

KEYNOTE SPEAKERS**Valeria Croce**Manager of
International Affairs &
Insights, Eurail B.V.**XXI Century Tourism: Changes, Challenges and Opportunities**

Over the past seven decades, tourism has experienced continuous expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Improved living conditions and technology innovations have been the key drivers of tourism development, transforming the sector from a pastime into a major global industry. From start-up to growth, the sector experienced its first shakeouts at the turn of this Millennium and might well be entering a phase of maturity soon. This implies a re-assessment of what will drive sustainable growth in its mature phase, but also a critical discussion about tourism role in economies and societies. Tourism could establish itself as a role model for economic development, one that puts the conservation, preservation and protection of nature and culture at the heart of economic development. For global tourism to become such a driver of socio-economic change, accountability for its negative impacts must be taken.

**Annette Pritchard**Professor of Tourism,
Leeds Beckett
University**Tourism and Hospitality's Technological Ethical Challenge**

This keynote discusses one of the paradoxes of contemporary tourism and hospitality enquiry. Namely, the sector's position at the leading-edge of global technological transformations and challenges and the research field's failure to lead the attendant intellectual, ethical and policy debates. Tourism and hospitality are at the heart of the fourth industrial revolution of artificial intelligence (AI) and automation. The sector is central to contemporary policy debates, including on: security and surveillance, mobility and (im)migration, urbanisation and smart cities, gender equity, climate crisis, sustainability and low carbon economies. Yet it is not us but lawyers and sociologists, and management, political, environmental, human and health and computer scientists who tend to lead public discussions on these issues. Focused on responsible robotics and AI ethics, my keynote will speculate on why this is the case. It will briefly discuss our sector's role in shaping artificial intelligence (AI) and automation, before challenging our field to respond to its ethical issues and thereby undo this paradox.



Themis Mavridis
Senior Data Scientist,
Booking.com

150 Successful Machine Learning Models: 6 Lessons Learned at Booking.com

Booking.com is the world's largest online travel agent. During the last years we have applied Machine Learning to improve the experience of our customers and our business. We conducted an analysis on about 150 successful customer facing applications of Machine Learning. In this talk I will describe our approach, the many challenges we found, and the lessons we learned while scaling up such a complex technology across our organization. Our main conclusion is that an iterative, hypothesis driven process, integrated with other disciplines was fundamental to build 150 successful products enabled by Machine Learning.



Aurkene Alzua-Sorzabal
Professor of Tourism,
University of Deusto
& University of Nebrija

Modeling Tourism: Integrating Big Data and Thick Data to Transform Decision Making and Public Service

Increasing worldwide evidence on unsustainable tourism practices challenges tourism research methods as well as urban planning and destination management procedures. The seminar addresses methodological issues in the treatment of data of different nature and scope. Big data holds the potential to improving public decision-making processes, but they are not a solution. Having little utility if the data are “thin”—that is, they lack meaning for users or fail to capture issues that matter most, is one of the main concerns. By yielding insights into what citizens really care about and how they consume services, thick data can inform both the collection and analysis of big data. This seminar introduces the concept of “mixed analytics,” integrating big data and thick data to transform decision making and public services delivery.










Scott Cohen
Professor of Tourism
and Transport,
University of Surrey

Self-Driving Sex Cars? Inside the Research-Media Nexus




This presentation draws upon an analysis of Cohen & Hopkin's (2019) article 'Autonomous vehicles and the future of urban tourism' to begin to look inside the black box of how the media may contort academic research. The presentation gives an overview of the original article before examining how it was distorted in the global media, and the implications of this for academics who seek to achieve non-academic impact through public dissemination. The discussion will take a hybrid format, based on a short traditional presentation followed by an interview style discussion, which will allow for PhD researchers to gain close insight into engaging with the media through their research.

