eTourism: Empowering Places
Final Programme

02-05 Feb 2016 - Bilbao, Basque Country
KEYNOTE SPEAKERS

Antonio López de Ávila Muñoz
SEGITTUR

Patrick Robinson
Airbnb

Iwona Maciejewska
DFRC AG

Juan Murillo Arias
BBVA

Eduardo Santander
PhD, MBA

ENTER16
@Bilbao
ORGANISING COMMITTEE

Overall Chair:
Aurkene Alzua, CIctourGUNE Cooperative Research Center in Tourism, Spain

Research Track Chairs:
Alessandro Inversini, Bournemouth University, UK
Roland Schegg, HES-SO Valais-Wallis, Switzerland

Industry Track Chairs:
Vitor Pereira, Conteúdo Chave, Portugal
Jamie Murphy, Australian School of Management, Australia

Destination Track Chairs:
Stefanie Gallob, European Travel Commission, Belgium
Nagore Espinosa, in2destination, Spain

Basque eTourism Day Chairs:
Arantzaz Madariaga, Basquetour – Basque Country Tourism Board
Mercedes Rodriguez, Bilbao Tourism Board
Marina Abad, Deusto University
Jesús Herrero, TECNALIA
Mª Teresa Linaza, Vicomtech-IK4

PhD Workshop Chairs:
Brigitte Stangl, University of Surrey, UK
Sofia Reino, University of Bedfordshire, UK
Dan Wang, The Hong Kong Polytechnic University, Hong Kong
Yoyo Yuan, Jinwen University of Science and Technology, Taiwan

Local Organising Committee:
TECNALIA – Ana Olaizola – enter2016@tecnalia.com
VICOMTECH-IK4 – Ane Elizalde
TISA – TECHNICAL SECRETARY – secretaria-enter2016@tisasa.es

IFITT

IFITT President:
Lorenzo Cantoni, Università della Svizzera italiana, Switzerland

IFITT General Secretary:
Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland

IFITT Junior Communication Officer:
Emanuele Mele, Università della Svizzera italiana, Switzerland
SOCIAL PROGRAMME

**BILBAO CITY HALL**
Salón Árabe
*Welcome reception*
February 3 at 7:30 pm.

The city of Bilbao will host an institutional reception for everyone attending the conference at Bilbao City Hall, in the Salón Arábe.

Plaza Ernesto Erkoreka nº 1, 48007 Bilbao

**IBERDROLA TOWER**
*Conference Dinner*
February 4 at 8:00 pm.

The organisation will provide a conference dinner for those attending who have signed up for it at one of the architectural icons of the city, the Iberdrola Tower.

The conference awards will be presented at the dinner

Plaza Euskadi, 5, 48009 Bilbao

All those attending the dinner have been informed that, due to the safety regulations of the building, they must present their national ID card or passport if they have not previously registered, as well as the invitation, which will be delivered with the conference documentation.
ORGANISERS

Bilbao Turismo & Convention Bureau

Bizkaiko Foru Aldundia
Diputación Foral de Bizkaia

Basque Tour

Eusko Jaurlaritza
Gobierno Vasco

Deusto
Universidad de Deusto
Deustuko Unibertsitatea
University of Deusto

Ifitt

Tecnalia
Inspiring Business

Vicomtech
IK4
Research Alliance
ENTER2016 PHD WORKSHOP PROGRAMME - 2nd February 2016

08:15–09:00  Registration

09:00–09:15  IFITT PRESIDENT MESSAGE:
Lorenzo Cantoni (Università della Svizzera italiana)
Eduardo Javier Ruiz Vieytez Dean of the Human and Social Science Faculty.

