2013-12-29

**ENTER Conference 2014 Programme**

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

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JOIN IFITT
http://www.ifitt.org
International Federation for IT and Travel & Tourism

21st Annual ENTER Conference
incorporating the
Irish eTourism Day

Where Social Inspiration Meets Dynamic eTourism Innovation

January 21-24 2014
Dublin, Ireland
http://www.enter2014.org
Welcome to ENTER2014 @ Dublin

At ENTER2014, 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 technology 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
- eLearning and Distributed Learning
- Cultural Heritage and Sustainability
- Mobile Services
- Context-Aware Systems
- eStrategy and eBusiness 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. ENTER2014 will also host a dedicated “Irish eTourism 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 join us and let’s engage in some dynamic tourism innovation and help celebrate ENTER’s coming of Age in Dublin 2014.
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## ENTER2014 Dublin Map

![ENTER 2014 Dublin Map](image-url)
ENTER2014 Keynote Speakers

Mike Short
Telefonica / 02

Sean O'Connor
Bing

Liz Ward
ATDW

Aoife Desmond
Facebook

Kevin O'Sullivan
SITA

Nate Bucholz
Google

Richard Lewis
Best Western Hotels

Des O'Mahony
Bookassist

Thomas Rödel
Amadeus
ENTER 2014 Chairs and Programme Committee

IFITT President: Dimitrios Buhalis (Bournemouth University, UK)

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

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

Industry / Destination Chairs: Ehud Ben-haim (Google.com, Ireland)
                               Dimitris Serifis (Nelios, Greece)
                               Tinkara Pavlovčič Kapitanovič, (TEAM, UK)
                               Joantxo Llantada (Valencia Tourism, Spain)

Irish Day Chairs: Patrick Horan (Dublin Institute)
                 Ciaran Doherty (Tourism 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

ENTER 2015
ENTER 2015 will take place in Lugano, Switzerland from the 3rd to 6th of February 2015

More information at www.enter2015.org
General Information

Chartered Accountants House
The Chartered Accountants House is Dublin's newest and best equipped conferencing centre. Situated beside Trinity College in the heart of the city, national transport hubs are only steps away. This combined with its flexible capacity and cutting edge technology, it has quickly become the location of choice for conferences, training days and seminars in Dublin. Further information can be found at www.charteredaccountantshouse.ie

Registration
Over the course of the conference there will be two separate registration desks, one for the PhD Day situated at the reception in Cathal Brugha St and the second registration desk will be located on the ground floor reception area of the Chartered Accountants House. Opening hours are as follows:
Jan 21st 08:30-11:00 (PhD Day only)
Jan 22nd 08:00-18:00
Jan 23rd 08:00-18:30
Jan 24th 08:00-16:00

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

Coffee Breaks & Refreshment
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 centre. The WIFI profile is CAI-Guests with the User Name: enter and the Password: enter.

No-Smoking Policy
Both venues used during the course of ENTER2014 (DIT and the Chartered Accountants House) are nonsmoking areas.

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

Transportation Dublin
Dublin has a good public transport system consisting of both bus and tram services. Most buses operate until 11.30pm. Detailed information on bus schedules is available on www.dublinbus.ie. Tickets can be purchased on the bus. The Luas is Dublin’s Tram service and serves 54 stations on its two main lines across the city. Tickets can be purchased at each station and more information can be found on www.luas.ie.

Parking
There is unfortunately no parking available at the venue itself however the conference centre has an agreement with Park Rite who have 12 Car parks across the city center for an all-day rate of €10. Parking tickets can be validated at the reception of the Chartered Accountants House. More information can be found on www.parkrite.ie.

Currency
The official currency in Dublin is EURO (€). Major credit cards are accepted in many hotels, shops and restaurants. Automatic teller machines (ATMs) are also available throughout the city.
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5. Results driven online marketing service.
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7. International company with a local presence.

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Social Programme

19.30 Monday, 20 January – Let Luas in Dublin - This evening will ease you into the slow simple life in Ireland. We will get a bite to eat at Dunne and Crescenzi (www.dunneandcrescenzi.com) on South Frederick St, just a few minutes’ walk from our hotels followed by drinks in Café en Seine (www.cafeenseine.ie) on Dawson St. [at delegate’s expense].

