Tom Hall   **Barbara** Mu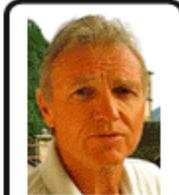cherman   **Marko** Balabanovic   **Bethan** Richards   **Jon** Munro   **Jason** Ryan   **Don** Birch   **Martin** Verdon-Roe

ENTER2011 KEYNOTES

REGISTER for ENTER2011 Conference before 15th November 2010 and get your discount!

IFITT President's update

Time flies when you are having fun – in my case it flies anyway!!! Just back from Korea, Austria and on my way to Italy for BTO. Hope to see you somewhere soon! We have been busy in IFITT taking the organisation forward. Here are some of the latest news:

- ADMINISTRATION: I am very grateful for the support I have received from our Administrator Margret Cordesmeyer and I am sure you would like to join in congratulating her for getting her MSc with Distinction and also getting the ATHE prize. As Margret has moved to Germany we decided to bring into team Nicolas Gregori who recently join me at Bournemouth University as on of the JKIT PhD students. Nicola is going to be our Deputy Administrator and he will work closely with Margret in supporting IFITT. You will meet Nicola in ENTER2011.

- WEB SITE: Our web site www.ifitt.org is now ready thanks to a sponsorship from www.nelios.com and the hard work of Margret and several other colleagues. The web site will enable you to renew your membership online with a credit card and we feel that IFITT will be able to be much more efficient in dealing with Membership renewals

- MEMBERSHIP: We made an early decision to extend all Membership to 31 January 2011. Now that online system is up and running we wish to invite you to extend your membership and to take advantage of the discount offered for the ENTER conference. Please use our online system and report back if you experience any difficulties.

- CONSTITUTION: Work is progressing in renewing our constitution and we should be able to present it at the ENTER conference. Ulrike Gretzel is heading this activity and feel free to email Ulrike any suggestions that you have

- MARKETING: Jamie Murphy is heading the development of our Marketing Strategy. It was recently decided that we will use the tag line "the eTourism community" in our communications. We are now building the media plan for spreading our message across. Suggestions of media that we should be used are more than welcome.

- PARNTERSHIPS: We have already established partnerships with OTA, TTI, TTRA offering benefits and discounts to our members and reciprocate in the publicity of our events and newsletters. Commercial partnerships with EyeForTravel and OctopusTravel also give us preferential rates to our members. We aim to expand this and we would welcome your feedback and input.

- INTERNATIONAL EVENTS: We are conscious that IFITT needs to increase its footprint and we start collaborating with colleagues and organisations to support events and conferences around the world where IFITT can make a contribution. We are therefore supporting the OTA conference in London, JITT workshop in Edinburgh, the IOETI conference in Luxor and all the EyeForTravel events. I am also presenting IFITT in all the conferences I am invited around the world.

- ENTER2011: just back from Innsbruck where I had the opportunity to finalise the details of ENTER with Christopher and George at the Congress Centre and to fix the ever important social programme. The conference programme is almost ready and I would like to thank Lorenzo, Rob, Robert and Rodolfo and their teams are already announcing keynote speakers. We received almost 100 papers for evaluation and about 70 of those will be presented at ENTER as research papers or research notes. This is the largest number of papers we ever had and I am very proud of the growth of the community. Register before the 15th of November for ENTER2011 to get the early discount!!!

PhD student self presentation (edited by Ulrike Gretzel)

Determinants of Technology Adoption: Strategic Management Implications for Retail Travel Firms

I started my PhD studies in January of 2010 in the School of Tourism at Bournemouth University in the UK. My research focuses on organizational decision-making, ownership, technology adoption and firm strategy in the context of travel and tourism. My PhD thesis, through the supervision of Professor Dimitrios Buhalis focuses on the determinants of technology adoption for travel retailers with particular emphasis on the strategic management implications for owner-managers.