CONFERENCE PROGRAMME

	Plenary Sessions		Research Sessions
	Members or Ticket Holders Only		Industry Sessions
	Networking Sessions		Smart UK Day Sessions
	EXPEDIA GROUP X ENTER2020 Data Science Competition		

MONDAY, 6 JANUARY 2020

EXPEDIA GROUP X ENTER2020 Data Science Competition

	09:00 – 19:30	AP Lab 1	EXPEDIA GROUP X ENTER2020 Data Science Competition Hackathon
	12:30 – 17:00	23 AP 02	IFITT Strategic Board Meeting Iis Tussyadiah, University of Surrey
	18:30 – late	Town	Monday Social – at delegates' expense The March Hare Guildford, 2-4 South Hill, Guildford GU1 3SY

TUESDAY, 7 JANUARY 2020

EXPEDIA GROUP X ENTER2020 Data Science Competition

PhD Workshop

	08:00 – 18:00	AP Foyer	Registration
	09:00 – 19:30	AP Lab 1	EXPEDIA GROUP X ENTER2020 Data Science Competition Hackathon
	09:00 – 09:15	AP 1	PhD Workshop Official Welcome Markus Schuckert, Jason Stienmetz, and Berta Ferrer-Rosell, PhD Workshop Chairs Iis Tussyadiah, President, IFITT Scott Cohen, University of Surrey
	09:15 – 10:00	AP 1	Keynote Speech: <i>Modeling tourism: integrating big data and thick data to transform decision making and public service</i> Speaker: Aurbene Alzua-Sorzabal, University of Deusto and University of Nebrija

TUESDAY, 7 JANUARY 2020

EXPEDIA GROUP X ENTER2020 Data Science Competition

PhD Workshop

10:00 – 11:15 AP 1

PhD Proposal Pitches

Birgul Aydin. *Determination of Rejuvenation Strategies in Tourism Destinations in Scope of Destination Life Cycle Model: The Case of Kas*

Abbie-Gayle Johnson. *Relational Factors that Influence Multi-Stakeholder Engagement in Inter-organisational Collaboration: An Examination of Tourism Supplier Engagement in Smart Tourism*

Anh Le. *Factors Influencing the Successful National Destination Management System Implementation in Vietnam*

Ikram Nur Muharam. *Blockchain-based P2P Accommodation Services*

Giancarlo Fedeli. *Marketing Visitor Attractions in the Digital Age: A Study of the E-marketing Adoption in the Visitor Attraction Sector*

André Luiz Vieira. *Analysis of Inter-Relations between Sustainable Technology Adoption, Legitimacy and Reputation in the Market Based on Institutional Theory*

Cristina Lupu. *Spatial Patterns of Tourists' Preferences Using TripAdvisor in Romanian Cities*

11:15 – 11:45 AP Foyer

Networking Break

11:45 – 13:00 AP 1

PhD Proposal Pitches

Rafael Oliveira. *Indicators for Sustainable Smart Heritage*

Janika Raun. *Measuring Tourism Destinations with Tracking Data*

Ida Marie Visbech Andersen. *Digital Sustainable Enterprises. Reaching the Sustainable Development Goals Through Digitalisation in Tourism Enterprises*

Silvia Casellas. *Transmedia Tourism: Analysis, Evaluation and Characterisation of Transmedia Experiences for the Design of New Tourist Spaces*

Sergio Ibáñez-Sánchez. *Analysing the Affective-cognitive Sides of Virtual and Augmented Reality in Tourism*

Yi Xuan Ong. *Social Media Influencers for Destination Marketing – Application of the Self-Congruity Theory on Generational and Cross-Cultural Comparison*

