


	Cross-conference track
	Research Focus
	Destinations Focus
	Industry and Innovation Focus
	Break – networking - social

## DRAFT PROGRAMME 27.11.2010

Tuesday 25th January 2011 PhD WORKSHOP PRE-ENTER				
MCI Management Center Innsbruck (Universitaetsstrasse 15, 6020 Innsbruck, Austria).				
09:00 – 09:30	<b>Registration and Coffee</b>			
09:30 – 09:35	<b>Welcome and Opening Remarks</b> Berendien Lubbe, University of Pretoria, South Africa			
09:35 – 09:45	<b>IFITT President Message</b> Dimitrios Buhalis, Bournemouth University, UK			
09:45 – 10:00	<b>Workshop Introduction: Emerging Issues in ICT and Travel &amp; Tourism</b> Cihan Cobanoglu, University of Delaware and Kadir Corbaci, Adiyaman University, Turkey			
10:00 – 10:15	<b>Guidelines for Journal Publishing</b> Jamie Murphy, Murdoch Business School, Australia			
10:15 – 10:30	<b>Tips for Completing the Dissertation</b> Lorenzo Cantoni, Università della Svizzera italiana			
10:30 – 11:00	Coffee			
11:00 – 12:45	<b>Research Proposal Presentations (15 minutes maximum per Presenter)</b>			
	<b>Zornitza Yovcheva, Bournemouth University, United Kingdom</b> 3D Mobile, Context-aware Tourism City Applications: Technology Challenges and User Requirements			
	<b>Suzanne Amaro, Polytechnic Institute of Viseu, Portugal</b> Profiling travel e-consumers and factors that affect their behaviour			
	<b>Dev Jani, Dong A University, South Korea</b> The role of Personality on Travel Information Search			
	<b>John Fotis, Bournemouth University, United Kingdom</b> Social media: Are there adequate evidences to substantiate a redefinition of comprehensive consumer behaviour models? Focus on Leisure Tourism Products			
	<b>Petranka Kelly, Dublin Institute of Technology, Ireland</b> Customer Participation in Self-Service Technologies in the Tourism Sector			
	<b>Malgorzata Ogonowska, University of Nice, France</b> Sustainable Tourism Products Distribution: Optimal Pricing and Branding Strategies			
	<b>Ming-Feng Huang, University of Wales, United, Kingdom</b> How individuals move from a beginner to a specialist in mountain hiking activity in Taiwan			
	<b>Nicolas Gregori, Bournemouth University, United Kingdom</b> Innovative Service Marketing Delivery Using Social Media Networking			
	<b>Anastasia Mariussen, Oxford Brookes University, United Kingdom</b> A Complexity Approach to the Measurement of Affiliate Marketing Performance in Tourism			
	12:45 – 13:45			
	13:45 – 14:30	<b>Research Proposal Presentations continued</b>		
	<b>Fanny Raab, University of Trier, Germany</b> The Social Web as a Travel Information Source for Urban Travellers: Differentiation of Behaviour and Proliferation of Niches?			
