

**Application for IFITT Board Election  
Position: President**



**Iis Tussyadiah**

**Short Bio**

Iis Tussyadiah is a Reader in Hospitality and Digital Experience in the School of Hospitality and Tourism Management at University of Surrey, where she leads the Digital Visitor Economy Research Group and the Digital Lab. She conducts research at the intersection of digital technology and tourism experiences, which include a broad topic within human-computer interaction, consumer behavior, and mobility. Specifically, her research interests include the roles of information and communication technologies (ICTs) and digital media in shaping and transforming tourists' experiences and behavior. Her research contribution is mainly on technology mediation in the contexts of tourism, strategic use of technologies for behavioral design and tourism management. Iis has published her research findings in *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Management*, *Information Technology & Tourism*, and other journals. Iis served as Vice President of IFITT from 2014 – 2017.

**Motivation**

It is with great enthusiasm that I respectfully submit my application to stand for election as IFITT President. I have been privileged to be a member of IFITT since 2007 and to serve as Vice President from 2014 – 2017. Being part of IFITT has afforded me a chance not only to witness a progressive development in research in the areas of ICTs and travel and tourism, but also to challenge myself to grow and continue to contribute in these areas of research and education. If elected, my goals will be to: (1) take IFITT's great legacy to the leading edge, (2) leverage the synergy between academia, industry, and government, (3) encourage transdisciplinarity in ICT research and development, (4) develop impactful programs that address society's challenges, and (5) make IFITT a network that empowers. For over 20 years, IFITT has grown to become the largest and most respected community of tourism and ICTs in the world, thanks to the contribution of the founders, current and past presidents, boards, and all members. In line with the accelerated nature of technological development, it is imperative that IFITT continues to be the community that is able to influence the direction and impacts of the development of ICTs in travel and tourism. IFITT

needs to continue to facilitate meaningful partnerships between academics from different disciplinary backgrounds, players in the industry, non-governmental organizations, and government agencies to tackle grand challenges facing the society, be it from living alongside artificial intelligence or smart systems to support sustainable futures. This includes facilitating partnerships for cutting-edge research and development through ENTER conferences and leveraging relationship with *Information Technology & Tourism* journal. Lastly, it becomes a passion of mine to extend and share what I have benefited from IFITT so that more and more underrepresented researchers and practitioners in tourism and ICTs can take advantage of IFITT's resources and professional networks. I am determined to work together with other board members to increase exposure of IFITT, grow the participation of its members, and make meaningful decisions that positively affect the community and the society at large.

**Support from IFITT members:**

1. Dimitrios Buhalis, University of Bournemouth, UK
2. Jason Stienmetz, University of Surrey, UK
3. Lorenzo Cantoni, Università della Svizzera italiana, Switzerland (Election Committee)
4. Zheng (Phil) Xiang, Virginia Tech, USA (Election Committee)