In 2003 I completed a Bachelor's Degree with honours in Tourism Management from the University of the West Indies. Immediately upon completion I pursued a Master's Degree in Tourism and Hospitality Management. Subsequent to this, I held positions as a Training Manager for a chain of restaurants in Jamaica, as an administrator at the University of the West Indies, and most recently as a full-time lecturer at the same institution. I have been on a tenured track at the University since September, 2008 in which time I have presented papers at conferences and published in international journals in the areas of the travel supply chain, tourism distribution channels, tourism advertising effectiveness, small hotel competitiveness, tourism education and sustainable tourism in the Caribbean. Concurrently I engaged in consultancy with the United Nations Environment Programme with Professor Anthony Clayton. Additionally I was a faculty advisor to the UWI Tourism Society and academic advisor to second year students in the Department of Management Studies. I also worked closely with the Jamaica Tourist Board to conduct training for faculty advisors to tourism action clubs in secondary schools across the island of Jamaica.

I have always had a passion for academic research in tourism and I have been given an exciting opportunity to work with high-quality research supervisors since commencing my PhD studies at Bournemouth University. I look forward to broadening my academic network and to expanding my research collaborations as I develop my research capabilities to become one of the Caribbean's leading tourism experts.

Andrew Spencer
Email: aspencer@bournemouth.ac.uk
Webpage: http://myspot.mona.uwi.edu/doms/andrew-spencer

Meet Andrew Spencer at ENTER2011 PhD Workshop on 25th of January 2011!

The **ENTER PHD WORKSHOP,** which precedes the main ENTER Conference, seems to have become **The Forum** for Ph.D. candidates from all over the world to present their work! ENTER2011 attracted a number of high quality Ph.D. proposals for presentation at this prestigious Workshop. Selection was difficult as most of the proposals submitted were highly rated by reviewers and showed a great deal of innovativeness and potential to extend the exciting field of technology and tourism. Given the quality of the work to be presented the Ph.D. Workshop promises to be an exciting and lively forum for ideas and discussion. The Ph.D. topics include 3D Mobile applications, self-service technologies, profiling e-consumers and the social web which seems to continue to take centre stage in research. A truly global line-up of Ph.D. candidates from France, the United Kingdom, Portugal and South Korea amongst other countries, are presenting.

A great line-up of well-known academics are presenting their ideas on emerging issues in ICT and Travel and Tourism, guidelines to journal publishing and some valuable tips for completing the thesis. These include Lorenzo Cantoni from the University of Lugano, Jamie Murphy from the University of Western Australia, Cihan Cobanuglo from the University of Delaware and Kadir Corbaci from Adiyaman University in Turkey.

The **ENTER2011 PHD WORKSHOP** promises to be a great event!

Berendien Lubbe, Ph.D. Workshop Chair

What's New in Journals (edited by Rob Law and Daniel Leung)

Title: An analysis of e-business adoption and its impact on relation quality in travel agency-supplier relationships website and social media tools

Author: Luisa Andreu, Joaquin Aldas, J. Enrique Bigne and Anna, S. Mattila

The travel and tourism industry is indeed one of the largest application areas on the Internet. Despite the importance of e-commerce in travel and tourism, and the effect of IT on supply chain relationships, little attention has been paid on analyzing the e-business adoption and its impact on relation quality in a travel agency-wholesaler relationship. To fill this void, this study examined and tested a model which integrates the antecedents and consequences of adopting IT in the context of travel agency-wholesaler relationships. Based on the review of related literature in the fields of consumer behavior and tourism, a conceptual model with nine research hypotheses depicting the relational consequences of environmental factors, level of adoption of e-business, and relational consequences was developed. To test the hypotheses, an email survey was conducted with 600 managers of traditional Spanish travel agencies and 101 valid responses were received. Regarding the external drives, the findings revealed that customer pressure and normative pressure are the antecedents of adopting e-communications and e-procurements by travel agencies respectively. Most travel agencies suggested that the main reason for adopting them was to avoid being left behind among competitors. Besides, while the findings suggested that the Internet adoption for e-communications could generate trust with suppliers, the influence of e-procurement on trust was negative because of the normative pressure. Another major finding from this study was the need to increase the level of perceived reciprocity in enhancing relationship with suppliers. It is because the analysis results indicated an indirect relationship between trust and commitment through perceived reciprocity. Considering the intense competition in this era, the current findings provided concrete evidence for managers of travel agencies that the adoption of the Internet may help their businesses in strengthening their relationships with suppliers, and perceived reciprocity is the prerequisite for committed supplier relationships.

ENTER2011 Research Track updates:

With an over 17-year history in the academia, ENTER eTourism Conferences have long been recognized as the world's largest annual event on information and communication technologies (ICTs) and tourism. In the 18th ENTER eTourism Conference, in view of the synergistic interaction between technology and tourism has been continuously transforming the structures of the tourism industry, the ENTER2011 conference theme of "eTourism: Present and Future Interaction" emphasizes the role of IT on facilitating global interactions between players around the world. In the past few months, nearly 100 research papers were submitted by researchers in the fields of tourism and IT around the world. In view of the popularity and prominent functionality of social media and mobile technology in connecting travelers with tourism destinations or organizations, these two technologies and their applications are the most researched areas among all ENTER2011 submissions. Consistent with the papers submitted to ENTER Conferences in the past, most submitted papers are of high quality that bring up innovative research ideas with insightful findings and implications. On behalf of the Research Track Chairs, we would like to give special thanks to all contributors for their interest and willingness to share their great ideas and findings in ENTER2011. In addition to the contribution by the authors, the Research Track Chairs would also like to thank all Research Program Committee members and shadow reviewers for their rigorous reviews and useful comments to ameliorate the authors' work. Without their support, the reviewing process cannot be undergone as successful as expected. At present, the reviewing process comes to the final stage. We look forward to exchanging the latest ideas and findings to the worldwide audience at the end of January 2011.

Rob Law, Research Track Chair

Message from the IFITT President (cont.)

The PhD workshop is progressing well and I am grateful to MCI in Innsbruck for their sponsorship and support.

This year the ENTER conference committee is glad to announce a great line of keynote speakers for the conference. These include:
- **Marko Balabanovic** – Head of Innovation at lastminute.com.
- **Don Birch** – Vice President Europe of Brand Karma,
- **Barbara Muckermann** – Head of Corporate Marketing at MSC Cruises,
- **Martin Verdon-Roe** - Sales Director, Europe at TripAdvisor,
- **Jon Munro** and **Bethan Richards** - Digital Marketing Managers at Visit Wales,
- **Jason Ryan** – Head of Strategy & Planning at iCrossing UK,
- **Tom Hall** - Head of Communications at Lonely Planet

- ENTER2012: we start receiving proposals for ENTER2012 and we would welcome some more to find the best place to take ENTER in 2012. Please let us know if you are interested in hosting ENTER2012 and start putting a bid together.

- NEW IDEAS: we are very open to new ideas and suggestions for IFITT activities – Please send me an email with initiatives that you would like IFITT to take in the future.

Yours Truly
Dimitrios Buhalis
IFITT President

ENTER2011 Industry and Destination Track presentations

ENTER 2011 will see some exciting sessions as part of the destination track. The 'hot issues' that DMOs are currently struggling with, are all on the programme. With the conference theme of 'interaction' what better topic then Social Media to start with on the Wednesday morning with the kick-off of the track sessions after the first keynote address. Anthony Rawlins of Digital Visitor makes a considerable contribution to this first session. The rest of the Wednesday will be dedicated to questions related to the very reason for existence of DMOs and the boundaries of their online responsibilities. Gilbert Archdale, director of ASW Consulting with managerial experience at the British Tourist Authority, has put two interesting sessions together, first about the question whether DMOs should set-up their own online booking systems or not, followed by a late afternoon session on the impacts of state aid issues that are currently being discussed at the European Commission. The outcome of these discussions might have a considerable impact on DMOs and their role in on- and offline destination marketing. For the Thursday morning, the efforts to strengthen the cooperation between IFITT and ETC, has resulted in ETC taking charge of a full destination track session. We are delighted to have Andrew Daines coordinate this session, while also taking the floor as speaker together with representatives of three DMOs with interesting stories to tell. The Thursday afternoon will offer a similarly delightful session for which Olaf Nitz of the Austrian National Tourist Office has made an effort to bring some great speakers together on the relevant topic of the Mobile DMO. The same level of relevance will continue into the third and last day on the Friday with, in the morning, contributions by Joobili.com, Vancouver Olympics and Invat.tur-Valencia on the issue of consumer inspiration through ICTs. Finally, we close the destination track on Friday afternoon with a session on e-accessibility of tourism, coordinated by Ivor Ambrose of the European Network for Accessible Tourism asbl.

Robert Govers, ENTER2011 Destination Track Chair

In many disciplines a gap is often felt between the industrial and the academic worlds. Tourism is no exception, even if this gap is probably smaller than in many other situations. Conferences and meetings devote time and efforts in attempting to close this gap. ENTER organizers are obviously aware of this issue, but, instead of carrying on this practice of discussions have adopted a "practical" approach which has proved much more effective. The Industry Track at ENTER 2011 continues the now consolidated tradition of providing a space in which representatives from industry and academia can discuss common themes and promote cross-fertilization.

In the next edition, as on previous occasions, a number of invited sessions will deal with topics that are of great interest and have warmed up the debate internationally.

The sessions on schedule up to now are dedicated to China tourism, specialized tourism search engines, hotel technologies, performance measurement and business impact of social media and e-learning in Tourism and Hospitality. During the sessions academicians and practitioners together will have the possibility to listen to presentations on the state of the art and to discuss the main issues and challenges.

ENTER2011 novelty is, as known, the open call for Industry Cases. Along with the traditional call for academic contributions, this year the industry community has been asked to provide examples, case studies, applications and testimonials. The results have greatly exceeded the expectations and a number of submissions have been received. A dozen proposals have been selected by the organizing committee. ENTER2011 participants will be able to attend sessions in which they can be seen and discussed. The topics examined will be many. Mobile technologies are examined by looking at a survey and tests conducted on several mobile applications, mobile destination websites, interactive guides to points of interest. More "traditional" uses of ICTs regard a city trip planner, a collaborative atlas, techniques to merge different types of data (raw, multimedia, editorial) in order to satisfy specific marketing needs and the issues concerning the spread of tourism ICTs in developing countries. Hoteliers will be able to see how to use online reviews for improving their products and services.

We are sure that the lessons learned from these examples will prove interesting and effective for the development knowledge in the e-tourism arena and provide many new ideas.

Rodolfo Baggio, ENTER2011 Industry Track Chair

IFITT/JITT Awards 2011 - call for nominations

The International Federation for Information Technology and Travel & Tourism (IFITT) is pleased to announce that the Journal of Information Technology & Tourism (JITT) will co-sponsor a series of awards to be presented at the 2011 ENTER conference in Innsbruck.

Please find below detailed information about the awards.

Hannes Werthner Tourism and Technology Lifetime Achievement Award

This award will be given at the ENTER 2011 conference to an individual from academia, industry or government who has made significant contributions to the advancement of the field/practice of tourism and technology. Representatives of the IFITT Board and JITT Board will make the selection. The winner of the award will receive an award trophy, a certificate, 500 Euros, a ticket to the ENTER 2011 conference gala dinner, an acknowledgement on the IFITT and ENTER websites and IFITT membership for one year.
Please submit nominations with a biographical statement about the nominee to Ulrike Gretzel (ugretzel@tamu.edu) by November 30, 2010.

Outstanding Industry Contribution Award

 This is an award given at the ENTER 2011 conference to a company/organisation who has made a significant contribution to the growth and success of technology adoption, integration, or use in the tourism industry. Organisations have to be nominated by an IFITT member. The IFITT Board will select the winning organization. The award involves an award trophy, a ticket to the ENTER 2011 conference gala dinner, an acknowledgement on the IFITT and ENTER websites and an invitation to publish a description of the organisation and its products/services as an industry case study in JITT .

To nominate an organisation for this award you have to be an active IFITT member. Please send a brief description of the organisation and their contributions to IT and tourism to Ulrike Gretzel at ugretzel@tamu.edu by November 30, 2010.

IFITT newsletter # 3—NOVEMBER 2010

The next IFITT newsletter issue is scheduled for January 2011.

Please, contact newsletter section editors to
submit your contributions.