **Internet-of-Things and Smart Destinations**
- ▶ **Advanced Distribution Systems and Strategies**
- ▶ **Travel Information Search and Retrieval**
- ▶ **Social Networking, Social Media and Social Inspiration**
- ▶ **ICT and Tourism Experience**
- ▶ **ICT Adoption, Use, and Value Creation**
- ▶ **E-strategy and e-Business models**
- ▶ **ICT-enabled Partnership and Collaboration**
- ▶ **ICT for Innovation and Service Design**
- ▶ **E-Learning and Distributed Learning**
- ▶ **ICT for Regional Development and Sustainability**
- ▶ **Website Design and Evaluation**
- ▶ **Legal and Social Aspects of ICT, including Issues concerning Digital Divide, Privacy and Internet Security**

Moreover, for this 22nd birthday of ENTER we count with remarkable know-how coming from Vienna, Barcelona, Lebanon, South Africa, Portugal, Bilbao, Kenya, Italy... to name but a few, and from innovative companies/organizations such as eDreams, ReviewPro, Feefo, NetComm Suisse, Ve Interactive, Yonderbound, and many more. And all of this happens in the beautiful Lugano. ENTER2015 hosts also a dedicated “SWISS eTourism Day”, which showcases all that is exciting and innovative in the area of Tourism and IT in Switzerland.

## ENTER2015 – ORGANISING COMMITTEE

### OVERALL CHAIR:

Aurkene Alzua, CICtourGUNE, Spain

### RESEARCH TRACK CHAIRS:

Iis Tussyadiah, Washington State University, USA

Alessandro Inversini, Bournemouth University, United Kingdom

### INDUSTRY TRACK CHAIRS:

Bruce Martin, GingerJuice, United Kingdom

Dimitris Serifis, Nelios.com, Greece

### DESTINATION TRACK CHAIR:

Nagore Espinosa, CICtourGUNE, Spain

### SWISS DAY CHAIRS:

Elena Marchiori, Università della Svizzera italiana, Switzerland

Miriam Scaglione, HES-SO Valais-Wallis, Switzerland

Roland Schegg, HES-SO Valais-Wallis, Switzerland

### PHD WORKSHOP CHAIRS:

Matthias Fuchs, Mid-Sweden University, Sweden

Wolfram Hoepken, University of Applied Sciences Ravensburg-Weingarten, Germany

Anastassia Mariussen, Oslo School of Management, Norway

Phil Xiang, Virginia Tech, USA

### EVENT PROJECT MANAGER:

Nagore Espinosa, CICtourGUNE, Spain

### LOCAL ORGANIZING COMMITTEE:

Luca Grassi, City of Lugano, Switzerland

(+41-58-866 6636), info@enter2015.org

## IFITT

### IFITT PRESIDENT:

Lorenzo Cantoni, Università della Svizzera italiana, Switzerland

### IFITT GENERAL SECRETARY:

Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland

### IFITT JUNIOR COMMUNICATION OFFICER:

Arwin Ehteshamnia, Università della Svizzera italiana, Switzerland

## GENERAL INFO

### USI UNIVERSITÀ DELLA SVIZZERA ITALIANA

USI is Switzerland's most international university. It is distinctive in the Swiss university system because of the originality of its degree curricula and areas of research. Its relatively contained size and numbers assure direct interaction between the members of the academic community. The result is a collegiate, dynamic, and multicultural atmosphere, a powerful magnet for motivated students and talented researchers. Further information can be found at [www.usi.ch](http://www.usi.ch)

### REGISTRATION

The registration desk will be located as follows:

- Tue, 3 Feb: 08:15 – 11:00 > **A11 (Red Building)**
- Wed, 4 Feb: 08:00 – 12:00 > **Aula Magna Hall**  
from 12:00 – 18:00 > **Main Building Hall**
- Thu, 5 Feb: 08:00 – 18:30 > **Main Building Hall**
- Fri, 6 Feb: 08:00 – 17:00 > **Main Building Hall**

### 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 conference and social events

### COFFEE BREAKS & REFRESHMENTS

A buffet lunch, tea and coffee will be served during the official breaks as indicated in the programme

### INTERNET ACCESS

Wireless Internet access is freely available throughout the conference venue. The wifi profile is **ENTER2015** and the password is **Lugano2015**

### NO-SMOKING POLICY

All the venues used during the course of ENTER2015 are nonsmoking areas

### OFFICIAL CONFERENCE LANGUAGE

The official language of the ENTER2015 Conference is English. No simultaneous interpretation facilities will be provided during the conference

### TRANSPORTATION LUGANO

The town centre of Lugano is traffic free and everything is at walking distance. Nevertheless, Lugano has a good public transport system consisting of bus service. Most buses operate until midnight. Tickets can be purchased at the bus stop (drivers don't sell tickets). More information can be found on [www.tpls.ch](http://www.tpls.ch)

### PARKING

Toll parking is available in the basement of USI area. The main access is located on the side of the river (east side)

### CURRENCY

The official currency in Lugano is Swiss Franc (CHF). Major credit cards as well as Euros (€) are accepted in many hotels, shops and restaurants. ATMs are available throughout the city, as well as in the First Floor of the Main Building at USI

### CONFERENCE ACTIVITIES LOCATIONS

Inside the USI Campus, the diverse activities will be performed in the following buildings:

#### MAIN BUILDING

- Welcome Desk: **Hall** (2nd Floor)
- Lunches: **Canteen** (2nd Floor)
- Keynotes plenary sessions, Posters presentation: **Auditorium** (3rd Floor)

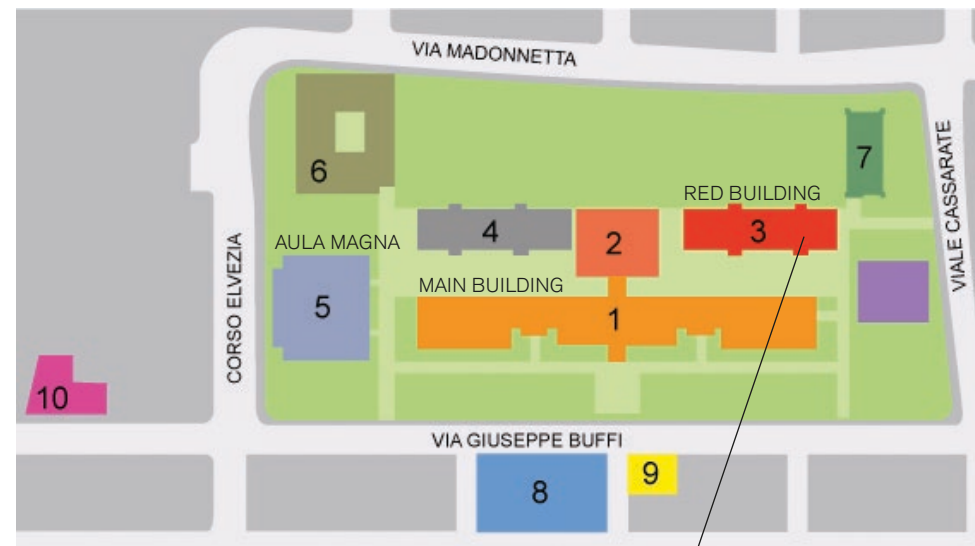
#### RED BUILDING

- Coffee breaks, Exhibitions: **A11** (1st Floor)
- Research, Industry and Destination Focuses: from **A21** to **A34** (2nd and 3rd Floor)

