

Tuesday 24th January 2017

08:00–08:45 CONFERENCE REGISTRATION

08:45–09:15 OFFICIAL WELCOME AND CONFERENCE OPENING

Lorenzo Cantoni, Università della Svizzera italiana (USI), Lugano, Switzerland, IFITT President

Oriol Miralbell, CETT - Universitat de Barcelona, Spain, ENTER 2017 Chair

Marinella Rocca Longo, Roma Tre University, Italy, Local Host

Patrizia Pasolini, Symposia s.r.l., Italy, Local Organizer

09:15–10:45 KEYNOTES

James Katz, Boston University:

HOW MOBILES ARE CHANING THE TRAVEL EXPERIENCE

Jan Krasnodebski, Expedia, Switzerland, Director of Lodging Revenue Optimization

CONSIDERING SUPPLIER RELATIONS AND MONETIZATION IN HOTEL RECOMMENDATIONS

MODERATOR: Iis Tussyadiah, Carson College of Business, USA

10:45–11:15 COFFEE BREAK

11:15–13:30	PANEL SESSION	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room: Main	Room	Room	Room	Room
	VALIDITY/RELIABILITY ISSUES IN BIG DATA	ONLINE REPUTATION AND REVIEWS: MANAGEMENT ASPECTS	MOBILE SERVICES AND WEARABLES (1)	VIRTUAL AND AUGMENTED REALITY (1)	SHARING ECONOMY AND NEW BUSINESS MODELS (1)
	MODERATOR: Phil Zheng, Virigia Tech	MODERATOR: Jean-Claude Morand	MODERATOR: Dimitrios Buhalis	MODERATOR: Barbara Neuhofer	MODERATOR: Sofia Reino
	Edoardo Piccolotto, Halldis, Italy, Head of Marketing and Business Intelligence	<i>Shanshan Qi and Ning (Chris) Chen</i> "Thank You for Your Stay," and Then What? Macau Hotels' Responses to Consumer Online Reviews (FP)	<i>Anneli Douglas, Berendien Lubbe and Adrene van der Merwe</i> Managing Business Travellers' Use of Mobile Travel Applications (FP)	<i>Elena Marchiori, Evangelos Niforatos and Luca Preto</i> Measuring the Media Effects of a Tourism-Related Virtual Reality Experience Using Biophysical Data (FP)	<i>Ainhoa Serna, Jon Kepa Gerrikagoitia, Unai Bernabe and Tomás Ruiz</i> A Method to assess Sustainable Mobility for Sustainable Tourism: The Case of the Public Bike Systems (FP)
	Matthias Fuchs, Mid-Sweden University	<i>Jelena Dorcic and Jelena Komsic</i> Online Reputation and Tourism Destination Competitiveness – Conceptual Model Development and Pilot Testing (FP)	<i>Fernanda Ortiz Rincon, Eleonora Tommasini, Mattia Rainoldi and Roman Egger</i> The Future of Wearable Devices On-Site: A Scenario Technique Approach (FP)	<i>Larissa Neuburger and Roman Egger</i> An Afternoon at the Museum: Through the Lens of Augmented Reality (FP)	<i>Daniel Leung and Astrid Dickinger</i> Use of Bitcoin in Online Travel Product Shopping: The European Perspective (FP)
	Haiyan Song, Hong Kong Polytechnic University	<i>Astrid Dickinger and Lidija Lalicic</i> Management Responses in Third-Party Review Websites: A Focus on Emotions and Service Recovery (FP)	<i>Thomas Wozniak, Dorothea Schaffner, Katarina Stanoevska-Slabeva and Vera Lenz-Kesekamp</i> Psychological Antecedents of Smartphone Users' Behaviour along the Mobile Customer Journey (FP)	<i>Florian J. Zach and Iis P. Tussyadiah</i> To Catch Them All – The (Un)intended Consequences of Pokémon GO on Mobility, Consumption, and Wellbeing (FP)	<i>Ilona Pezenka, Christian Weismayer and Lidija Lalicic</i> Personality Impacts on the Participation in Peer-to-Peer (P2P) Travel Accommodation Services (FP)
	Edoardo Piccolotto, Halldis	<i>Chang Ma and Norman Au</i> Managerial Response Strategy to Online Customer Compliments: A Comparative Analysis of Indigenous-owned and International Brand Hotels in China (RN)	<i>Melanie Fraiss, Sofiya Iliycheva, Mattia Rainoldi and Roman Egger</i> Copy & Paste for Hotel Mobile Websites? Or: The Power of Screen Sizes (FP)	<i>Natasha Moorhouse, M. Claudia tom Dieck and Timothy Jung</i> Augmented Reality to enhance the Learning Experience in Cultural Heritage Tourism: An Experiential Learning Cycle Perspective (RN)	<i>Unji Baek, Young-Joo Ahn and Seul Ki Lee</i> A Synthesis of Unique Product Attributes for Alternative Accommodation Types (RN)
	Wolfram Höpken, Hochschule Ravensburg-Weingarten			<i>Eleanor Cranmer, Timothy Jung and M. Claudia tom Dieck</i> The Value of Augmented Reality from a Business Model Perspective (RN)	
13:30 –14:30	LUNCH				

