Enter Comes of Age

Patrick Horan

Technological University Dublin, patrick.horan@tudublin.ie

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ENTER Comes of Age

Patrick Horan

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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

www.enter2014.org
Enter2014@dit.ie
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

www.enter2014.org
Enter2014@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
### Tuesday, 21 January - ENTER PhD Workshop @ DIT Cathal Brugha St Campus

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30 – 09:15</td>
<td>Registration and Coffee Break</td>
</tr>
</tbody>
</table>
| 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 |
| 10:00 – 10:45 | Research Proposal Presentations & Discussion  
Group A (Rodolfo Baggio, Juho Pesonen)  
Room: M2.04  
Group B (Marianna Sigala, Alessandro Inversini)  
Room: M2.09  
Brahim Keremia: 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 |
| 10:45 – 11:15 | Coffee Break  
Research Proposal Presentations & Discussion  
Group A (Rodolfo Baggio, Juho Pesonen)  
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  
Group B (Marianna Sigala, Alessandro Inversini)  
Room: M2.09  
Lidija Lalicic: Co-creating the destination brand through user generated content  
Soraya 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 |
| 11:15 – 13:00 | Lunch Break  
Research Proposal Presentations & Discussion  
Group A (Rodolfo Baggio, Juho Pesonen)  
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  
Group B (Marianna Sigala, Alessandro Inversini)  
Room: M2.09  
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 |
| 13:00 – 14:00 | Keynote: Marianna Sigala (University of the Aegean): Social Media and Service Innovation in Tourism - Research Opportunities from a Service Dominant Approach  
Room: M2.09 |
| 14:00 – 14:30 | Review & Panel Discussion  
Room: M2.09  
Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen  
Presentation - Thesis Excellence Award Winner  
Room: M2.09  
Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) |
| 14:30 – 15:30 | Research Proposal Presentations & Discussion  
Group A (Rodolfo Baggio, Juho Pesonen)  
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Atanu Garai: Improving Carrier Access during Rural Emergencies (I-CARE)  
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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  
Awards Ceremony and Closing Remarks: Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen  
Room: M2.09  
Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) |
| 16:00 – 16:30 | Review & Panel Discussion  
Room: M2.09  
Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen  
Presentation - Thesis Excellence Award Winner  
Room: M2.09 |
| 16:30 – 17:00 | Presentation - Thesis Excellence Award Winner  
Room: M2.09  
Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) |
| 17:00 – 17:30 | Awards Ceremony and Closing Remarks: Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen  
Room: M2.09  
Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) |
| 19:30 – Late | Informal Dinner & Drink’s @ O’Neill’s Suffolk St [at delegates expense]  
Following by Travel Massive Drinks Reception |
## Wednesday 22\textsuperscript{nd} January 2014  Conference Registration @ Chartered Accountants House