	<b>Andrew Spencer, Bournemouth University, United Kingdom</b> Determinants of Technology Adoption: Strategic Management Implications for Retail Travel Firms			
	<b>Maria Laterza, University "A Moro." of Bari, Italy</b> A recommendation approach proposal for e-Tourism			
	<b>Erik Horster, Leuphana University of Lueneberg, Germany</b> The influence of online reputation on the travel decision			
	<b>Breakout Sessions</b>			
14:30 – 16:00	<b>Breakout Session I</b> Berendien Lubbe	<b>Breakout Session II</b> Cihan Cobanoglu	<b>Breakout Session III</b> Jamie Murphy	
16:00 – 16:30	Coffee			
16:30 – 16:45	<b>Review of Breakout Sessions</b> Berendien Lubbe			
16:45 – 17:15	<b>Awards Ceremony and Closing Remarks</b>			
17:15 – 19:30	<b>Social Networking</b>			
20:00 – Late	Informal Dinner and socialising (at delegate's expense) 11 ELFERHAUS <a href="http://www.elferhaus.at/">http://www.elferhaus.at/</a> Herzog-Friedrich-Strasse 11, Innsbruck 6020, Austria +43 512 582875			

08:00 – 08:45						Exhibition and Conference Registration at Congress und Messe Innsbruck GmbH, str. Rennweg 3, Innsbruck (Austria)					
09:00 – 09:30						<p align="center"><b>Welcome, Conference Opening, Introduction to Track Chairs</b>  <b>OFFICIAL WELCOME</b>                  © Dimitrios Buhalis, President IFITT, Welcome to ENTER2011                  © Lorenzo Cantoni, ENTER2011 Chair, Welcome and Team Presentation</p>					
09:30 – 10:30						<p align="center"><b>KEYNOTE</b>                  © 1. Don Birch - Vice President Europe of Brand Karma                  Moderator: Dimitrios Buhalis</p>					
10:30 – 11:00						Coffee					
11:00 – 12:30		<p><b>Destinations Focus</b>  <b>Title: Social Media Strategies for Destinations</b>                  Moderators: <b>Anthony Rawlins</b> of Digital Visitor</p> <p>1 <b>Simon Jones</b> of Digital Visitor, Creating a co-ordinated approach to 'on-site' social media</p> <p>2 <b>Jerome Touze</b> of WAYN, Brand Awareness, Performance, Traffic Generation - How to engage effectively with users on Social Media</p> <p>3 <b>Julien Cormier</b> of Québec Ministry of Tourism, Results of the new Destination Québec UGC Website</p> <p>4 <b>Justin Reid</b> of Visit Britain, VisitBritain and Social Media, Partnering with the Big Dogs</p>	<p><b>Industry and Innovation Focus</b>  <b>Title: Searching travels</b>                  Moderator: <b>Giulia Eremita</b> of Trivago</p> <p>1 <b>Giancarlo Carniani</b> of BTO Educational: Hotels 1.0-&gt;infinity</p> <p>2 <b>Jared Salter</b> of Joobill.com: I Have a Facebook Page ... Now What?</p>	<p><b>R1 Research Focus FULL Papers</b>  <b>Title: Technology Acceptance and Impact I</b>                  Moderator: TBC</p> <p>1 Factor Analysis of E-commerce Adoption Benefits: A Case of Egyptian Travel Agents. <b>Mohamed Abou-Shouk</b></p> <p>2 Opportunities and Challenges for Biometric Systems in Travel: A Review. <b>Cristian Morosan</b></p> <p>3 The Impact of Digital Divide on Global Tourism: Strategic Implications of Overcoming Communication Gaps Caused by Digital Inequalities. <b>Christian Maurer, and Veronika Lutz</b></p>	<p><b>R2 Research Focus FULL Papers</b>  <b>Title: Website Quality and Analysis</b>                  Moderator: TBC</p> <p>1 Silver Surfers &amp; eTourism: Web Usability and Testing Methods for the Generation 50plus. <b>Teresa Zangerl, Carina Gattringer, Aleksander Groth, and Peter Mirski</b></p> <p>2 