19.30 Tuesday, 21 January Travel Massive @ ENTER2014
O’Neill’s Bar situated just a few steps away from the glamorous shopping of Dublin's Grafton Street, and the historic site of Trinity College, is one of Ireland’s most traditional pubs. This pub has the feel of an Ireland of old. A characterful space where everyone is welcome. The small snug to the front is the haunt of regulars who have been coming here for many a year. Here they sit with a quiet pint and the newspaper. Beyond this, a myriad of nooks and crannies, snugs and corners, where original bric-a-brac and artefacts adorn the walls. This pub begs to be explored. The ambiance is absolutely incredible and the memorabilia hangs on the walls and from the ceilings will have you gawking like a child. Friends gather, business colleagues discuss, tourists marvel. Live music is a feature at O’Neill’s, once again compounding the traditions you’d anticipate at a real Dublin pub. O’Neill’s is the epitome of Dublin pub life, for all who walk through its famous doors and is a perfect setting for Travel Massive @ ENTER2014. http://www.oneillsbar.com/ [at delegate’s expense].

19.30 Wednesday, 22 January – Welcome Reception @ the Guinness Storehouse
Guinness Storehouse sits in the middle of Dublin, in the legendary St. James's Gate Brewery, home of Guinness since 1759! In days gone by it was a fermentation plant, but today it's been transformed into Ireland's number one international visitor attraction and world class event destination. The evening will commence with a step through the magical experience and go on a Guinness journey to learn about the fascinating story behind one of the world’s most iconic brands. This will be followed by a reception in the world famous Gravity Bar. A striking and impressive part of Dublin’s skyline. The symbolic ‘head of the pint’ hovers above the roof of Guinness Storehouse, offering uninterrupted 360 degree views across the city and as far as the Dublin Mountains. The Gravity Bar never fails to impress. The rest of the evening’s exciting entertainment will take place in Arthur’s Bar and we have a trick or two up our sleeves in Gilroy’s. The entire evening will add up to a night to remember with the very best of Irish hospitality and the warmth of the Irish welcome. http://www.guinness-storehouse.com/
19.30 Thursday, 23 January - Shindig @ The Old Jameson Distillery

A Shindig – “A large, lively party, especially one celebrating something”. This definition perfectly describes what is going to happen on this evening. The Shindig is the ultimate way to experience the Irish culture and soak up the unique ambiance of the Jameson Distillery in Dublin. The evening begins at 7 pm with a welcome reception followed by a guided tour of the Old Jameson Distillery museum. Led by an expert guide, learn the processes behind whiskey making and learn a little about this historic Irish brand. From there the fun really begins. Take traditional Irish music, dancing and fun and place it with a delicious 4-course dinner, locate it in a picturesque setting, and add a batch of the finest Irish whiskey. What do you get? A shindig to remember at the Old Jameson Distillery! A real Hooley of an evening!! http://www.tours.jamesonwhiskey.com/

20.30 Friday, 24 January – The ENTER Exit

The suggested restaurant for the Friday night is the Market Bar and Tapas restaurant (http://www.marketbar.ie) located on Fade Street just a short walk from the recommended hotels. We will then go on for drinks at Hogan’s Bar (www.pubsdirect.ie/hogansbar) on South Great George’s St. [at delegates expense].

Saturday, 25 January - Enjoy Dublin

www.visitdublin.com
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www.cartrawler.com
## Monday 20\textsuperscript{th} January 2014

**INFORMAL GET TOGETHER – Dinner/Drinks [At Delegates Expense]**

Join us for a bite to eat at Dunne and Crescenzi ([www.dunneandcrescenzi.com](http://www.dunneandcrescenzi.com)) on Sth Fredericks St. and a drink at Café en Seine ([www.cafeenseine.ie](http://www.cafeenseine.ie)) on Dawson St.