#### AULA MAGNA

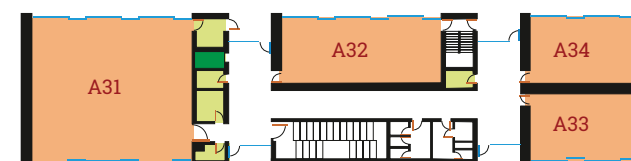
- Feb 4th Registration Desk: **Hall**
- Welcome and Conference Opening; Swiss Day Plenary Session: **Aula Magna Room**

## USI MAP

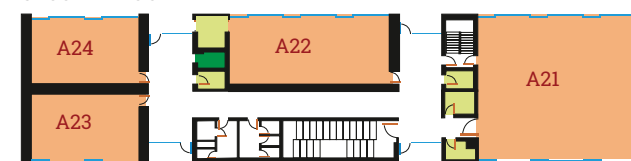


## RED BUILDING FLOORS

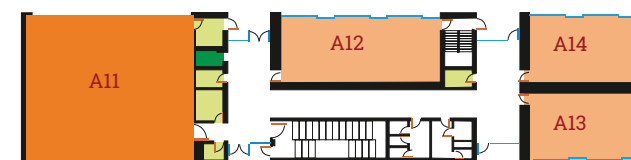
### THIRD FLOOR



### SECOND FLOOR



### FIRST FLOOR



# SOCIAL PROGRAMME

## 19.30 MONDAY 2ND FEBRUARY

Join us for a drink and a bite to eat at **Ristorante Argentino**, Piazza Riforma (Lugano's main Square).  
Tel.: +41 91 922 90 49 [at delegate 's expense]

## 19.30 TUESDAY 3RD FEBRUARY

Following the PhD Workshop, we suggest an informal dinner at **Pizzeria Tango**, Piazza Riforma (Lugano's main Square). Tel.: +41 91 922 27 01 [at delegate 's expense]

## 19.30 WEDNESDAY 4TH FEBRUARY – WELCOME RECEPTION @ IL CIANI, VIALE CATTANEO 5

In Lugano city centre, "il Ciani" is a historical building dating back to the 19th century. It is included in a property of 4000 square metres surrounded by century old trees. The structure, originally a nursery for needy children and orphans is nowadays absolutely ideal for exclusive events, thanks to a glass pyramid and a metal skylight, typical decorative archways of the time, as well as the extraordinary parquet floor.



The evening continues at **New Orleans Club** (Piazza Indipendenza 1). Welcome shot free and happy hour 3+1, exclusively for delegates showing the Conference badge. Alternatively, relax, good drinks and ethnic cuisine can also be found at **ETNIC**, just behind the New Orleans Club (inside the Quartiere Maghetti) [both at delegate 's expense]



## 19.30 THURSDAY 5TH FEBRUARY – GALA DINNER @ PALAZZO DEI CONGRESSI (CONGRESS HALL), PIAZZA CASTELLO ROOM B.

The Congress Hall is located in Lugano's city centre, both close to the city's financial and recreational infrastructures but also overlooking the lovely Ciani Park and the lakeshore.

The structure is just a few minutes on foot from several hotels, shops and other entertainments. An evening of traditional Italian-Swiss cuisine, cheered by the music of a typical Tessin trio.



For those who want to be late in the evening, we suggest to get to **SEVEN Lugano – The Lounge** (inside the CASINO, Piazza Indipendenza).



Seven Lugano lounge is situated on the ground floor, is the embodiment of a culture of fine living. The bar, the design furnishing, and the deejay infuse the atmosphere with laid back, chill out vibes. Enjoy a selection of cocktails, beers, and an ample selection of wines. A worldwide array of cigars can be enjoyed on the first floor. [at delegate 's expense]

## 20.30 FRIDAY 6TH FEBRUARY

The suggested restaurant for the Friday night is **Ristorante Commercio**, famous for its typical swiss food like cheese fondue. Via Ludovico Ariosto 4.  
Tel.: +41 91 923 43 64 ([www.ristorantecommercio.ch](http://www.ristorantecommercio.ch))



## SPONSORS

## PARTNERS

# TUESDAY – FEBRUARY 3

08:15–09:00	<b>REGISTRATION</b> > A11
	<b>WELCOME AND OPENING REMARKS</b> > A21
09:00–09:15	<b>IFITT PRESIDENT MESSAGE:</b> Lorenzo Cantoni (Università della Svizzera italiana) <b>PHD WORKSHOP CHAIRS:</b> Matthias Fuchs (Mid-Sweden University), Wolfram Höpken (University of Applied Science Weingarten), Phil Zheng Xiang (Virginia Tech), Anastasia Mariussen (Oslo School of Management)
09:15–09:45	<b>KEYNOTE Dimitrios Buhalis</b> (Bournemouth University): <i>Research trends in e-tourism and tips to finalize a PhD thesis</i> > A21
09:45–10:30	<b>RESEARCH PROPOSAL PRESENTATIONS</b>  > A23 – Daniel Leung: Perceived Usefulness of Online Hotel Reviews: Influence of Review Content and Review Source – Kim Boes: Conceptualising Smartness in Tourism Destinations  > A24 – Maria Peralta: Spatial and temporal approach to the human mobility. The geographical constructivism and geography of time – Namho Chung: Sunyoung Lee, et al Online Tourism Review: Three Phases for Successful Destination Relationships
10:30–11:00	<b>COFFEE</b> > A11
11:00–12:30	<b>RESEARCH PROPOSAL PRESENTATIONS</b>  > A23 – Niels Frederik Lund: The mediation of tourism experiences through storytelling in social media: How DMOs can utilise consumer storytelling in their brand narratives – Laurel Horton-Tognazzini: Re-conceptualising MOOC Success – Asta Adukaite: Technology enhanced learning in tourism. Teachers' and students' perspectives in South Africa – Nagore Espinosa Uresandi: Meetings Industry Stakeholders' Cooperation relevance to City Destinations Performance – Julia Jacobs: A Cross Country Analysis of Online Search Behaviour  > A24 – Eliane Maalouf: RDF Analytics for Tourism Linked Data Decision Support – Prageeth Hewage: Contribution of ICT in Community Based Tourism: an exploratory study in Sri Lanka – Carmen Martins: Innovation practices in Alternative Tourism – Karin Högberg: The adoption of social media marketing in hotel organisations
12:30–13:00	<b>KEYNOTE Rob Law</b> (The Hong Kong Polytechnic University): <i>Publishing in academic journals</i> > A21