Progress of attraction websites in Mainland China: From 2005 to 2010. <b>Lina Zhong, Bihu Wua, and Daniel Leung</b></p> <p>3 Harvesting Online Contents: An Analysis of Hotel Reviews Websites. <b>Elena Marchiori, Davide Eynard, Alessandro Inversini, Lorenzo Cantoni, and Francesco Cerretti</b></p>	<p><b>R3 Research Focus FULL Papers</b>  <b>Title: Marketing, Distribution and Consumer Trust</b>                  Moderator: TBC</p> <p>1 Tourism Marketing in Facebook: Comparing Rural Tourism SME's and Larger Tourism Companies in Finland. <b>Juho Pesonen</b></p> <p>2 Distribution channel and efficiency: An Analytic Hierarchy Process approach. <b>Kate Varini, Miriam Scaglione, and Roland Schegg</b></p> <p>3 Affiliate Marketing in Tourism: Determinants of Consumers' Trust. <b>Nicolas Gregori, and Roberto Daniele</b></p>					
12:30 – 13:30		Lunch		Working Lunch for Information Technology and Tourism Journal Board							
13:30 – 15:00						<p align="center"><b>KEYNOTE - Managing reputation in a multichannel world</b>                  ©Jon Munro and Bethan Richards Digital Marketing Managers for Visit Wales                  ©Jason Ryan, Head of Strategy &amp; Planning at iCrossing and Tom Hall, Head of Communications at Lonely Planet                  Moderator: Robert Govers</p>					
15:00 – 16:30		<p><b>Destinations Focus</b>  <b>Title: DMOs in the marketplace - Right or Wrong?</b>                  Moderator: <b>Ian Henderson</b> of TTC International</p> <p>1 <b>Gilbert Archdale</b> of ASW Consulting, Should tourist boards enter the marketplace - and are they competing with private operators or helping them?</p> <p>2 <b>Richard Carrick</b>, the former Chief Executive of Hoseasons, The industry view</p> <p>3 <b>Audun Pettersen</b> of Innovation Norway, The BookNorway view</p>	<p><b>Industry and Innovation Focus</b>  <b>Title: eBusiness Challenges and e-tourism in China</b>                  Moderator: <b>Jens Thraenhart</b> of DragonTail.com</p> <p>1 <b>Wolfgang Arlt</b>: consumer behavior and the increasing Chinese travel market</p> <p>2 <b>Jens Thraenhart</b> of DragonTail.com, Chinese Internet space, social media in China, and how it differs from the West</p> <p>3 <b>Olivier Dombey</b>: distribution in China, challenges of performing effective SEO with Baidu as a non-chinese website</p>	<p><b>R4 Research Focus FULL Papers</b>  <b>Title: Mobile Technology and Services</b>                  Moderator: TBC</p> <p>1 An Evaluation of a Contextual Computing Approach to Visitor Information Systems. <b>Carlos Lamsfus, Aurkene Alzua, David Martin, and Tim Smithers</b></p> <p>2 A Mobile Advertising Platform for eTourism. <b>António Coelho, and Leonel Dias</b></p> <p>3 Virtualisation of Customer Cards with 2D Codes. <b>Michael Canadi, Wolfram Höpken, and Matthias Fuchs</b></p>	<p><b>R5 Research Focus FULL Papers</b>  <b>Title: Hospitality Applications</b>                  Moderator: TBC</p> <p>1 Adopting Web 2.0 technologies on chain and independent hotel websites: A case study of hotels in Hong Kong. <b>Daniel Leung, Hee Andy Lee, and Rob Law</b></p> <p>2 Websites and Booking Engines: A Challenging Relationship. <b>Lorenzo Cantoni, Marco Faré, Alessandro Inversini, and Vittoria Passini</b></p> <p>3 Web marketing Features of UK Rural hospitality Businesses. <b>Wai Mun Lim</b></p>	<p><b>R6 Research Focus FULL Papers</b>  <b>Title: Social Media I</b>                  Moderator: TBC</p> <p>1 Credibility Assessment Model of Travel Information Sources: An Exploratory Study on Travel Blogs. <b>Wee-Kheng Tan, and Yu-Chung Chang</b></p> <p>2 The effects of online social media on tourism websites. <b>Roberta Milano, Rodolfo Baggio, and Robert Piattelli</b></p> <p>3 Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook. <b>Christian Maurer, and Rona Wiegmann</b></p>					