## Tuesday 21\textsuperscript{st} January 2014

**ENTER PhD Workshop Located @ DIT, Cathal Brugha St Campus**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>08:30 – 09:15</td>
<td><strong>REGISTRATION AND COFFEE BREAK</strong></td>
</tr>
</tbody>
</table>
| 09:15 – 09:30 | **WELCOME AND OPENING REMARKS**
|             | **IFITT PRESIDENT MESSAGE:** Dimitrios Buhalis (Bournemouth University, UK) |
|             | **Room:** M2.04                                                        |
| 09:30 – 10:00 | **PHD WORKSHOP CHAIRS:**
|             | Rodolfo Baggio (Bocconi University, Italy)                            |
|             | Alessandro Inversini (Bournemouth University, UK)                     |
|             | Marianna Sigala (University of Aegean, Greece)                        |
| 09:30 – 10:00 | **KEYNOTE:** Stefan Klein (University of Münster, Germany): Engaged Scholarship |
|             | **Room:** M2.04                                                        |
| 10:00 – 10:45 | **RESEARCH PROPOSAL PRESENTATIONS & DISCUSSION GROUP A**
|             | **Room:** M2.04                                                        |
|             | Kevin Kayani: The Impact Of ICT On The Brick And Mortar Travel Agents And Supply Chain Positioning |
|             | Marta Garcia Gonzalez: Food, Tourism And Urban Economic Development: An ICT Role? |
| 10:45 – 11:15 | **COFFEE BREAK**                                                      |
| 11:15 – 13:00 | **RESEARCH PROPOSAL PRESENTATIONS & DISCUSSION GROUP C**
|             | **Room:** M2.04                                                        |
|             | Jing Ge: Tourism Marketing Communications On A Chinese Social Media Platform |
|             | Cátia Figueiredo: A Proposal For Evaluating The Tourist User Experience With Gestural Interfaces |
|             | Meikun Loi: The Influence Of Social Media And Ewom In Online Reputation And Brand Personality: A Hotel Context |
|             | Jessika Weber: Augmented Reality Gaming: A New Paradigm For Tourist Experiences? |
|             | Seyed Shahabeddin Pourfakhimi Abarghouei: The Impact Of Users’ “Online Reviews” And “Ratings” On Consumers’ Behaviour Toward Hotel Selection Factors |
| 13:00 – 14:00 | **LUNCH BREAK**                                                       |
Brahim Kermia: Electronic Public Relations In Tourism Case Study: Algerian Government Tourism Agencies

Helene Grousset-Rees: An Investigation Into The Digital Market Research Habits Of Welsh Tourism Micro-Enterprises

LUNCH BREAK

RESEARCH PROPOSAL PRESENTATIONS & DISCUSSION GROUP D
Room: M2.08

Lidija Lalicic: Co-Creating The Destination Brand Through User Generated Content

Soraia Ferreira, Artur Pimenta Alves And Célia Quico: Location Based Transmedia Storytelling: Enhancing The Tourism Experience

Roland Atembe And Bilal Akbar: Tourists Co-Creation Experiences Onsite-Enabled By Mobile Devices

Aoshuang Zhang: The Role Of Social Media In Facilitating The Interactions Of Conference Attendees: A Case Study

Barbara Neuhofer: The Technology Enhanced Tourist Experience

LUNCH BREAK
Tuesday 21st January 2014  
ENTER PhD Workshop Located @ DIT, Cathal Brugha St Campus

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 14:00 – 15:00 | **RESEARCH PROPOSAL PRESENTATIONS & DISCUSSION GROUP E**  
Room: M2.04 |
|            | Atanu Garai: Improving Carrier Access During Rural Emergencies (I-CARE) |
|            | Yeongbae Choe: Why Do Travellers Change Their Trip? Effects Of Information, Situation, And Individual Factors |
| 15:00 – 15:30 | **KEYNOTE:** Marianna Sigala (University of the Aegean, Greece): Social Media and Service Innovation in Tourism - Research Opportunities from a Service Dominant Approach  
Room: M2.04 |
| 15:30 – 16:00 | **COFFEE BREAK** |
| 16:00 – 16:30 | **REVIEW & PANEL DISCUSSION** Rodolfo Baggio, Alessandro Inversini and Marianna Sigala  
Room: M2.04 |
| 16:30 – 17:00 | **PRESENTATION - THESIS EXCELLENCE AWARD WINNER**  
Room: M2.04 |
| 17:00 – 17:30 | **AWARDS CEREMONY AND CLOSING REMARKS** Rodolfo Baggio, Dimitrios Buhalis and Ulrike Gretzel  
Room: M2.04 |
| 18:30 – Late | **INFORMAL GET TOGETHER – Travel Massive @ ENTER2014** |

