Workshop on Analytics in Tourism Design.

Modul University Vienna
November 8 – 10, 2017

Defining the Future of Tourism
Huge progress has been made over the past decade in establishing a foundation for designing tourism experiences. In particular, our knowledge in the areas of consumer perceptions, memory, emotions, feelings and most importantly the linkages between them, has enabled us to develop a new framework to describe and explain tourism experiences. Further, the number, diversity and capacity of new tools (including both sensors and analytical algorithms) that can be used to capture, measure and analyze the various facets of tourism experiences have grown extraordinarily over the past years. Certainly, the continuing growth of systems built upon social knowledge and machine-learning tools (even artificial intelligence) represents a new era in tourism management, which can be best described as “Smart Tourism Design.”

With this background, the goal of this workshop is to create the opportunity for tourism scholars to identify and discuss recent cutting-edge research in this area as well as to discuss the challenges or limitations that exist in tourism experience design, which is now, evolving into what might be called ‘Design Science in Tourism.’

As you can see from this program, each day of the workshop will start with a keynote describing recent trends about analytics, smart tourism and experience design and continues with a series of working sessions wherein authors will have about 25 minutes for presentation of research/position papers and Q&A. Importantly, discussants will lead Q&A throughout the workshop. The final session of the workshop will invite discussion of the lessons learned from four leading scholars and from, of course, all workshop participants and focus on lesson learned and on the future of tourism design.

Welcome to Modul University Vienna and the Workshop on Analytics in Tourism Design

Daniel Fesenmaier
Zheng (Phil) Xiang

Noel Scott
Hannes Werthner

Noam Shoval
Karl Wöber
WORKSHOP ON ANALYTICS IN TOURISM DESIGN

DAY ONE
EXPERIENCES, MEMORIES, MEASUREMENT & TOURISM DESIGN

Welcome

Dr. Karl Wöber
President, Modul University Vienna

Daniel R. Fesenmaier
Workshop Co-Chair

Keynote: Philip Pearce (James Cook University)
Laughing, crying, or lying: Tourism researchers and the wicked problem of emotions

Juergen Gnoth (University of Otago)
Tourists’ individual and collective emotional experiences

Short break
SESSION 1. EXPERIENCES, MEMORIES, DECISIONS AND EDA

10:00 – 12:45

Moderator: N. K. Prebensen (Tromsø University)

Iis Tussydiah (Surrey University) & S. Park (Hong Kong Polytechnic). Psychophysiological measurements in the study of digital media and tourism

F. Montaguti (CISE), N. Trentin (Neurowebdesign), V. Minghette (CISE), L. Vescovi (Neurowebdesign), & S. Civiero (Neurowebdesign). Gaze-emotions-memory: Using neuromarketing methods and technologies to better understand decision making and enhance the performance of hotel websites

S. Anton Clavé (Rovira i Virgili University), A. Orellana Blánquez (Catalan Science and Technology Park for Tourism and Leisure), & J. Borràs Nogués (Catalan Science and Technology Park for Tourism and Leisure). Emotions, decision making and tourism consumption: A methodological discussion of measurements using biophysical sensor technologies

E. Wood (Leeds Beckett University), A. Jepson (University of Hertfordshire), & R. Stadler (University of Hertfordshire). EDA tracking and its use in understanding the memory of emotion rich experiences.

A. Dickinger & L. Lalicic (Modul University Vienna), Designing Experiences Using Tourist-Driven Ideas – Open Innovation for Destinations.

S. Volo (Free University of Bozen-Bolzano) & O. Maurer (Free University of Bozen-Bolzano). Objective and subjective measurements in tourism emotions: Does vacation time enhance health?

Discussant:

S. McCabe (Nottingham University)

12:45 – 13:30

Lunch
SESSION 2. MODELS AND MEASURES OF (AND FOR) TOURISTIC EXPERIENCES

Moderator: U. Gretzel (University of Southern California)

J. E. Araña (TiDES, University of Las Palmas de Gran Canaria) A dual cognitive-emotional model to design tourism experience

E. Marchiori (Università della Svizzera italiana – USI, Lugano) & L. Cantoni (Università della Svizzera italiana – USI, Lugano). Media effects of a tourism related virtual reality experience using biophysical data

V. Ramos (University of the Balearic Islands), N. Tur (University of the Balearic Islands), & J. Rey-Maquieira (University of the Balearic Islands. An empirical approach to measure experiential tourism

N. K. Prebensen (Tromsø University). How can ICT affect the tourist experience: interaction, learning and involvement?

S. Hosnay, (University of London), D. Martin (University of Hawaii – Hilo), A. Woodside (Boston College) & S. McCabe (Nottingham University). Emotionapps: Metrics, Applications, and Recommendations

Discussant:

J. Gnoth (University of Otago)

16:15 – 16:30

Short break

DAY ONE WRAP-UP SESSION

16:30 – 17:00

Discussant:

Noel Scott (Griffith University)

19:00 – 22:00

Reception – Dr. Karl Wöber’s Residence
DAY TWO
ANALYTICS, DATA QUALITY & SMART TOOLS

9:00 – 9:45
Keynote: Andrei Kirilenko (University of Florida)
Big data = Big challenges

9:45 – 10:00
Short break

10:00 – 12:30
SESSION 1. ANALYTICS AND TECHNIQUES FOR BIG DATA
Moderator: Jason Stienmetz (Surrey University)

W. Höpken (University of Applied Sciences Ravensburg-Weingarten).  Big data analytics as input to decision support and process optimization

J. Mazanec (Modul University Vienna).  Advanced quantitative methods in the study of tourism: An interim assessment

W. Grossman (University of Vienna).  Pictures as a tool for matching tourist preferences with destinations

Y. Yang (Temple University) & X. Hu (Temple University).  Do Avatar matter? Investigating the influence of reviewer profile photos on perceived helpfulness

Astrid Dickinger and A. Scharl (Modul University Vienna).  Extracting and Visualizing Affective and Factual Knowledge from Online Media

L. Mich (University of Trento).  Artificial intelligence in tourism  Beyond bit and bot

Discussant:

Julia Neidhardt (Technical University Vienna)

12:30 – 13:30
Lunch
SESSION 2. BIG DATA, APPLICATIONS AND CHALLENGES

Moderator: Pierre Benckendorff (University of Queensland)

M. Fuchs (Mid-Sweden University, Östersund, Sweden). A business intelligence-based analytics framework for tourism destinations: A case from Sweden