16:30 – 17:00						Coffee					
17:00 – 18:30		<p><b>Destinations Focus</b>  <b>Title: State Aid Developments and their impact on DMOs</b>                  Moderator: <b>Gilbert Archdale</b> of ASW Consulting</p> <p>1 <b>Joseph Margreiter</b> of Tirol Tourist Board, Learning from Tiscover</p> <p>2 <b>European Commission</b>, Competition Directorate representative</p>	<p><b>Industry and Innovation Focus</b>  <b>Title: Industry Cases</b>                  Moderator: <b>Rodolfo Baggio</b></p> <p>1 <b>Alexander Rehm</b>: Why Mobile Technology is an essential source of revenue generation for destinations worldwide</p> <p>2 <b>Thomas Kvist</b>: Project Visitas - a mobile guide built on Open Source Software</p> <p>3 <b>Daniel Amersdorffer, Michael Dobmann</b>: The importance of mobile applications for the tourism industry</p>	<p><b>R7 Workshop</b></p>	<p><b>R8 Research Focus FULL PAPERS</b>  <b>Title: Social Media II</b>                  Moderator: TBC</p> <p>1 Online Customer Reviews Used as Complaint Management Tool. <b>Christian Maurer, and Sabrina Schaich</b></p> <p>2 Impact of Perceived Benefits of Social Media Networks on Web Quality and E-satisfaction. <b>Manuela Pulvirenti, and Timothy Jung</b></p> <p>3 Travel Opinion Leaders and Seekers. <b>Kyung-Hyan Yoo, Ulrike Gretzel, and Florian Zach</b></p>	<p><b>R9 Research Focus FULL Papers</b>  <b>Title: User Generated Content and Ewom</b>                  Moderator: TBC</p> <p>1 Automatic Compilation of an Online Travel Portal from Automatically Extracted Travel Blog Entries. <b>Aya Ishino, Hidetsugu Nanba, and Toshiyuki Takezawa</b></p> <p>2 Travel Preferences of Overseas Destinations by Mainland Chinese Online Users. <b>Crystal Ip, Catherine Cheung, Rob Law, and Norman Au</b></p> <p>3 Destination Marketing and Users' Appraisal: Looking for the reasons why tourists like a destination. <b>Sara Fedele, Silvia De Ascanis, and Lorenzo Cantoni</b></p>					
18:30 – 19:30						IFITT AGM (IFITT members only)					
19:30 – 22:00						Welcome Reception					
22:00 – Late						Informal Dinner and socialising (at delegate's expense) STIFTSKELLER <a href="http://www.stiftskeller.eu">http://www.stiftskeller.eu</a> Stiftgasse 1 6020 Innsbruck Tel.: +43(0) 512 570 706					

08:00 – 09:00	Exhibition and Conference Registration					
09:00 – 10:30	<p align="center"><b>KEYNOTE:</b>                  ©1. Barbara Muckermann – Head of Corporate Marketing at MSC Cruis                  ©2 Martin Verdon-Roe – Sales Director, Europe at TripAdvisor                  Moderator: Hannes Wertner</p>					
10:30 – 11:00	Coffee					