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**Join IFITT**

IFITT ([www.ifitt.org](http://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 welcoming you to our Federation and to the many events and opportunities we are involved.

eTourism tools, technologies and methodologies can facilitate efficient networking of information systems in the tourism industry. The federation extensively discusses and progresses the economic, consumer and organizational impacts of eTourism through events such as the ENTER conference, workshops and IFITT supported publications. IFITT members include researchers and practitioners of eTourism who treasure the power of networking and global knowledge sharing for improving their competitiveness and innovation. Institutional members include organisations, companies and research institutes active in the eTourism space.
RESEARCH PROPOSAL PRESENTATIONS & DISCUSSION GROUP F
Room: M2.08

Heather Kennedy-Eden: Do Smart Phones Bring Us Closer? A Family Life And Vacation Perspective

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

COFFEE BREAK

Following the PhD Workshop Informal dinner in O’Neill’s Suffolk St. (www.oneillsbar.com) [at delegates expense] and drinks sponsored by Travel Massive upstairs in O’Neill’s.

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

Learn & Increase Your Knowledge
- Access to tourism and technology publications (incl. ENTER proceedings)
- IFITT meetings, workshops & seminars on knowledge generation opportunities and creating business opportunities
- Workshops & events with partner organisations
- University, Research Centre & Industry Partnership

Savings & Discounts
- Discounted registration fees for IFITT sponsored events (ENTER, seminars, workshops)
- Discounts on dozens of partner events
- Option to participate in IFITT industry centered events
- Discounted student membership fees
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
</table>
| 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 |
| 10:30 – 11:00 | COFFEE BREAK                     |             |                                                                         |
| 11:00 – 12:30 | DESTINATIONS FOCUS               | Room: Purple | New Approaches to Digital Content  
Moderator: Nick Hall and Ramona Wagner (Digital Tourism Think Tank)  
Ramona Wagner (Digital Tourism Think Tank): New Approaches to Digital and Best in Class Destinations  
Tine Thygesen (Everplaces): Mastering both Timing and Relevance in your Mobile Content Strategy  
Günter Exel: Blogger Relations – Hype or Trend? The Definite Do’s and Don’ts for Destinations  
Catharina Fischer (German National Tourist Board): German Youth Hotspots - Engaging the Youth Market through a New Approach to PR |
|           | INDUSTRY FOCUS                   | Room: Red   | Constant Connectivity - Panel Discussion  
Moderator: 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  
Moderator: Iis Tussyadiah  
Mobile Social Travel Recommender System. Ander Garcia, Isabel Torre and Linaza Maria Teresa.  
An Analysis of Mobile Applications Classification Related to Tourism Destinations. Ion Gil Fuentetaja, Ion Zugasti Simon, Ariane Rubio Aranzabal, Maria Peralta Ariza, Carlos Lamsfus Franco and Aukrene Alzuza-Sorzabal.  
Hotel Mobile Apps – The Case of 4 and 5 Star Hotels in German Speaking Countries. Asta Adukaite, Annina Reimann, Elena Marchiori and Lorenzo Cantoni. |
<table>
<thead>
<tr>
<th>RESEARCH FOCUS Room: Valentia</th>
<th>RESEARCH FOCUS Room: Blasket</th>
<th>IRISH ETOURISM DAY Room: Green &amp; Gold</th>
</tr>
</thead>
</table>
| **ICT Adoption & Use**  
Moderator: Rob Law  
Analysing the Traveller Activities Network for Strategic Design: A Case Study of Baltimore, MD. Jason Stienmetz and Daniel R. Fesenmaier. | **Social Media**  
Moderator: Zheng Xiang  
An Investigation into the Use of Social Media Marketing and Measuring its Effectiveness in the Events Industry. Alessandro Inversini and Emma Sykes.  
Strategic Use of Social Media Affordances for Marketing: A Case Study of Chinese DMOs. Jing Ge, Ulrike Gretzel and Rodney Clarke.  
SoCoMo Marketing for Travel and Tourism. Dimitrios Buhalis and Marie-Kristin Foerste. | **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 |
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>12:30 – 13:30</td>
<td>LUNCH AND PHD POSTER PRESENTATION</td>
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<tr>
<td>13:30 – 14:00</td>
<td>KEYNOTES</td>
<td>Room: Purple &amp; Red</td>
</tr>
<tr>
<td></td>
<td>Richard Lewis (Interchange &amp; Consort Hotels; Best Western Hotels GB): Future Hunting in the Hospitality Industry</td>
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<td></td>
<td>MODERATOR: Andy Frew (Queen Margaret University)</td>
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<tr>
<td>14:00 – 15:30</td>
<td>PANEL DISCUSSION</td>
<td>Room: Purple &amp; Red</td>
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<tr>
<td></td>
<td>Meta Search and Social Media - The New Battlegrounds for the Consumer?</td>
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<tr>
<td></td>
<td>PANELISTS</td>
<td>Dave Pavelko (Google)</td>
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<tr>
<td></td>
<td></td>
<td>Aoife Desmond (Facebook)</td>
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<tr>
<td></td>
<td></td>
<td>Quentin Moores (DerbySoft)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adrian Hands (TripAdvisor)</td>
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<tr>
<td></td>
<td>MODERATOR: Gareth Gaston (Wyndham Hotel Group)</td>
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</tr>
<tr>
<td>15:30 – 16:00</td>
<td>COFFEE BREAK</td>
<td></td>
</tr>
</tbody>
</table>
**Working Lunch for Information Technology and Tourism Journal Board**  
**Room: Aran**

**IRISH ETOURISM DAY**  
**Room: Green & Gold**

Niall Harbison (PR Slides): *Apps, Traps & Mishaps*  

**MODERATOR:** Theo Lynn (DCU)

**IRISH ETOURISM DAY - PANEL DISCUSSION**  
**Room: Green & Gold**

**How Technology Enables the Irish Tourism Product - A 2020 Vision**

Brian Harte (Tourism Ireland): *How Technology Enables the Irish Tourism Product – Where Are We Now!!*

**PANELISTS**  
Brian O’Farrell (Google)  
Orla Carroll (Fáilte Ireland)  
Colm Lyon (Realex Payments)  
Brian Harte (Tourism Ireland)  
Kate Simpson (Facebook)

**MODERATOR:** Alex Gibson (DIT)

**COFFEE BREAK**
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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td></td>
<td><strong>RESEARCH FOCUS</strong>&lt;br&gt;Room: Achill&lt;br&gt;Organizational Use of ICT&lt;br&gt;Moderator: Lorenzo Cantoni&lt;br&gt;Listening to CEOs: A New Perspective to Study Technology Adoption in Hotels. Sofia Reino, Carlos Lasmfus, Hugo Salas, Ortzi Torices and Aurkene Alzua-Sorzarbal.&lt;br&gt;Barriers Affecting Social Media Adoption in Finnish Tourism Businesses. Juho Pesonen, Jenni Mikkonen, Marika Makkonen and Antti Honkanen.&lt;br&gt;Prioritisation of Key Performance Indicators in an Evaluation Framework for Determining the Economic Value and Effectiveness of Internet Room Diagramming Solutions by the Application of AHP. Kuan-Wen Lin, Andrew J. Frew and Joe Goldblatt.&lt;br&gt;Study on Factors to Adopt Mobile Payment for Tourism E-Business - Based on Valence Theory and Trust Transfer Theory. Jian Qing Huang, Ya Hui Li and Hai Lin Li.</td>
<td>Achill</td>
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<tr>
<td>17:30 – 19:00</td>
<td><strong>IFITT AGM</strong> (IFITT Members Only)&lt;br&gt;Room: Purple</td>
<td>Purple</td>
</tr>
<tr>
<td>19:30 – 23:30</td>
<td><strong>ENTER2014 WELCOME RECEPTION AT THE GUINNESS STOREHOUSE</strong>&lt;br&gt;DRESS CODE: SMART CASUAL</td>
<td></td>
</tr>
<tr>
<td>23:30 – Late</td>
<td><strong>SUGGESTED LATE SOCIAL</strong> Mercantile Dame St. (<a href="http://www.mercantile.ie">www.mercantile.ie</a>) [at delegates expense]</td>
<td></td>
</tr>
</tbody>
</table>
RESEARCH FOCUS
Room: Valentia

Mobile Tourism
Moderator: Dan Wang


The Effects of Presence Induced by Smartphone Applications on Tourism: Application to Cultural Heritage Attractions. Keumsil Lee, Hyung Ryong Lee and Sunny Ham.