> For Room numbers and locations, please refer to pages 4 and 5

# ENTER@2015 PHD WORKSHOP

13:00–14:00	<b>LUNCH BREAK</b> > CANTEEN
14:00–15:30	<b>POSTER DISCUSSIONS</b>  > A23 – Daniel Leung: Perceived Usefulness of Online Hotel Reviews: Influence of Review Content and Review Source – Kim Boes: Conceptualising Smartness in Tourism Destinations – Niels Frederik Lund: The mediation of tourism experiences through storytelling in social media: How DMOs can utilise consumer storytelling in their brand narratives – Laurel Horton Tognazzini: Re-conceptualising MOOC Success – Asta Adukaite: Technology enhanced learning in tourism. Teachers' and students' perspectives in South Africa – Nagore Espinosa Uresandi: Meetings Industry Stakeholders' Cooperation relevance to City Destinations Performance – Julia Jacobs: A Cross-Country Analysis of Online Search Behaviour – Stanley Githinji: Real time data streaming technique for enhancing the effectiveness of tour destination selection process (ICT4D award winner)  > A24 – Maria Peralta: Spatial and temporal approach to the human mobility. The geographical constructivism and geography of time – Namho Chung: Sunyoung Lee, et al Online Tourism Review: Three Phases for Successful Destination Relationships – Eliane Maalouf: RDF Analytics for Tourism Linked Data Decision Support – Prageeth Hewage: Contribution of ICT in Community Based Tourism: an exploratory study in Sri Lanka – Carmen Martins: Innovation practices in Alternative Tourism – Karin Högberg: The adoption of social media marketing in hotel organisations – Siew Wei Gan: The role of personal values in information search strategies for community based tourism (ICT4D award winner)
15:30–16:00	<b>KEYNOTE Rodolfo Baggio</b> (Bocconi University): <i>Research highlights and outlooks of network science in e-tourism</i> > A21
16:00–16:30	<b>COFFEE</b> > A11
16:30–17:00	<b>PRESENTATION - THESIS EXCELLENCE AWARD WINNER</b> > A21
17:00–17:20	<b>PRESENTATION - ICT4D AWARD WINNERS</b> Stanley Githinji (University of South Africa); Siew Wei Gan (The University of Nottingham Malaysia)
17:20–17:45	<b>AWARDS CEREMONY</b> Phil Zheng Xiang, Lorenzo Cantoni, Matthias Fuchs
17:45–17:50	<b>DOCTORAL SUMMER SCHOOL 2015</b> Barbara Neuhofer, Daniel Leung, Matthias Fuchs
17:50–18:00	<b>CLOSING REMARKS</b> Matthias Fuchs, Wolfram Höpken, Phil Zheng Xiang, Anastasia Mariussen
19:30–LATE	<b>INFORMAL GET TOGETHER</b> > PIZZERIA TANGO (PIAZZA RIFORMA)

# WEDNESDAY – FEBRUARY 4

08:00–08:45 EXHIBITION AND CONFERENCE REGISTRATION > AULA MAGNA HALL

08:45–09:15 **OFFICIAL WELCOME AND CONFERENCE OPENING** > AULA MAGNA

**Lorenzo Cantoni**, IFITT President, Welcome to ENTER 2015

**Aurkene Alzua**, ENTER 2015 Chair, Welcome and Team Presentation

**Piero Martinoli**, President, Università della Svizzera italiana, Welcome to ENTER 2015

**Miriam Scaglione**, Swiss Day Chair, Welcome to Swiss Day

**Luca Grassi**, Conference Host, Welcome and Administration

09:15–10:45 **KEYNOTES ENTER 2015 jointly with SWISS TOURISM DAY** > AULA MAGNA

**Victor Schlegel**, Swisscom, Head of Business Intelligence / BigData Services:  
THE MOBILE REVOLUTION IN TOURISM: WHAT ARE AND WILL BE THE FACTORS OF SUCCESS?

**Kelly McGuire**, SAS Institute, Inc. HOTEL PRICING IN A SOCIAL WORLD: HOW PRICE,  
USER GENERATED CONTENT AND LOYALTY IMPACT BUYING BEHAVIOR

MODERATOR: **Eduardo Santander**, European Travel Commission (ETC), Belgium

10:45–11:15 **COFFEE BREAK** > AULA MAGNA HALL

11:15–12:15 **DESTINATION FOCUS** > A31 **INDUSTRY FOCUS** > A21 **RESEARCH FOCUS** > A23 **RESEARCH FOCUS** > A24 **RESEARCH FOCUS** > A22 **SWISS ETOURISM DAY** > AULA MAGNA

STRATEGIC APPROACHES FOR  
BETTER MARKETED TOURISM  
DESTINATIONS

MARKETING INNOVATIONS  
IN HOSPITALITY

DYNAMIC PRICING

RESPONSIVE WEBSITE  
DESIGN

AUGMENTED REALITY

RELEVANT SWISS EMARKETING PRACTICES  
IN TOURISM: THE TOURISM DESTINATION  
PERSPECTIVE

**MODERATOR:**

Jon Kepa Gerrikagoitia,  
CICtourGUNE, Spain

**MODERATOR:**

Bruce Martin,  
Ginger Juice, UK

**MODERATOR:**

Valeria Minghetti

**MODERATOR:**

Yulan Yuan

**MODERATOR:**

Iis Tussyadiah

**MODERATOR:**

Roland Schegg, HES-SO Valais-Wallis,  
Institute of Tourism, Switzerland

Klaus Grabler, Manova, Austria:  
Getting Data actionable: Business  
Intelligence tools for destinations

Gül Heper, Commercial Manager  
at HTL Hotels, Sweden: Guest  
focus in a digital world:  
How to be digitally innovative  
while providing a relevant,  
engaging and improved guest  
experience without the risk of  
excluding anyone.