11:00 – 12:30	<p><b>Destinations Focus</b>                  Title: Developments in destination management from Europe's National Tourism Organisations                  Moderator: <b>Andrew Daines</b> of VisitBritain</p> <p>1 <b>Andrew Daines</b> of VisitBritain, Introduction: the e-marketing initiatives of NTOs across Europe</p> <p>2 <b>Hans Petter Aalmo</b> of VisitNorway.com, Innovation Norway, The social media marketing of Norway as a destination</p> <p>3 <b>Jerzy Moskala</b> of the Polish Tourism Organisation, Development of Polish Tourist Information System</p> <p>4 <b>Tinkara Pavlovčič Kapitanovič</b> of the Slovenia Tourist Board, Dealing with online marketing challenges: Slovenia Tourist Board case</p> <p>5 <b>Tomas Vanderplaetse</b> of Tourism Flanders, Mobile approach in 2011</p>	<p><b>Industry and Innovation Focus</b>                  Title: Industry cases                  Moderator: <b>Rodolfo Baggio</b></p> <p>1 <b>Wouter Souffriau, Joris Vertommen, Gerry Schuermans, Pieter Vansteenwegen</b>: The City Trip Planner</p> <p>2 <b>Fred McGarry</b>: Spatial Services for Regional Tourism Development</p> <p>3 <b>Carsten Gottschalk, Eric Horster</b>: Computer Assisted Webnography</p> <p>4 <b>Luca Preto</b>: Tichinfo III: how to merge different types of data (raw, multimedia, editorial) according to each and every specific marketing</p>	<p><b>R10 Research Focus FULL Papers</b>                  Title: Recommender Systems I                  Moderator: TBC</p> <p>1 Image-based Travel Recommender System for small tourist destinations. <b>Maria Teresa Linaza, Amaia Agirregoitia, Ander Garcia, Jose Ignacio Torres and Kepa Aranburu</b></p> <p>2 Recommender systems for dynamic packaging of tourism services. <b>Michael Schumacher, and Jean-Pierre Rey</b></p> <p>3 CT-Planner2: More Flexible and Interactive Assistance for Day Tour Planning. <b>Yohei Kurata</b></p>	<p><b>R11 Research Focus FULL Papers</b>                  Title: Technology Acceptance and Impact II                  Moderator: TBC</p> <p>1 An analysis of research on tourism information technology: The case of ENTER proceedings. <b>Wei Liu, Lina Zhong, Crystal Ip, and Daniel Leung</b></p> <p>2 Relationships among strategic leadership, organizational citizenship behaviours, and information systems success. <b>Chen Min Chou</b></p> <p>3 Publish/Subscribe Systems in Tourism. <b>Zigor Salvador, Aurreane Alzua, Alberto Lafuente, and Mikel Larrea</b></p>	<p><b>R12 Research Focus FULL Papers</b>                  Title: Knowledge-based Systems and Technology Solutions                  Moderator: TBC</p> <p>1 Modelling e-Tourism Services and Bundles. <b>James Scicluna, and Nathalie Steinmetz</b></p> <p>2 The knowledge destination – a customer information-based destination management information system. <b>Wolfram Höpken, Matthias Fuchs, Dimitri Keil, and Maria Lexhagen</b></p> <p>3 TTR Tirol Tourism Research – A Knowledge Management Platform for the Tourism Industry. <b>Anita Zehrer, and Birgit Frischhut</b></p>	<p><b>Austrian Day (in german)</b>                  Josef Margreiter / Christian Maurer - Begrüßung / Eröffnung</p> <p><b>Josef Margreiter</b> - (Keynote) Herausforderungen für Österreichische DMOs in einer veränderten Distributionslandschaft</p> <p><b>Manfred Hackl</b> - How to Balance Content &amp; Services Between National and Regional and Local Portals</p> <p><b>Franz Pühretmaier</b> - Barrierefreie DMO Websites - welche Anforderungen müssen erfüllt werden?</p>
12:30 – 14:00	Lunch					