TUESDAY, 7 JANUARY 2020

EXPEDIA GROUP × ENTER2020 Data Science Competition

PhD Workshop

11:45 – 13:00	AP 1	PhD Proposal Pitches – continued Judith Römhild-Raviart. <i>Cruising with a Conscience: Navigating Moral Identity and the Ethics of Sustainability in the Online Cruise Community</i> Vivian C. Medina Hernandez. <i>Is There Life Beyond Airbnb? Dynamics of Peer to Peer Accommodation Platforms in Spain</i>
13:00 – 14:00	AP Foyer	Networking Lunch Sponsored by University of Surrey and Royal Geographical Society
14:00 – 15:00	AP 1	PhD Proposal Clinic: Smart Destination Management Mentor: Ulrike Gretzel PhD: Birgul Aydin, Abbie-Gayle Johnson, Anh Le
14:00 – 15:00	AP 2	PhD Proposal Clinic: Technology Adoption Mentor: Juan P. Mellinas, Florian Zach PhD: Ikram Nur Muharam, Giancarlo Fedeli, André Luiz Vieira
14:00 – 15:00	23 AP 02	PhD Proposal Clinic: Destination Metrics Mentor: Claudia Brözel, Aurkene Alzua-Sorzabal PhD: Cristina Lupu, Rafael Oliveira, Janika Raun
14:00 – 15:00	25 AP 02	PhD Proposal Clinic: Digital Experience Mentor: Juho Pesonen, Xavier Font PhD: Ida Marie Visbech Andersen, Silvia Casellas, Sergio Ibáñez-Sánchez
14:00 – 15:00	28 AP 02	PhD Proposal Clinic: Current Issues Mentor: Anyu Liu, Julia Neidhardt PhD: Yi Xuan Ong, Judith Römhild-Raviart, Vivian C. Medina-Hernández
15:00 – 15:45	AP 1	Workshop: Publishing in Scientific Journals Rob Law, The Hong Kong Polytechnic University Lawrence Fong, University of Macau
15:00 – 15:45	AP 2	Workshop: Reviewing for Scientific Journals Pierre Benckendorff, The University of Queensland Markus Schuckert, The Hong Kong Polytechnic University
15:00 – 15:45	28 AP 02	Workshop: Fostering Industry Relationships Cihan Cobanoglu, University of South Florida Xavier Font, University of Surrey

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The 27th Annual International eTourism Conference
University of Surrey, 8 – 10 January 2020



TUESDAY, 7 JANUARY 2020

EXPEDIA GROUP × ENTER2020 Data Science Competition
PhD Workshop

15:00 – 16:15	23 AP 02	Beer Tasting: The Crafty Brewing Co. Free; limited seats
15:45 – 16:15	AP Foyer	Networking Break
16:15 – 17:00	AP 1	Keynote Speech: <i>Self-driving sex cars? Inside the research-media nexus</i> Speaker: Scott Cohen, University of Surrey
17:00 – 17:30	AP 1	Masters' Thesis Excellence Award
17:00 – 17:30	AP 1	Best PhD Proposal Awards and Closing Markus Schuckert, Jason Stienmetz, and Berta Ferrer-Rosell, PhD Workshop Chairs
18:30 – Late	Town	Tuesday Social – at delegates' expense The Rodboro Buildings – JD Wetherspoon, 1-10 Bridge St, Guildford GU1 4RY



WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP X ENTER2020 Data Science Competition

08:00 – 18:00	AP Foyer	Registration
09:00 – 09:20	AP 3	Official Welcome and Conference Opening Iis Tussyadiah, President, IFITT Graham Miller, Executive Dean of FASS, University of Surrey Max Lu, President and Vice-Chancellor, University of Surrey
09:20 – 09:30	AP 3	EXPEDIA GROUP X ENTER2020 Data Science Competition Adam Woznica, Expedia Group
09:30 – 10:15	AP 3	Keynote Speech: <i>XXI Century Tourism: Changes, Challenges and Opportunities</i> Speaker: Valeria Croce, Eurail B.V. Moderator: Juho Pesonen, University of Eastern Finland
10:15 – 11:00	AP 3	Keynote Speech: <i>Tourism and Hospitality's Technological Ethical Challenge</i> Speaker: Annette Pritchard, Leeds Beckett University Moderator: Anyu Liu, University of Surrey
11:00 – 11:30	AP Foyer	Networking Break
11:30 – 13:00	AP 3	EXPEDIA GROUP X ENTER2020 Data Science Competition Judges: Adam Woznica (Expedia Group), Jan Krasnodebski (Expedia Group), Julia Neidhardt (TU Vienna), Irem Önder (UMass Amherst), Adrian Hilton (University of Surrey)
11:30 – 13:00	AP 1	Industry Track: Technology and Sustainability Moderator: Dejan Križaj and Steve Hood ✦ Dejan Križaj (University of Primorska) and Primož Šporar (Innovative Services for Society Ltd). <i>Impact Tourism and Technology</i> ✦ Colin Bidewell (Pathway Consulting Group Ltd). <i>When CX and CSR converge through tourism tech innovation</i> ✦ Mayte Garcia-Corcoles (HOSBEC). <i>Big Data and Sustainability for the Tourism Industry</i>

WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP × ENTER2020 Data Science Competition