PHD WORKSHOP CHAIRS: Brigitte Stangl (University of Surrey), Sofia Reino (University of Bedfordshire), Dan Wang (The Hong Kong Politechnic University), Yulan Yuan (Jiwen University of Science and Technology)

09:00–09:45  KEYNOTE Iis Tussyadiah (Washington State University Vancouver)
Research Trends in eTourism

09:45–10:30  RESEARCH PROPOSAL PRESENTATIONS

Room 1
• Katarzyna Minor: The Effects of Hotels Engagement with Daily Deal Websites on Employment Patterns and Employee Wellbeing
• Ivana Mišković: Trends in Travel Agencies’ e-Business: Perspectives of Human Resource Sector
• Mohsen Zamani: Proposing a Strategic Roadmap to improve Effective Decision-making toward IT Adoption in Hotels, using Business Model Canvas

Room 2
• Miha Bratec: E-Distribution Channels as Instruments of Hotel Performance: A Case of European Business Perspective
• Faizal Ayob: The Diffusion of New Technology amongst Small-and Medium-Sized Hotels (SMHs) in Malaysia
• Ping Wang: Social Media Technology Affordances for Small and Medium-sized Enterprises in Tourism Industry

10:30–11:00  Coffee

11:00–12:30  RESEARCH PROPOSAL PRESENTATIONS

Room 1
• Zeynep Pala Gedikoglu: Collective Destination Brand Image Formation through Agenda Setting Theory and Social Media Communication
• Peter J. Mkumbo: Influence of online Consumer-generated Contents and e-WOM in Safari DMO’s online Marketing Strategies
• Myrta Zemp: Marketing the Smart Destination
• Jing Ge: Humour in Customer Engagement on Chinese Social Media – A Rhetorical Perspective
• Michelangelo Magasic: A Journey across the Digital Frontier: Investigating the Evolution of Travel Texts

Room 2
• Arminda Almeida Santana and Sergio Moreno Gil: Horizontal Loyalty and New Trends in Information Search
• Robert Eller: Changes in the Tourism Information Search Process due Smartphone usage
• Jang-Won Moon and Sheila J. Backman: Will Uses and Gratifications Theory help us understand e-Tourists’ use of Smartphones?
• Fátima Leal, Benedita Malheiro and Juan Carlos Burguillo: Recommendation of Tourism Resources Supported by Crowdsourcing
• John Bustard: Can collaborative use and Smart(er) Mobile Platforms develop better Experiences of Tourism Events?
• Ella Cranmer: The Development of a Business Model for the Implementation of Augmented Reality in Cultural Heritage Tourism: The case of Geevor Tin Mine Museum
12:30–13:00  KEYNOTE Cody Paris (Middlesex University)
Surviving and Thriving: Insights for Early Career Success in Academia

13:00–14:00  Lunch break

14:00–15:30  POSTER DISCUSSIONS

Room 1
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• Ivana Mišković: Trends in Travel Agencies’ e-Business: Perspectives of Human Resource Sector
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15:30–16:00  KEYNOTE Ulrike Gretzel (University of Queensland) Experimenting in/with Tourism Research

16:00–16:20  Coffee

16:20–16:40  PRESENTATION - THESIS EXCELLENCE AWARD WINNER
16:40–17:00  PRESENTATION – BEST MASTER THESIS AWARD WINNER

17:00–17:20  PRESENTATION - ICT4D AWARD WINNERS
Grislayne Guedes Lopes Da Silva
David Karienye

17:20–17:45  AWARDS CEREMONY Phil Zheng Xiang, Lorenzo Cantoni
17:45–17:50  DOCTORAL SUMMER SCHOOL 2016 Barbara Neuhofer, Lorenzo Cantoni
17:50–18:00  CLOSING REMARKS Brigitte Stangl, Sofia Reino, Dan Wang, Yulan Yuan
19:30–late  INFORMAL GET TOGETHER
ENTER2016 CONFERENCE PROGRAMME

Wednesday 3rd February 2016

08:00–08:45 CONFERENCE REGISTRATION

08:45–09:00 INSTITUTIONAL OPENING
Lorenzo Cantoni, IFITT President
Juan Mari Aburto, Mayor of Bilbao
Arantxa Tapia, Minister for Economic Development and Competitiveness for the Basque Government