An Investigation of Hotel  
Room Reservation: What Are  
The Diverse Pricing Strategies  
among Competing Hotels?  
Sunny Sun, Rob Law, Markus  
Schuckert and Lawrence Hoc  
Nang Fong

Drivers of Responsive Website  
Design Innovation by Destination  
Marketing Organizations.  
Chris Gibbs and Ulrike Gretzel

Google Glass Augmented  
Reality: Generic Learning  
Outcomes for Art Galleries.  
M. Claudia Leue, Timothy  
Jung and Dario Tom-Dieck

Christoph Brühlhart, Switzerland Tourism, Head of  
eMarketing

Carlo Terreni, Head of NetComm  
Suisse e-commerce Observatory,  
Switzerland: Swiss e-commerce  
consumer behaviour research  
and international benchmarking -  
Observatory NetComm Suisse

Lorella Martini, Project Manager,  
Vacations Pal: The first PMS,  
Channel Manager and Payment  
System all in one and pay as you  
go, entirely designed for holiday  
rentals

Dynamic Pricing Patterns on an  
Internet Distribution Channel:  
The Case Study of Bilbao's  
Hotels in 2013.  
Noelia Osés Fernandez,  
Jon Kepa Gerrikagoitia and  
Aurkene Alzua-Sorzabal

Perceived Usability,  
Attractiveness and Intuitiveness  
of Responsive Mobile Tourism  
Websites. A User Experience  
Study.  
Aleksander Groth and  
Daniel Haslwanter

Examining the Cultural  
Differences in Acceptance of  
Mobile Augmented Reality:  
Comparison of South Korea  
and Ireland.  
Hyunae Lee, Namho Chung  
and Timothy Jung

Marc Bertschinger, Zurich Tourism,  
Head of Marketing

Outstanding industry large  
enterprise contribution award  
finalist: Marco Fanton, Global  
Social Media Director for Melia  
Hotels International: "the Tweet  
experience hotel!" 

Pascal Gebert, Zermatt Tourism, Head of E-Marketing  
& Sales Manager

12:15–13:00 **KEYNOTE** > AUDITORIUM

**Juan Antonio Zufiria**, General Manager of Global Technology Services, IBM Europe:

TOWARDS A NEW ERA OF INNOVATION AND ENGAGEMENT

**MODERATOR: Aurkene Alzua**, CICtourGUNE, Spain

Melanie Schmutz, Fribourg Region, Web and Social  
Media Manager

Luca Preto, Ticino Tourism, Online Manager

# CONFERENCE PROGRAMME

# WEDNESDAY – FEBRUARY 4

13:00 – 14:00	LUNCH > CANTEEN PHD POSTER PRESENTATION > AUDITORIUM				WORKING LUNCH FOR INFORMATION, TECHNOLOGY AND TOURISM JOURNAL BOARD > ROOM 150 (MAIN BUILDING)		
14:00 – 15:00	PANEL DISCUSSION > AUDITORIUM MAKING SENSE OF TOURISM BIG DATA <b>Juan Antonio Zufiria</b> , General Manager of Global Technology Services, IBM Europe <b>Jukka Pekka Onnela</b> , Assistant Professor in the Department of Biostatistics, Harvard School of Public Health, Harvard University <b>Kelly McGuire</b> , Executive Director, Hospitality and Travel Global Practice, SAS Institute, Inc. <b>David Topolewski</b> , CEO, Qooco MODERATOR: <b>Dan Fesenmaier</b> , University of Florida, USA				SWISS ETOURISM DAY - PANEL DISCUSSION > AULA MAGNA BEST PRACTICES IN E-MARKETING <b>Sarah Stiefel</b> , Head of Content Marketing E-Business, SBB Swiss Railways <b>Luca Graf</b> , Swiss International Air Lines Ltd, Senior Director Online and Direct Sales MODERATOR: <b>Miriam Scaglione</b> , HES-SO Valais, Switzerland		
15:00 – 16:00	INDUSTRY FOCUS ROUND TABLE > A21	RESEARCH FOCUS > A22	RESEARCH FOCUS > A23	RESEARCH FOCUS > A24	SWISS ETOURISM DAY WORKSHOPS		
	WHEN E-COMMERCE MEETS TOURISM: THE NEWS FRONTIERS OF E-TOURISM IN THE SWISS AND INTERNATIONAL MARKET	E-TOURISM	NEAR FIELD COMMUNICATION	WEBSITE ANALYTICS	<b>WORKSHOP 1:</b> EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (I)  > A31	<b>WORKSHOP 2:</b> EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (F)  > A32	<b>WORKSHOP 3:</b> EXPERIENCE EXCHANGE FOR ONLINE MARKETING MANAGERS (D)  > A33
	<b>MODERATOR:</b> Carlo Terreni, Member of Board and Co-founder NetComm Suisse Association, Swiss e-commerce Association	<b>MODERATOR:</b> Jamie Murphy	<b>MODERATOR:</b> Chulmo Koo	<b>MODERATOR:</b> Mu (Charles) Zhang	<b>MODERATOR:</b> Emanuele Patelli, Futour.net	<b>MODERATOR:</b> Roland Schegg, HES-SO Valais	<b>MODERATOR:</b> Michael Fux, HES-SO Valais
	Bernard Lukey, Executive Director, Yandex Europe AG, Switzerland Mr. Gianni Marletta, CEO, King Rent, Switzerland Angelo Ghigliano, Country Director eDreams ODIGEO, Italy Lukas Stuber, CEO, YourPosition, Switzerland	Strategic E-tourism Alternatives for Destinations. Hannes Werthner, Maria Del Carmen Calatrava Moreno, Gernot Hörhager and Rainer Schuster	The Acceptance of NFC Smart Posters in Tourism. Kim Boes, Larissa Borde and Roman Egger	Corporate Identity Communication on Corporate Websites: Evidence from the Hong Kong Hotel Industry. Ibrahim Mohammed, Basak Denizci Guillet and Rob Law	Luca Preto, Ticino Tourism, Online Manager Indusha Neelakandan, Città di Lugano, Web Manager Dicastero Turismo ed Eventi Lorenzo Pianezzi, Hotel Walter Au Lac, Director, and President of Hotelleriesuisse Ticino Carlo Fontana, Hotel Lugano Dante and Hotel Berna, Director Enzo Lucibello, Entrepreneur Elena Marchiori, webatelier.net Lab, Executive Director Silvia De Ascaniis, UNESCO Chair-USI	The workshop comprises an open discussion and exchange between participants of the Swiss Day on relevant issues regarding online marketing in tourism. This workshop will be in French language	The workshop comprises an open discussion and exchange between participants of the Swiss Day on relevant issues regarding online marketing in tourism. This workshop will be in German language
		The Rise of eTourism For Development. Alessandro Inversini, Isabella Rega, Isabella Nunes Pereira and Roberto Bartholo	Exhibition Attendees' Smart Technology Actual Usage: A Case of Near Field Communications. Heejeong Han, Namho Chung, Chulmo Koo and Kyoung Jun Lee	How Effective are Asian Hotels in Communicating CSR Efforts through the Property Websites? The Case of Hong Kong. Man Ling Wong, Rosanna Leung and Rob Law			
16:00 – 16:30	COFFEE BREAK > A11						