11:30 – 13:00	AP 2	Special Track: Innovation (Research Notes) Moderator: Florian Zach <ul style="list-style-type: none">✕ Florian Zach, Zheng Xiang, and Rodolfo Baggio. <i>Analysing Linkage between ICT and US State Tourism Websites</i>✕ Emily Corrigan-Kavanagh, Caroline Scarles, and George Revill. <i>Augmenting Travel Guides for Enriching Travel Experiences</i>✕ C.K. Bruce Wan, Kate Sangwon Lee, Daniel Leung, and Sangwon Park. <i>Using design thinking as an educational tool for conceptualizing future smart hotel guest experiences</i>✕ Yang Lu, Athina Ioannou, Iis Tussyadiah, and Shujun Li. <i>Segmenting travelers based on responses to nudging for information disclosure</i>
11:30 – 13:00	28 AP 02	Special Track: Smart Tourism Cities Moderator: Chulmo Koo Dimitrios Buhalis, Bournemouth University Ulrike Gretzel, Netnografica/University of Southern California Chulmo Koo, Kyung Hee University
11:30 – 13:00	80 MS 02	Research Track: Hotels (Full Papers) Moderator: Juho Pesonen <ul style="list-style-type: none">✕ Peter O'Connor. <i>Brandjacking: The Effect of Google's 2018 Keyword Bidding Policy Changes on Hotel Website Visibility</i>✕ Chun Liu and Kam Hung. <i>Self-service Technology Preference during Hotel Service Delivery: A Comparison of Hoteliers and Customers</i>✕ Erin Yirun Wang, Lawrence Hoc Nang Fong, and Rob Law. <i>Review Helpfulness: The Influences of Price Cues and Hotel Class</i>



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WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP × ENTER2020 Data Science Competition

11:30 – 13:00	81 MS 02	Research Track: Social Media (Full Papers) Moderator: Jason Stienmetz ✕ Irem Önder, Bozana Zekan, and Nusret Araz. <i>An Efficiency Assessment of DMOs' Facebook Pages: A Benchmarking Study</i> ✕ Dandaniel C. Ukpabi, Heikki Karjaluo, Sunday Olaleye, and Emmanuel Mogaji. <i>Customer Value Framework and Recommendation Intention: The Moderating Role of Customer Characteristics in an Online Travel Community</i> ✕ Naoki Shibata, Hiroto Shinoda, Hidetsugu Nanba, Aya Ishino, and Toshiyuki Takezawa. <i>Classification and Visualization of Travel Blog Entries Based on Types of Tourism</i>
11:30 – 13:00	72 MS 03	Research Track: Technology (Full Papers) Moderator: Lorenzo Cantoni ✕ Jacques Bulchand-Gidumal, Santiago Melián-González, and Beatriz González-López-Valcárcel. <i>Impact of Free Wi-Fi on Guest Satisfaction and Price of Properties in Sharing Economy Accommodations</i> ✕ Osman El-Said and Toleen Al Tall. <i>Studying the Factors Influencing Customers' Intention to Use Self-service Kiosks in Fast Food Restaurants</i> ✕ Boris Ruf, Matteo Sammarco, Jonathan Aigrain, and Marcin Detyniecki. <i>Pharmabroad: A Companion Chatbot for Identifying Pharmaceutical Products When Traveling Abroad</i>
13:00 – 14:00	AP Foyer	Networking Lunch
13:00 – 14:00	AP 1	JITT Editorial Board Meeting Phil Xiang, Virginia Tech
14:00 – 15:30	AP 3	EXPEDIA GROUP × ENTER2020 Data Science Competition Judges: Adam Woznica (Expedia Group), Jan Krasnodebski (Expedia Group), Julia Neidhardt (TU Vienna), Irem Önder (UMass Amherst), Adrian Hilton (University of Surrey)

WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP × ENTER2020 Data Science Competition

14:00 – 15:30 AP 1

Research Track: Technology (Research Notes)

Moderator: Dimitrios Buhalis

- ✎ Aarni Tuomi, Iis Tussyadiah, and Jason Stienmetz. *Service Robots and the Changing Roles of Employees in Restaurants: A Cross Cultural Study*
- ✎ Iis Tussyadiah and Graham Miller. *Imagining the Future of Travel: Technology and Sustainability Transitions*
- ✎ Marion Joppe, Heting Bai, Jun Shao, and Shujin Shu. *Planners' Perception of Using Virtual Reality Technology in Tourism Planning*
- ✎ Jialin Snow Wu, Chen Zheng, Shun Ye, and Rob Law. *Love Too Deep or Hard to Leave? A Study of Mobile Application Loyalty*