09:00–09:15 SCIENTIFIC OPENING
Aurkene Alzua, Overall Chair CITOURGUNE
Joseba Jauregizar, Managing Director of TECNALIA
Jorge Posada, Associate Director at Vicomtech-IK4
José Mª Guibert Ucín, Rector University of Deusto

09:15–10:45 KEYNOTES
Patrick Robinson, Head of Public Policy, EMEA & Canada, Airbnb
Juan Murillo Arias, Manager-Urban Data Services & Applications, BBVA
MODERATOR: Iis Tussyadiah, Carson College of Business (USA)

10:45–11:15 COFFEE BREAK

11:15–12:15 RESEARCH FOCUS
Mitxelena Room (433pax)
Website Communication (I)
Moderator: Marianna SIGALA, University of South Australia

The Role of Destination in Hotels’ Online Communications: A Bottom-Up Approach. (Elena Marchiori, Fabia Casnati and Lorenzo Cantoni)

Oteiza Room (96pax)
Mobile Communication (I)
Moderator: Rob LAW, The Hong Kong Polytechnic University

Bringing online visibility to hotels with schema.org and multi-channel communication. (Anna Fensel, Zae-nal Akbar, Ioan Toma and Dieter Fensel)

Value Co-Creation and Co-Destruction in Connected Tourist Experiences. (Barbara Neuhofer)

Etxepare Room (60pax)
Reviews and online reputation (I)
Moderator: Chulmo KOO, Kyung Hee University

An Empirical Examination of Online Restaurant Reviews (Yelp.com): Moderating Roles of Restaurant Type and Self-image Disclosure. (Sunyoung Hlee, Jimin Lee, Sung-Byung Yang and Chulmo Koo)

What Does Hotel Location Mean for the Online Consumer? Text Analytics Using Online Reviews. (Zheng Xiang and Matthew Krawczyk)

Elhuyar Room (60pax)
Customer behaviour (I)
Moderator: Wolfram HÖPKEN, University of Applied Sciences Ravensburg-Weingarten

The Role of Information Quality, Visual Appeal and Information Facilitation in Restaurant Selection Intention. (Salmalina Salleh, Noor Hazarina Hashim and Jamie Murphy)

The role of culture on online search behaviour: a comparative study between British and Chinese Travelers. (Eлина Michopoulou and Delia Moisa)

Arriaga Room (63pax)
Web technology and semantic analysis
Moderator: Timothy JUNG, Manchester Metropolitan University

Automated Hyperlink Text Analysis of City Websites – Projected Image Representation on the Web. (Christian Weismayer, Ilona Pezenka and Wilhelm Loibl)

Discovery and classification of the underlying emotions in the User Generated Content (UGC). (Ainhoa Serna, Jon Kepa Gerrikagoltia and Unai Bernabé)
**ENTER2016 CONFERENCE PROGRAMME**

**Wednesday 3rd February 2016**

**12:25–13:10**
**Mitxelena Room (433pax)**

**KEYNOTE: Identifying the New Frontier of Big Data as an “enabler” for T&T industries: Reality, Future Trends & Insights**
Mohsen Hamoudia, Orange Business Services

**MODERATOR:** Dimitrios Buhalis, Bournemouth University

**13:10–14:20**

**Mitxelena Room (433pax)**

**LUNCH: Working lunch for Information, Technology and Tourism Journal Board (JITT Board)**

**14:25–15:25**

**PANEL DISCUSSION: Making sense of places through Big Data**
Patrick Robinson, Head of Public Policy, EMEA & Canada, Airbnb
Juan Murillo, Manager-Urban Data Services & Applications, BBVA
Mohsen Hamoudia, Orange Business Services

**MODERATOR:** Matthias Fuchs, Mid-Sweden University

**15:35–17:05**

**RESEARCH FOCUS**
Baroja Room (161pax)
Augmented and virtual reality and gaming
Moderator: Barbara NEUHOFER, Bournemouth University

Generation of gamified mobile experiences by DMOs. (Ander Garcia, Maria Teresa Linaza, Altor Gutierrez, Endika Garcia and Ivan Ornes)

Augmented Reality at Cultural Heritage sites. (Frances Tscheu and Dimitrios Buhalis)

Effects of Virtual Reality and Augmented Reality on Visitor Experiences in Museum. (Timothy Jung, M. Claudia Tom Dieck, Hyunae Lee and Namho Chung)

Mapping Mobile Touchpoints in Sport Events. (Alessandro Inversini, Jason Stit and Harry Thomas Pyle)

**RESEARCH FOCUS**
Oteiza Room (96pax)
eLearning & connected experiences
Moderator: Matthias FUCHS, Mid-Sweden University

MOOC Camp: A Flipped Classroom and Blended Learning Model. (Jamie Murphy, Bruce Tracey and Laurel Horton-Tognazzini)

A Framework for Assessing MOOCs in Applied Hospitality and Tourism Settings. (Bruce Tracey, Jamie Murphy and Laurel Horton-Tognazzini)

**RESEARCH FOCUS**
Etxebari Room (60pax)
Customer behaviour (II)
Moderator: Roman EGGER, University of Applied Sciences Salzburg

The Secret of Fundraising on Kickstarter: Colour Congruence. (Bella Lee and Andy Lee)

Innovation-Related Organizational Decision-Making: The Case of Responsive Web Design. (Chris Gibbs, Ulrike Gretzel and Zahra Noorani)

Investigating American iPhone Users’ Intentions to Use NFC Mobile Payments in Hotels. (Cristian Morosan and Agnes Defranco)

Who Uses Mobile Apps Frequently on Vacation? Evidence from Tourism in Switzerland. (Michael Beier and Annika Aeblt)

**RESEARCH FOCUS: SHORT PAPERS**
Elhuyar Room (60pax)
Title: eCommerce and OTR
Moderator: Brigitte STANGL, University of Surrey

Concerns of Integrated Resort Customers: Content Analysis of Reviews on TripAdvisor(- Yongshi Huang, Lawrence Hoc Nang Fong and Rob Law)

Shall I trust you? Modelling the determinants of revenues in the sharing economy (Graziano Abrate and Giampaolo Viglia)

Managing Negative Electronic Word of Mouth (eWOM) from The Perspective of Luxury Hotel Managers(Yi-Fan Chen, Rob Law and Ka Kui Yan)

Did the Lufthansa Group GDS Surchage Stimulate Direct Online Sales? A Causal Analysis (Hinnerk Gnutzmann and Piotr Spiewanowski)

**RESEARCH FOCUS: SHORT PAPERS**
Arriaga Room (63pax)
Title: Web Technologies
Moderator: Miriam SCAGLIO-NE, University of Applied Sciences. Western Switzerland, Switzerland

Community Based Tourism and ICT: Insights from Malaysia (Siew Wei Gan, Alessandro Inversini and Isabella Rega)

Expanding Typologies of Tourists’ Spatio-temporal Activities Using the Sequence Alignment Method (Junya Kawase and Fumiko Ito)

Are Sun Lovers nervous? (Amra Delic, Julia Neidhardt and Hannes Werthner)

Sun Lovers nervous? (Amra Delic, Julia Neidhardt and Hannes Werthner)

Behavior of Online Visitors to Hotel ICON: A Weekday-weekend Analysis (Rosanna Kawase and Fumiko Ito)

**17:10–18:45**
**IFITT AGM (IFITT Members only) (Mitxelena Room)**

**19:30–20:30**
**WELCOME RECEPTION**
Thursday 4th February 2016

**CONFERENCE REGISTRATION**

08:00–08:30

08:45 - 09:30 **KEYNOTE: Smart Destination + Basque eTourism Day Institutional opening***
Antonio López de Avila, President of SEGITTUR
Iwona Maciejewska, DFRC
**MODERATOR: Aurkene Alzua, CICTourGUNE**

09:40–11:10 **RESEARCH FOCUS SHORT PAPERS**

Etxepare Room (60pax)
Title: eLearning and Education
Moderator: Oriol MIRALBELL, CETT University of Barcelona
How to Develop and Evaluate an eTourism MOOC: An Experience in Progress (Jingjing Lin, Nadzeya Kalbaska and Lorenzo Cantoni)
The Role of ICT in Tourism Education: A Case Study of South African Secondary Schools (Asta Adukaite, Izak Van Zyl and Lorenzo Cantoni)

11:10 - 11:45 **COFFEE BREAK**

11:45–13:30 **JITT PANEL DISCUSSION: How do we search – an open issue from the JITT research manifesto**

**KEYNOTE:**
Zheng Xiang, Virginia Tech; Francesco Ricci, Free University of Bozen-Bolzano
**MODERATOR: Hannes Werthner, Vienna University of Technology**

13:30–14:30 **LUNCH**

* Detail programme of the Basque eTourism Day in page 20.
Thursday 4th February 2016

14:35–15:20  **PANEL ON ETHICS, CRISIS MANAGEMENT AND INTELLIGENCE IN TOURISM**

Lorenzo Cantoni, USI Lugano; Wolfram Höpken, University of Applied Sciences; Peter O’Connor, ESSEC Business School

**MODERATOR:** Jamie Murphy, The Australian School of Management

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15:30–16:30  **RESEARCH FOCUS**

**Mitxelena Room (433pax)**

**Social Media (II)**

Moderator: Vania VIGOLO, University of Verona

Tourists Visit and Photo Sharing Behavior Analysis: A Case Study of Hong Kong Temples. (Rosanna Leung, Huy Quan Vu, Jia Rong and Yuan Miao)

Social CRM Capabilities and Readiness: Findings from Greek Tourism Firms. (Marianna Sigala)

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16:30–17:00  **COFFEE BREAK**

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17:00 - 18:30  **BEST RESEARCH PAPERS**

**Mitxelena Room (433pax)**

MODERATORS: Alessandro Inversini, Bournemouth University; Roland Schegg, University of Applied Sciences Valais

SHORTLISTED BEST CONFERENCE FULL PAPERS

Contextual Information Elicitation in Travel Recommender Systems. (Matthias Braunhofer and Francesco Ricci)

Strategic self-presentation in the sharing economy: Implications for host branding. (Iis Tussyadiah)

Generating Paths Through Discovered Places-of-Interests for City Trip Planning. (Wolfgang Wörndl and Alexander Hefele)

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20:00–23:00  **CONFERENCE DINNER**
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<th>Time</th>
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<tr>
<td>08:00–09:00</td>
<td>CONFERENCE REGISTRATION</td>
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<td>09:00–10:30</td>
<td>RESEARCH FOCUS Mitxelena Room (433pax)</td>
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<td></td>
<td>Reviews and online reputation (II)</td>
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<td>Moderator: Elina MI-CHOPOULOU, University of Derby</td>
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<td></td>
<td>Online Hotel Reviews: Rating Symbols or Text… Text or Rating Symbols? That is the Question! (Johanna Aicher, Flavia Asimwe, Miriam Hauschild, Martina Zöhrer and Roman Egger)</td>
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<td>How Far, How Near Psychological Distance Matters in the Online Travel Reviews: A Test of Construal-level Theory. (Seunghun Shin, Seunghun Chung, Dongyong Kang and Chulmo Koo)</td>
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<td>Hotel responses to Guests’ Online Reviews: An Exploratory Study on Communication Styles. (Angelo Bonfanti, Vanja Vigolo and Francesca Negri)</td>
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<td>RESEARCH FOCUS Baroja Room (161pax)</td>
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<td>Co-creation &amp; User-Generated Content</td>
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<td>Moderator: Zheng XIANG, Virginia Tech</td>
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<td>Differential destination content communication strategies through multiple social media. (Assumpció Huertas and Estela Mariné Roig)</td>
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<td>Alpine Tourists’ Willingness to Engage in Virtual Co-Creation of Experiences. (Thomas Wozniak, Andreas Liebrich, Yves Senn and Myra Zemp)</td>
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<td>The co-creation process of the online image of an Italian World Heritage Site: the Sassi of Matera. (Elena Marchiori, Canio Di Nardo, Marcello M. Mariani and Lorenzo Cantoni)</td>
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<td>10:30–11:00</td>
<td>COFFEE BREAK</td>
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<td>11:00–12:30</td>
<td>RESEARCH FOCUS Oteiza Room (96pax)</td>
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<td>Social Media in Travel (II)</td>
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<td>Moderator: lis TUSSY-DIAH, Washington State University</td>
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<td>Optimizing the Publication Flow of Touristic Service Providers on Multiple Social Media Channels. (Zaenal Akbar, Ioiun Toma and Dieter Fensel)</td>
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<td>The ‘selfie gaze’ and ‘social media pilgrimage’: Two frames for conceptualising the experience of social media using tourists. (Michelangelo Magasici)</td>
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<td>Destination image gaps between official tourism websites and user-generated content. (Estela Mariné Roig and Salvador Anton Clavé)</td>
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<td>11:00–12:30</td>
<td>RESEARCH FOCUS Etxepare Room (60pax)</td>
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<td>Website Communication (II)</td>
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<td>Moderator: Yulan YUAN, Jinwen University of Science and Technology</td>
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<td>Localization of Three European National Tourism Offices’ Websites. An Exploratory Analysis. (Emanuele Mele, Silvia De Ascaniis and Lorenzo Cantoni)</td>
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<td>Automatic persistent personalization of ads in tourism Websites. (Alberto Rezola, Aitor Gutierrez and Maria Teresa Linaza)</td>
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<td>11:00–12:30</td>
<td>RESEARCH FOCUS Elhuyar Room (60pax)</td>
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<td>Mobile Communication (II)</td>
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<td>Moderator: Pierre BENC-KENDORFF, University of Queensland</td>
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<td>Tracking tourist spatial-temporal behavior in urban places, a methodological overview and GPS case study (Lenka Kellner and Roman Egger.)</td>
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<td>Users’ Creativity in Mobile Computing Travel Platforms. (Liudia Lalicic and Astrid Dickinger)</td>
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<td>11:00–12:30</td>
<td>RESEARCH FOCUS Ariari Room (63pax)</td>
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<td>Web technology</td>
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<td>Moderator: Wolfgang WÖRNDL, Munich Technical University</td>
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<td>Why are there more hotels in Tyrol than in Austria? Analyzing schema.org usage in the hotel domain. (Elias Kärle, Anna Fensel, Ioan Toma and Dieter Fensel)</td>
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<td>Topic Detection - Identifying relevant topics in tourism reviews. (Thomas Menner, Wolfram Höpken, Matthias Fuchs and Maria Letchagen)</td>
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<td>Correlating Languages and Sentiment Analysis on the basis of Text-based Reviews. (Aitor Garcia-Pablos, Angelica Lo Duca, Montse Cuadros, Maria Teresa Linaza and Andrea Marchetti)</td>
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**Friday 5th February 2016**

**KEYNOTE: MEASUREMENT AND PLACE EMPOWERMENT**

Oliver Herrmann, Director Statistics and Tourism Satellite Account Programme (UNWTO)

**PANEL DISCUSSION**

Inkeri Starr, Avast Antivirus

Oliver Herrmann, Director Statistics and Tourism Satellite Account Programme (UNWTO)

MODERATOR: Dimitrios Buhalis, Bournemouth University
### Friday 5th February 2016

#### 12:10–13:30
**RESEARCH FOCUS SHORT PAPERS**

- **Arriaga Room (63pax)**
  - **Title:** Mobile ad Web Communication
  - **Moderator:** Thomas WOZNIAK
    - HSLU
  - Utilizing open data in tourism through open innovation (Juho Pesonen and Mikko Lampi)
  - Mobile Device Use and Festivals: The Role of Habit (Christine Van Winkle, Jill Bueddefeld, Kelly MacKay and Elizabeth Halpenny)
  - Digital marketing and food tourism: towards a better understanding of food tourists' engagement (Joanna Kempiak, Lynsey Hollywood, Peter Bolan and Audrey Gilmore)
  - Italian flagship museums, web presence and mobile-friendliness (Luisa Mich and Roberto Peretta)

- **Baroja Room (161pax)**
  - **Title:** Social Media
  - **Moderator:** Lina ZHONG, Beijing International Studies University
  - Examining the Role of Social Media within the Destination Marketing Framework Designed by Pike and Page 2014 (Dean Creevey)
  - Student Preferences for Social Media Source Characteristics (Lavender Shu and Pierre Benckendorff)
  - Digital Tourist Gaze and Mega Events (Alessandro Inversini, Manuela De Carlo and Isabella Rega)
  - Gender and Instagram Hashtags: A Study of #Malaysianfood (Ye Zhang, Fakhrir Baghirovi, Hazarina Hashim and Jamie Murphy)

- **Elhuyar Room (60pax)**
  - **Title:** Augmented and Virtual Reality
  - **Moderator:** Ander GARCIA, Vicomtech-IK4, Spain
  - An Exploration of User-Driven Assessments of Travel Enhancing Apps (Lidia Lalicic and Christian Weismayer)
  - Value of Augmented Reality to enhance the Visitor Experience: A Case study of Manchester Jewish Museum (M. Claudia Tom Dieck and Timothy Jung)
  - The Quantified Traveller: Implications for Designing Tourism Systems (Yeongbae Cheo and Daniel R. Fesenmaier)

- **Oteiza Room (96pax)**
  - **Title:** Digital Economy
  - **Moderator:** Elena MARCHIORI, Università della Svizzera italiana
  - Forecasting the Final Penetration Rate of Online Travel Agencies in Different Hotel Segments. (Miriam Scaglione and Roland Schegg)
  - E-Government relationships framework in the tourism domain. A first map. (Nadzeya Kalbaska, Tomasz Janowski, Elsa Esteviz and Lorenzo Cantoni)
  - Concept of digital capability in businesses: demonstration by a case study on Finnish online tools. (Kirsii Meriläinen and Joni Kukkamäki.)

#### 13:30–14:00
**CONFERENCE CLOSING AND WELCOME TO ENTER 2017**

- **MITXELENA ROOM (433pax)**
  - **IFITT President**
  - **ENTER2016 Chair:** Aurkene Alzua, **Overall Chair CICtourgUNE**

**WELCOME TO ENTER 2017**

**ENJOY BILBAO AND THE BASQUE COUNTRY**

#### 14:00–15:00
**LUNCH**

#### 20:30 – Late
**INFORMAL DINNER**
ENTER2016 BASQUE ETOURISM DAY PROGRAMME - 4th February 2016

MAIN ISSUES (Sala Mitxelena) (* only previously enrolled people in the Basque Day may attend this session at no extra cost. Accreditations from the 8,00h)

08:00-08:30 Registration

09:40-09:50 OPENING OF THE BASQUE eTOURISM DAY Local Authorities
Baroja Room

09:50-11:20 PANEL 1: DISCUSSION
Baroja Room
Smart Destinations: Technological innovation etourism
Iwona Maciejewska, DFRC
Oriol Miralbell, Campus CETT-Universitat de Barcelona
Jesús Herrero, TECNALIA
Maria Teresa Linaza, Vicomtech-IK4
MODERATOR: Antonio López de Avila, President of SEGITTUR

11:20-11:30 SHOW ROOM PRESENTATION
Arantza Madariaga, Basquetour – Basque Country Tourism Board

11:30-11:45 COFFEE

11:45-13:30 Guided visit: SHOWROOM (Open from 9:00-17.00h)
Products presentation by MERKATU INTERACTIVA, DINCON SISTEMAS, Vicomtech-IK4, HAIKO TECHNOLOGIES, IRONTEC, TRAVE ALL, SHIP NET PREMIUM, BIODIT, EGOIN, BATURA MOBILE SOLUTIONS, ONITY, TECNALIA, DEUSTO SISTEMAS, B&V APPs.

13:30-15:00 LUNCH TIME

15:00-16:30 PANEL 2: DISCUSSION
Baroja Room
e-Tourism Marketing
Manu Balsera, AMC Networks International – Iberia
Eduardo Santander, European Travel Commission
Natalia Zapatero – Turiskopio
MODERATOR: Mercedes Rodriguez Larrauri, Bilbao Turismo

* See products description in the reverse page
Open from 9:00-17:00
### Product description

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iraurgi Berritzen+ Merkatu Interactiva+ Vicomtech-IK4</td>
<td>JANTUR project. Regional ecosystems in the cloud for enabling integrated management of local product producers and primary tourist service providers.</td>
</tr>
<tr>
<td>Dinycon+ FomentoSS (Smart Kalea)</td>
<td>Counting and tracking sensors for monitoring the number of people in the Old Quarter of San Sebastián, and tracking their movements.</td>
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<tr>
<td>Vicomtech-IK4</td>
<td>New technologies for the comprehensive management of content in a tourist destination.</td>
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<tr>
<td>The Movie+ Haiko Technologies+ Vicomtech-IK4</td>
<td>IKUSALL project. New channels for promoting a region’s tourist offer.</td>
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<tr>
<td>Restaurante La Roca Bilbao+ Irontec</td>
<td>Digital signposting for the tourist environment.</td>
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<tr>
<td><strong>TRADEL TO ALL</strong></td>
<td>4 specific adapted itineraries in Bilbao</td>
</tr>
<tr>
<td><strong>Parador Argomaniz+ Ship Net Premium</strong></td>
<td>In situ tourist information on a digital support provided by the corresponding hotel establishment.</td>
</tr>
<tr>
<td><strong>Hotel Arbe+ BIODIT</strong></td>
<td>Wireless Biometric Access Control</td>
</tr>
<tr>
<td><strong>Ea Astei Casas Rurales+ EGOIN</strong></td>
<td>Casa Vita (Passiv Haus)</td>
</tr>
<tr>
<td><strong>OIT Getaria and OIT Zarautz+ Batura Mobile Solutions</strong></td>
<td>JOKOTUR pilot project. In situ, mobility-related tourist information with gamification.</td>
</tr>
<tr>
<td><strong>Onity and TECNALIA</strong></td>
<td>Qing Solutions. Smart wristbands for managing payments and access to events, hotels and resorts.</td>
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<tr>
<td><strong>TECNALIA</strong></td>
<td>Interactive, immersive information hubs. DEMO of the Medieval Quarter of Vitoria-Gasteiz and DEMO of an immersive virtual reality scenario with Oculus Rift glasses.</td>
</tr>
<tr>
<td>Deusto Sistemas</td>
<td>BATTO project. Mailing service which sends customised messages to visitors’ mobile phones when they are in the vicinity of a site of interest.</td>
</tr>
<tr>
<td><strong>B&amp;V APPs</strong></td>
<td>WORKTEL Hours reservation in hotels application</td>
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</tbody>
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