# THURSDAY – FEBRUARY 5

08:00–08:30 EXHIBITION AND CONFERENCE REGISTRATION > MAIN BUILDING HALL

08:30–10:00	DESTINATION FOCUS > A31	INDUSTRY FOCUS > A21	RESEARCH FOCUS > A22	RESEARCH FOCUS > A23	RESEARCH FOCUS > A24	RESEARCH FOCUS > A32
	SMART APPROACHES TO ENGAGE TRAVELERS AND STAKEHOLDERS	ONLINE REVENUE: DRIVERS & SOLUTIONS	DISTRIBUTION SYSTEMS	INTELLIGENCE & ANALYTICS	SMART TOURISM	TRAVEL BEHAVIOUR
	<b>MODERATOR:</b> Nagore Espinosa, CICtourGUNE, Spain	<b>MODERATOR:</b> Bruce Marting, GingerJuice, UK	<b>MODERATOR:</b> Rob Law	<b>MODERATOR:</b> Ulrike Gretzel	<b>MODERATOR:</b> Timothy Jung	<b>MODERATOR:</b> Rodolfo Baggio
	Victor Pereira, Try NORDESTIN, Portugal: How we turned a remote region into a modern, smart destination, thanks to creativeness, intelligence and modern innovative tools	Outstanding industry large enterprise contribution award finalist: Fabio Cannavale, CEO of Bravofly : Revenue management, the Bravofly Rumbo Group experience 	Travellers' Intended Future Trip Arrangement Strategies for Things to do during a Trip - Implications for Travel Distribution. Niklas Eriksson	Listen to your customers. How Hotels Manage Online Travel Reviews: The Case of Hotels in Lugano. Silvia De Ascaniis, Alessia Borrè, Elena Marchiori and Lorenzo Cantoni	Smart Tourism Destinations: An Extended Conception of Smart Cities focusing on Human Mobility. Carlos Lamsfus, David Martin, Aurkene Alzua and Emilio Torres-Manzanera	Mobile Technologies Effects on Travel Behaviours and Experiences: A Preliminary Analysis. Roberta Minazzi and Aurelio G. Mauri
	Elena Roig Rodriguez, Catalan Tourism Board, Spain: Marketing of destinations through digital influencers	Nico Dapprich, Head of Travel Conversion Software, Ve Interactive, UK: 360° customer re-engagement – How to generate incremental revenue and enhance customer satisfaction.	The Impact of Attribute Preferences on Adoption Timing of Hotel Distribution Channels: Are OTAs Winning the Customer Race? Miriam Scaglione and Roland Schegg	What Types of Hotels Make Their Guests (Un)Happy? Text Analytics of Customer Experiences in Online Reviews. Zheng Xiang, Zvi Schwartz and Muzaffer Uysal	Conceptualising Smart Tourism Destination Dimensions. Kim Boes, Dimitrios Buhalis and Alessandro Inversini	Tourists and Municipal Wi-Fi Networks (MWN) - The case of Lugano (Switzerland). Anna Picco-Schwendener and Lorenzo Cantoni
	Nora Sarasola, Bilbao City Council, Basque Country: Bilbao-Bizkaia Be Basque towards Smart Urban Territories and Tourism	RJ Friedlander, Co-Founder & CEO, ReviewPro: Reputation = Revenue: Increasing Revenue with Online and Offline Feedback	Using Technology to Align the Needs of Corporate Travel Managers with the Functions of Travel Management Companies. Anneli Douglas, Berendien Lubbe and Jarmo Ritalahti	Information Gathering by Ubiquitous Services for CRM in Tourism Destinations: An Explorative Study from Sweden. Nina Kolas, Wolfram Höpken, Matthias Fuchs and Maria Lexhagen	Smart Tourism Destinations Enhancing Tourism Experience through Personalisation of Services. Dimitrios Buhalis and Aditya Amaranggana	Senior Travellers as Users of Online Travel Services: A Qualitative Enquiry. Juho Pesonen, Raija Komppula and Annina Riihinen
		Zvi Schwartz, University of Delaware, USA: Data Analytics and Hospitality Revenue Management. This "turning online data into actionable revenue management knowledge" oriented session will explore novel approaches to generating and collecting online data, and using analytics to increase hospitality and tourism businesses revenues and profits				

10:00–10:30 COFFEE BREAK > A11

## THURSDAY – FEBRUARY 5

10:30–12:00 **KEYNOTES: BIG DATA and Human Capital** > AUDITORIUM

**David Topolewski**, CEO, Qooco.  
INCREASING FINANCIAL RETURNS AND GUEST SATISFACTION THROUGH HUMAN CAPITAL DEVELOPMENT

**Jean-Luc Boulain**, Director, MOPA, France.  
WHICH STRATEGIES TO DYNAMIZE DIGITALLY THE DESTINATION?  
MODERATOR: **Ulrike Gretzel**, University of Queensland, Australia

12:00–13:00 JITT MANIFESTO

MODERATOR: **Professor Francesco Ricci**, University of Bozen-Bolzano, Italy

**Daniel Fesenmaier** (University of Florida), **Ulrike Gretzel** (University of Queensland, Australia),  
**Fabio Cannavale** (Bravofly), **Eduardo Santander** (European Travel Commission)

12:00–13:00 **CHAPTER AND IFITT NEXT GENERATION LUNCH** > CANTEEN

14:00–15:00 **KEYNOTE** > AUDITORIUM

**Jukka Pekka Onnela**, Harvard University, Big Data and its application into tourism domain

MODERATOR: **Professor Lorenzo Cantoni**, IFITT President, Università della Svizzera italiana, Switzerland

15:00–16:30 **BEST RESEARCH PAPERS** > AUDITORIUM

MODERATORS **Iis Tussyadiah**, Washington State University Vancouver, USA  
and **Alessandro Inversini**, Bournemouth University, UK

SHORTLISTED BEST CONFERENCE FULL PAPERS

Mediating Roles of Self-Image Expression: Sharing Travel Information of SNSs. **Chulmo Koo**, **Youhee Joun**,  
**Heejeong Han** and **Namho Chung**

Changing Practices/New Technologies: Photos and Videos on Vacation. **Anja Dinhopl** and **Ulrike Gretzel**  
Investigating User's Information Needs and Attitudes towards Proactivity in Mobile Tourist Guides.