14:30–15:50	PANEL SESSION				
	SHORTLISTED BEST CONFERENCE FULL PAPERS AND BEST PHD WORKSHOP				
	MODERATORS: Roland Schegg, University of Applied Sciences Western Switzerland; and Brigitte Stangl, University of Surrey, UK <i>Zheng Xiang, Qianzhou Du, Yufeng Ma and Weiguo Fan</i> <i>Assessing Reliability of Social Media Data: Lessons from Mining TripAdvisor Hotel Reviews</i> Sangwon Park and Jason Chen Spill-over Effects of Online Consumer Reviews in the Hotel Industry <i>Baggio Rodolfo and Miriam Scaglione</i> <i>Strategic Visitor Flows (SVF) Analysis using Mobile Data</i> Best PhD Workshop Paper				
15:50 –16:50	EDUCATION FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room	Room	Room	Room	Room
	E-LEARNING AND E-TOURISM EDUCATION	E-STRATEGY AND ICT FOR INNOVATION	ADOPTION OF INNOVATION	SHARING ECONOMY AND NEW BUSINESS MODELS (2)	MOBILE SERVICES AND WEARABLES (2)
	MODERATORS: Matthias Fuchs, European Tourism Research Institute (ETOUR); Nadzeya Kalbaska, Università della Svizzera italiana (USI) Marianna Sigala, University of South Australia, Professor; and Matthias Fuchs, European Tourism Research Institute (ETOUR), Sweden, Professor: IFITT eTourism education program Nadzeya Kalbaska, Università della Svizzera italiana (USI), Switzerland, Post-Doctoral Researcher and Lecturer: e-Learning course for Switzerland Tourism: Switzerland Tourism Academy Hangin Zhang Qiu, The Hong Kong Polytechnic University, China, Professor; and Jingjing Lin, Università' della Svizzera italiana (USI), Switzerland, PhD Candidate: MOOCs in tourism and hospitality domain	MODERATOR: Mu Zhang <i>Kirsi Meriläinen</i> From Floating to Leading: The Transformation of Digital Marketing Capabilities through ICT Uptake in Tourism SMEs (FP) <i>Alex Yang-chan Hsu, Brian King, Dan Wang and Dimitrios Buhalis</i> Entrepreneurship in the Contemporary Tourism Ecosystem: The Case of Incoming Tour Operators in Taiwan (FP)	MODERATOR: Oriol Miralbell <i>Jamie Murphy, Charles F. Hofacker and Ulrike Gretzel</i> Robots in Hospitality and Tourism: A Research Agenda (RN) <i>Ulrike Gretzel, Luiz Mendes Filho, Márcia Lobianco, Marisol Alonso Vazquez and Nina Mistilis</i> Technology Adoption by Tourism Operators in Australia and Brazil: An Institutional Theory Perspective (RN)	MODERATOR: Cristian Morosan <i>Iis P. Tussyadiah, Florian J. Zach and Jianxi Wang</i> Attitude towards Autonomous on Demand Mobility: The Case of Self-Driving Taxi (FP) <i>Lidija Lalacic and Christian Weismayer</i> The Role of Authenticity in Airbnb Experiences (FP)	MODERATOR: Thomas Wozniak <i>Ander Garcia, María Teresa Linaza, Aitor Gutierrez and Endika Garcia</i> Validation of a Gamified Mobile Experience by DMOs (FP) <i>Sunny Sun, Rob Law, Markus Schuckert, Deniz Kucukusta and Basak Denizi Guillet</i> From Information Technology to Mobile Information Technology: Applications in Hospitality and Tourism (RN)
16:50 - 17:00	REFRESHMENTS				
17:00-18:00	DESTINATION FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room	Room	Room	Room	Room
	VIRTUAL AND AUGMENTED REALITY IN TOURISM	SOCIAL MEDIA (1)	CONNECTIVITY	RECOMMENDER SYSTEMS	ONLINE REVIEWS: SOCIOLOGICAL ASPECTS
	MODERATORS: Elena Marchiori, Università della Svizzera italiana (USI); & Timothy Jung, Manchester Metropolitan University	MODERATOR: Thomas Wozniak	MODERATOR: Zheng (Phil) Xiang	MODERATOR: Miriam Scaglione	MODERATOR: Ulrike Gretzel

