

e-Business in Travel, Tourism and Hospitality

14 March 2008, Divani Caravel Hotel, Athens, Greece

Jointly Organized by:



UNIVERSITY OF THE AEGEAN
Postgraduate Programme in Tourism Planning,
Management & Policy



MINISTRY OF DEVELOPMENT
NATIONAL NETWORK OF RESEARCH &
TECHNOLOGY



TEI OF THESSALONIKI
Department of Tourism



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Endorsed by:



INTERNATIONAL FEDERATION FOR IT AND TRAVEL & TOURISM

“E-BUSINESS IN TRAVEL, TOURISM AND HOSPITALITY”

2nd International Scientific Conference of the e-Business Forum

14th of March 2008
Divani Caravel Hotel, Athens, Greece

Following the success of the first e-business forum on e-Tourism and followed by an international conference in March 2007, **the Greek National Research and Technology Network, the University of the Aegean and the Technological Educational Institute of Thessaloniki** have established a second e-business forum on e-Tourism, aiming to examine the development of Destination Management Systems (DMS) and to promote their exploitation in Greece.

This one-day Second International Conference is the formal closing event of the e-Tourism e-business forum activities exploring Destination Management Systems performed during the last 12 months. **The conference is endorsed by the IFITT (International Federation of IT in Travel & Tourism)**. The presentations of the Second International Conference are aimed at any tourism and hospitality professional/practitioner, educator and researcher, who actively wish to enhance his/her knowledge regarding the latest e-Tourism applications and trends. In this vein, all conference presentations and papers highlight the practical implications and lessons learned that tourism professionals can take to improve their strategic and operational practices.

Overall, participants of the international conference will highly benefit by:

- Acquiring the findings and final proposals of the e-Tourism e-business forum regarding the current situation and future development of Destination Management & Marketing Systems in Greece
- Attending stimulating presentations by international experts in e-Tourism, and advancing their knowledge on the latest cutting-edge e-Tourism applications and trends
- Networking with highly acclaimed international academics, researchers, professionals and consultants working in the e-Tourism and ICT field

The conference program includes: a) a high quality scientific research track with refereed paper presentations and b) cutting-edge keynote speakers and roundtables from the academia, the industry and the public sector. Detailed information about the Second International Conference of the e-Business Forum can be found at the conference website:

<http://www.ebusinessforum.gr/news/events/showevent/index.php?ctn=70&language=el>

PARTICIPATION IS FREE OF CHARGE

(PLEASE, MAKE YOUR RESERVATION IN ADVANCE IN ORDER TO ENSURE A PLACE !)

Conference Programme

Friday 14 th March	
08.30 – 09.00	Registration and Coffee
09.00 – 09.15	<u>Welcome and Conference Opening</u> Dr. Marianna Sigala , Conference Chair, University of the Aegean, Greece Prof. Paris Tsartas , University of the Aegean, Greece Dr. Panagiotis Kassianidis , TEI Thessaloniki, Greece Dr. Evangelos Christou , University of the Aegean, Greece Ilias Chatzakis , Greek National Research and Technology Network (GRNET)
09.15 - 9.45	<u>Presentation of the Findings of the E-Business Forum Team:</u> <i>“Destination Management Systems in Greece”</i> Presenters: Dr. Marianna Sigala , Coordinator of the E-Business Forum Team in eTourism, University of the Aegean Spyros Avdimiotis , Rapporteur of E-Business Forum Team in eTourism, TEI of Thessaloniki, Greece
09.45 – 10.30	<u>Keynote Speakers:</u> Selling Destinations in the Experience Economy <i>Moderator: Dr Evangelos Christou (University of the Aegean)</i> Alexandros Kouris , PRC Group - The Management House, Greece Greece Re-Branded As An “Infinite Experience Space”. From conceptualization to reality Andrew Daines , www.visitbritain.com , E-Business Partnerships Manager, UK Leading the World to Britain