CT-Planner4: Toward a More User-Friendly Interactive Day-Tour Planner. Yohei Kurata and Tatsunori Hara.

Business Model of Mobile Service for Ensuring Students’ Safety both in Disaster and Non-Disaster Situations during School Trips. Hidekazu Kasahara, Mikihiro Mori, Masayuki Mukunoki and Michihiko Minoh.

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
Room: Green

Digital Strategy & Differentiation – A Tourist Board Perspective
Moderator: Tinkara Pavlovic Kapitanovic (TEAM, UK)

Workshop Sponsored By

DUBLINE DISCOVERY TRAIL:
Departing CAH to the Reception at the Guinness Storehouse (www.dubline.ie)
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<td>09:00 – 10:30</td>
<td>Room: Purple</td>
<td>Room: Red</td>
<td>Room: Green</td>
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<tr>
<td></td>
<td>Creativity and Innovation in DMOs’ Digital (Marketing) Communications</td>
<td>Effective Use of Search and Social Media Marketing Tools</td>
<td>Big Data/Analytics</td>
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<td>Moderator: Tinkara Pavlovcic Kapitanovic</td>
<td>Moderator: Dimitris Serifis</td>
<td>Moderator: Zheng Xiang</td>
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<th>Time</th>
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<td>10:30 – 11:00</td>
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<tr>
<th>Time</th>
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<tr>
<td>11:00 – 12:30</td>
<td>Room: Purple &amp; Red</td>
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<tr>
<td></td>
<td>Moments of Truth: Developments in Online Advertising</td>
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<td>Nate Bucholz (Google): Marketing as a Service</td>
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<td>Aoife Desmond (Facebook): The Future of Travel Marketing</td>
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<td>Sean O’Connor (Bing): Anticipation and Insight</td>
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<tr>
<td>MODERATOR:</td>
<td>Ehud Ben-haim (Google)</td>
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</table>
EXHIBITION AND CONFERENCE REGISTRATION

**RESEARCH FOCUS**
**Room: Gold**

**Website Evaluation**
Moderator: Rodolfo Baggio

The Website Quality of the Regional Tourist Boards in the Alps: Ten Years Later. Luisa Mich.

Hotel Websites, Web 2.0, Web 3.0 and Online Direct Marketing: The Case of Austria. Ioannis Stavrakantonakis, Ioan Toma, Anna Fensel and Dieter Fensel.

Measuring the Perceived Image of Lithuania through its Destination Management Organization Website. Kristina Petrovskaya, Stela Dragova and Roman Egger.

Examining Online Brand Image Dimensions from Hotel Managers and Customers Perspectives in Relation to Herzberg’s Two-Factor Theory. Duangthida Nunthapirat, Andrew Lockwood, Brigitte Stangl and Hesham Al-Sabbahy.

**RESEARCH FOCUS**
**Room: Achill**

**Destination Marketing**
Moderator: Miriam Scaglione

Content Curation and Narrative Tourism Marketing. Oriol Miralbell, Jon Kepa Gerrikagoitia and Aurkene Alzua-Sorzabal.

Destination Benchmarking with Geotagged Photographs. Wolfgang Koertbitz and Irem Önder.

The Adoption of Pinterest for Destination Marketing - The Case of Austrian Destinations. Christian Maurer and Bianca Hinterdorfer.


**RESEARCH FOCUS**
**Room: Blasket**

**Social Media**
Moderator: Cody Morris Paris

An Exploratory Study on Restaurant Review Websites. Shanshan Qi, Fiona Yang and Catherine Li.


Online Review Contents and Their Impact on Three and Four-Star Hotel Reservations - Some Evidence in Italy. Selena Aureli, Renato Medei, Enrico Supino and Claudio Travaglini.

Towards a Better Understanding of the Cognitive Destination Image of Euskadi-Basque Country Based on the Analysis of UGC. Ainhoa Serna, Jon Kepa Gerrikagoitia and Aurkene Alzua-Sorzabal.

**COFFEE BREAK**
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:30 – 14:00</td>
<td><strong>CHAPTER LUNCH</strong></td>
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<td></td>
<td><strong>ITALIAN CHAPTER</strong></td>
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<td><strong>GREECE CHAPTER</strong></td>
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<td><strong>AUSTRALIAN CHAPTER</strong></td>
<td>Room: Valentia</td>
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<td>14:00 – 15:00</td>
<td><strong>KEYNOTES</strong></td>
<td>Room: Purple &amp; Red</td>
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<td><strong>MODERATOR:</strong> Wolfram Höpken (Hochschule Ravensburg-Weingarten)</td>
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<td><strong>Kevin O’Sullivan (SITA): Beyond the Smart Phone</strong></td>
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<td><strong>Jenny Taaffe (iZest): The Digital Marketing Bootcamp: 5 Trends Your Business Needs to Know About.</strong></td>
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<tr>
<td>15:00 – 16:30</td>
<td><strong>BEST RESEARCH PAPERS</strong></td>
<td>Room: Purple &amp; Red</td>
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<td><strong>MODERATORS:</strong> Zheng Xiang and Iis Tussyadiah</td>
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<td><strong>SHORTLISTED BEST CONFERENCE FULL PAPERS</strong></td>
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<td>Substitution Effects across Hotel Distribution Channels. Roland Schegg and Miriam Scaglione.</td>
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<tr>
<td>16:30 – 17:00</td>
<td><strong>RESEARCH FOCUS</strong></td>
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<td>17:00 – 18:30</td>
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<td>23:00 – Late</td>
<td><strong>SUGGESTED LATE SOCIAL:</strong> Fitzsimons Temple Bar (<a href="http://www.fitzsimonshotel.com">www.fitzsimonshotel.com</a>) [at delegates expense]</td>
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# CHAPTER LUNCH

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<thead>
<tr>
<th>SPANISH CHAPTER</th>
<th>AUSTRIAN CHAPTER</th>
<th>SWISS CHAPTER</th>
<th>SCANDINAVIAN CHAPTER</th>
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<td>Room: Aran</td>
<td>Room: Green</td>
<td>Room: Gold</td>
<td>Room: Boardroom</td>
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</table>

## RESEARCH FOCUS

### Room: Achill

**Smart Tourism**
Moderator: Elina Michopoulou

- Smart Tourism Destinations. Dimitrios Buhalis and Aditya Amaranggana.
- NFC Smart City: Cities of the Future - A Scenario Technique Application. Emre Ronay and Roman Egger.
- The Impact of Potential Travellers’ Media Cultural Experiences. Chulmo Koo, Youhee Joun, Heejeong Han and Namho Chung.
- Predicting from GPS and Accelerometer Data When and Where Tourists Have Viewed Exhibitions. Junya Kawase, Yohei Kurata and Naoto Yabe.

### Room: Blasket

**Social Network and Interaction**
Moderator: Christian Maurer


---

### Social Networking, Awards (Industry / Destination / Hannes Werthner / Best Paper)

Awards Ceremony - Ulrike Gretzel and Dimitrios Buhalis
<table>
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<tr>
<th>Time</th>
<th>JOINT INDUSTRY AND DESTINATIONS FOCUS</th>
<th>RESEARCH FOCUS SHORT PAPERS</th>
</tr>
</thead>
</table>
| 09:00 – 10:30 | **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  
Huey-An Wu (Hi-Power Digital World Company): The Innovative Use of Technology in Tourism in Taiwan & Asia  
Yulan Yuan, Kuan-wen Lin, and Wayne Lue (Taiwan Tourism Bureau): Touch Tourists' Heart across Cultural Boundaries - mTourism in Taiwan | **Room: Red** Mobile Tourism  
Moderator: Carlos Lamsfus  
Collaborative Information Searching in Travel Context: A Literature Review. Yulan Yuan and Chang-Iuan Ho.  
Mobile marketing of the Brazilian Tourist Board: Case study of Brazil Mobile Application. Cynthia Corrêa.  
Location Based Transmedia Storytelling in Social Media – Peter’s TravelPlot Porto Case Study. Soraia Ferreira, Artur Pimenta Alves, and Célia Quico.  
Augmented Reality (AR) in Urban Heritage Tourism. Timothy Jung and Dai-In Han.  
The Paradigm of Mobile Software Agent in Tourism Applications. Massimo Morellato. |

10:30 – 11:00 | COFFEE BREAK |
**RESEARCH FOCUS SHORT PAPERS**

**Room: Green**

**Smart Tourism Technologies**
Moderator: Jon Kepa Gerrikagoitia

The Use of ICTs for Knowledge Management in Visitor Information Centres: A Pilot Study. Felicité Fairer-Wessels.