Representative from Milano EXPO (?)	<i>Seob-Gyu Song and Dae-Young Kim</i> How was Your Trip Experience While You were obsessed with Social Media? The Influence of Compulsive Social Media Usage on Trip Experience (FP)	<i>Barbara Neuhofer and Adele Ladkin</i> (Dis)Connectivity in the Travel Context: Setting an Agenda for Research (FP)	<i>Thuy Ngoc Nguyen and Francesco Ricci</i> A Chat-Based Group Recommender System for Tourism (FP)	<i>Larbi Safaa, Kahlid E Housni and François Bédard</i> Authenticity and Tourism: What TripAdvisor Reviews reveal about Authentic Travel to Marrakech (FP)
L. Bilbao, Visit Benidorm, Spain (?)	<i>Lyndon Nixon, Anastasia Popova and Irem Önder</i> How Instagram influences Visual Destination Image – a Case Study of Jordan and Costa Rica (RN)	<i>Michelangelo Magasic</i> Three Modes of Internet Connectivity during Travel: Remote, Transit and Residential (RN)	<i>Christoph Grün, Julia Neidhardt and Hannes Werthner</i> Ontology-based Matchmaking to Provide Personalized Recommendations for Tourists (FP)	<i>Marianna Sigala</i> How “Bad” Are You? Justification and Normalisation of Online Deviant Customer Behaviour (FP)
Andrea Guanci, MSC Crociere, Italy, Marketing and sales executive				
Giovanni Landi, ETT Solutions, Int. Creative Director:				
The Augmented Reality experience of the Ara Pacis Museum, Rome Italy				
Luca Preto, Ticino Tourism, Switzerland Web Manager:				
A Virtual Reality experience to promote the tourism destination Ticino				
Lake district (attraction side), UK (?)				
Thomas Cook for their VR campaign (?)				

19:30 - 22.30 **CONCERT IN SAN MARTINO AI MONTI CHURCH AND GALA DINNER AT BRANCACCIO PALACE**

Wednesday 25th January 2017

08:00–08:30 CONFERENCE REGISTRATION

08:30-09:30	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
Room	Room	Room	Room	Room
BOOKING BEHAVIOR (1)	SOCIAL MEDIA (2)	CONSUMER PROFILING (1)	E-LEARNING AND MOOCS	
MODERATOR: Mattia Reinoldi	MODERATOR: Jason Stienmetz	MODERATOR: Rob Law	MODERATOR: Timothy Jung	
<i>Daniel Leung, Astrid Dickinger and Lyndon Nixon</i> Impact of Destination Promotion Videos on Perceived Destination Image and Booking Intention Change (FP)	<i>Shohei Suzuki and Yohei Kurata</i> An Analysis of Tweets by Local Mascot Characters for Regional Promotions, called Yuru-charas, and their Followers in Japan (FP)	<i>Yeongbae Choe, Daniel R. Fesenmaier and Christine Vogt</i> Twenty-Five Years Past Vogt: Assessing the Changing Information Needs of American Travellers (FP)	<i>Jingjing Lin and Lorenzo Cantoni</i> Assessing the Performance of a Tourism MOOC using the Kirkpatrick Model: A Supplier's Point of View (FP)	
<i>Hyunae Lee, Namho Chung and Choong-Ki Lee</i> Flight Cancellation Behaviour under Mobile Travel Application: Based on the Construal Level Theory (FP)	<i>Junjiao Zhang, Naoya Ito, Wenxi Wu and Zairong Li</i> "Don't Let Me Think!" Chinese Adoption of Travel Information on Social Media: Moderating Effects of Self-Disclosure (FP)	<i>Julia Neidhardt and Hannes Werthner</i> Travellers and Their Joint Characteristics within the Seven-Factor Model (FP)	<i>Juho Pesonen, Outi Kähkönen, Päivi-Hanni-Vaara, Mikael Viitasaari, Tarja Kupiainen, Alexandre Kostov and Johanna Heinonen</i> An Innovative Virtual Method for providing eTourism Education in a University Network: eTourism Curriculum Finland (RN)	