14:00 – 15:30 AP 2

Special Track: Innovation (Research Notes)

Moderator: Florian Zach

- ✎ Alessandra Marasco and Barbara Balbi. *Designing accessible experiences for heritage visitors through virtual reality*
- ✎ Daisy Fan and Anyu Liu. *The Effects of Online and Face-to-face Experiential Value Co-creation on Tourists' Wellbeing*
- ✎ Pablo Pereira-Doel, Xavier Font, Kayleigh Wyles, and Jorge Pereira-Moliner. *Showering smartly. A field experiment using water-saving technology to foster pro-environmental behavior among hotel guests*
- ✎ Ryan Yung, Catheryn Khoo-Lattimore, and Leigh Ellen Potter. *VR the World: Investigating the Effectiveness of Virtual Reality for Destination Marketing through Presence, Emotion, and Intention*
- ✎ Florian Zach, Dejan Krizaj and Ajda Pretnar. *Topic modelling tourism literature on innovation and technology*

14:00 – 15:30 81 MS 02

Research Track: Social Media (Full Papers)

Moderator: Pierre Benckendorff

- ✎ Corn  Dijkmans, Peter Kerkhof, and Camiel Beukeboom. *Adapting to an Emerging Social Media Landscape: The Rise of Informalization of Company Communication in Tourism*
- ✎ Kwang-Ho Lee, Sangguk Kang, and Byeong Cheol Lee. *The Dualistic Model of Passion for Online Travel Community Activities: The Role of Real-Me and Emotional Loneliness*
- ✎ Mingming Cheng. *Digital discrimination and Airbnb*

WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP X ENTER2020 Data Science Competition

14:00 – 15:30	28 AP 02	Special Track: Smart Tourism Cities (Research Notes) Moderator: Chulmo Koo ✕ Josep A. Ivars-Baidal, García Hernández María, and Mendoza De Miguel Sofia. <i>Integrating overtourism in the smart tourism cities agenda</i> ✕ Liu Liu, Yunpeng Li, Huiying Zhang, and Esencan Terzibasoglu. <i>Government's perception of constructing smart tourism cities</i> ✕ Ahmet Aras. <i>Bodrum as a Smart Tourism Destination: Vision and Challenges</i> ✕ Johanna Heinonen. <i>University in DMO's shoes. How to support the development of Kymenlaakso area to smart destination?</i>
14:00 – 15:30	80 MS 02	Research Track: Data Analytics (Full Papers) Moderator: Aurkene Alzua-Sorzabal ✕ Amra Delic, Judith Masthoff, and Hannes Werthner. <i>The Effects of Group Diversity in Group Decision-Making Process in the Travel and Tourism Domain</i> ✕ Koun Sugimoto. <i>Volunteered Geographic Information for Monitoring and Exploring Cycling Activities in the Japanese Nationwide Geographical Space</i> ✕ Mete Sertkan, Julia Neidhardt, and Hannes Werthner. <i>From Pictures to Travel Characteristics: Deep Learning-Based Profiling of Tourists and Tourism Destinations</i>
15:30 – 16:00	AP Foyer	Networking Break
16:00 – 17:00	AP 3	Panel: Technology for Resource Conservation Xavier Font, University of Surrey (Chair) Thomas Munch-Laursen, Aguardio Benedetta Cassinelli, Considerate Group Mayte Garcia-Corcoles, HOSBEC
16:00 – 17:00	AP 1	Panel: Technology for Inclusive Tourism Graham Miller, University of Surrey (Chair) Alkis Tsikardonis, InterContinental Hotel Group (IHG) Jan Krasnodebski, Expedia Group

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WEDNESDAY, 8 JANUARY 2020

ENTER2020 Day 1

EXPEDIA GROUP X ENTER2020 Data Science Competition

	16:00 – 17:00	AP 2	Panel: ICTs for Preservation and Communication of World Heritage Lorenzo Cantoni, Università della Svizzera italiana (Chair) Kelly Macquire, Ancient History Encyclopedia Rafael Oliveira, Federal University of Minas Gerais
	17:10 – 18:30	AP 3	IFITT AGM (IFITT Members Only)
	19:30 – 22:00	Town	ENTER2020 Welcome Reception Venue: Holy Trinity & St Mary's Church, High Street, Guildford Dress code: Business casual

THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

	08:00 – 18:00	AP Foyer	Registration
	09:00 – 09:30	AP 1	Smart UK Day Welcome Address Nigel Morgan, University of Surrey Caroline Scarles, University of Surrey Chris Howard, Visit Surrey
	09:30 – 10:30	AP 1	Smart UK Day Panel: Digital Experiences at Attractions Caroline Scarles, University of Surrey (Chair) Paul Pike, Intelligent Venue Solutions Kate Bailey, Victoria & Albert Museum Anna Lowe, Smartify Tanja Nielsen, University of Southern Denmark
	09:00 – 10:30	AP 2	Research Track: Destinations (Full Papers) Moderator: Berta Ferrer-Rosell ✦ Meng-Mei Chen and Andreina Irene Ramon Scovino. <i>Which Photo Themes Evoke Higher Intention to Visit Switzerland?</i> ✦ Si Ru Li, Yi Xuan Ong, and Naoya Ito. <i>Credibility in Question: Travel Information Adoption Among Chinese Consumers in Canada and Singapore</i> ✦ Adriana Wacker and Aleksander Groth. <i>Projected and Perceived Destination Image of Tyrol on Instagram</i>

THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

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|---------------|----------|---|
| 09:00 – 10:30 | 28 AP 02 | Research Track: Technology (Full Papers)
Moderator: Ulrike Gretzel
✎ Dimitrios Buhalis and Emily Siaw Yen Cheng. <i>Exploring the Use of Chatbots in Hotels: Technology Providers' Perspective</i>
✎ María Dolores Flecha-Barrio, Jesús Palomo, Cristina Figueroa Domecq, and Mónica Segovia-Perez. <i>Blockchain Implementation in Hotel Management</i>
✎ Jean-Paul Calbimonte, Simon Martin, Davide Calvaresi, Nancy Zappelaz, and Alexandre Cotting. <i>Semantic Data Models for Hiking Trail Difficulty Assessment</i> |
| 09:00 – 10:30 | 80 MS 02 | Research Track: Augmented Reality (Full Papers)
Moderator: Claudia Brözel
✎ Heidrun Föhn, Sonja Böckler, Fabio Baumgartner, René Bauer, and Ulrich Götz. <i>Enhancing Train Travel with Augmented Reality for Smartphones: The "Tales on Rails" Project</i>
✎ Brigitte Stangl, Dandison C. Ukpabi, and Sangwon Park. <i>Augmented Reality Applications: The Impact of Usability and Emotional Perceptions on Tourists' App Experiences</i> |
| 09:00 – 10:30 | 81 MS 02 | Research Track: Social Media (Research Notes)
Moderator: Irem Önder
✎ Juan Pedro Mellinas. <i>Measuring the impact of Game of Thrones on tourism through online reviews</i>
✎ Rosanna Leung and Elise Wong. <i>Will you pick me again? International Hotel Chains Brand Loyalty Reflection on User Reviews</i>
✎ Juan Pedro Mellinas. <i>How language influence online ratings in the most iconic tourist spots</i>
✎ Zhongyi Ma, Katerina Berezina, and Cihan Cobanoglu. <i>Predicting Chinese travelers' intentions to use Airbnb</i> |

THE DIGITAL VISITOR ECONOMY

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THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

