



New President and Board Elected to Lead IFITT and ENTER2021 eTourism Conference in China

During the Enter2020 eTourism Conference held from January 7-10, 2020 in Guilford, UK, Zheng Xiang of Virginia Tech, USA was elected President of the International Federation for IT and Travel & Tourism (IFITT) to succeed Iis Tussyadiah of University of Surrey, UK. Xiang will serve his first term as President for two years with the option to run for re-election for a second term. Based on the result of votes from attending IFITT members, six new members were elected to the board. In addition, five more members were co-opted into the board at the first board meeting held on February 6, 2020. As President, Xiang will oversee the effort on creating a sustainable business model for IFITT as well as developing strategic partnerships with eTourism-related entities and communities around the world. Cihan Cobanoglu, Vice President, and Hanqin Qui, new board member from Nankai University, China, will serve as overall co-chairs for the ENTER2021 eTourism Conference, which will be held in January in Tianjin, China. Members of the new IFITT board with their affiliations and responsibilities are listed below:



President

Zheng Xiang

Associate Professor, Howard Feiertag Department of Hospitality and Tourism Management, Virginia Tech, US

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**Vice President & ENTER2021@Nankai
Overall Co-Chair**

Cihan Cobanoglu

McKibbon Endowed Chair and Professor, College of Hospitality & Tourism Leadership, University of South Florida Sarasota-Manatee, US

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Director of Education

Claudia Brözel

Professor, Hochschule für nachhaltige Entwicklung Eberswalde, Germany

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Director of Asia Relations

Chulmo Koo

Professor, College of Hotel and Tourism Management, Kyunhee University, Republic of Korea

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**ENTER2021@Nankai
PhD Workshop Co-Chair**

Sai Liang

Lecturer, College of Tourism and Service Management, Nankai University, China

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Director of Research Excellence

Juho Pesonen

Head of eTourism Research, the University of Eastern Finland Center for Tourism Studies, University of Eastern Finland, Finland

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**ENTER2021@Nankai Overall Co-Chair
& Director of Industry Relations**

Hanqin Qiu

Dean and Professor, College of Tourism and Service Management, Nankai University, China

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**Director of Events & Knowledge
Transfer**

Aurkene Alzua Sorzabal

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Treasurer

Jason Stienmetz

Assistant Professor, Department of Tourism and Service Management, MODUL University Vienna, Austria

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Director of IFITT Chapters

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Director of Marketing

Katerina Volchek

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**ENTER2021@Nankai
Research Track Co-Chair**

Wolfgang Wörndl

Professor, Department of Informatics, Technical University of Munich

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General Secretary

Seunghun Shin

Ph.D. Student, Howard Feiertag Department of Hospitality and Tourism
Management, Virginia Tech, US

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Head of Communications

Hyeun (Rosa) Kim

Ph.D. Student, Howard Feiertag Department of Hospitality and Tourism
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IFITT will continue to serve as 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. The new board will cooperate with various organizations and communities to share knowledge, experience, and a true passion for ICT in travel and tourism. IFITT will strive to stay relevant by creating values for its community and for society at large and, in the meantime, by ensuring scientific excellence.

The new IFITT board will lead its emblematic annual event ENTER2021, which will be hosted by Nankai University, China, with the goal to facilitate new conversations between IFITT and communities in Asia and beyond, as well as to build a broader global network for eTourism researchers, educators, and industry professionals. As the first ENTER conference held outside Europe in nearly 20 years, the upcoming ENTER 2021@Nankai eTourism Conference will offer many exciting opportunities for knowledge exchange, networking and collaboration.

We look forward to seeing many of you at ENTER2021@Nankai!



<https://ifitt.org>