MESSAGE FROM THE PRESIDENT

Dear colleagues and friends,

first of all, let me thank you for the great conversations we had at ENTER2015: it has been a very enriching and stimulating experience! For those of you who could not participate, please make sure you take time to read the Proceedings, access the presentation, videos and pictures. All info can be found at the following link: www.ifitt.org/experience-enter/enter2015/

We are already busy organizing next year event – eTourism: Empowering Places – which will take place in Bilbao (Spain). The call for papers and for the PhD workshop are already online: www.enter2016.org. Check it, save the date, and send a great contribution!

In Lugano we ran a strategic board meeting on the very IFITT identity using the Lego Serious Play methodology. You can watch a brief video on it, and a summary of its results.

Among the results of such a reflection, we have launched a new format to support the organization of workshops that deal with topics related to eTourism: the IFITT talk workshops.

In the meanwhile, the board has welcomed three new co-opted members:

- Aurkene Alzua-Sorzabal, executive director of the Cooperative Research Center in Tourism CICtourGUNE (Spain)
- Eduardo Santander, executive director at ETC – European Travel Commission (Belgium)
- Paul Baron, Group Manager Online Marketing at Tourism Victoria (Australia)

I want to thank them, and all the members of the board and of the secretariat for their dedication to the enrichment of our community!

A few days ago, the first IFITT Hangout went on Air: MOOCs in tourism and hospitality: you can enjoy the recorded session here. We’ll inform you soon about the next IFITT Hangouts on Air, as well as about new videos, due to be published in the coming weeks.

I’m looking forward to meeting you soon online and/or offline!

Yours, in eTourism

prof. Lorenzo Cantoni, PhD
USI – Università della Svizzera italiana (Lugano, Switzerland)
IFITT AND ENTER2015 INFOGRAPHICS

IFITT – International Federation for Information Technologies and Travel & Tourism

IFITT, established in 1997, is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and experience.

MEMBERSHIP GEOGRAPHY

**Top 10**
1. Switzerland
2. Italy
3. United Kingdom
4. Australia
5. China
6. Spain
7. Austria
8. United States
9. Finland
10. Korea

**36 Countries**

**5 Continents**

ENTER2015 eTourism Conference

In Lugano (Switzerland) attracted 405 attendees from all over the world

- **Students**: 17%
- **Industry**: 88%
- **Academia**: 45%

ENTER2016 will be hosted in Bilbao, Spain

MAIN ACTIVITIES

- IFITT Wiki
- IFITT Interviews
- IFITT Hangouts on Air
- Research & Industry Events
- IFITT Education

MAIN FIELDS

Destination
Analytics
Social
Big Data
Websites
Online
eMarketing
Tourism
eCommerce
Media

IFITT BOARD

- Lorenzo Cantoni
- Ils Tussaudiah
- Aukerne Alzua
- Paul Baran
- Matthias Fuchs
- Wolfram Höpken
- Alessandro Inversini

- Jamie Murphy
- Barbara Neuhäfer
- Eduardo Santander
- Dimitris Serifis
- Brigitte Stangl
- Zheng Xiang

CONTACT DETAILS

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- www.ifitt.org

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International Federation for IT and Travel & Tourism (IFITT)
c/o webatelier.net
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CH-6904 Lugano, Switzerland

ENTER2015 ETOURISM CONFERENCE
**ENTER2015 ETOURISM CONFERENCE AWARDS**

**Hannes Werthner Tourism and Technology Lifetime Achievement Award**

Professor Josef A. Mazanec, MODUL University Vienna

**Thesis Excellence Award**

- Estela Mariné Roig (Universitat Rovira I Virgili, Spain), Ph.D. Thesis title: From the projected to the transmitted image: The 2.0 construction of tourist destination image and identity in Catalonia
- Alessia Borré (Università della Svizzera italiana), Master’s Thesis title: Listening and dialogue practices in online travel reviews: the case of hotels in Lugano (Switzerland)