Y. Ergas (Research, Statistics and Informatics Policy Planning & Strategy, Government of Israel). Designing a tourism barometer: A case study of Israel


N. Li (Beijing Union University). Challenge of analysis of tourist UGC on Internet

B. Pan (Penn State University). Relevancy and bias in tourism big data

U. Gretzel (University of Southern California). Why big data does not equal big insights

Discussant: Irem Onder (Modul University Vienna)

16:15 – 16:30

Short break

16:30 – 17:00

DAY TWO WRAP-UP SESSION

Discussant:

Z. Xiang (Virginia Tech University)
Dinner at Vienna restaurant

Zum Martin Sepp
Cobenzlgasse 34, 1190 Vienna

See Map
DAY THREE
INNOVATION & SMART SYSTEMS DESIGN

9:00 – 9:45
Keynote: Noam Shoval (Hebrew University of Jerusalem)
Implementation of Advanced Tracking Technologies for Tourism Research: The first Decade

9:45 – 10:00
Short break

10:00 – 12:30
SESSION 1. ADVANCED ANALYTICS AND APPLICATIONS IN TOURISM
Moderator: S. Stepchenkova (University of Florida)

D. Jannach (Technical University Dortmund). Personalized, interactive explanations of recommendations in etourism

J. Ham (Kyung Hee University), C. Koo (Kyung Hee University), Sujeong Choi (Chonnam National University) & N. Chung (Kyung Hee University). Developing a maturity model for the convergence between smart cities and smart tourism

S. Gindl (Modul University Vienna), U. Gunter (Modul University Vienna), & I. Onder (Modul University Vienna). Utilization of Facebook analytics for destination marketing

L. Zhong (Beijing International Studies University) & J. Rong (Victoria University). Individual travel recommendations based on UGC from Flickr

J. Li (Capital University of Economics and Business, China). Big Data Applications in the Chinese tourism industry: A case study and its implications

Discussant:

F. Zach (Washington State University)

12:30 – 13:30
Lunch
SESSION 2. ADVANCED ANALYTICS AND APPLICATIONS IN TOURISM II

Moderator: M. Fuchs

B. Kadar (Budapest University of Technology and Economics). Using visitor-generated social media content for tourism analytics: Examples of Flickr data-sets and their planning prospects

R. Ahas (University of Tartu). Mobile positioning data in developing smart tourism applications

L. Nixon (Modul University Vienna). Media mining for smarter tourism

J. Stienmetz (Surrey University). Using social media VGI to sense visitor footfall and satisfaction

M. Sigala (University of South Australia). Unravelling the organizational capabilities for data-driven strategies

M. Scaglione (University of Applied Sciences and Arts Western Switzerland Valais). Big data projects at the Tourism Observatory of Valais: From visitors forecasting to visitor flows descriptions

Discussant:

L. Cantoni (Università della Svizzera italiana – USI, Lugano)

16:15 – 16:30

Short break

16:30 – 17:30

CONCLUDING SESSION

Moderator: D. R. Fesenmaier (University of Florida)

N. Scott (Griffith University)  I. Tussyadiah (Surrey University)

P. Sheldon (University of Hawaii)  H. Werthner (Technical University of Vienna)

N. Shoval (Hebrew University of Jerusalem)
Workshop Participants

Rein Ahas is a Professor of Human Geography at the University of Tartu, Estonia. Research interests of prof. Ahas include the study of spatial mobility and tourism, seasonality and climate change impacts. He has been actively involved in the developing of mobile positioning based research methodology for mobility studies and tourism geography. R. Ahas was one author of Eurostat (2014) Feasibility Study on the Use of Mobile Positioning Data for Tourism Statistics and is a member of Eurostat Task Force a Task Force on ‘Big Data and Official Statistics’ and the editorial board of the Journal of Location Based Services (Taylor & Francis) and BIG Data and Society (Sage).

Salvador Anton Clavé is a Full Professor of Regional Geographical Analysis at the Rovira i Virgili University, Catalonia (Spain) and Senior Research Scholar at the International Institute of Tourism Studies at the George Washington University (USA). He currently serves as Director of the Doctoral Program in Tourism and Leisure at the Rovira i Virgili University where he is also the Principal Investigator of the Research Group of Territorial Analysis and Tourism Studies. He is the Director of Research at the Science and Technology Park for Tourism and Leisure of Catalonia. He has served as director/dean of the School of Tourism and Leisure/Faculty of Tourism and Geography at the Rovira i Virgili University since its foundation in 2002 until 2014. His research concentrates on the analysis of the evolution of tourism destinations, theme parks and visitor attractions, destination image, policies, planning and local and regional development related to tourism and visitors decision making and spatial behavior.

Jorge E. Araña is Associate Professor in Economics at the University of Las Palmas de Gran Canaria (Spain). He received a PhD in Environmental Economics and Econometrics from ULPGC in 2002 and he held a postdoc position at the Department of Agricultural and Resource Economics, University of California (Berkeley) from 2003 until 2005. He has been research professor at the Center for the Study of Choice (CenSoc) at University of Technology, Sydney -from 2010 to 2012- and the Institute for Choice (I4C) at the University of South Australia –from 2012 to 2015-. Both research and teaching activities have been focused in exploring how to combine advances in the areas of statistics, economics, psychology, sociology, ecology, neurology and biology to understand and predict human behavior, and use such information to design optimal sustainability policies. His academic contributions lies in what are known as stated preference methods (e.g. choice experiments, field experiments, contingent valuation, quality of life and happiness studies). At ULPGC, he is or has been teaching in the Business Faculty, Marine Sciences Faculty, Superior School of Engineering and the School of Tourism. Jorge is also the Director of the Experimental Lab on Human Choice Modelling, at member of the UNESCO chair on Development and Sustainability. He has been a consultant for a number of non-profit organizations, major corporations, and government agencies in several countries Spain, United Kingdom, Germany, Japan, France, United States of America, Senegal, Cape Verde, Guatemala, Colombia, Chile, Paraguay and Australia, among others.

