

More female power on IFITT!

On 24 January 2018, members of the International Federation for IT and Travel & Tourism (IFITT) elected Iis Tussyadiah as the first female president of IFITT at its annual general meeting during ENTER2018 Conference in Jönköping, Sweden. Additionally, three new female board members were elected: Estela Mariné-Roig, Claudia Brözel and Irem Önder.



ltr.: Claudia Brözel, Iis Tussyadiah, Estela Marine-Roig

Since UNWTO raised awareness of gender equality in the tourism industry seven years ago, Taleb Rifai, the former General Secretary, never grew tired of reminding us that in most regions of the world, women make up the majority of the tourism workforce, but tend to be concentrated in the lowest paid and lowest status jobs.¹ Furthermore, while students in tourism programs are largely composed of young women, most never end up in leadership positions in the industry.

However, today we see more and more female role models in the field. IFITT, the largest eTourism community, just elected a female researcher as its President. **Iis Tussyadiah**, a Reader in Hospitality and Digital Experience at the University of Surrey, UK, shares her vision for the association: *"The founders and previous presidents have built IFITT into the strong community that it is today. My vision is to take that legacy further as we face new challenges in the future. We will do that by leveraging the synergy between academia,*

industry and government, encouraging transdisciplinarity in research and development in ICT and tourism, and developing impactful programs that address society's challenges".

Three female researchers were also elected to join the IFITT board. **Estela Mariné-Roig**, a Serra Hunter Fellow in Tourism at the University of Lleida, Catalonia, Spain, states: *"As an early career researcher in the field of eTourism, I am happy to join IFITT Board. I will contribute to ensuring that the community maintains a high level of excellence and takes eTourism research and development to the next level"*.

Irem Önder, an Associate Professor at the Department of Tourism and Service Management at MODUL University, Vienna, Austria, joins the board to consolidate the knowledge transfer within the IFITT community and with other relevant stakeholders.

¹ UNWTO (2010). "Global Report on Women In Tourism." <http://www2.unwto.org/content/gender-and-tourism>

Finally, **Claudia Brözel**, who holds a Professorship for eTourism, Online Marketing and Management at the University for Sustainable Development, Eberswalde, Germany, takes her new challenge with the introduction of a brand new international and interdisciplinary [IFITT MasterClass on eTourism](#), which she will host at Eberswalde University in September 2018. She states: *“I am very happy to contribute to the IFITT community through addressing educational challenges for future generations. As the world’s leading community on travel and technology, we take our responsibility to develop and offer new experiences of learning and researching to understand how to empower the next generation.”*

They will join the rest of IFITT board members to work together in achieving IFITT’s missions as a community that is committed to academic excellence, responsible for society, on the leading edge of the industry, and anticipating the future of tourism destinations.

The New IFITT Board



From Left: Steve Hood, Lidija Lalacic, Claudia Brözel, Jean-Claude Morand, Iis Tussyadiah, Estela Mariné-Roig, and Wolfram Höpken (not pictured: Brigitte Stangl, Marianna Sigala, Irem Önder).

IFITT – The Global eTourism Community

International Federation for Information Technologies in Travel and Tourism (IFITT) 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.

IFITT provides an eTourism knowledge hub for tourism and technology experts, both in industry and academia. It is one of the world's oldest tourism and technology non-profit organizations, founded in 1997.

The Federation extensively discusses and progresses the economic, consumer and organizational impacts of eTourism through events such as the ENTER conference, dedicated workshops and IFITT supported publications.

IFITT members include researchers and practitioners of eTourism who treasure the power of networking and global knowledge sharing for improving their competitiveness and innovation.

- The IFITT mission is to network eTourism stakeholders and nurture eTourism innovation, exploration and knowledge
- The IFITT vision is to create THE global eTourism knowledge network and community

Learn more at <http://www.ifitt.org>

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