**Outstanding Industry Contribution Award (Small and Medium)**

Small Enterprise:
- First Place: Athens Destination Specialist Program
- Second Place: Yonderbound
- Third Place: DSP Studio & Momentum Studio

Medium/Large Enterprise:
- First Place: Bravofly
- Second Place: Meliá Hotels International
- Third Place: Nor1

**Innovative Destination Award**

- First Place: Vienna Tourism Board
- Second Place: Zermatt Tourism
- Third Place: Egyptian Tourism Authority

**Journal Paper of the Year Award**


**ENTER 2015 Best Paper Award**

**ENTER 2016 CALL FOR PAPERS**

ENTER2016 with the theme **eTourism: Empowering Places**, will take place February 2nd – 5th, 2016 in stunning Bilbao (Basque Country, Spain) organized and hosted by CICtourGUNE, Cooperative Research Center in Tourism in the Basque Country.

Beyond the emblematic sites, buildings, culture & art features pleasing the most demanding palates, the city is also a remarkable spot to enjoy the finest Basque cuisine and to go on a shopping stroll, we hope to see you over in Bilbao very soon!

**ENTER2016 registration and discounted rates**

ENTER’s 23rd edition will bring some new elements. Here we would like to briefly highlight that attendees residing in the emerging/developing countries will count with an **18% discount** on the conference fees, courtesy of IFITT. We are hoping that this would encourage all of you working on eTourism within these countries to attend ENTER2016, and further enrich the discussions from other contexts as well.

**ENTER2016 Research track**

Please note that the Call for Research Papers is NOW OPEN. We hope you feel compelled to submit your latest work and share it within IFITT community for enriching discussions during ENTER conference days. Submission deadline: September 1st 2015.

**ENTER2016 PhD workshop**

Likewise, the call for PhD proposals for Tuesday February 2nd PhD workshop is NOW OPEN. On 2nd of February 2016, the legendary pre-conference event will provide a forum for doctoral students undertaking research related to Information and Communication Technology in Travel and Tourism to discuss their research with peers, colleagues and leading supervisors and scholars in the field. Doctoral students at all stages (i.e. beginning or nearly completed) have the opportunity to share and develop their research ideas in a critical, but highly supportive environment, get feedback from mentors who are senior members within the IT and tourism research community, explore issues related to academic and research careers, and build relationships with students, researchers and members of the community from around the world! There is NO COST to students or faculty for participating in this workshop. Also the full ENTER 2016 conference is heavily discounted for students to encourage active participation in ENTER 2016!

We are hoping that more and more PhD students find this full day dedicated to them of their interest. Submission deadline: October 5th 2015
大家好(Da Jia Hao)! Hello everyone. I am Jingjing Lin, currently a first-year PhD student at the Faculty of Communication Sciences at USI – Università della Svizzera italiana (Lugano, Switzerland). I work under the supervision of prof. Lorenzo Cantoni, and my research interests focus mainly on eLearning in hospitality and tourism, particularly within the area of MOOCs (Massive Open Online Courses). Raised up in China, I received a bachelor’s degree in the area of management from the Harbin Engineering University, China. Afterwards, I moved to Hong Kong for a Master’s programme specializing in eLearning. In the following four years after graduation from The University of Hong Kong (HKU), I continued to serve the Hong Kong communities by contributing in various projects closely related to eLearning in both the industry sectors and the universities.

With years of project-related research experiences, I have published one paper in Science & Technology Association Forum (科协论坛) and one paper in International Journal of Quantitative Research in Education. I am at present active in SWITCH, which promotes the use of innovative information and communications technology and Internet services throughout the Swiss academic community, to share research output in the ongoing USI MOOCs project. At USI we are currently designing eTourism: Communication Perspectives MOOC, and are planning to launch it in Fall 2015. This year will be an in-depth intensive learning period for me, which includes campus courses, summer schools, conference participation, and journal article manuscript submission. It has been a wonderful journey with my supervisor and the inviting USI culture. I hold confidence and joy in my studying here.