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Exhibition and Conference Registration</td>
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</tbody>
</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 (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: 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. |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
<th>Panelists</th>
<th>Moderator</th>
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</thead>
</table>
| 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  
Room: Red  
User Tracking and Modelling  
Room: Achill  
Organizational Use of ICT  
Room: Valentia  
Mobile Tourism  
Room: Blasket  
Future Research Issues in IT and Tourism  
Room: Blasket  
Research WORKSHOP** |               | **Moderators:**  
Ulrike Gretzel (University of Wollongong)  
Stefan Klein (University of Münster)  
Francesco Ricci (University of Bozen-Bolzano)  
Hannes Werthner (Vienna University of Technology)  |                                  |
| 18:30 – 19:30 | **IFITT AGM**  
Room: Purple & Red  
(IFITT members only) |               |                                                                           |                                  |
<p>|              | <strong>DUBLINE Discovery Trail: Departing Chartered Accountants House to the Reception at the Guinness Storehouse</strong> (<a href="http://www.dubline.ie">www.dubline.ie</a>) |               |                                                                           |                                  |
| 19:30 – 23:30 | <strong>ENTER2014 Welcome Reception at the Guinness Storehouse</strong> |               |                                                                           |                                  |
|              | <strong>DRESS CODE:</strong> Smart Casual                                              |               |                                                                           |                                  |
| 23:30 – Late | <strong>Late Social [at delegates expense]</strong>                                   |               |                                                                           |                                  |</p>
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<th>Time</th>
<th>Session</th>
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<td>08:00 – 09:00</td>
<td><strong>Exhibition and Conference Registration</strong></td>
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<td>09:00 – 10:30</td>
<td><strong>Destinations Focus</strong> Room: Purple</td>
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<td></td>
<td>Creativity and Innovation in DMOs’ Digital (Marketing) Communications</td>
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<td>Moderator: Tinkara Pavlovic</td>
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<td>Ciaran Doherty (Tourism Ireland): TourismIreland.com: The Next Generation</td>
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<td>Destination Digital Communications</td>
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<td>Manolis Psarros (Aboutourism): Destination Marketing: Integration All</td>
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<td></td>
<td>Adrian Hickey and Helen Jackson (University of Ulster): History Space:</td>
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<td></td>
<td>Navigating the Destination Using Augmented Reality</td>
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<td>09:00 – 10:30</td>
<td><strong>Industry and Innovation Focus</strong> Room: Red</td>
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<td></td>
<td>Effective Use of Search and Social Media Marketing Tools</td>
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<td>Moderator: Dimitris Serifis (Nelios.com)</td>
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<td></td>
<td>Ross MacDonald (Bluepost Digital): Should Travel Businesses Still Be</td>
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<td>Investing in SEO?</td>
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<td>Nikolas Cookies (Watertron): The Impact of Graph Search in the Travel</td>
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<td>Industry</td>
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<td>Roman Egger (Salzburg University of Applied Sciences): Get Inspired -</td>
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<td>How Big Data Tells You Where to Travel</td>
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<td>10:30 – 11:00</td>
<td><strong>Coffee Break</strong></td>
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<tr>
<td>11:00 – 12:30</td>
<td><strong>Moments of Truth: Developments in Online Advertising - Panel Discussion</strong></td>
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<td><strong>PANELISTS</strong></td>
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<td></td>
<td>Nate Bucholz (Google)</td>
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<td>Aoife Desmond (Facebook)</td>
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<td>Sean O’Connor (Bing)</td>
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<td><strong>Moderator:</strong> Ehud Ben-haim (Google)</td>
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<td>12:30 – 14:00</td>
<td><strong>Chapter Lunch</strong></td>
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<td><strong>Italy</strong></td>
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<td><strong>Switzerland</strong></td>
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<td><strong>Scandinavian</strong></td>
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<td>14:00 – 15:00</td>
<td><strong>KEYNOTES</strong></td>
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<td>Room: Purple &amp; Red</td>
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<tr>
<td></td>
<td>Thomas Rödel (Amadeus): Contextual Relevance in Online Travel</td>
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<td>Kevin O’Sullivan (SITA): Beyond the Smart Phone</td>
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<td><strong>Moderator:</strong> Wolfram Höpken (Hochschule Ravensburg-Weingarten)</td>
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<td>15:00 – 16:30</td>