14:00-16:00	<p align="center"><b>R13 Best Research Papers</b>                  A cross-conference presentation of the best PhD workshop paper and 3 shortlisted best research papers and Awards</p> <p align="center">Chairs: <b>Prof. Rob Law and Prof. Berendien Lubbe</b></p> <p align="center">BEST PhD Workshop paper</p> <p>1 When tourists give their reasons on the web: The argumentative significance of tourism related UGC. <b>Silvia De Ascanisa, and Sara Greco Morasso</b></p> <p>2 Comparing Online Destination Image with Conventional Image Measurement – The Case of Tallinn. <b>Astrid Dickinson, Clemens Köhrtrimer, and Wolfraane Körbitz</b></p> <p>3 Personality and Tourists' Internet Behaviour. <b>Dev Jank, Jun-Ho Jang, and Yeong-Hyeon Hwang</b></p>				<p><b>Austrian Day (in german)</b>                  Josef Margreiter, Rainer Gruber, Gregor Kadanka, Reinhard Lanner, Carmen Fender - Neue Distributions- und Kommunikations-Plattformen: Wie, wo und wann sucht und bucht der Gast? (Panel Diskussion)</p> <p><b>Hannes Ammetsreiter</b> - Visionen für den m-Tourismus</p> <p><b>Philipp Breuss</b> - Augmented Reality im Tourismus - Wikitude</p> <p><b>Alexander Trieb</b> - Der Mobile Travel Assistant: der richtige Content zum richtigen Zeitpunkt: Triowolf Mobile</p>	
16:00 – 16:30	Coffee					
16:30 – 18:00	<p><b>Destinations Focus</b>                  Title: <b>The Mobile DMO</b>                  Moderator: <b>Olaf Nitz</b> of Austrian National Tourist Office</p> <p>1 <b>Olaf Nitz</b> of Austrian National Tourist Office, Mobile strategy for DMOs and the ANTO experience</p> <p>2 <b>Paul Hennessy</b> of Geo Gudies, Visit Dublin - Official Mobile Guide</p> <p>3 <b>Max Blumschein</b> of the Grüner Baum Hotel in Bad Gastein, iConcierge iPad</p>	<p><b>Industry and Innovation Focus</b>                  Title: <b>Social Media Performance Measurement and Business Impact</b>                  Moderator: <b>Jim Hamill</b> of Energise 2.0</p> <p>1 <b>Jim Hamill</b> of Energise 2.0</p> <p>2 <b>Alan Stevenson</b> of Energise 2.0</p> <p>3 <b>Anthony Rawlins</b> of Digital Visitor</p>	<p><b>R14 Research Focus FULL Papers</b>                  Title: Recommender Systems II                  Moderator: TBC</p> <p>1 SigTurE-Destination: A System for the Management of Complex Tourist Regions. <b>Joan Borrás, Joan de la Flor, Yolanda Pérez, Antonio Moreno, Aida Valls, David Isern, Alicia Orellana, Antonio Russo, and Salvador Anton-Clavé</b></p> <p>2 Smart City: A Rule-based Tourist Recommendation System. <b>Ago Luber, Tanel Tammet, and Prit Järvi</b></p> <p>3 Exploiting Feedback from Users of innsbruck.mobile for Personalization. <b>Markus Zanker, Wolfram Höpken, and Matthias Fuchs</b></p>	<p><b>R15 Research Focus FULL Papers</b>                  Title: <b>Web 2.0 and Online Magazines</b>                  Moderator: TBC</p> <p>1 Trustworthiness of Travel 2.0 applications and their influence on tourist behaviour: an empirical investigation in Italy. <b>Giacomo Del Chiappa</b></p> <p>2 Dynamic Social Media in Online Travel Information Search: A Preliminary Analysis. <b>Zheng Xiang</b></p> <p>3 When a Magazine Goes Online: A Case Study in the Tourism Field. <b>Giulio Lizzi, Lorenzo Cantoni, and Alessandro Inversini</b></p>	<p><b>R16 Research Focus FULL Papers</b>                  Title: <b>Personality, Social Graph and Sensory Experience</b>                  Moderator: TBC</p> <p>1 Understanding the Statusphere and Blogosphere: An Analysis of Virtual Backpacker Spaces. <b>Cody Morris Paris</b></p> <p>2 An Analysis on Human Personality and Hotel Web Design: a Kohonen Network Approach. <b>Rosanna Leung, Jia Rong, Gang Li, and Rob Law</b></p> <p>3 Traveler Enjoyment and Website Sensory Features. <b>Phuong Phung, and Dimitrios Buhalis</b></p>	<p><b>Austrian Day (in german)</b>                  Markus Lassnig - M-Tourism in Österreich - Trends und Potenziale</p> <p><b>Olaf Nitz</b> - Web 2.0 Trends im Tourismus</p>