10:30 – 11:00	Coffee Break and Networking
11:00 – 12:15	<p style="text-align: center;"><u>Round Table and Panel Discussion:</u> <i>Destination Management Systems:</i> <i>role, functionalities, benefits, funding possibilities, PPP and implementation issues</i></p> <p style="text-align: center;"><i>Moderator: Thodoris Koumelis (TravelDailyNews)</i></p> <p style="text-align: center;">Panel Presenters:</p> <p style="text-align: center;">Richard Veal, <i>Managing Director, Newmind, UK</i> <i>The Seven Habits of Highly Effective Destination Management Organizations</i></p> <p style="text-align: center;">Shafeeq Hamza, <i>IT Executive, Department of Tourism and Commerce Marketing, Government of Dubai, UAE</i></p> <p style="text-align: center;">Dr. Markus Gratzner, <i>Director International Business Solutions, TISCOVER, Austria</i> <i>From the Present to the Future of Destination Management Systems (DMS)</i></p>
12:15 – 12:40	Coffee Break & Networking

12:40 – 14:00	<p style="text-align: center;"><u>Round Table and Panel Discussion:</u> <i>Web 2.0 applications and benefits for e-tourism marketing</i></p> <p style="text-align: center;"><i>Moderator: Dr Marianna Sigala (University of the Aegean)</i></p> <p style="text-align: center;">Panel Presenters:</p> <p style="text-align: center;">Karin Nijhuis, <i>TEAM Tourism Consulting</i> Web 2.0: opportunities and challenges for Destination Management Organizations</p> <p style="text-align: center;">Georgios Georgakopoulos, <i>Web2 Consulting, Second Life World Mentor, Greece</i> www.secondlife.com.gr Second Life - Second opportunity- Many possibilities</p> <p style="text-align: center;">Daniele Mancini, <i>Costa Cruises, Italy</i> Exploiting the Web 2.0. The case of Costa Crociere</p> <p style="text-align: center;">Matt Jerwood, <i>Director of Business Development, WAYN.com ('Where Are You Now?')</i> WAYN.com, Where Are You Now? The travel social network with over 10m members, how community can work for tourism authorities</p>
14.00 – 15.00	Buffet Luncheon & Networking

Parallel Sessions of the Industry and the Research Track				
	Room Ilissos Industry Track	Room Vergina: Research Track	Room Pella: Research Track	Room Athens View: Research Track
15.00 – 16.30	<p style="text-align: center;"><i>Information Search strategies in e-tourism</i></p> <p style="text-align: center;"><i>Moderator: Panagiotis Kassianidis</i></p> <p>Rania Deimezi (Travel Media Applications) Search Engine Optimisation</p> <p style="text-align: center;">Panagiotis Konstantinidis (Mellon Web) A cost-effective approach for personalized DMS</p> <p style="text-align: center;">Panagiotis Ladas (Atcom S.A.) Devising and Implementing Successful E-tourism Strategies</p> <p style="text-align: center;">Microsoft Digital Advertising Solutions Best Internet & Digital</p>	<p style="text-align: center;"><i>Website design issues</i></p> <p style="text-align: center;"><i>Moderator: Evangelos Christou</i></p> <p>Towards the creation of design guidelines for e-travel sites (<i>Symeon Retalis, Petros Georgiakakis, Konstantinos Siassiakos</i>)</p> <p>Evaluating chain hotel websites: the case of Greece (<i>Iordanis Karachanidis, Dimitris Kanellopoulos, Savvas Konstantinidis, Alkiviadis Panagopoulos</i>)</p> <p>Website Evaluation from Customer's Point of View: A Research on Official Websites of Competing Destinations (Turkey, Greece, Spain and Egypt) (<i>Abdullah Tanrisevdi,</i></p>	<p style="text-align: center;"><i>ICT and sustainable tourism development</i></p> <p style="text-align: center;"><i>Moderator: Konstantina Tsiakali</i></p> <p>ICT for Sustainable Tourism Development - A Conceptual Approach, (<i>Alisha Ali, Andrew Frew</i>)</p> <p>Connected Tourism (<i>Christiano H. da Silva Maranhão, Edilene A. Pequeno, Flávia L. Souza de Melo, Jussara D. Martins Aires, Renan C. Santos & Shirley de L. Cunha</i>)</p> <p>Internet as a Tool for Pro-Poor Tourism (<i>Andrea Virginia Sousa Dantas</i>)</p> <p>Technologies supporting Environmental Management & Sustainable Development in Tourism (<i>Akis Laopodis,</i></p>	<p style="text-align: center;"><i>Destination e-Marketing</i></p> <p style="text-align: center;"><i>Moderator: Spyros Avdimiotis</i></p> <p>The tourism destination image of Brazil sold on the web: Content analysis of websites of tourism operators/travel agencies based on Europe (<i>Márcio Marreiro das Chagas</i>)</p> <p>Place Web promotion: the case of the Apulian unique web portal (<i>Salvatore Romanazzi, Luca Petruzzellis, Enrica Iannuzzi</i>)</p> <p>Associations between USPs and design characteristics of Mediterranean Countries Websites (<i>Vasiliki Vrana, Kostas Zafiroopoulos</i>)</p>