I was able to meet some of you at ENTER2015 eTourism Conference in Lugano. Now I look forward to extending my networking to more IFITT members in this wonderful, engaging and productive community. If you are interested in knowing more about me and my research, you are very much welcome to drop an email to jingjing.lin@usi.ch. Thanks!

Find me also on LinkedIn: https://www.linkedin.com/in/linjingjing
**IFITT**talk

**Funding opportunities for workshops**

Get a workshop funded and win the **IFITT**talk award of the year.

IFITT introduces a new format to support the organization of workshops that deal with topics related to Information and Communication Technologies in a travel, tourism, leisure, hospitality and/or events context – eTourism. Within this topical context the main objectives of the **IFITT**talk workshops is to spark conversations, introduce new approaches, stay informed, find strategic partners and network, transfer knowledge between academia and the industry, or position an organization / community / group / person.

There is an open call for three different types of workshops:

- **Standard workshop type** focuses on general-purpose events addressing one specific travel, tourism, leisure, hospitality and/or events context community or a variety of communities.
- **Student/University workshop type** is organized by university staff or students. It gives universities the opportunity to share research outcomes, innovations and ideas they are creating.
- **Salon workshop type** is an event that takes place on a regular basis (at least twice) and one of its main objectives is to keep the community engaged.

In terms of duration it can be either half a day (i.e. Impulse Workshop) or max two half days, which can be on the same or on different days (i.e. Longevity Workshop). Each application will go through a review process. Successful Impulse Workshops applications will be eligible for a forfeit contribution of EUR 500, and Longevity Workshops for EUR 1’000; the participation of an **IFITT** board member can be covered on top of this.

The workshop which achieves the highest success will be awarded “**IFITT**talk workshop of the year award” at ENTER2016.

The application process is simple and non-bureaucratic. Go to [http://www.ifitt.org/ifitt-talk/](http://www.ifitt.org/ifitt-talk/) to see the call and requirements. If you need more information, see or contact Dr. Brigitte Stangl (b.stangl@surrey.ac.uk)

**Events**

IFITT is organizing and supporting a number of meetings, events, workshops and seminars throughout the year.

**Upcoming events:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Place</th>
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<tbody>
<tr>
<td>May 7, 2015</td>
<td><strong>Digital Technologies and Tourism Workshop</strong></td>
<td>Paris, France</td>
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<tr>
<td>May 18-19, 2015</td>
<td><strong>ISCONTOUR Conference</strong></td>
<td>Salzburg, Austria</td>
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<tr>
<td>July 20-21, 2015</td>
<td><strong>IFITT Doctoral Summer School</strong></td>
<td>Vienna, Austria</td>
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<tr>
<td>August 24-September 6, 2015</td>
<td><strong>ICTs to Promote Sustainable Tourism: Tangible and Intangible Heritage between Cultural, Leisure, and Gastronomic Tourism</strong></td>
<td>Milan, Italy</td>
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<tr>
<td>February 2-5, 2016</td>
<td><strong>ENTER2016 eTourism Conference</strong></td>
<td>Bilbao, Spain</td>
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IFITT Members and Members’ Benefits

The International Federation for IT & Travel and Tourism is a strong community and offers a wide range of benefits for its members:

Learn and Increase your knowledge
- Access to tourism and technology publications (incl. ENTER proceedings)
- Participate in IFITT meetings, workshops and seminars globally and locally

Network and Stay informed
- Access IFITT Intronetworks – the exclusive network of IFITT members
- Network and meet IFITT members all over the world
- Receive updates on issues, project collaboration opportunities, events and tourism & technology resources
- Receive a bi-monthly IFITT Newsletter

Savings and Discounts
- Get discounted registration to attend IFITT events (ENTER Conference, seminars, workshops etc.).
- Get discounts on events promoted by our partners.

Have you renewed your membership?
You can renew your membership on the IFITT website (members.ifitt.org) by logging in with your email and password and proceed to the online payment. In case you would prefer paying by an invoice, don’t hesitate to contact IFITT at ifitt@ifitt.org.
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Aurkene Alzua
Lorenzo Cantoni
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