Srikanth Beldona is a professor and the graduate director in the Department of Hospitality Business Management at the Alfred Lerner College of Business and Economics. His focus of research is in consumer psychology as it relates to hospitality-based experiences and digital marketing in hospitality and travel. He has published over 65 articles/papers that have appeared in journals such as the Cornell Hospitality Quarterly, Journal of Travel Research, Tourism Management and the International Journal of Hospitality Management among others. Beldona was honored as one of 2015’s Top 25 Most Extraordinary Minds in Hospitality Marketing by Hospitality Sales and Marketing Association International (HSMAI). He has been cited in publications such as the Chicago Tribune, The Boston Globe, The Los Angeles Times and Conde Nast Traveler.
Pierre Benckendorff specializes in visitor behavior, technology enhanced learning and tourism. He has held several teaching and learning leadership positions at The University of Queensland and James Cook University in Australia. His experience includes coordinating a team of teaching and learning staff, program quality assurance and accreditation, and curriculum reviews of undergraduate and postgraduate coursework programs in business, tourism, hospitality and event management. He has developed and taught undergraduate and postgraduate courses in introductory tourism management, international tourism, tourist behavior, tourism and leisure futures, tourism transportation, tourism operations, tourism technologies, tourism analysis, business skills and marketing communications. Pierre was part of the national team that developed the Learning and Teaching Academic Standards for Tourism, Hospitality and Events and has continued to co-lead efforts to embed and measure these standards under the auspices of CAUTHE. He is currently the co-chair of knowledge creation for the BEST Education Network and in this capacity, has worked with the World Travel and Tourism Council to edit a book of international cases based on Tourism for Tomorrow award finalists and winners. He is the co-editor of the Handbook of Teaching and Learning in Tourism.

Ingvild Blomstervik is a PhD student at UiT The Arctic University of Norway. She is just in the beginning of her PhD journey. Her research interests are about co-creation in the tourism industry, and in what extent firm and destination can facilitate the value creation process.

Lorenzo Cantoni graduated in Philosophy and holds a PhD in Education and Linguistics. He is professor at USI – Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication Sciences, where he served as Dean in 2010-14 and is currently director of the Institute for Communication Technologies. His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and Digital Fashion, from ICT4D to eGovernment. He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Site, and President of IFITT – International Federation for IT in Travel and Tourism.

Sujeong Choi is Research Professor of the College of Business Administration at Chonnam National University (CNU), Korea. She worked as a senior researcher at the Korean Callcenter Industry Research Center and was part of the Brain Korea 21 Team, CNU, as a research professor. She received her doctoral degree in MIS from CNU. Her work has been published in international journals such as CHB, IJIM, IJeC, INTR, ISeB, ITM, and MSQ as well as in many Korean journals. Her current research interests include IT and service competitiveness, mobile commerce/ecosystem, and smart tourism.

Namho Chung is a professor in the Department of Hotel Management and the co-founder of Smart Tourism Research Center at Kyung Hee University in Seoul, Republic of Korea. Since March 2017, he has been a Visiting Research Fellow at School of Hospitality and Tourism Management, University of Surrey, Guildford, UK. His research interests include travel behavior, information search and decision making, knowledge management and smart tourism. His research work has been published in Journal of Travel Research, Tourism Management, International Journal of Contemporary Hospitality Management, Computers in Human Behavior, Information & Management, Information Systems Frontiers, Technological Forecasting and Social Change, and others.
Astrid Dickinger is Full Professor at the Department of Tourism and Service Management and Dean of the Graduate School at MODUL University. Before joining MODUL University Vienna, Astrid Dickinger was Assistant Professor at the Institute for Tourism and Leisure Studies of Vienna University of Economics and Business Administration (Wirtschaftsuniversität Wien). Astrid holds a master degree (2002), doctorate (2006) and Habilitation (2010) from WU. Her research interests are in the areas of electronic and mobile service usage, understanding open innovation for services and designing exceptional service experiences as well as digital marketing and digital consumer behavior.

Yaron Ergas is the director of Research and Statistics in the Israeli Ministry of Tourism. My previous position was director of Physical Planning unit in the Ministry. My academic education was Statistics (Bachelor's degree) and Geography (Phd) in The Hebrew University, Jerusalem. In 2010 I completed my Phd thesis titled "The contribution of tourism infrastructure to regional and local growth". My main fields of interest are Input-Output, methodologies for impact analysis and tourism data monitoring. As of 2014 I also lecture in Ashkelon Academic Institute.

Daniel R. Fesenmaier is Professor and Director of the Eric Friedheim Tourism Institute (EFTI) and the National Laboratory for Tourism & eCommerce, Department of Tourism, Recreation and Sport Management, University of Florida. Dr. Fesenmaier is author, co-author and co-editor of books focusing on information technology and tourism marketing including Tourism Information Technology, Foundations of Tourism Design and Analytics in Tourism Design. He is co-founding editor of Tourism Analysis; past Editor-in-Chief, Journal of Information Technology and Tourism and editor of the Foundations in Tourism Research Series, Journal of Travel Research. His current research focuses on Design Science in Tourism (DST) and, in particular, the design and impact of stories within tourism advertising and structure of emotions within the touristic experience.

Sebastian Filep is Associate Dean - International at Otago Business School and Associate Professor (effective 1 February 2018) at the department of Tourism, University of Otago, New Zealand. Sebastian is Executive Committee member of the Council for Australasian Tourism and Hospitality Education (CAUTHE). Dr Filep is developing a humanist platform of research focusing on investigations of well-being, happiness and flourishing in tourism, primarily drawing from the field of positive psychology. He is a co-author of Tourists, Tourism and the Good Life (Routledge, 2011), the lead editor of Tourist Experience and Fulfilment: Insights from Positive Psychology (Routledge, 2013) and the lead editor of Positive Tourism (Routledge, 2016). He serves as the Associate Editor of the journal Leisure Sciences, he is a member of the Editorial Board of the Journal of Hospitality and Tourism Management (JHTM) and a member of the Editorial Review Board of Tourism Review.

Matthias Fuchs is Professor of Tourism Management and Economics at the European Tourism Research Institute, Mid-Sweden University, Östersund, Sweden. His research areas include electronic tourism (mobile services, e-business readiness and impact, online auctions, business intelligence and data mining in tourism), destination branding and economic impact analysis. Matthias serves on the Editorial Board of the Journal of Travel Research, Annals of Tourism Research, Tourism Analysis and the Journal of Hospitality & Tourism Management. He is Associate Editor of the Journal of Information Technology & Tourism. Matthias serves as director of IFITT Education (International Federation for Information Technology and Travel & Tourism) and chaired the Research Track at the ENTER Conference in 2012. In 2018, Matthias is the overall chair of the ENTER Conference, Jönköping, Sweden.
**Stefan Gindl** is Assistant Professor in the Department of New Media Technology at MODUL University Vienna. He studied Medical Informatics at Technical University Vienna, where he holds a bachelor degree, a master degree and a doctorate. His research interests cover Natural Language Processing, Text mining and Artificial Intelligence. Stefan has extensive teaching experience, from both Technical University Vienna and MODUL University and has supervised multiple bachelor theses. He has a keen interest in sustainability, both from the environmental and the social perspective and has been an active member of MODUL University’s sustainability committee for several years.

**Juergen Gnoth** is a professor at Otago University, New Zealand. His research interests connect cross-cultural consumer behavior with destination branding in service marketing, and focus on the role of emotions, social values and motivations in the process of experiencing tourism and well-being. Juergen serves as editorial board member and associate editor, including for Annals of Tourism and the Journal of Travel Research.

**Ulrike Gretzel** is a Senior Fellow at the Center of Public Relations, Annenberg School of Communication, University of Southern California and Director of Research at Netnografica, an innovative market research company. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign and holds a master’s degree in International Business from the Vienna University of Economics and Business. Her research focuses on persuasion in human-technology interactions with an emphasis on credibility perceptions, information search and processing, electronic decision aids, smart technologies, online and social media marketing, adoption and use of technologies, as well as non-adoption and digital detox.

**Wilfried Grossmann** is retired professor for Statistics at the Faculty of Informatics, University Vienna. He has published in the areas of Mathematical Statistics, Applied Statistics, Statistical Computing, and Business Informatics. From 2005 – 2010 he was head of the quality board of the Austrian national statistical office Statistics Austria. In connection with this activity he has started research activities in the area of statistical computing in official statistics, in particular development of process models for data production. He was leader and key researcher of European projects for the development of statistical information systems, statistical metadata management and data validation. Recently he is working in business analytics, in particular application of recommender systems for tourism.

**Ulrich Gunter** is an Assistant Professor at the Department of Tourism and Service Management at MODUL University Vienna. He holds a PhD in Economics from the University of Vienna and an MA in Latin American Studies from the same university. Ulrich was a visiting researcher at the University of Surrey and at the University of Sao Paulo, where he concluded a Brazilian Pós-Doutorado. Ulrich is founding co-editor of the MODUL University Working Paper Series (together with H. Goldstein). His research interest is in applied econometrics, with a particular focus on time-series analysis (including forecasting) and panel-data analysis. His primary fields of thematic interest are the economics of tourism and sustainability.

**Juyeon Ham** is a research professor in the College of Hotel and Tourism Management at Kyung Hee University in Seoul, Korea. She received her Ph.D. degree in Management Information Systems from Korea University Business School in Seoul, Korea. She held her MS Degree in Information Systems from the Graduate School of Information at Yonsei University in Seoul, Korea. Her research interests are open innovation, open data, maturity model, knowledge management, and smart tourism. Her work has been published in Industrial Management & Data Systems. She has presented several papers at the ICIS, HICSS, PACIS, and APTA Conferences.
Wolfram Höpken is professor for Business Informatics and eBusiness at the University of Applied Sciences Ravensburg-Weingarten and director of the eBusiness Competence Centre eBLSIG. His main fields of interest are business intelligence and data mining, semantic web & interoperability and mobile services. He has been involved in several research projects in the area of semantic web and seamless data interchange in tourism (EU-funded projects Harmonise, Harmo-TEN, Euromuse, HarmoSearch) as well as in the area of knowledge discovery and management within tourism destinations. Wolfram Höpken is vice-president and commercial director of IFITT. He has been research track chair of the ENTER conference 2009 and overall chair of ENTER 2014. He has chaired the CEN/ISSS workshop eTOUR dealing with harmonization in the field of tourism.

Sameer Hosany is an associate professor of marketing at the School of Management, Royal Holloway University of London. His research interests lie at the intersection of marketing and tourism, focusing on tourist behavior and emotional experiences. His academic work is primarily grounded in survey research methods and multivariate modeling techniques. Sameer is the incoming associate editor Tourism and Hospitality for the Journal of Business Research.

Julia Jacobs, M.Sc., is a 4th year PhD student at the Department of Information Systems, University of Münster, Münster, Germany. The topic of the thesis about ‘online consumer search behaviour’ is related to the flight search. Therefore, the focus is on online panel data in the airline industry, website search and switching behaviour of consumers. More specifically how online search varies depending on the consumers’ backgrounds and impacts market structures, online marketing and advertising strategies.

Bálint Kádár is an architect, urban scholar and planner. He is teaching and doing urban research as assistant professor at the department of Urban Planning and Design at the Budapest University of Technology and Economics. His research focuses on the spatial development of urban tourism in European cities, and on the usage of user generated digital content in urban research. He also teaches the rehabilitation of historic urban centres, tactical urbanism and participatory design. He is activist in architectural NGOs since 2000, leading today the Hungarian Contemporary Architecture Centre (KÉK), and he also runs his architecture and urban design studio.

Andrei Kirilenko is an associate professor at the Department of Tourism, Recreation, and Sport Management at the University of Florida. His current research projects include: (1) Communication on mega-sports events in social networks; (2) Public discourse on climate change and tourism in social media and newspapers; (3) People as sensors: flood monitoring through social media communication data mining; and (4) Climate change, land use change, and agriculture on the Northern Great Plains. He also serves as a leading author on climate change crosscutting theme in the United Nations Environmental Program Global Environmental Outlook assessment. The area of Dr. Kirilenko’s research is broadly described as interaction between humans and environment with concentration on the impacts of climate change and sustainability issues. He is especially interested in the research of social and mass media and big data analysis. The initial scientific interests of Dr. Kirilenko were in environmental impacts of climate change: he did a postdoctoral study at the US EPA, studying climate change impacts on forests, was a visiting fellow at the European Forest Institute in Finland, working on climate change impacts on wildfires, and had a long-term collaboration with the University of Kassel (Germany) modeling climate change impact on agriculture of Russia.

Lidija Lalicic is a senior researcher / assistant professor in the Department of Tourism and Service Management at MODUL University Vienna. Before joining the team at MODUL, she gathered different experiences in the field while working in Belgium and the Netherlands. Lidija holds a Master of Science degree in International Tourism Management, hosted by European Master in Tourism Management, where she studied at the University of Southern Denmark, University of Ljubljana, University of Girona and University of Wageningen. She holds a PhD degree with distinction in business and socioeconomic sciences from MODUL University Vienna. For her PhD dissertation (a three paper design) she looked into innovation opportunities for the tourism industry enhanced by social media. Her research interests are mainly within the areas of technology-enhanced experiences, digitalization, innovation management and consumer behavior.

Yunpeng Li was awarded PhD of Management in Harbin Institute of Technology and post-doctor in School of Government, Peking University. He used to be a visiting scholar of Tsinghua University, National Laboratory of Tourism E-commerce Temple University, U.S.A. Currently, he holds the post of director and associate professor of Tourism Internet Plus Institute in Capital University of Economics and Business. His research areas mainly focus on tourism informatization, e-tourism and smart tourism. In recent ten years, he has participated in the national science and technology supporting program and the national 863 projects, as well as “The twelfth Five Year Guideline of national tourism informatization”, and “The planning of smart city of Chengde”, etc.. Also, he has presided more than ten programs involving “Research Report of China Smart Tourism Development Strategy”. He is a distinguished research fellow in Tourism Research and Planning Center of Peking University, Member of Chinese Association for Artificial Intelligence, and as well as expert in Information Centers of National Tourism Administration, Chongqing, Heibei and Jiangxi and other Provincial Tourism Bureau, member of Shandong Provincial Tourism Planning and Marketing Expert Committee, and standing committee member of the Association of Social Sciences in Xicheng District, Beijing.

Nao Li is an associate professor and director of eTourism Research Center, Tourism College, Beijing Union University. Previously worked for an IT company as an e-government senior consultant to develop, presale, implement and manage many IT projects, such as Citizen Cards, City Information Resource Planning, City Emergency Management, Industrial Park IT Planning, etc. Current her main research interests include tourism big data analysis and mining, agent-based modelling of recreational behaviours and ICT application in the tourism industry. Recently she leaded two tourism big data projects funded by the National Key Technology R&D Program and Beijing municipal government.
**Elena Marchiori** is a Postdoctoral Researcher and Lecturer at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication Sciences. She holds an M.Sc. in Media Management and a Ph.D. in Communication Sciences. She is the executive director of webatelier.net - the eTourism Lab at USI, and works for the Institute of Communication Technologies at USI. She is member of IFITT - International Federation for Information Technologies in Travel and Tourism, and general secretary of the IFITT Swiss Chapter. Her research interests are online tourism communication, reputation in online media, maturity of destinations, virtual and augmented reality in tourism, and media effects.

**Oswin Maurer** is Dean and Full Professor of Management and Marketing at the Faculty of Economics and Management, Free University of Bozen, Italy. His research interests include tourism management, consumer behavior in tourism, market development and entrepreneurship. He is director of the Bachelor Program in Tourism, Sport and Event Management and director of TOMTE Competence Center in Tourism Economics and Tourism Management. He has published in several marketing, business and tourism journals. His research interests include tourism sustainability, well-being of residents in tourism destinations and tourism development in the Alpine area.

**Josef A. Mazanec** is full professor at the Dpt. of Tourism and Service Management of MODUL University Vienna and professor emeritus of the Vienna University of Economics and Business (WU). He functioned as head of the Institute for Tourism and Leisure Studies of WU from 1981 to 2010, as the Vice-Rector for Research of WU (1997-2002) and the Speaker of the Joint Research Program on “Adaptive Models and Systems in Economics and Management Science” (1997-2000). He is a founding member of the International Academy for the Study of Tourism and an editorial board member for numerous tourism and marketing journals.

**Scott McCabe** is Professor of Marketing and Tourism at the Nottingham University Business School, where he has worked for ten years. Scott’s research is focused on the qualities of tourist experience, consumer behaviour and tourist decision-making, destination marketing and communications. More recently his work has engaged debates in pro-social and pro-environmental tourist consumption, as well as responsible and ethical consumer behavior. Since 2006 he has been working on a programme of research on the motivations, experiences and outcomes of holiday experiences for severely disadvantaged UK consumers. Working with a range of small and large charities, his research has helped to promote the concept of ‘social tourism’ in the UK, influencing policy and practice, raising awareness and establishing a link between holidays and subjective wellbeing outcomes.

**Luisa Mich** is an Associate Professor of Computer Science and Information Systems at the University of Trento, Italy. Her research interests include web presence strategies, creativity in requirement elicitation and linguistic tools for semantic annotation. She is an author of more than 150 papers that have appeared in journals, conferences, and workshops. She serves and has served on the program and organizing committees of several conferences and workshops, including NLDB, ENTER, REFSQ, and RE. She has lectured at and collaborated with several Italian and foreign universities. Luisa Mich is a member of the IEEE Computer Society, of the Association for Computing Machinery (ACM); of the International Federation for Information Technology and Tourism (IFITT) and of the AICA (Associazione Italiana per l’Informatica ed il Calcolo Automatico).
Valeria Minghetti is Chief Senior Researcher at CISET, the International Centre of Studies on Tourism Economics of Ca’ Foscari University Venice. She graduated from Ca’ Foscari with an honours degree in Economics and then specialised in Tourism Economics at the same University. She has more than 20 years’ experience in teaching, researching and writing on tourism subjects and has worked on a number of projects for important national and international organisations (ISTAT-Italian National Statistics Office, EUROSTAT, European Commission, UNWTO, etc.). Her main fields of interest are tourism demand analysis and forecasting; tourism statistics collection (methodology and procedures); the effects of the diffusion of innovation technologies in the tourism market, the tourism industry and in destinations; macro-economics of tourism; the economic impact of tourism at different territorial scales; the interconnections between tourism and transports. She is member of IFITT, the International Federation for IT and Travel & Tourism (http://www.ifitt.org) and member of the Enter Programme Committee (Annual International Conference on Information and Communication Technologies in Tourism). She is also member of the Editorial Board of Journal of Information Technology and Tourism (JITT) and reviewer for a number of international scientific journal (International Journal of Tourism Research, Current Issues in Tourism- CIT Letters section, Tourism Review, Ima Tourism, Journal of Information Technology and Hospitality, Tourism Recreation Research, etc.). Minghetti has also been a project reviewer for the Swiss National Science Foundation (SNSF).

Federica Montaguti joined CISET in 2003, after a four year work experience in the field of ICT applied to tourism and to the exploitation of cultural heritage. She is involved both in the research and in the education field of CISET activity. On the research side her main interest are destination development and marketing, neuromarketing, tourism business innovation and its impact on the evolution of professional skills, competitiveness and brand management. On the educational side, she is member of the Professors’ Board of the Master’s programme in Economics and Management of Tourism and she coordinates the live project activities for the same programme. Thanks to this, experiential learning and teaching approaches have become one of her research interest as well. She also coordinates executive courses addressed to tourism professionals, business owners.

Julia Neidhardt is a researcher at the E-Commerce Group at TU Wien, Austria. She holds a master’s degree in mathematics from the University of Vienna, Austria and a PhD in Computer Science from TU Wien. Her research focuses on modeling and predicting complex human behavior, user preferences and social relations as well as their dynamics in digital-enabled environments. Current projects deal with picture-based travel recommender systems; social influence in online communities; the emergence and diffusion of topics, opinions and sentiments; recommender systems of mobile services; event detection in social media and social-media based prediction of tourist arrivals.

Lyndon Nixon is Assistant Professor in the New Media Technology group at the MODUL University Vienna since 1st June 2014. Previously, since October 2013, he was working in the group as Senior Researcher. He is also CTO of the university startup MODUL Technology GmbH, founded to conduct R&D activities on behalf of the university and its faculty. It currently conducts work into social media retrieval, news event detection and entity relation extraction as part of the EU project InVID (www.invid-project.eu). He has been responsible for the EU projects LinkedTV (www.linkedtv.eu) - as Scientific coordinator - and MediaMixer (www.mediamixer.eu) - as Project Coordinator. He also teaches (Interactive Marketing, New Media and E-Commerce, Marketing Intelligence, Media Asset Management and Re-use) and works on acquiring new research projects. His research domain is semantic technology and multimedia, with a focus on automated media interlinking and the creation of interactive media experiences (hypermedia).
Irem Önder is Associate Professor at the Department of Tourism and Service Management. She obtained her PhD from Clemson University, South Carolina, where she worked as a research and teaching assistant from 2004 until 2008. She obtained her master’s degree in Information Systems Management from Ferris State University, Michigan. She has two main research interests, which are information technology and tourism economics. Her specific information technology related interests include social media, user generated content, big data analysis, decision support systems, and online travel information search. Her tourism economics interests are about tourism demand forecasting and comparison of accuracy of various forecasting models.

Alicia Orellana is the Director of the Tourism Observatory at the Science and Technology Park for Tourism and Leisure of Catalonia. She holds a large experience in tourism market research. She is in charge of the measurement of the performance of the tourism accommodation industry in several tourism brands and local destinations in Catalonia since 2001. As director of the Tourism Observatory she has also been in charge of ad hoc market and destination survey operations, data analysis and in company statistical research studies. She is a Social Psychologist from the Rovira I Virgili University (1996).

Bing Pan is an associate professor in the Department of Recreation, Park, and Tourism Management, College of Health and Human Development, Penn State University, USA. His research interests include information technologies in tourism, consumer behavior, destination marketing, social media, search engine marketing, revenue management, and benefits of travel.

Philip Pearce has written books on tourist behaviour (1982, 1988, 2005, and 2011), positive psychology and tourism (2011, 2014), and tourism and humour (2015). He has a doctorate from the University of Oxford and was appointed as the First Professor of Tourism in Australia. His published papers are in the areas of tourist experience, emerging markets, and communities and tourism. He has developed models of tourist motivation and experience, and uses both quantitative and qualitative research methods. He has concentrated recently on Asian tourism topics (Pearce & Wu(Eds.) (2017). The World meets Asian tourists.) He is an active PhD supervisor with over 40 successful doctoral graduates and a current team of students from 6 countries. He particularly enjoys work with his students on fresh approaches to tourist experience design, emotions, satisfaction, and the management of tourists’ behaviour. He was awarded the title Distinguished Professor at James Cook University in 2016, the first social scientist to achieve this accolade.

Juho Pesonen is the head of e-tourism research at the University of Eastern Finland Business School. He is also the director of International Master’s Degree Programme in Tourism Marketing and Management. His main research interest are in digital tourism marketing, destination marketing and development, sustainable tourism, and rural and nature-based tourism.

Nina K. Prebensen is full Professor at UiT. The Arctic University of Norway and holds a 20% position as professor at the University College of South East Norway. She has published papers in various tourism and marketing journals, and published four books. Her research highlights particularly the tourist decision and experience processes, where interactions and co-creation of value for hosts, guests and destinations are in focus. Prebensen has also been involved in innovation and marketing research together with different companies (size, type and branches) in their effort to be competitive through service-orientation.
Vicente Ramos is an economist and professor at the University of the Balearic Islands’ Department of Applied Economics. After graduating from the Master in Economics of Pompeu Fabra University (Barcelona) my research interests covered different topics in Tourism as: labour market, demand modelling, seasonality, etc. Since obtaining my PhD in Economics in 2003, Vicente has published sixteen articles in journals ranked in the Journal Citation Report (including Journal of Econometrics, Journal of Travel Research and Current issues in Tourism) and I have participated in around 30 international and a dozen national conferences and is vice-president of the International Association for Tourism Economics.

Miriam Scaglione has a Ph.D in Computer Sciences and M.Sc. in Statistics (Université de Neuchâtel), M.Sc. in Cognitive Sciences (EHSS, Paris); certified in database Swiss Federal Institute of Technology in Lausanne (EPFL), Switzerland, B.Sc. in Scientific Computing (Universidad de Buenos Aires). She is professor at the School of Management & Tourism of the University of Applied Sciences Valais (HES-SO Valais). She is president of the Swiss Chapter of the International federation for IT and Travel & Tourism, member of the International Association of Scientific Experts in Tourism, International Institute of Forecasters. Her research interests include applied statistics and time series in tourism, the hospitality industry, transportation and forecast of technology diffusion in telecommunications and e-tourism. She leads regional impact studies of tourism and a big data project which aims to monitor the frequentation of tourists using mobiles phone data in Switzerland.

Noel Scott is Professor and Deputy Director, Griffith Institute for Tourism at Griffith University, Gold Coast, Australia. His research interests include the study of tourism experiences, destination management and marketing, and stakeholder organization. He is a frequent speaker at international academic and industry conferences. He has over 210 academic articles published including 13 books. He has supervised 19 doctoral students to successful completion of their theses. He is on the Editorial Board of 10 journals, a member of the International Association of China Tourism Scholars and a Fellow of the Council for Australasian Tourism and Hospitality Education. Prior to starting his academic career in 2001, Noel worked as a senior manager in a variety of businesses including as Manager Research and Strategic Services at Tourism and Events Queensland.

Pooyan Sedarati is a PhD student in Tourism at the Faculty of Economics of the University of Algarve, Portugal. He holds a MS in Tourism Economics and Regional Development from University of Algarve and BS in Industrial Engineering. His main research interests include qualitative and quantitative modeling of smart tourism and sustainability using system dynamics technique.

Pauline J. Sheldon is Professor Emerita, University of Hawai‘i, School of Travel Industry Management where she also served as Dean. She holds a PhD in Economics, an MBA, and a BS in Mathematics. Her research areas include CSR, social entrepreneurship, sustainable tourism, knowledge management in tourism, and wellness tourism. Most recently she has published a book entitled Social Entrepreneurship in Tourism with Daniele, and is working on a third edition of Tourism Information Technology with Benckendorff and Xiang. She is the recipient of the UNWTO Ulysses prize, the TTRA Lifetime Achievement Award, and Hannes Werthner IFITT Lifetime Achievement Award. She was the first woman President of the International Academy for the Study of Tourism, and also co-founded TRINET and the Tourism Education Futures Initiative (TEFI). She teaches with the Art of Living Foundation.
Noam Shoval is a Full Professor at Department of Geography and the Director of the European Forum at the Hebrew University of Jerusalem. Since December 2015 he is serving as the President of the Israeli Geographical Association. Prof. Shoval completed his Ph.D. at The Hebrew University (2000) and conducted post-doctoral research at the Department of Geography, King’s College, University of London (2000–2001). He was (2007–2008) an Alexander von Humboldt Research Fellow at the Department of Geography of the University of Heidelberg (Germany). He spent an academic year (2014–2015) as a visiting Professor at the Center for Urban and Social Research at the University of Pittsburgh, USA. Prof. Shoval’s main research interests are urban geography and planning, urban tourism and the implementation of advanced tracking technologies in various areas of spatial research such as tourism, urban studies and medicine. Over the years he published over one hundred twenty scientific publications. Prof. Shoval has collaborated in several international research projects, for example: visitors’ activities in Port Aventura Theme Park in the Costa Dorada of Spain, tourist time space activities Hong Kong, aging and cognitive decline in Germany and Israel and recently time space activities of cruise passengers in Palermo, Sicily.

Marianna Sigala is Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. Prior to her current position she has been an academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece). She also has professional hospitality industry experience. Her interests include service management, Information and Communication Technologies (ICT) in tourism and hospitality, and e-learning. She has published six books and her work has also been published in several academic journals, books and international conferences. She is currently the editor of the Journal of Hospitality & Tourism Cases, co-editor of the Journal of Service Theory & Practice and the editor-in-chief of the Journal of Hospitality & Tourism Management. She is a past President of EuroCHRIE and a past member of the executive board of CHRIE. She currently serves at the executive boards of IFITT and CAUTHE. In 2016, she has been awarded the prestigious EuroCHRIE Presidents’ Award for her lifetime contributions and achievements to tourism and hospitality education.

Svetlana Stepchenkova is Associate Professor at the Department of Tourism, Recreation and Sport Management at the University of Florida, USA. The area of her research is destination marketing and branding, with the focus on quantitative assessment of marketing communications in tourism using unstructured data from general media, destination materials, and social networks. She is currently interested in factors influencing destination choice in the situation of conflict between countries. Svetlana teaches statistics and multivariate data analysis at a graduate level.

Jason Stienmetz is a Lecturer in Tourism at the University of Surrey where he teaches on topics such as tourism management, technology, data analytics, and digital marketing. His research interests include measuring, modelling, and managing tourism destination systems; marketing evaluation; visitor experience and value creation; “smarter” tourism management; and big data. Prior to joining the University of Surrey in 2016, Jason was a Research Coordinator for the National Laboratory for Tourism & eCommerce. Jason has also worked for the U.S. Travel Association and served as a Peace Corps volunteer in Costa Rica, where he was involved in a number of community-based projects related to eco-tourism, technology education, and micro-finance. Jason is an active member of TTRA and the IFITT, and serves on the editorial board of the Journal of Travel Research and the Journal of Information Technology and Tourism.
Panagiotis Symeonidis is an assistant professor at the Faculty of Computer Science (scientific sector INF/01) of the Free University of Bozen-Bolzano. Before moving to Bolzano he worked for 8 years as assistant professor at the Department of Informatics in Aristotle University of Thessaloniki, Greece. There, he received a Bachelor (BA) in Applied Informatics from Macedonia University of Greece in 1996. He also received a Master diploma (MSc) in Information Systems from the same University in 2004. He received his PhD in Web Mining and Information Retrieval for Personalization from the Department of Informatics in Aristotle University of Thessaloniki, Greece in 2008. His research interests include web mining (usage mining, content mining and graph mining), information retrieval, collaborative filtering, recommender systems, social media in Web 2.0 and location-based social networks.

Iis P. Tussyadiah is a Reader in Hospitality and Digital Experience in School of Hospitality and Tourism Management at University of Surrey, where she leads the Digital Visitor Economy Research Group and the Digital Lab. Her research interests lie in the intersection of digital technology and consumer behavior. She investigates the roles of information technologies in transforming traveler behavior, digging deeper into the processes of perception and emotional responses that lead to decisions and experiences. She served as Vice President of IFITT from 2014 – 2017.

Serena Volo is Associate Professor of Tourism Marketing at the Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy. She is the Editor-in-Chief of the International Journal of Culture, Tourism and Hospitality Research. She has chaired several editions of the Consumer Behavior in Tourism Symposium, which is held annually at the Bruneck Campus of the Free University of Bozen, where she is also vice-director of TOMTE, the Competence Center in Tourism Economics and Tourism Management. Her research interests include consumer behavior, tourism innovation, tourism statistics, second-home tourism and destination competitiveness.

Hannes Werthner is the Dean of the Faculty of Informatics at the Vienna University of Vienna, and Professor for e-commerce at the same University. Before his move to Vienna he was Professor for Information Systems at the University of Innsbruck; Professor for Information Systems at the Vienna University of Economics; and Professor for Computer Science and e-commerce at the University of Trento. In Trento he also headed the eCTRL (e-commerce and tourism research lab), a joint undertaking of ITC-irst (now fondazione bruno kessler / fbk) and the University of Trento. Besides being member in many editorial boards of scientific journal, e.g., Communications of the ACM, International Journal of Electronic Markets, Information Systems and e-Business Management, or Information Technology and Tourism, he was a member of ISTAG, a high level Advisory Group for the "Information Society Technologies" within the EU research framework programs. For his contributions in e-tourism, since 2011 the Hannes Werthner Lifetime Award is given to the most recognized personalities within the Tourism & Digital Marketing Arena. His expertise covers the fields of Computer Science and Business Informatics, with emphasis on e-commerce / e-tourism, recommender systems, semantic web and network analysis.
Karl Wöber is Full Professor and Founding President of MODUL University Vienna. He is also the chairman of the Austrian Private University Conference since 2012. He acquired his PhD from the Vienna University of Economics and Business where he became Associate Professor and Deputy Department Head at the Institute for Tourism and Leisure Studies in 2000. Over the last 20 years Karl’s interdisciplinary research focused on computer support in tourism and hospitality marketing and management, decision support systems, and economics. His work on domain-specific search engines materialized in a number of real-time applications, most prominently in a web portal of European Cities Marketing. Karl Wöber is one of four Austrian members of the International Academy for the study of Tourism, the worldwide leading network of Tourism Professors. For more than 20 years he is a Technical Advisor of European Cities Marketing (www.europeanecitiesmarketing.com) and the European Travel Commission (www.etc-corporate.org), the two leading professional tourism networks in Europe. Since 2017 he is the elected chairman of the Expert committee of the World Tourism Cities Federation (www.wtcf.org.cn).

Emma Wood is Head of the International Centre for Research in Events, Tourism and Hospitality. She has published widely in the areas of event impact, event experience and event marketing including a recently co-edited book, The Event and Festival Experience. Emma is joint editor of the Journal of Policy Research in Tourism, Leisure and Events and also chairs the Academy of Marketing special interest group in Events and Experiential Marketing. Consultancy projects for local government and other bodies focus on the evaluation of festivals and events, social marketing though events and audience development. Her specialist areas relate to locality and event tourism, event marketing and the impact of events and festivals on social change within communities. Her most recent work considers the personal impacts of event experiences on emotion and shared memory.

Zheng Xiang is currently Associate Professor in the Department of Hospitality and Tourism Management in the Pamplin College of Business at Virginia Tech. His research focuses on the impact of information technologies on the hospitality and tourism industry, destination marketing strategy, and information systems development for tourist destinations. He currently serves as a Board Member of the International Federation for IT and Travel & Tourism (IFITT). He has published/edited nearly 100 peer-reviewed journal articles, conference papers, book chapters and books/proceedings. He serves as editorial board member for several international journals and as editor-in-chief for the Journal of Information Technology & Tourism.

Yang Yang is currently an assistant professor in the Department of Tourism and Hospitality Management at Temple University. He got Ph.D. in Geography, Master of Statistics, and M.A in Economics from University of Florida. Dr. Yang's major research interests lie in tourism demand analysis, regional tourism growth, as well as big data analysis. With a solid multi-disciplinary education background, he is able to thoroughly investigate research questions in the tourism and hospitality industry and offer unique insights and perspectives. After ten years of research experience, his academic papers have been frequently published in top-tier tourism and hospitality journals. At the same time, Dr. Yang has accumulated abundant industrial experience from various consulting projects.

Florian Zach is an Assistant Clinical Professor and the Tod and Maxine McClaskey Faculty Fellow with the School of Hospitality Business Management, Carson College of Business, Washington State University Vancouver. His main research interests are at the intersection of innovation and stakeholder management and includes the importance of collaboration in destinations to foster and disseminate innovation to create sustainable and competitive destinations. His second research stream is at the intersection of tourism and information technology. He received his PhD from the Fox School of Business at Temple University and holds a Master of Science (Magister) from the University of Innsbruck.
Lina Zhong was awarded her PhD in Human Geography from Peking University in 2012. Dr. Zhong’s research interests focus primarily on Tourism Big Data analysis, Regional Planning for destinations, Landscape Architecture design for sites, Construct Design for sites and City Planning. Dr. Zhong is the adjunct professor of Center for Recreational and Tourism Research in Peking University, executive secretary of International Tourism Studies Association and professional member of Association for Geography of China. Dr. Zhong has published several high-quality international journal and conference papers in the fields of tourism & hospitality management and 37 papers in Chinese language. She has supervised over 45 research projects and was supported by China Fund of RMB 10,000,000 from 2006-2017.
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- Taxi - T: + 43 (0) 1 60160 or 40100
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FROM/TO VIENNA AIRPORT:

  Duration: approximately 30-45 min
  Advanced booking recommended (min. one day before)!

  Vienna Airport to stop ‘Wien-Mitte’ (city center) or vice versa  Duration: 16 min
Directions from DERAG Hotel Kaiser Franz Joseph to MODUL University Vienna

MODUL University Vienna
Am Kahlenberg 1
1190 Vienna

Leave the hotel building toward the tram 38 stop - direction “Grinzing”. “Grinzing” is the final stop where you have to change to the bus 38A. IMPORTANT NOTE: check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

“Kahlenberg” is the final stop on the 38A bus line direction “Kahlenberg” (the bus trip takes approximately 15 minutes from Grinzing). The 38A bus stop at Kahlenberg is only 50 meters away from the university building.

Way from your hotel to the tram 38 stop, direction “Grinzing”

Tram stop “Grinzing”, way to the bus 38A direction “Kahlenberg”
Way from the bus stop “Kahlenberg” to MODUL University Vienna
Directions from DERAG Hotel Kaiser Franz Joseph to Dr. Wöber’s house

Address: Sternwartestrasse 42, 1180 Wien

Leave the hotel building toward the tram 38 stop - direction “Schottentor”.
Get off the tram at the stop “Hardtgasse”, and then you have to walk.

Way from your hotel to tram 38 stop, direction “Schottentor”

Walk from the stop “Hardtgasse” to Dr. Wöber’s house
Directions to the dinner venue (November 09) from MODUL University Vienna

Restaurant: Zum Martin Sepp
Cobenzlgasse 34, 1190 Vienna

Take the bus 38A direction “Heiligenstadt”
Get off the bus at the stop “Himmelstrasse” – cross the street to get to the restaurant
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