	Advertising Practices when advertising internationally”	Nuket Duran)	<i>International Environmental Institute for Hospitality & Tourism)</i>	Traveling through the Web: a comparative analysis of European national tourism websites (Antonios Giannopoulos, Eleni Mavragani)
16.30 – 17.00	Coffee Break & Networking			
17.00 – 18.30	<p style="text-align: center;">Room Ilissos Industry Track</p> <p style="text-align: center;"><i>e-distribution channels and strategies in tourism</i></p> <p style="text-align: center;"><i>Moderator: Eleni Mavragani</i></p> <p>Voula Vlahaki, Galileo Hellas Creating Exceptional Travel Experience</p> <p style="text-align: center;">Spyros Michailidis(EWORX) Accessible Tourism: international initiatives, challenges & opportunities Dr Konstantinos Vavekis</p>	<p style="text-align: center;">Room Vergina: Research Track</p> <p style="text-align: center;"><i>Networking & ICT in tourism</i></p> <p style="text-align: center;"><i>Moderator: Vicky Vrana</i></p> <p>OnTourism: Semantic eTourism Portal (<i>Ying Ding, Kathrin Prantner, Michael Luger, Christoph Herzog</i>)</p> <p>Reference Architecture for Virtual Tourism Enterprises: A Systemic Approach for the Creation of Dynamic Tourism Packages, (<i>Nikitas Assimakopoulos, Nikolaos</i></p>	<p style="text-align: center;">Room Pella: Research Track</p> <p style="text-align: center;"><i>e-Distribution Issues in tourism</i></p> <p style="text-align: center;"><i>Moderator: Spyros Avdimiotis</i></p> <p>eTreasure: enhancing tourism experiencing by playing a treasure hunt (<i>Alessandro Inversini, Lorenzo Cantoni</i>)</p> <p>Utilizing ontologies for information retrieval and maintenance: a mash-up case-study in e-tourism (<i>Antonios Kaklis, Dimitris Kanellopoulos</i>)</p>	<p style="text-align: center;">Room Athens View: Research Track</p> <p style="text-align: center;"><i>Case studies in tourism</i></p> <p style="text-align: center;"><i>Moderator: Antonios Giannopoulos</i></p> <p>The Quest to Build a Multi-Platform Mobile Tourist Guide for the Municipal Council of Mytilene, Greece (<i>Michael Kenteris, Daphne Oikonomou, Damianos Gavalas</i>)</p> <p>Innovative e-business models in the Travel industry: TUI e-hub case study (<i>Thomas Giotitsas, George Balioukas, Grigoris Karelou</i>)</p>

	<p>(Emporiki Bank) Securing e-commerce transactions</p> <p>Dimitrios Matzios (SECURESHOP) on-line and mobile hotel reservations on real time</p>	<p><i>Dimitriou, Efsthios Sotiriou-Xanthopoulos)</i></p> <p>Social capital in networks of SMMTEs. Case the Destination Åland (<i>Arja Lemmetyinen, Reima Suomi</i>)</p>	<p>The mediating effect of online reviews' credibility and trustworthiness on travelers; decision making in Mediterranean countries (<i>Filieri Raffaele</i>)</p>	<p>Revision to Code of Conduct for CRS. Case study: Greece (<i>Chrysostomos Kostis</i>)</p> <p>eBusiness-Readiness: A Destination Management Organisation Study from Austria, (<i>Matthias Fuchs, Wolfram Häpken, Andreas Fäger, Marting Kunz</i>)</p>
<p>18.30 – 19.00</p>	<p style="text-align: center;">Room Ilissos Closing Remarks</p> <p style="text-align: center;">Dr. Marianna Sigala, Conference Chair, University of the Aegean, Greece Dr. Evangelos Christou, University of the Aegean, Greece Ilias Chatzakis, Greek National Research and Technology Network (GRNET)</p>			

To make your reservation for your free-of-charge participation in the International Symposium, please contact as soon as possible:

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Participation is free of charge. Spaces are limited, so please make your reservation as soon as possible!

MEDIA SUPPORT:

