



International Federation
for IT and Travel & Tourism

ENTER2014 @DUBLIN

Tuesday 21st – Friday 24th January 2014 www.enter2014.org

PROGRAMME

Version Sunday, 22 December 2013

Legend

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



WELCOME TO ENTER2014@Dublin

ENTER moves on to new horizons and its 21st edition will take place in Dublin. Organized by the International Federation for Information Technology and Travel & 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 information and communication technologies and travel & tourism.

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
- 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
- Intelligent Systems
- Web 2.0 and Web 3.0
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation

The conference brings together the research community with industry and it is organised in three streams namely, industry, destination and research track. The conference also features 6-8 world class keynote speakers. All submissions to the research track are rigorously evaluated for novelty, significance, and soundness.

The ENTER conference makes a continuing contribution and ground breaking interactions within the IFITT community.

We look forward to welcome you to Dublin, the capital of Irish hospitality.

Professor Dimitrios Buhalis
IFITT President

Professor Wolfram Höpken
ENTER2014 Chair

Monday 20 th January 2014		
19:30 – Late	Informal get together – Dinner/drinks [at delegates expense] Join us a bite to eat at Dunne and Crescenzi (www.dunneandcrescenzi.com) on South Fredericks St. and a drink at Café en Seine (www.cafeenseine.ie) on Dawson St.	
Tuesday 21 st January 2014 ENTER PhD Workshop Located @ DIT, Cathal Brugha St Campus		
08:30 – 09:15	Registration and Coffee Break	
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 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?	Group B (Marianna Sigala, Alessandro Inversini) Room: M2.09 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
10:45 – 11:15	Coffee Break	
11:15 – 13:00	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 Lalacic: 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
13:00 – 14:00	Lunch Break	

Tuesday 21 st January 2014 ENTER PhD Workshop Located @ DIT, Cathal Brugha St Campus		
14:00 – 14:30	<p>Keynote: Marianna Sigala (University of the Aegean): Social Media and Service Innovation in Tourism - Research Opportunities from a Service Dominant Approach Room: M2.09</p>	
14:30 – 15:30	Research Proposal Presentations & Discussion	
	<table> <tr> <td> <p>Group A (Rodolfo Baggio, Juho Pesonen) Room: M2.04</p> <p>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</p> </td><td> <p>Group B (Marianna Sigala, Alessandro Inversini) Room: M2.09</p> <p>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</p> </td></tr> </table>	<p>Group A (Rodolfo Baggio, Juho Pesonen) Room: M2.04</p> <p>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</p>
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15:30 – 16:00	Coffee Break	
16:00 – 16:30	<p>Review & Panel Discussion Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen Room: M2.09</p>	
16:30 – 17:00	<p>Presentation - Thesis Excellence Award Winner Room: M2.09</p>	
17:00 – 17:30	<p>Awards Ceremony and Closing Remarks: Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) Room: M2.09</p>	
19:30 – Late	<p>Informal get together – Travel Massive @ ENTER2014 Following the PhD Workshop informal dinner in O'Neill's Suffolk St. (http://www.oneillsbar.com/) and drinks sponsored by Travel Massive upstairs in O'Neill's [at delegates expense]</p>	

Wednesday 22 nd January 2014 Conference Registration						
08:00 – 09:00	Exhibition and Conference Registration					
09:00 – 09:30	<p align="center">Welcome, Conference Opening Room: Purple & Red</p> <p align="center">OFFICIAL WELCOME Dimitrios Buhalis President IFITT, Welcome to ENTER2014 Wolfram Höpken, ENTER2014 Chair, Welcome and Team Presentation Patrick Horan, Conference Host, Welcome and Administration</p>					
09:30 – 10:30	<p align="center">KEYNOTES Room: Purple & Red</p> <p align="center">Mike Short (Telefonica Europe / O2): Internet for All – Impact on Tourism and Travel Des O' Mahony (Bookassist): How Mobile Is Transforming Hospitality and Distribution Moderator: Dimitrios Buhalis (IFITT, Bournemouth University)</p>					
10:30 – 11:00	Coffee Break					
11:00 – 12:30	<p>Destinations Focus Room: Purple</p> <p>New Approaches to Digital Content Moderator: Nick Hall and Ramona Wagner (Digital Tourism Think Tank)</p> <p>Tine Thygesen (Everplaces): Mastering both Timing and Relevance in your Mobile Content Strategy</p> <p>Günter Exel: Blogger Relations – Hype or Trend? The Definite Do's and Don'ts for Destinations</p> <p>Catherine Fischer (German National Tourist Board): German Youth Hotspots - Engaging the Youth Market through a New Approach to PR</p>	<p>Industry and Innovation Focus Panel Discussion Room: Red</p> <p>Constant Connectivity Moderator: Ehud Ben-haim (Google)</p> <p>Ehud Ben-haim (Google)</p> <p>Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB)</p> <p>James Connelly (FETCH)</p> <p>Ann Reilly (Adara)</p>	<p>Research Focus Room: Achill</p> <p>Mobile Tourism Moderator: Iis Tussyadiah</p> <p>Mobile Social Travel Recommender System (Ander Garcia, Isabel Torre and Linaza Maria Teresa)</p> <p>Mobile Apps Devoted to UNESCO World Heritage Sites: A Map (Theresa Karolina Schieder, Asta Adukaite and Lorenzo Cantoni)</p> <p>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 Aurkene Alzua-Sorzabal)</p> <p>Hotel Mobile Apps. The Case of 4 and 5 Star Hotels in European German-Speaking Countries (Asta Adukaite, Annina Reimann, Elena Marchiori and Lorenzo Cantoni)</p>	<p>Research Focus Room: Valentia</p> <p>ICT Adoption & Use Moderator: Rob Law</p> <p>Assessing Structure of Online Channel Use by American Travellers (Yeongbae Choe and Daniel R. Fesenmaier)</p> <p>Older Tourists: An Exploratory Study on Online Behaviour (Vania Vigolo and Ilenia Confente)</p> <p>Analysing the Traveller Activities Network for Strategic Design: A Case Study of Baltimore, MD (Jason Stienmetz and Daniel Fesenmaier)</p>	<p>Research Focus Room: Basket</p> <p>Social Media Moderator: Zheng Xiang</p> <p>An Investigation into the Use of Social Media Marketing and Measuring its Effectiveness in the Events Industry (Alessandro Inversini and Emma Sykes)</p> <p>Investigating Social Media Marketing in the Hospitality Industry: Facebook and European Hotels (Roberta Minazzi and Stefan Lagrosen)</p> <p>Strategic Use of Social Media Affordances for Marketing: A Case Study of Chinese DMOs (Jing Ge, Ulrike Gretzel and Rodney Clarke)</p> <p>SoCoMo Marketing for Travel and Tourism (Dimitrios Buhalis and Marie-Kristin Foerste)</p>	<p>Irish eTourism Day Room: Green & Gold</p> <p>Managing the Customer Experience in the Social Age Moderator: Theo Lynn (DCU)</p> <p>Celine Weldon (Guinness Storehouse): From Customer Elation to Gamification</p> <p>Paul Savage (ZolkC): Augmented Reality – The World Is What You Make It!</p> <p>Bobby Healy (CarTrawler): To B.E or not to B.E: The Future of Retailing in the Online Travel Sector</p>
12:30 – 13:30	Lunch and PhD Poster Presentation			Working Lunch for Information Technology and Tourism Journal Board (Room: Aran)		

Wednesday 22 nd January 2014 Conference Registration		
13:30 – 14:30	<p>KEYNOTES Room: Purple & Red</p> <p>Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB): Future Hunting in the Hospitality Industry</p> <p>Ana Escurin (NH Hotels): The Social Traveler, a Global Review</p> <p>Moderator: Andy Frew (Queen Margaret University)</p>	<p>Irish eTourism Day Room: Green & Gold</p> <p>Managing the Customer Experience in the Social Age</p> <p>Niall Harbison (PR Slides): Apps, Traps & Mishaps</p> <p>Feargal Mooney (Hostelworld): eDistribution Optimisation: Pick'n'Mix.</p> <p>Moderator: Theo Lynn (DCU)</p>
14:30 – 16:00	<p>Panel Discussion Room: Purple & Red</p> <p>Meta Search and Social Media - The New Battlegrounds for the Consumer?</p> <p>PANELISTS</p> <p>Dave Pavelko (Google) Aoife Desmond (Facebook) Quentin Moores (DerbySoft) Adrian Hans (TripAdvisor)</p> <p>Moderator: Gareth Gaston (Wyndham Hotel Group)</p>	<p>Irish eTourism Day - Panel Discussion Room: Green & Gold</p> <p>Brian Harte (Tourism Ireland): How Technology Enables the Irish Tourism Product – Where Are We Now</p> <p>How Technology Enables the Irish Tourism Product - A 2020 Vision</p> <p>PANELISTS</p> <p>Shane Nolan (Google) Orla Carroll (Fáilte Ireland) Colm Lyon (Realex Payments) Brian Harte (Tourism Ireland) Kate Simpson (Facebook)</p> <p>Moderator: Alex Gibson (DIT)</p>
16:00 – 16:30	Coffee Break	

Wednesday 22 nd January 2014 Conference Registration						
16:30 – 18:00	Research Focus Room: Purple	Research Focus Room: Red	Research Focus Room: Achill	Research Focus Room: Valentia	Research WORKSHOP Room: Basket	Irish eTourism Day Destination WORKSHOP Sponsored By Fáilte Ireland Room: Green & Gold Digital Strategy & Differentiation – A Tourist Board Perspective Moderator: Tinkara Pavlovic Kapitanovic
	Search and Information Use Moderator: Alessandro Inversini	Travel Technologies and Distribution Moderator: Chulmo Koo	Organizational Use of ICT Moderator: Lorenzo Cantoni	Mobile Tourism Moderator: Dan Wang	Future Research Issues in IT and Tourism	
	Facebook It: Evaluation of Facebook's Search Engine for Travel Related Information Retrieval (Paul Bulencea and Roman Egger)	Assessing the Visibility of Hotels on Smartphones: A Case Study of Hotels in Hong Kong (Daniel Leung, Hee Andy Lee, Lawrence Hoc Nang Fong and Rob Law)	Listening to CEOs: A New Perspective to Study Technology Adoption in Hotels (Sofia Reino, Carlos Lasmfus, Hugo Salas, Ortzi Torices and Aurkene Alzua-Sorzabal)	Context-Aware Points of Interest Suggestion with Dynamic Weather Data Management (Matthias Braunhofer, Mehdi Elahi, Francesco Ricci and Thomas Schievenin)	Moderators: Ulrike Gretzel (University of Wollongong), Stefan Klein (University of Münster), Francesco Ricci (University of Bozen-Bolzano), Hannes Werthner (Vienna University of Technology)	
	Adaptive Strategies to Technological Change: Understanding Travellers Using the Internet for Trip Planning (Zheng Xiang, Dan Wang and Daniel Fesenmaier)	Mobile Devices as a Tourism Distribution Channel: Perceptions of Visitors to National Parks in South Africa (Anneli Douglas and Berendien Lubbe)	Barriers Affecting Social Media Adoption in Finnish Tourism Businesses (Juho Pesonen, Jenni Mikkonen, Marika Makkonen and Antti Honkanen)	The Effects of Presence Induced by Smartphone Applications on Tourism: Application to Cultural Heritage Attractions (Keumsil Lee, Hyung Ryong Lee and Sunny Ham)		
	A Literature Framework Analysis of Online Hotel Accommodation Process Factors (Manus Ward and Mathew Shafaghi)	Toward a Characterisation of the Maturity of Organisational Online Capabilities: The Case of Hotel Distribution in Morocco (Larbi Safaa and François Bédard)	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)	CT-Planner4: Toward a More User-Friendly Interactive Day-Tour Planner (Yohei Kurata and Tatsunori Hara)		
			Study on Factors to Adopt Mobile Payment forTourism E-Business– Based on Valence Theory and Trust Transfer Theory (Jian Qing Huang, Ya Hui Li and Hai Lin Li)	Business Model of Mobile Service for Ensuring Students' Safety both in Disaster and Non-Disaster Situations during School Trips (Hidekazu Kasahara, Mikihiko Mori, Masayuki Mukunoki and Michihiko Minoh)		
18:00 – 19:30	IFITT AGM Room: Purple (IFITT members only)		DUBLINE Discovery Trail: Departing Chartered Accountants House to the Reception at the Guinness Storehouse (www.dubline.ie)			
19:30 – 23:30	ENTER2014 Welcome Reception at the Guinness Storehouse DRESS CODE: Smart Casual					
23:30 – Late	Suggested Late Social: Fitzsimons Temple Bar (http://www.fitzsimonshotel.com) [at delegates expense]					

Thursday 23 rd January 2014							
08:00 – 09:00	Exhibition and Conference Registration						
09:00 –10:30	Destinations Focus Room: Purple	Industry and Innovation Focus Room: Red	Research Focus Room: Green	Research Focus Room: Gold	Research Focus Room: Achill	Research Focus Room: Basket	
	Creativity and Innovation in DMOs' Digital (Marketing) Communications Moderator: Tinkara Pavlovcic Kapitanovic	Effective Use of Search and Social Media Marketing Tools Moderator: Dimitris Serifis (Nelios.com)	Big Data/Analytics Moderator: Zheng Xiang	Website Evaluation Moderator: Rodolfo Baggiao	Destination Marketing Moderator: Miriam Scaglione	Social Media Moderator: Cody Morris Paris	
	Ciaran Doherty (Tourism Ireland): TourismIreland.com: The Next Generation Destination Digital Communications	Ross MacDonald (Bluepost Digital): Should Travel Businesses Still Be Investing in SEO?	Sentiment Analysis – Extracting Decision-relevant Knowledge from UGC (Sergej Schmunk, Wolfram Höpken, Matthias Fuchs and Maria Lexhagen)	The Website Quality of the Regional Tourist Boards in the Alps: Ten Years Later (Luisa Mich)	Content Curation and Narrative Tourism Marketing (Oriol Miralbell, Jon Kepa Gerrikagoitia and Aurkene Alzua)	An Exploratory Study on Restaurant Review Websites (Shanshan Qi, Fiona Yang and Catherine Li)	
	Manolis Psarros (Aboutourism): Destination Marketing: Integration All the Way	Nikolas Cookies (Watertron): The Impact of Graph Search in the Travel Industry	Breaking Up is Hard to Do: Why Do Travellers Unlike Travel-Related Organizations? (Ulrike Gretzel and Anja Dinhopl)	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)	Destination Benchmarking with Geotagged Photographs (Wolfgang Koertbitz and Irem Önder)	Measuring Hotel Service Quality from Online Consumer Reviews: A Proposed Method (Edward Boon, Michelle Bonera and Alessandro Bigi)	
	Adrian Hickey and Helen Jackson (University of Ulster): History Space: Navigating the Destination Using Augmented Reality	Roman Egger (Salzburg University of Applied Sciences): Get Inspired - How Big Data Tells You Where to Travel	How Emotional Do We Get? A Closer Look into the Trip Advisor Dialogue (Astrid Dickinger and Lidija Lalicic)	Measuring the Perceived Image of Lithuania through its Destination Management Organization Website (Kristina Petrovskaya, Stela Dragova and Roman Egger)	The Adoption of Pinterest for Destination Marketing - The Case of Austrian Destinations (Christian Maurer and Bianca Hinterdorfer)	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)	
			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)	Activity and Influence of Destination Brands on Twitter: A Comparative Study of Nine Spanish Destinations (Frederic Guerrero-Solé and José Fernández-Cavia)	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)		
10:30 –11:00	Coffee Break						
11:00 – 12:30	KEYNOTES Room: Purple & Red						
	Moments of Truth: Developments in Online Advertising						
	Nate Bucholz (Google): Marketing as a Service Aoife Desmond (Facebook): The Future of Travel Marketing Sean O'Connor (Bing): Anticipation and Insight Moderator: Ehud Ben-haim (Google)						
12:30 – 14:00	Chapter Lunch						
	CHAPTER SUMMIT Italy Room: Achill	CHAPTER SUMMIT Greece Room: Basket	CHAPTER SUMMIT Australia Room: Valentia	CHAPTER SUMMIT Spain Room: Aran	CHAPTER SUMMIT Austria Room: Green	CHAPTER SUMMIT Switzerland Room: Gold	CHAPTER SUMMIT Scandinavian Room: Tory

Thursday 23 rd January 2014					
14:00 – 15:00	<p align="center">KEYNOTES Room: Purple & Red</p> <p align="center">Thomas Rödel (Amadeus): Contextual Relevance in Online Travel</p> <p align="center">Kevin O'Sullivan (SITA): Beyond the Smart Phone</p> <p align="center">Moderator: Wolfram Höpken (Hochschule Ravensburg-Weingarten)</p>				
15:00 – 16:30	<p align="center">Best Research Papers Room: Purple & Red</p> <p align="center">The best PhD workshop paper and 3 shortlisted best research papers and awards Chairs: Zheng Xiang and Iis Tussyadiah</p> <p align="center">Shortlisted BEST Conference Full Papers</p> <p align="center">Online Auctions for Selling Accommodation Packages – A Readiness-Intensity-Impact Analysis (Matthias Fuchs, Wolfram Höpken, Alexander Eybl and Andreas Flöck) Measuring Emotions in Real Time: Implications for Tourism Design (Jeongmi Jamie Kim and Daniel R. Fesenmaier) Substitution Effects across Hotel Distribution Channels (Roland Schegg and Miriam Scaglione)</p> <p align="center">BEST PhD Workshop paper ***To be announced ***</p>				
16:30 – 17:00	Coffer Break				
17:00 – 18:30	<p>Research Focus Room: Red</p> <p>eLearning Moderator: Yulan Yuan</p> <p>eLearning Courses Offered by Tourism Destinations: Factors Affecting Participation and Awareness among British and Indian Travel Agents (Nadzeya Kalbaska and Lorenzo Cantoni)</p> <p>Sharing Internship Experience on the Internet: A Study of Tourism and Hotel Management College Students (Lawrence Hoc Nang Fong, Hee Andy Lee, Chris Luk, Daniel Leung and Rob Law)</p> <p>The Property Management System: The View from the Front Desk on Training and Performance (Hilary Murphy)</p>	<p>Research Focus Room: Green</p> <p>Decision Support and Recommender Systems Moderator: Valeria Minghetti</p> <p>A Web Platform to Generate and Deliver Mobile Web Contents without Programming Skills (David Martin, Ortiz Torices, Hugo Salas, Carlos Lamsfus and Aurkene Alzua-Sorzabal)</p> <p>Constructing a Data Warehouse Based Decision Support Platform for China Tourism Industry (Xiangjie Qiao, Lingyun Zhang, Nao Li and Wei Zhu)</p> <p>Destination Inspiration using eTourism Tool (Martin Goossen, Henk Meeuwssen, Jappe Franke and Arjen de Jong)</p>	<p>Research Focus Room: Gold</p> <p>Gamification and Augmented Reality Moderator: Philip Alford</p> <p>Expectation of Travel Experiences with Wearable Computing Devices (Iis Tussyadiah)</p> <p>Pervasive Augmented Reality Games to experience Tourism Destinations (Maria Teresa Linaza, Aitor Gutierrez and Ander Garcia)</p> <p>Dublin AR: Implementing Augmented Reality (AR) in Tourism (Dai-In Han, Timothy Jung and Alex Gibson)</p> <p>Gamification in Tourism (Feifei Xu, Jessika Weber and Dimitrios Buhalis)</p>	<p>Research Focus Room: Achill</p> <p>Smart Tourism Moderator: Nao Li</p> <p>Smart Tourism Destinations (Dimitrios Buhalis and Aditya Amaranggana)</p> <p>NFC Smart City: Cities of the Future - A Scenario Technique Application (Emre Ronay and Roman Egger)</p> <p>The Impact of Potential Travellers' Media Cultural Experiences (Chulmo Koo, Youhee Joun, Heejeong Han and Namho Chung)</p> <p>Predicting from GPS and Accelerometer Data When and Where Tourists Have Viewed Exhibitions (Junya Kawase, Yohei Kurata and Naoto Yabe)</p>	<p>Research Focus Room: Blasket</p> <p>Social Network and Interaction Moderator: Christian Maurer</p> <p>Analysing Ecotourists' Satisfaction in Socialisation and Knowledge Sharing Intentions via Social Media (Sudipta Kiran Sarkar, Norman Au and Rob Law)</p> <p>Exploring the Role of Facebook in Re-Shaping Backpacker's Social Interactions (Edward Alexander Berger and Cody Morris Paris)</p> <p>Opinion and Consensus Dynamics in Tourism Digital Ecosystems (Rodolfo Baggio and Giacomo Del Chiappa)</p> <p>Co-Creation through Technology: Dimensions of Social Connectedness (Barbara Neuhofer, Dimitrios Buhalis and Adele Ladkin)</p>
19:30 – 23:00	<p align="center">Shindig at the Old Jameson Distillery [Dress Code:]</p> <p align="center">Social Networking Awards (Industry / Destination / Hannes Werthner / Best Paper) Awards Ceremony - Ulrike Gretzel and Dimitrios Buhalis</p>				
23:00 – Late	Suggested Late Social: Mercantile Dame St. (http://mercantile.ie) [at delegates expense]				

Friday 24 th January 2014					
08:00 – 09:00	Exhibition and Conference Registration				
09:00 – 10:30	Joint Industry and Destinations Focus 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 Michael Zhu (Interstate China Hotels & Resorts): Current Issues and Future Trends of China Hospitality Information Technology 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	Research Focus SHORT PAPERS Room: Red Mobile Tourism Moderator: Carlos Lamsfus 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) Collaborative Information Searching in Travel Context: A Literature Review (Yulan Yuan and Chang-luan Ho)	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) An Agent-Based Simulation Model of Visitor Behaviours for China Tourism Attractions (Nao Li, Dimitrios Buhalis, Xiangjie Qiao, Wei Zhu, and Lingyun Zhang) Towards a Digital Cultheriscape (Marco Trisciunglio, Weiwei Yu)	Research Focus SHORT PAPERS Room: Gold 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) A Theoretical Model of Augmented Reality Acceptance (Claudia Leue, Dario Tom Dieck, Timothy Jung) An Investigation of Hotel Facebook page Promotion (Shanshan Qi, Carrel N. T. leong, Simon Lei)	Research Focus SHORT PAPERS Room: Achill Impact of IT Moderator: Irem Onder The Multiple Effects of Review Attributes on Hotel Choice Decisions (Hilary Catherine Murphy, Meng-Mei Chen) Tourism Destination Web Monitor: Beyond Web Analytics (Aurkene Alzua, Jon Kepa Gerrikagoitia, and Fidel Rebón) NFC-Enabled City Maps Measuring their Perceived Value (Emre Ronay, Roman Egger) A First Approach to Measuring the Impact of Changes in Online Reviews on Hotel Room Prices (Igor Ibarburen, Ibai Roman, Jon Kepa Gerrikagoitia, and Aurkene Alzua-Sorzabal) The Relationship between Hotel Financial Performance, IT spending and IT Value (Hilary Murphy)
10:30 – 11:00	Coffee Break				
11:00 – 12:30	Joint Industry and Destinations Focus Room: Purple Games in Tourism Moderator: Dimitrios Buhalis and Jessika Weber (Bournemouth University) Jessika Weber & Dimitrios Buhalis (Bournemouth University): Augmented Reality Gaming: A New Paradigm for Tourist Experience? Antonio Coelho (Porto University): Location-based Games for Tourism Mads Haahr (Haunted Planet): Ghost Hunt - An Augmented Reality Game Franz Schubert (Sprylab-Tripventure): Augmented Reality Games in Urban Destinations Hans Petter Aalmo (Visit Norway): Holmenkollen Ski Jump -A Game to Enspire Tourist Travelling	WORKSHOP Room: Green Smart Tourism Ecosystems in Korea Moderator: Chulmo Koo (Kyung Hee University)	WORKSHOP Room: Gold MOOCs Development for Tourism and Hospitality Curriculum Moderator: Lorenzo Cantoni (University of Lugano) Panelists: Daniel Fesenmaier Matthias Fuchs Ulrike Gretzel Oriol Miralbell Jamie Murphy Nadzeya Kalbaska Pauline Sheldon	Research Focus Room: Achill Website Evaluation Moderator: Brigitte Stangl Website Development in Tourism and Hospitality: The Case of China (Liang Wang and Rob Law) Measuring the Global Readiness of Airline Websites: Are They Speaking the World's Languages? (Peter O'Connor and Zaheer Shaik) Digital Divide in Tourism: An Exploration of the Digital Divide through Quantitative Analysis of the World's National Tourism Organisations Websites (Sifiso Shongwe) 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)	
12:30 – 13:30	Lunch				

Friday 24 th January 2014	
13:30 – 14:00	<p>KEYNOTES Room: Purple & Red</p> <p>Liz Ward (Australian Tourism Data Warehouse): 12 Years of the Australian Tourism Data Warehouse - What We've Learnt and What the Future Holds</p> <p>Moderator: Paul Baron (Tourism Victoria)</p>
14:00 – 15:00	<p>Panel Discussion and ENTER2014 Final Conclusions Room: Purple & Red</p> <p>ICT and Tourism – Important Trends and Next Revolutions</p> <p>PANELISTS Kevin O'Sullivan (SITA) Paul Baron (Tourism Victoria) Ehud Ben-haim (Google) Orla Carroll (Fáilte Ireland) Zheng Xiang (Virginia Tech)</p> <p>Moderator: Hannes Werthner (Vienna University of Technology)</p>
15:00 – 15:30	<p>Conference Closing and Announcement of ENTER2015 Location Room: Purple & Red</p> <p>President IFITT Dimitrios Buhalis, ENTER2014 Chair Wolfram Höpken, Conference Host Patrick Horan</p>
	<p>ENJOY DUBLIN</p>
20:30 – Late	<p>Informal Dinner: The Market Bar and Tapas restaurant (http://www.marketbar.ie) followed by a Late Night Socials at Hogan's Bar South Great George's St. (http://www.pubsdirect.ie/hogansbar) [at delegates expense]</p>

LOOK FORWARD TO WELCOME YOU TO ENTER2014 IN DUBLIN



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