**Adem Sabic** and **Markus Zanker**

BEST PHD WORKSHOP PAPER - to be announced

16:30–17:00 **COFFEE BREAK** > A11

> For Room numbers and locations, please refer to pages 4 and 5



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# LONGLAKE FESTIVAL LUGANO

25.06 –  
25.07.2015

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# THURSDAY – FEBRUARY 5

17:00–18:30	DESTINATION FOCUS WORKSHOP > A31	INDUSTRY FOCUS WORKSHOP > A21	RESEARCH FOCUS > A22	RESEARCH FOCUS > A23	RESEARCH FOCUS > A24	RESEARCH FOCUS > A32	RESEARCH FOCUS > A33
	RELIGIOUS TOURISM DESTINATIONS	DIGITAL KPIS IN TOURISM	DATA MANAGEMENT	DESTINATION BRANDING	INFORMATION SEARCH	ICT & EXPERIENCES	INTELLIGENCE & ANALYTICS
	<b>MODERATOR:</b> Silvia de Ascanis, Università della Svizzera italiana, Switzerland	<b>MODERATOR:</b> Günter Exel, Tourismus Zukunft, Germany	<b>MODERATOR:</b> Roland Schegg	<b>MODERATOR:</b> Roman Egger	<b>MODERATOR:</b> Brigitte Stangl	<b>MODERATOR:</b> Rosanna Leung	<b>MODERATOR:</b> Miriam Scaglione
	Nour Farra Hadda, Managing Director of NEOS Tourism Consultancy, Lebanon: Promoting Religious Tourism as a new niche Tourism in Lebanon using ICT	Catherina Fischer, German National Tourist Board, Germany: What is a successful campaign? Useful KPIs for Social Media and Blogger campaigns	Integration of Data Mining Results into Multi-dimensional Data Models. Volker Meyer, Wolfram Hoepken, Matthias Fuchs and Maria Lexhagen	Destination Brand Communication through the Social Media. What Contents trigger most Reactions of Users? Assumpció Huertas and Estela Marine-Roig	Studying Online Contents Navigation: A Comparison between Eye-Tracking Technique and Self-Reported Investigation. Elena Marchiori and Lorenzo Cantoni	Technology as a Catalyst of Change: Enablers and Barriers of the Tourist Experience and their Consequences. Barbara Neuhofer, Dimitrios Buhalis and Adele Ladkin	An Analysis of Consumer Search Patterns in the German Airline Market using Panel Data. Christopher P. Holland, Julia A. Jacobs and Stefan Klein
	Stefania Cerutti, Elisa Piva, Department of Economics and Business Studies, University of Eastern Piedmont, Italy: The role of tourists' feedback in the enhancement of religious tourism destinations. The case of Sacred Mount of Oropa	Wolfgang Töchterle, Südtirol Marketing, Italy: How to measure the success of a large scale, storytelling-based communication concept – illustrated by the example of wasunsbewegt.com (storiadavivere.it)	A Practical Approach to Big Data in Tourism: A Low Cost Raspberry Pi Cluster. Mariano D'Amore, Rodolfo Baggio and Enrico Valdani	[@Spain] is Different. Co-branding Strategies between Spanish National and Regional DMOs on Twitter. Frederic Guerrero-Solé and José Fernández-Cavia	Visual Appeal of Hotel Websites: An Exploratory Eye Tracking Study on Chinese Generation Y. Jin-Xing Hao, Rui Tang, Yan Yu, Nao Li and Rob Law	An Exploratory Study on Drivers and Deterrents of Collaborative Consumption in Travel. Iis Tussyadiah	An Application of Apriori Algorithm Association Rules Mining to Profiling the Heritage Visitors of Macau. Shanshan Qi and Cora Un In Wong
	Rayvisic Mutinda Ndivo, UN Economic Commission for Africa (UNECA) and Kenyatta University, Kenya: Religious-based World Heritage Sites as anchor tourism products: Exploring the value chain development options for Ethiopia	Anne Köchling, Fachhochschule Westküste, Germany: KPI benchmarking - insights from comparison. The example of an online-based business intelligence solution	Methodology for the Publication of Linked Open Data from Small and Medium Size DMOs. Ander Garcia, Miriam Juaristi, María Teresa Linaza and Javier Franco	"This City is absolutely Fun and Trendy"- A Destination Brand Personality Analysis in a Web 2.0 setting. Astrid Dickinger and Lidija Lalacic	Hotel Attributes and Visual Image: A Comparison between Website and User-generated Photos. Francesca Negri and Vania Vigolo	Disconnected and Unplugged: Experiences of Technology Induced Anxieties and Tensions. Cody Paris, Edward Alexander Berger, Simon Rubin and Mallory Casson	Behaviour of Virtual Visitor based on E-Shop and DMO Websites: A Comparative Study by Means of Data Mining Techniques. Fidel Rebón, Gloria Ocariz, Jon Argandoña, Jon Kepa Gerrikagoitia and Aurrene Alzua-Sorzabal
	Daniel Arasa, Juan Narbona, School of Church Communications, Pontifical University of the Holy Cross, Rome, Italy: Usages and role of instant messaging applications during the beatification of Mons. Alvaro del Portillo (Madrid, Spain, 27.09.2014)						
	Christos Petreas, Business & Tourism Economist, Greece: Promoting religious and pilgrimage sites for achieving strategic goals of geographic and year round tourism						
19:30–23:00	<b>GALA DINNER</b> > PALAZZO DEI CONGRESSI, ROOM B (PIAZZA CASTELLO) * DRESS CODE: FORMAL CASUAL WITH A TOUCH OF SWISS RED						
23:00–LATE	<b>SUGGESTED LATE SOCIAL</b> > SEVEN LOUNGE INSIDE THE CASINO (PIAZZA INDIPENDENZA)						

# FRIDAY – FEBRUARY 6

08:00–09:00 EXHIBITION AND CONFERENCE REGISTRATION > MAIN BUILDING HALL

09:00–10:30	DESTINATION FOCUS > A31	INDUSTRY FOCUS > A21	INDUSTRY FOCUS WORKSHOP > A22	RESEARCH FOCUS SHORT PAPERS > A23	RESEARCH FOCUS SHORT PAPERS > A24	RESEARCH FOCUS SHORT PAPERS > A32	RESEARCH FOCUS SHORT PAPERS > A33
	DIGITALLY BRINGING PRODUCTS AND DESTINATIONS CLOSER TO DEMAND	VISITOR ECONOMY: INSIGHTS & INNOVATION	ENJOYING AND SUCCEEDING IN THE GOOGLE ONLINE MARKETING CHALLENGE	RECOMMENDER SYSTEMS	TOURISM & CO-CREATION	ONLINE REVIEWS	MARKETING/CONSUMER BEHAVIOUR
	<b>MODERATOR:</b> Wolfram Höpken, University of Applied Sciences Ravensburg-Weingarten, Germany	<b>MODERATOR:</b> Dimitris Serifis, Nelios.com, Greece	<b>PRESENTER:</b> Jamie Murphy, Australian School of Management, Australia	<b>MODERATOR:</b> Francesco Ricci	<b>MODERATOR:</b> Barbara Neuhofer	<b>MODERATOR:</b> Nadzeya Kalbaska	<b>MODERATOR:</b> Cody Morris Paris
	Antonio Lopez de Avila, President and CEO, SEGITTUR, Spain: Smart Destinations: The XXI Century Tourism	Claudia Brözel, Eberswalde University, Germany: European Senior Travel Behaviour – an international qualitative research approach	This session will (re)introduce GOMC to ENTER attendees and cover three areas: * GOMC Overview; * How to enjoy the GOMC; * How to do well in the GOMC	Recommending Customized Trips Based on the Combination of Travel Regions. Wolfgang Woerndl, Michael Ludwig and Daniel Herzog	Co-creation of a Technology enhanced Tourist Experience in the Context of a Living Lab. David Guimont and Dominic Lapointe	What Can We Learn From Review Data? Julia Neidhardt, Nataliia Pobiedina and Hannes Werthner	A Theoretical Model of Impulsive Buying Behaviour in Tourism Social Commerce. Hyo Geun Song, Namho Chung and Chulmo Koo
	Nicholas Hall, SE1 Media, and Digital Tourism Think Tank, UK: Talking Digital Natives, Tourism Product & Mobile	Luisa Mich, Trento University, Nicola Fioravanti, Italy: Liricon Valley - Changing Opera paradigms Experimenting Google Glass in the Opera world was an introduction of a new process, not an improvement to an existing one. Why incrementalism is not enough?		Exploiting Web Analytics Tracking for Bootstrapping a Case-based Recommender System. Paolo Massa, Adriano Venturini and Michela Ferron	Co-Design of eTourism Application. The Case of Ilha de Mozambique. Salomao David and Lorenzo Cantoni	Online Travel Reviews on Mobile Applications when making travel plans: Uses and Gratifications perspectives. Luiz Mendes-Filho, Cynthia Correa and Mariam Mangueira	An Analysis of Consumer Search and Buying Behaviour in the US Airline Industry using Big Data. Christopher Holland and Eleni Georghiades
	Innovative destination award finalist: Pascal Gebert, Zermatt Tourism, Head of E-Marketing & Sales Manager: OpenBooking and Meta-Search for Destinations 	Masslow Ahn, Trevii: Cheaper tickets for tourist attraction in a user-friendly way		Probabilistic Modelling of Influences on Travel Decision Making. Mario Pichler, Lisa Steiner and Herta Neia	Co-Creating Value in Air Travel by Using Registered Traveler Biometric Systems: Development of a Conceptual Mode. Cristian Morosan	How Does Restaurant Attribute Importance Differ by the Type of Customer and Restaurant? Exploring TripAdvisor Reviews. Hosung Timothy Lee, Sung-Byung Yang, Chulmo Koo and Namho Chung	Communicating Tourism Sustainability Online. The Case of Victoria Falls World Heritage Site. Maria Garbelli, Asta Adukaite and Lorenzo Cantoni
	Stefanie Gallob, European Travel Commission (ETC): From inspiration to booking – a never ending journey			Destination Web reputation: Combining explicit and implicit popularity to build an integrated monitoring system. Valeria Minghetti and Emilio Celotto	Crowdfunding Success of Tourism Projects. Evidence from Switzerland. Michael Beier and Kerstin Wagner	Content Analysis of TripAdvisor Reviews on Restaurants: A Case Study of Macau. Simon Lei and Rob Law	ICT and Dark Tourism. Akira Ide
				The Design and Implementation of an Electronic Ticket Package System for Tourism Services. Yi-Chia Chiu, Kuo-Shu Luo, Chih-Wei Chao, Shu-Ping Lu and Chi-Hua Chen	The Invisible College of eTourism: A Case of ENTER Conference. Tianyu Ying and Shahab Pourfakhimi	Content-Based Discovery of Twitter Influencers. Irma Metra and Chiara Francalanci	Instagram Marketing: A Content Analysis of Top Malaysian Restaurant Brands. Salmalina Salleh, Noor Hazarina Hashim and Jamie Murphy

10:30–11:00 COFFEE BREAK > A11

> For Room numbers and locations, please refer to pages 4 and 5

# FRIDAY – FEBRUARY 6

11:00–12:30	DESTINATION FOCUS > A31	INDUSTRY FOCUS > A21	INDUSTRY FOCUS WORKSHOP > A22	RESEARCH FOCUS > A23	RESEARCH FOCUS > A24	RESEARCH FOCUS SHORT PAPERS > A32
	INNOVATION FOR BETTER STRATEGY DEVELOPMENT	DIGITAL INFLUENCERS, REVIEWS AND REPUTATION	WHERE ARE WE NOW AND WHERE ARE WE HEADING?	INTELLIGENCE & ANALYTICS	SOCIAL MEDIA	MOBILE SYSTEMS
	<b>MODERATOR:</b> Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland	<b>MODERATOR:</b> Dimitris Serifis, Nelios.com, Greece	<b>MODERATOR:</b> Ulrike Gretzel, University of Queensland, Australia	<b>MODERATOR:</b> Zheng (Phil) Xiang	<b>MODERATOR:</b> Silvia de Ascaniis	<b>MODERATOR:</b> Jon Kepa Gerrikagoitia
	Stefanie Gallob, European Travel Commission (ETC), Belgium: Uncovering traveller's expectations through netnography a big data approach for strategy development	Andy Mabbutt, CEO at Feefo, UK: The Power of Reviews: Reviews are powerful. Consumers believe them yet fake reviews are endemic. Feefo, the antidote, generates trustworthy insights into customer satisfaction. This talk considers the benefits to both consumers and operators	Chulmo Koo, Kyung Hee University: Smart and connected tourism technologies	Linked Data for Cross-Domain Decision-making in Tourism. Marta Sabou, Adrian M.P. Brasoveanu and Irem Önder	Travel Social Media Involvement: A Proposed Measure. Suzanne Amaro and Paulo Duarte	How do Millennial Travellers use their Mobile Devices in a City Destination? An Empirical Evidence from Switzerland. Livia Gotardi, Yves Senn, Elena Cholakova, Andreas Liebrich and Thomas Wozniak
	Innovative destination award finalist: Cornelia Weingartner, Vienna Tourist Board, Austria: The use of Open innovation in Co-creating Vienna's Tourism Strategy 2020 	Outstanding small and medium enterprise industry contribution award finalist: Barbara Biffi, Chief Product Officer at Yonderbound: Yonderbound: The first travel knowledge monetisation platform. 	Sofia Reino, University of Bedfordshire: Smart tourism – the consumer perspective	OpeNER: Open Tools to Perform Natural Language Processing on Texts. Aitor García-Pablos, María Teresa Linaza and Montserrat Cuadros	Social Media Return on Investment and Performance Evaluation in the Hotel Industry Context. Dimitrios Buhalis and Emmanouil Mamalakis	Re-visiting Tourism Information Search Process: From the Smartphone Users. Chaang-luan Ho, Yu-Lan Yuan, Yu-Chun Lin and Ming-Chih Chen
	Innovative destination award finalist: Egyptian Tourism Authority: Applying IT on Promoting Egyptian Tourist Destination 	Aurélie Krau, Founder at TravelThink, France: Influencer Marketing: In a context where e-reputation, inspiration and recommendation from peers have become mainstream, Influence Marketing can be a powerful source of brand awareness and revenue for travel brands	Sebastian Kopera, Jagiellonian University: Smart tourism challenges	A Visual Analysis of Social Influencers and Influence in the Tourism Domain. Chiara Francalanci and Ajaz Hussain	Reframing the Image of a Destination. A Pre-Post Study on Social Media Exposure. Elena Marchiori and Irem Önder	An Investigation of Features and Functions of Smartphone Applications for Hotel Chains. Meng-Mei Chen, Stephan Knecht and Hilary Catherine Murphy
		Outstanding small enterprise industry contribution award finalist: Christos Xanthakis, Athens Destination Specialist Account Manager, ACVB: "The new era of destination specialist program" 				Gamification in tourism: Analysis of Brazil Quest Game. Cynthia Correa and Camila Kitano
		Outstanding small enterprise industry contribution award finalist: DSP 3D virtual portal: "augmented reality for Sibenik's Cathedral - a UNESCO World Heritage Site" 				Usability Study of an NFC-Enabled Static Tourist Map. Beverley Cook, Elahe Kani-Zabihi and Thomas Hughes-Roberts
12:30 – 13:30	LUNCH > CANTEN					

# FRIDAY – FEBRUARY 6

<b>13:30 – 14:15</b>	<b>KEYNOTE &gt; AUDITORIUM</b>
	<b>Tomasz Janowski</b> , Founding Head of the United Nations University Operating Unit on Policy-Driven Electronic Governance (UNU-EGOV)
	POLICY-DRIVEN ELECTRONIC GOVERNANCE IN THE TRAVEL AND TOURISM SECTORS
	MODERATOR: <b>Professor Dimitrios Buhalis</b> , Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality at Bournemouth University, UK
<b>14:15 – 16:15</b>	<b>PANEL DISCUSSION AND ENTER 2015 FINAL CONCLUSIONS</b>
<b>16:15 – 16:45</b>	<b>CONFERENCE CLOSING AND WELCOME TO ENTER 2016</b>
	<b>Lorenzo Cantoni</b> , IFITT President
	<b>Aurkene Alzua</b> , ENTER2015 Chair
	<b>Luca Grassi</b> , Conference Host
	WELCOME TO ENTER 2016
<b>20:30 – LATE</b>	<b>INFORMAL DINNER &gt; RISTORANTE COMMERCIO (VIA L. ARIOSTO 4)</b>
<b>LATE NIGHT</b>	<b>SUGGESTED LATE SOCIAL &gt; SEVEN LOUNGE INSIDE THE CASINO (P.ZZA INDIPENDENZA)</b>



The app Urbanway Lugano\* is the result of a didactic experience which aimed to discover the local territory through the use of technological tools for tourism promotion.

Students from the first year of the Master program in International Tourism participating in the course eTourism Lab offered by the Università della Svizzera italiana and in collaboration with webatelier.net Lab, produced several multimedia contents, and used the app editor for eTourism trails developed by CICTourGUNE (Spain).

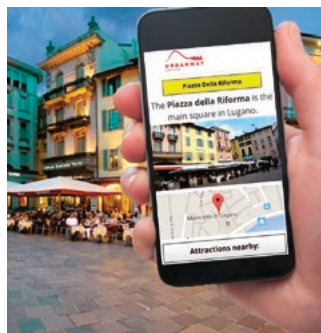
The project has been supported by Rotary Club Lugano, in collaboration with the City of Lugano, and it represents a case of community engagement, practical learning on eTourism applications for students, and a fruitful collaboration between eTourism research centers.

DISCOVER THE LUGANO URBAN TRAILS  
SCAN THE QR CODE AND DOWNLOAD THE APP URBANWAY LUGANO

\* Available only for Android devices.

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



# ENTER2015 – KEYNOTE SPEAKERS



**Jukka Pekka Onnela**  
Harvard University



**Tomasz Janowski**  
United Nations University  
(UNU - EGOV)



**David Topolewski**  
QOOCO Hospitality



**Juan Antonio Zufiria**  
IBM Europe



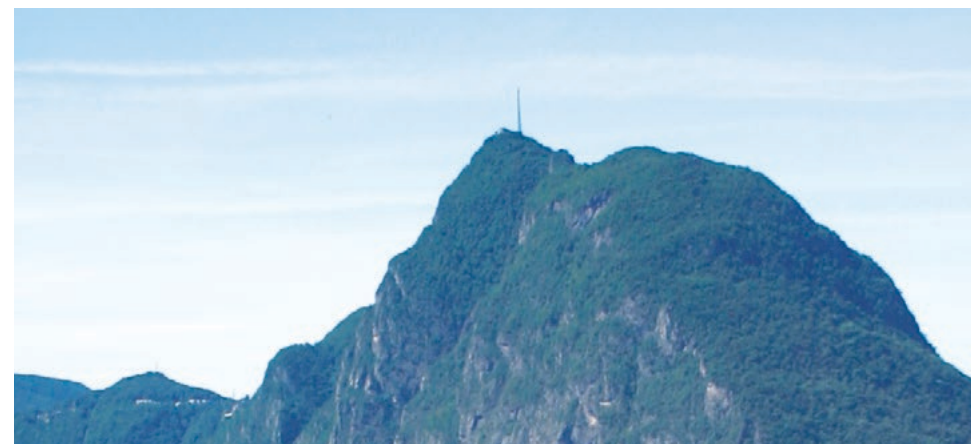
**Victor Schlegel**  
SWISSCOM



**Kelly McGuire**  
Hospitality and Travel Global  
Practice, SAS



**Jean-Luc Boulin**  
Aquitaine Tourisme (MOPA)



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## **SWISS eTOURISM DAY** **Best Practices and** **Challenges in eMarketing**

**WEDNESDAY, 4<sup>TH</sup> FEBRUARY 2015**

Designed to foster dialogue between academia and industry, the day will include numerous interventions alternating with workshops and opportunities for discussion.

Among the speakers, as well as managers of several major Swiss destinations, stand Victor Schlegel (Swisscom, Head of Business Intelligence / BigData Services), Kelly McGuire (SAS Institute Inc.) and Luca Graf (Swiss International Air Lines Ltd., Senior Director Online and Direct Sales).