<td><strong>Best Research Papers</strong> Room: Purple &amp; Red</td>
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<tr>
<td></td>
<td>The best PhD workshop paper and 3 shortlisted best research papers and</td>
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<td><strong>Chairs:</strong> Zheng Xiang and Iss Tussyadiah</td>
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<td><strong>BEST PhD Workshop paper</strong></td>
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<td>***To be announced ***</td>
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<td><strong>Shortlisted BEST Conference Full Papers</strong></td>
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<td>16:30 – 17:00</td>
<td><strong>Coffer Break</strong></td>
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<td>17:00 – 18:30</td>
<td>Destinations Focus</td>
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<td>Room: Purple</td>
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<td></td>
<td>DMO Innovation Case Studies</td>
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<td>Moderator: Ramona Wagner (Digital Tourism Think Tank)</td>
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<td>19:30 – 23:00</td>
<td>ENTER2014 Dinner at the Old Jameson Distillery</td>
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<tr>
<td>23:00 – Late</td>
<td>Late Social @ The Mercantile Hotel [at delegates expense]</td>
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<td>Time</td>
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<tr>
<td>08:00 – 09:00</td>
<td><strong>Exhibition and Conference Registration</strong></td>
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<td>09:00 – 10:30</td>
<td><strong>Joint Industry and Destinations Focus</strong></td>
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<td><strong>Room: Purple</strong></td>
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<td></td>
<td><strong>Digital Landscape across Asia</strong></td>
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<td><em>Moderator: Paul Baron (Tourism Victoria)</em></td>
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<td></td>
<td><strong>Vicky Wang (Intelligence Tourism - ITF): Following the Yellow Brick Road to a Smarter Tourism: Intelligence Tourism in China</strong></td>
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<td><strong>Michael Zhu (Interstate China Hotels &amp; Resorts): Current Issues and Future Trends of China Hospitality Information Technology</strong></td>
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<td><strong>Huey-An Wu (Hi-Power Digital World Company): The Innovative Use of Technology in Tourism in Taiwan &amp; Asia</strong></td>
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<td>10:30 – 11:00</td>
<td><strong>Coffee Break</strong></td>
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<td>11:00 – 12:30</td>
<td><strong>Destinations Focus</strong></td>
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<td><strong>Room: Purple</strong></td>
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<td></td>
<td><strong>Games in Tourism</strong></td>
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<td><em>Moderator: Dimitrios Buhalis and Jessika Weber (Bournemouth University)</em></td>
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<td></td>
<td><strong>Jessika Weber &amp; Dimitrios Buhalis (Bournemouth University): Augmented Reality Gaming: A New Paradigm for Tourist Experience?</strong></td>
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<td><strong>Antonio Coelho (Porto University): Location-based Games for Tourism</strong></td>
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<td><strong>Mads Haahr (Haunted Planet): Ghost Hunt - An Augmented Reality Game</strong></td>
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<td><strong>Franz Schubert (Sprylab-Tripventure): Augmented Reality Games in Urban Destinations</strong></td>
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<td><strong>Hans Petter Aalmo (Visit Norway): Holmenkollen Ski Jump - A Game to Inspire Tourist Travelling</strong></td>
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<tr>
<td>12:30 – 13:30</td>
<td><strong>Lunch</strong></td>
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<td>13:30 – 14:00</td>
<td><strong>KEYNOTES</strong></td>
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<td><strong>Room: Purple &amp; Red</strong></td>
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<td><strong>Liz Ward (Australian Tourism Data Warehouse): 12 Years of the Australian Tourism Data Warehouse - What We’ve Learnt and What the Future Holds</strong></td>
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<td><em>Moderator: Paul Baron (Tourism Victoria)</em></td>
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<tr>
<td>14:00 – 15:00</td>
<td><strong>ICT and Tourism – Important Trends and Next Revolutions - Panel Discussion and ENTER2014 Final Conclusions</strong></td>
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<td><strong>Kevin O'Sullivan (SITA)</strong></td>
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<td><strong>Paul O'Sullivan (SITA)</strong></td>
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<td><strong><a href="mailto:Enter2014@dit.ie">Enter2014@dit.ie</a></strong></td>
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<td>Time</td>
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<tr>
<td>15:00 – 15:30</td>
<td>Conference Closing and Announcement of ENTER2015 Location</td>
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<td>Room: Purple &amp; Red</td>
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<td>President IFITT Dimitrios Buhalis, ENTER2014 Chair Wolfram Höpken, Conference Host Patrick Horan</td>
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</table>

**Moderator:** Hannes Werthner (Vienna University of Technology)

19:00 – Late | The Enter Crawl - Informal Dinner/ Late Night Socials [at delegates expense]

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**The Conference that makes you Think Tourism**

**The Conference that makes you Think Digital**

**The Conference that makes you Think!!!**