09:30 - 10:30 **KEYNOTES**

REVENUE MANAGEMENT AND MONETIZATION

Brendan Richard, Walt Disney Resort, USA, Revenue Management: Food & Beverage

Anne Broaway-Level, ClubMed, France, Chief Marketing, Digital & Technology

MODERATOR: Barbara Neuhofer, Fachhochschule Salzburg - University of Applied Sciences

10:30 - 10:50 COFFEE BREAK

10:50–12:00 JITT PANEL DISCUSSION: Group Decision Making and Recommendation in Tourism

Amra Delic, Vienna University of Technology, Austria, Research Assistant

Francesco Ricci, Free University of Bolzano, Italy, Professor

Julia Neidhardt, Vienna University of Technology, Austria, Assistant

Markus Zanker, Free University of Bolzano, Italy, Professor

Thuy-Ngoc Nguyen, Free University of Bolzano, Italy, PhD Candidate

MODERATOR: Hannes Werthner, Vienna University of Technology, Austria

12:00-13:00	INDUSTRY FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room	Room	Room	Room	Room
	MARKETING AND BUSINESS INTELLIGENCE	SMART DESTINATIONS	BOOKING BEHAVIOR (2)	TRAVEL INFORMATION SEARCH AND DECISION-MAKING (1)	VIRTUAL AND AUGMENTED REALITY (2)
	MODERATOR: Jamie Murphy, Australian School of Management	MODERATOR: Rob Law	MODERATOR: Iis P. Tussyadiah	MODERATOR: Rodolfo Baggio	MODERATOR: Roman Egger
	<i>Representative from MailUp</i>	<i>Pooyan Sedarati and Aarash Baktash</i> Smart Glasses Adoption in Smart Tourism Destination: A Conceptual Model (RN)	<i>Miriam Scaglione, Colin Johnson and Pascale Favre</i> Key Factors in the Booking Activity Process: The Case of Self-Catering in Romand-Valais Destinations, Switzerland (FP)	<i>Amra Delic, Julia Neidhardt, Laurens Rook, Hannes Werthner and Markus Zanker</i> Researching Individual Satisfaction with Group Decisions in Tourism: Experimental Evidence (FP)	<i>Peter Disztinger, Stephan Schlögl and Aleksander Groth</i> Technology Acceptance of Virtual Reality for Travel Planning (FP)
	Steve Hood, STR, USA, Senior Vice President of Research, Mark Friessen, Quinta Consulting, Germany, Founder and Managing Partner	<i>Josep Ivars, Marco Celdrán, Jose Mazón and Ángel Perles</i> Towards an ICT Roadmap for Smart Tourism Destinations based on Prospective Analysis (RN)	<i>Cristian Morosan and Agnes DeFranco</i> Complementary Factors Influencing U. S. Consumers' Intentions to Connect their Tablets to Hotel Networks: The Roles of Hedonic Motivations, Trust, and Heuristics (FP)	<i>Juho Pesonen and Katja Pasanen</i> A Closer Look at Tourist Information Search Behaviour when Travelling Abroad: What is the Role of Online Marketing in Choice of Destination? (FP)	<i>Iis P. Tussyadiah, Dan Wang and Chenge (Helen) Jia</i> Virtual Reality and Attitudes toward Tourism Destinations (FP)

13:00–14:15 NEWORKING LUNCH AND JITT BOARD MEETING

14:15 - 15:15 KEYNOTES - SMART TOURISM

Jon Fauver, Trekksoft, Switzerland, CEO and Co-Founder

Mr. Cantalapiedra Mercedes

MODERATOR: Paul Baron, Tourism Victoria

15:15–16:30	WORKSHOP	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room	Room	Room	Room	Room
	DECISION MAKING IN TOURISM	ONLINE CONSUMER BEHAVIOR	SEMANTIC WEB / WEBSITES	SOCIAL MEDIA	SMART DESTINATIONS
	ORGANIZERS: Amra Delic, Vienna University of Technology; Francesco Ricci, Free University of Bolzano; Hannes Werthner, Vienna University of Technology; Julia Neidhardt, Vienna University of Technology; Laurens Rook, Delft University of Technology; and Thuy-Ngoc Nguyen, Free University of Bolzano	MODERATOR: Marianna Sigala	MODERATOR: Daniel Leung	MODERATOR: Jamie Murphy	MODERATOR: Miriam Scaglione

		<p><i>Ping Wang, Xianfeng Zhang, Reima Suomi and Chuanming Sun</i> Determinants of Customers' eWOM Behaviour — a System Success Perspective (FP)</p>	<p><i>Elise Wong, Rob Law and Gang Li</i> Reviewing Geotagging Research in Tourism (FP)</p>	<p><i>Mohammed Jabreel, Antonio Moreno and Assumpció Huertas</i> Do Local Residents and Visitors Express the Same Sentiments on Destinations Through Social Media? (FP)</p>	<p><i>Wolfram Höpken, Dominic Ernesti, Matthias Fuchs, Kai Kronenberg and Maria Lexhagen</i> Big Data as Input for Predicting Tourist Arrivals (FP)</p>
		<p><i>Jing Gea and Ulrike Gretzel</i> The Role of Humour in Driving Customer Engagementt (FP)</p>	<p><i>Elias Kärle, Umutcan Simsek, Zaenal Akbar, Martin Hepp and Dieter Fensel</i> Extending the Schema.org Vocabulary for more Expressive Accommodation Annotations (FP)</p>	<p><i>Thao Thi Vu, Thomas Wozniak and Andreas Liebrich</i> Customer Engagement in Facebook Brand Communities: Measurement and Best Practices from the Airline Industry (FP)</p>	<p><i>Jimin Lee, Hannah Lee, Namho Chung and Chulmo Koo</i> An Integrative Model of the Pursuit of Happiness and the Role of Smart Tourism Technology: A Case of International Tourists in Seoul (FP)</p>
		<p><i>Daniele Marchesani, Gabriele Piccoli and Tsz-wai Lui</i> The Impact of IT-enabled Customer Experience Management on Service Perceptions and Performance (FP)</p>	<p><i>Emanuele Mele and Lorenzo Cantoni</i> Localization of National Tourism Organizations Websites: The Case of ETC Members (FP)</p>	<p><i>Dandison Ukpabi and Heikki Karjaluo</i> Influence of Social Media on Corporate Heritage Tourism Brand (FP)</p>	<p><i>Jason L. Stienmetz and Daniel R. Fesenmaier</i> Structural Implications of Destination Value System Networks (FP)</p>
16.30 -16.45	REFRESHMENTS				
16:45 - 17:45	WORKSHOP	EDUCATION FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS
	Room	Room	Room	Room	Room
	DECISION MAKING IN TOURISM	EXPERIENCES ON ONLINE MARKETING EDUCATION P2P	HERITAGE TOURISM AND ICT	TRAVEL INFORMATION SEARCH AND DECISION-MAKING (2)	CONSUMER PROFILING (2)
	ORGANIZERS: Amra Delic, Vienna University of Technology;	MODERATOR: Claudia Brözel, University for Sustainable Development Eberswalde;	MODERATOR: Anneli Douglas	MODERATOR: Wolfram Höpken	MODERATOR: Markus Schuckert
	Francesco Ricci, Free University of Bolzano; Hannes Werthner, Vienna University of Technology; Julia Neidhardt, Vienna University of Technology; Laurens Rook, Delft University of Technology; and Thuy-Ngoc Nguyen, Free University of Bolzano	Participants:	<i>Francesca Mighela and Flavio Tariffi</i> Emoscapes and Mirror Heritage: A New Concept of Point of Interest for Cultural Tourism 2.0 (RN)	<i>Sunny Sun, Rob Law, Chris Luk and Lawrence Hoc Nang Fong</i> Channels for Searching Hotel and Travel Information (FP)	<i>Raffaele Filieri, Fraser McLeay and Bruce Tsui</i> Antecedents of Travellers' Satisfaction and Purchase Intention from Social Commerce Websites (FP)
		Peer to Peer: Challenging Extremism, The Power of Student Innovation in Pushing Back Online Hate, Prejudice and Terror Tony Sgro (Founder/CEO EdVenturePartners)			
		Jamie Murphy (Australian School of Management)/Australia A report reviewer's perspective – what makes a winning report?			
		Christian Maurer (University of Applied Sciences Krems) /Austria Short overview of the challenge contribution of Krems Wolfram Höpken, University of Applied Science, Weingarten/ Germany Short overview of 2 challenge contribution of Weingarten	<i>Heejeong Han, Taehye Um, Chulmo Koo and Namho Chung</i> Image Transfer in Corporate Sponsored Museum: The Role of Smart Technology Mediated Experience (RN)	<i>Jesús Palomoa, Cristina Figueroa-Domecq, M^a Dolores Flecha-Barrio and Mónica Segovia-Pérez</i> The Use of New Data Analysis Techniques in Tourism: A Bibliometric Analysis in Data Mining, Big Data and Structural Equations Models (RN)	<i>Chunlan Wang, Zheng Xiang and Haiyan Song</i> A Preliminary Analysis of Relationships between Traveller Characteristics and Hotel Review Ratings (FP)

		Lorenzo Cantoni (USI - Università della Svizzera Italiana)/Switzerland #faces4heritage: How to manage it to remain alive beyond the #ChallengeExtremism project timeframe? What are the criteria on how social media campaigns in the digital world could be evaluated?	Anna Michael and Costas Boletsis A Tourism Model Shift for Historic Cities: Valorising the Musical Heritage through ICT (RN)		
17.45 - 19.00	IFITT AGM (IFITT Members only)				
19:30–21:30	Basilica of St. Paul Outside the Walls: visit and cocktail reception				

Thursday 26th January 2017

08:30–9:30	WORKSHOP	RESEARCH FOCUS	RESEARCH FOCUS	RESEARCH FOCUS	
	Room	Room	Room	Room	
	RELIGIOUS TOURISM DESTINATIONS	SMART DESTINATIONS / REVENUE MANAGEMENT	ONLINE REPUTATION AND REVIEWS		
	ORGANIZERS: Daniel Arasa, Pontificia Università della Santa Croce; Lorenzo Cantoni, Università della Svizzera italiana (USI); Silvia De Ascaniis, Università della Svizzera italiana (USI);	MODERATOR: Juho Pesonen	MODERATOR: Jing Ge		
		Hidekazu Kasahara, Masaaki Iiyama and Michihiko Minoh Tourism Service Portfolio for Smart Destination (RN)	Hee Chung Chung, Hyuae Lee, Chulmo Koo and Namho Chung Which is More Important in Online Review Usefulness, Heuristic or Systematic Cue? (FP)		
		Soohyang Noh, Hee-Chan Lee and Seul Ki Lee Exploring the Determinants of Strategic Revenue Management with Idiosyncratic Room Rate Variations (RN)	Jonathan Turco, Chris Gibbs and Deborah Fels User Generated Video Reviews by Hotel Guests (RN)		
09:30 - 10:45	KEYNOTES				
	Andrea D'Amico, Booking.com, Italy, Regional Director				
	Carlos Sanchez, Carlson Wagonlit, Spain, Sr. Manager Big Data Analytics				
	MODERATOR: Ulrike Gretzel, University of Queensland, Australia				
10:45–11:15	COFFEE BREAK				
11:15–12:30	PANEL SESSION				
	STATE OF THE ART OF TOURISM IN A MATURE DESTINATION LIKE ITALY - ROLE OF ICT				
	Francesca Benati, Amadeus, Italy, IT General Manager				
	Edoardo Colombo, Poste Italiane, Italy, Innovation and Tourism Consultant				
	Antonio Pezzano, Sicilian Department for Tourism, Italy, Management Consultant				
	MODERATOR: Rodolfo Baggio, Bocconi University, Italy				
12:30–13:30	PANEL SESSION				
	PAST, PRESENT AND FUTURE TRENDS IN ETOURISM				
	Hannes Werthner, Vienna University of Technology, Austria, Professor				

Josef Margreiter, Visit Tirol, Austria, CEO

Andre Frew, Queen Margaret University, UK, Professor

Dimitrios Buhalis, Bournemouth University, UK, Professor

MODERATOR: Lorenzo Cantoni, Università della Svizzera italiana (USI), Switzerland

13:30–14:00

CONFERENCE CLOSING AND WELCOME TO ENTER 2018

Lorenzo Cantoni, Università della Svizzera italiana (USI), Lugano, Switzerland, IFITT President

Oriol Miralbell, CETT - Universitat de Barcelona, Spain, ENTER 2017 Chair

Marinella Rocca Longo, Roma Tre University, Italy, Local Host

14:00–15:00

LUNCH

20:30 – Late

INFORMAL DINNER