20:00 – 23:00	ENTER2011 Conference Dinner					
24:00 – late	<p align="center">Informal Dinner and socialising (at delegate's expense) STADT CAFE <a href="http://www.das-stadtcafe.at/">http://www.das-stadtcafe.at/</a>                  DAS STADTCAFE Universitätsstraße 1 A-6020 Innsbruck T: +43 (0) 512 90 88 00</p>					

Friday 28th January Congress und Messe Innsbruck GmbH, str. Rennweg 3, Innsbruck (Austria)					
08:00 – 09:00					
Exhibition and Conference Registration					
09:00 – 10:00	<b>Destinations Focus</b> <b>Title: Consumer Inspiration through ICTs</b>  Moderator: <b>Bethan Richards and Jon Munro</b> of Cinch Marketing and Visit Wales  <b>1 Jared Salter</b> of Joobilli.com, Travel Inspiration: Destinations versus Platforms  <b>2 William Bakker</b> of Tourism British Columbia - Destination Marketing during the Vancouver 2010 Olympic and Paralympic Winter Games  <b>3 Joantxo Llantade</b> for Invat.tur, Inspiration: how to attract clients to our destination	<b>Industry and Innovation Focus</b> <b>Title: Open Travel Alliance (OTA) Challenges and Opportunities for Interoperability in Tourism</b>  Moderator: <b>Valyn Perini</b> , OTA  <b>1 Wolfram Hoepken</b> 	<b>R17 Reserach Focus SHORT PAPERS</b> <b>Title: Social Media and eWOM</b>  Moderator: TBC  <b>1 The Importance of Stimulating Client Online Reviews. Jacques Bulchand-Gidumal, Santiago Melián-González, and Beatriz González López-Valcárcel</b> <b>2 A Classification of Presentation Forms of Travel and Tourism-Related Online Consumer Reviews. Brita Schemmann</b> <b>3 m-Tourism 2.0: A Concept Where Mobile Tourism Meets Participatory Culture. Pedro Beça, and Rui Raposo</b>	<b>R18 Reserach Focus FULL PAPERS</b> <b>Title: Destination Management Organizations and Destination Counseling</b>  Moderator: TBC  <b>1 Mobile hybrid networks for tourist service provision in small Destination Management Organizations. Ander Garcia, Maria Teresa Linaza, Josu Perez and Isabel Torre</b> <b>2 Mapping the Web Presences of Tourism Destinations: An Analysis of the European Countries. Luisa Mich, and Nadzeya Kiyavitskaya</b> <b>3 Tourist Office Counselling Service. Susanne Schmidt-Rauch, Michael Fux, and Gerhard Schwabe</b>	<b>R19 Reserach Focus FULL PAPERS</b> <b>Title: Local-based Technology</b>  Moderator: TBC  <b>1 The Influence of Technology on Geographic Cognition and Tourism Experience. Iis Tussyadiah, and Florian Zach</b> <b>2 A Contextual Geofencing Mobile Tourism Service. David Martin, Aurkene Alzua, and Carlos Lamsfus</b>
10:00 – 10:30					
<b>KEYNOTE:</b> <b>1 Marko Balabanovic</b> , Head of Innovation, Lastminute.com Moderator: <b>Rodolfo Baggio</b>					
10:30 – 11:00					
Coffee					
11:00 – 12:30	<b>Destinations Focus</b>  <b>Title: ENAT - accessible tourism</b>  Moderator: <b>Dimitrios Buhalis</b> of Bournemouth University  <b>1 Ivor Ambrose</b> of European Network for Accessible Tourism, Belgium/Greece, "eAccess+" Best Practice Accessible ICT Solutions for Tourism  <b>2 Andrew Daines</b> , Partnerships Manager for VisitBritain, Accessibility Information in Destination Marketing: the Experience of VisitBritain and UK Destinations  <b>3 Spyros Michailidis</b> of EWORX S.A., Greece, Web Accessibility for Competitive Advantage in the Tourism Sector  <b>4 Franz Pühretmair</b> of KI-I, Austria, Realizing Accessible Tourism by Matching Stakeholders	<b>Industry and Innovation Focus</b> <b>Title: Industry cases</b>  Moderator: <b>Alessandro Inversini</b> of Università della Svizzera italiana  <b>1 Anton Meyer, Andreas Munzel, Bernd Reutemann</b> : eWOM and Pricing: How Mindness Hotel dynamically integrates online consumer reviews  <b>2 Alvin Rosenbaum</b> : Tourism Employment and Opportunity (TEMPO) - Cross River State, Nigeria  <b>3 Allen W. Krom</b> of ACD Learning Solutions	<b>R20 Research Focus SHORT PAPERS</b> <b>Title: Tourist Experience, Behavior and Preference</b>  Moderator: TBC  <b>1 Using an Immediate Approach in Researching the Tourist Experience. Sarah Quinlan Cutler, Barbara Carmichael, and Sean Doherty</b> <b>2 Regional and Sub-Regional Tourist Mobility Measurement System (eGISTour). Aurkene Alzua, Jon Kepa Gerrikagoitia, Ibon Aranburu, Maria Peralta, and Nagore Espinosa</b> <b>3 User Preferences in Tourist Itineraries Recommendation. Pierpaolo Di Bitonto, Francesco Di Tria, Maria Laterza, Teresa Roselli, Veronica Rossano, and Filippo Tangorra</b> <b>4 Analysis of tourist behaviour based on the tracking data collected by GPS. Oriol Bernadó, Albert Bigorra, Yolanda Pérez, Alicia Orellana, Antonio P. Russob, and Salvador Anton Claveb</b>	<b>R21 Research Focus SHORT PAPERS</b> <b>Title: Social Web, Travel Planning and Electronic Journals</b>  Moderator: TBC  <b>1 The Unexploited Benefits of Travel Planning Functionalities: a Case Study of Automatic Qualitative Market Analysis. Elena Not, and Adriano Venturini</b> <b>2 The Importance of the Social Web – Implications for the Tourism Industry and for Society. Daniel Amersdorffer, Florian Bauhubera, and Jens Oellricha</b> <b>3 Scientific Communication in Tourism: Standardization of Electronic Journals. Elaine Cristina Miranda Koebsch, and Mirian Rejowski</b>	<b>R22 Research Focus SHORT PAPERS</b> <b>Title: Technology Issues, e-Service and Community-based Tourism</b>  Moderator: TBC  <b>1 Determinants of Organizational Technology Adoption for Travel Firms: Prospects and Challenges. Andrew J. Spencer, Dimitrios Buhalis, and Miguel Moital</b> <b>2 Enabling co-creation of e-services through virtual worlds. Thomas Kohler, Robin Teigland, and Elia Giovacchini</b> <b>3 Privacy Concerns in the Context of Location-Based Services for Tourism. Faiz Anuar, and Ulrike Gretzel</b> <b>4 An Exploratory Study on Contributions of Information and Communication Technologies to the Development of eco-cultural Tourism in Central Kazakhstan. Guillaume Tiberghien, and Vladimir Garkavenko</b>
12:30 – 14:00					
Lunch					
14:00 – 14:45					
<b>ENTER2011 Final Summary</b> Moderator: <b>Lorenzo Cantoni</b>  Participants: IFITT President Dimitrios Buhalis; Research Track Chair Rob Law; Destination Chair Robert Govers; Industry Chair Rodolfo Baggio; PhD Workshop Chair Berendien Lubbe					
14:45 – 15:00					
<b>Conference Closing and Announcements</b> © Dimitrios Buhalis, President IFITT - © Lorenzo Cantoni, ENTER2011 Chair Informal Dinner and socialising (at delegate's expense) <a href="http://www.theresienbraeu.com">www.theresienbraeu.com</a> Theresienbrauerei und Gaststätte GmbH Maria-Theresien-Straße 51–53 A-6020 Innsbruck Tel. +43-512-587580					
20:30 - Late					