The Potential of Destination Websites to Link Tourism to Local Food in Vanuatu. Marta Garcia-Gonzalez, Evangeline Singh and Simon Milne.

Towards a Digital Cultheriscape. Marco Trisciuglio and Weiwei Yu.

**Impact of IT**
Moderator: Irem Onder

The Multiple Effects of Review Attributes on Hotel Choice Decisions. Hilary Murphy and Meng-Mei Chen.


NFC-Enabled City Maps Measuring their Perceived Value. Emre Ronay and Roman Egger.


The Relationship between Hotel Financial Performance, IT spending and IT Value. Hilary Murphy.

**COFFEE BREAK**
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 11:00 – 12:30 | **JOINT INDUSTRY AND DESTINATIONS FOCUS**  
*Room: Purple*  
**Games in Tourism**  
*Moderator: Dimitrios Buhalis and Jessika Weber*  
Jessika Weber & Dimitrios Buhalis  
(Bournemouth University): Augmented Reality Gaming: A New Paradigm for Tourist Experience?  
Antonio Coelho (Porto University): Location-based Games for Tourism  
Franz Schubert (Sprylab-Tripventure): Augmented Reality Games in Urban Destinations  
Hans Petter Aalmo (Visit Norway): Holmenkollen Ski Jump - A Game to Enspire Tourist Travelling  
Mads Haahr (Haunted Planet): Ghost Hunt - An Augmented Reality Game  
Roman Rackwitz (engaginglab Munich): The Real Face of Gamification |
| 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 | **PANEL DISCUSSION AND ENTER2014 FINAL CONCLUSIONS**  
*Room: Purple & Red*  
ICT and Tourism – Important Trends and Next Revolutions  
**PANELISTS:**  
Francesco Ricci (University of Bozen-Bolzano), Paul Baron (Tourism Victoria), Ehud Ben-haim (Google), Orla Carroll (Fáilte Ireland), Zheng Xiang (Virginia Tech), Wolfram Höpken (Hochschule Ravensburg-Weingarten)  
**MODERATOR:** Hannes Werthner (Vienna University of Technology) |
| 15:00 – 15:30 | **CONFERENCE CLOSING AND WELCOME TO ENTER2015 @LUGANO**  
*Room: Purple & Red*  
**PRESIDENT IFITT:** Dimitrios Buhalis, **ENTER2014 CHAIR:** Wolfram Höpken,  
**ENJOY DUBLIN** |
| 20:30 – Late | **INFORMAL DINNER:** The Market Bar ([www.marketbar.ie](http://www.marketbar.ie)) |
RESEARCH FOCUS
Room: Achill

Website Evaluation
Moderator: Brigitte Stangl


Measuring the Global Readiness of Airline Websites: Are They Speaking the World’s Languages? Peter O’Connor and Zaheer Shaik.


An Analysis of the Key Factors Affecting the Success of a Re-Launched Destination Marketing Website in the UK. Philip Alford, Yanqing Duan, and Jacqui Taylor.

RESEARCH FOCUS SHORT PAPERS
Room: Red

IT Adoption and Evaluation
Moderator: Luisa Mich

Organizational Factors Driving Technology Non-Adoption in Australian Tour Operators. Ulrike Gretzel, Heather Kennedy-Eden, and Nina Mistilis.

Usability Requirements for Accessible Tourism Systems. Eleni (Elina) Michopoulou and Dimitrios Buhalis.

Effects of Emotions on Consumer Behaviour during Online Service Purchasing. Yoshimi Kunieda.


An Investigation of Hotel Facebook Page Promotion. Shanshan Qi, Carrel N. T. Leong, and Simon Lei.

LUNCH

CONFFERENCE HOST: Patrick Horan, WELCOME TO ENTER2015: Luca Grassi & Lorenzo Cantoni

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