09:00 – 10:30	72 MS 03	Research Track: Destinations (Research Notes) Moderator: Tracy Xu ✕ Kun Zhang, Qinghui Li, Hongyu Wang, and Dongzhi Chen. <i>Exploring the presence of tourists' photos through algorithmic visual content analysis</i> ✕ Anneli Douglas, Pierre Mostert, and Liandi Slabbert. <i>Identifying the marketing channels that will attract Millennials to National Parks</i> ✕ Andre Luiz Soares, Luiz Mendes-Filho, and Ulrike Gretzel. <i>ICT practices and Isomorphism in Tourism: Insights from hotel managers in Natal, Brazil</i>
10:30 – 11:00	AP Foyer	Networking Break
11:00 – 12:00	AP 3	Panel: Autonomous Mobility Rafiq Swash, AIDrivers Alex Bainbridge, Autoura Richard Bowden, University of Surrey Moderator: Nikolas Thomopoulos
12:00 – 13:00	AP 3	Panel: Intelligent Assistants Duncan Anderson, Humanise.AI Michael Mrini, Edwardian Hotels London Steve Worswick, Mitsuku (Pandorabot) Maxim Khalilov, Unbabel Moderator: Erin Ling
13:00 – 14:00	AP Foyer	Networking Lunch
13:00 – 14:00	AP 1	IFITT Chapters Lunch Patience Tropo, Zambia Tourism Agency
14:00 – 15:20	AP 3	Best Research Papers Moderators: Julia Neidhardt and Wolfgang Wörndl ✕ David Massimo and Francesco Ricci. <i>Next-POI Recommendations for the Smart Destination Era</i> ✕ Francisco Femenia-Serra and Ulrike Gretzel. <i>Influencer Marketing for Tourism Destinations: Lessons from a Mature Destination</i> ✕ Jasmin Hopf, Melina Scholl, Barbara Neuhofer, and Roman Egger. <i>Exploring the Impact of Multisensory VR on Travel Recommendation: A Presence Perspective</i>

THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

14:00 – 15:20	AP 1	Smart UK Day Panel: Digital Futures for Hospitality Iis Tussyadiah, University of Surrey (Chair) Barney Wragg, Karakuri Chris Cows, eProductive Ltd. Aarni Tuomi, University of Surrey
15:30 – 16:30	AP 3	Panel: Privacy and Cyber Security Shujun Li, University of Kent (Chair) Darren Hampton, Carnival UK Niklas Palaghias, Quadible
15:30 – 16:30	AP 1	Panel: Marketing Destinations in the Digital Age Ulrike Gretzel, University of Southern California (Chair) Husna Zainal Abidin, University of Surrey Ian McCulloch, Silent Pool Distillers Simon Jones, Digital Visitors
15:30 – 16:30	AP 2	Panel: Scholars and the Future of eTourism Juho Pesonen, University of Eastern Finland (Chair) Phil Xiang, Virginia Tech
16:30 – 17:00	AP Foyer	Networking Break
17:00 – 18:00	AP 1	Smart UK Day Panel: Future Trends and Challenges Caroline Scarles, University of Surrey (Chair) Robert Govers, International Place Branding Association Mark Tanzer, ABTA Rochelle Turner, World Travel & Tourism Council Gordon Jackson, Surrey Hills AONB
17:00 – 18:30	AP 2	Research Track: Social Media (Research Notes) Moderator: Cihan Cobanoglu ✦ Andrei Kirilenko and Svetlana Stepchenkova. <i>Automated topic modeling of negative tourist reviews</i> ✦ Yujia Chen, Iis Tussyadiah, and Anyu Liu. <i>Will Guests Use Peer-to-Peer Accommodation Again after a Service Failure?</i> ✦ Shihan Ma and Andrei Kirilenko. <i>Automated identification of tourist activities in social media photographs: a comparative analysis using visual-based, textual-based and joint-based methods</i> ✦ Lauren Siegel, Iis Tussyadiah, and Caroline Scarles. <i>Does Social Media Help or Hurt Destinations? A Qualitative Case Study</i>

THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

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|---------------|----------|---|
| 17:00 – 18:30 | 28 AP 02 | Research Track: Destinations (Research Notes)
Moderator: Daisy Liu
✎ Wen Zhang, Jeongmi Kim, Hany Kim, and Daniel Fesenmaier. <i>The Tourism Story Project: Developing the Behavioral Foundations for an AI Supporting Destination Story Design</i>
✎ Katarzyna Minor, Sheena Carlisle, and Louise Dixey. <i>Rethinking digital foci - what are the real digital needs of Welsh tourism organisations?</i>
✎ Lyndon Nixon. <i>An online image annotation service for destination image measurement</i>
✎ Caroline Scarles, Naomi Klepacz, Suzanne van Even, Jean Yves Guilmaut, and Michael Humbracht. <i>Bringing The Outdoors Indoors: Immersive Experiences of Recreation in Nature and Coastal Environments in Residential Care Homes</i> |
| 17:00 – 18:30 | 80 MS 02 | Research Track: Technology (Research Notes)
Moderator: Amra Delic
✎ Yun Eui Lee, Sunny Sun, Rob Law, and Lina Zhong. <i>Electronic distribution channels of airline ticket</i>
✎ Katerina Volchek, Haiyan Song, Dimitrios Buhalis, and Rob Law. <i>Exploring the Ways to Improve Personalisation: The Influence of Tourist Context on Service Perceptions</i>
✎ Olena Ciftci, Eun-Kyong Choi, and Katerina Berezina. <i>Customer Intention to Use Facial Recognition Technology at Quick-Service Restaurants</i>
✎ Jakub Swacha and Agnieszka Miluniec. <i>Museum Apps investigated: Availability, Content and Popularity</i> |
| 17:00 – 18:30 | 81 MS 02 | Research Track: Social Media (Research Notes)
Moderator: Cody Morris Paris
✎ Seunghun Shin and Zheng Xiang. <i>Social Media-Induced Tourism: A Conceptual Framework</i>
✎ Danielle Barbe, Larissa Neuburger, and Lori Pennington-Gray. <i>Follow Us on Instagram! Understanding the Driving Force behind Following Travel Accounts on Instagram</i>
✎ Katja Anna Stadlthanner, Luisa Andreu, and Xavier Font. <i>Using social media to promote pro-sustainability behaviours: a quasi-experimental study on message framing</i> |

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The 27th Annual International eTourism Conference
University of Surrey, 8 – 10 January 2020



THURSDAY, 9 JANUARY 2020

ENTER2020 Day 2

Smart UK Day

18:00 – 19:00	AP 1	Beer Tasting: The Crafty Brewing Co. (Free, limited seats)
19:30 – 23:00	Town	ENTER2020 Royal Gala Dinner and Awards Ceremony Venue: G Live, Guildford Dress code: dress like a royal!

FRIDAY, 10 JANUARY 2020

ENTER2020 Day 3

08:00 – 14:00	AP Foyer	Registration
09:00 – 10:00	AP 3	Special Track: Industry Challenge Moderator: Dejan Krizaj and Steve Hood Milan Sajovic, HIT Alpinea (Slovenia). <i>Digital Challenge</i> (sponsored by Slovenian Tourism Board) Salla-Mari Koistinen, Visit Ranua (Finland). <i>Ranua the Cloudberry destination – brought to you by the locals in an application</i>
10:00 – 10:40	23 AP 02	Fluttr – Empowering hospitality SMEs to become energy efficient through a mobile app (1) Benedetta Cassinelli, Considerate Group
10:50 – 11:30	23 AP 02	Fluttr – Empowering hospitality SMEs to become energy efficient through a mobile app (2) Benedetta Cassinelli, Considerate Group
10:00 – 11:30	AP 1	Poster Presentation – Late breaking results ✕ Sai Liang, Xiaoxia Zhang, and Hui Li. <i>How to make guest reviews more informative? A case study of Airbnb</i> ✕ Gizem Kaya, Tolga Sümer, Furkan Soytürk, Galip Erkin Doruk, and Cihan Çobanoğlu. <i>Explore Music Data to Enhance Customer Satisfaction</i> ✕ Ching-Hsu Huang. <i>Sustainable strategies of restaurant food surplus platform as a framework for responsible tourism in the sharing economy</i> ✕ Shuyu Zhou and Anyu Liu. <i>Could the Artwork in Hotels Attract More Bookings? A Study Using the Experimental Design Method</i>

(List continues on the next page)

FRIDAY, 10 JANUARY 2020

ENTER2020 Day 3

10:00 – 11:30 AP 1

Poster Presentation – Late breaking results

- ✦ Janine Videva, Elena Marchiori, and Lorenzo Cantoni. *Assessing usability and user experience of immersive web VR platforms for tourism destinations*
- ✦ Hyerhim Kim, Iis Tussyadiah, and Leo Jago. *Framing effective cause-related marketing message online*
- ✦ Estrella Díaz Sánchez, Águeda Esteban Talaya, and Luisa Andreu. *Smart Tourism: Effects on Consumer Experience and Business Competitiveness*
- ✦ Cristina Figueroa-Domecq, Allan Williams, Anna de Jong, and Alessandra Alonso. *Technology is a woman's best friend: Entrepreneurship and Management in Tourism*
- ✦ Chung-En Yu. *Emotional Contagion in Human-Robot Interaction*
- ✦ Yu Fai Chan, Rob Law, and Jing Ma. *Revisiting "Disintermediation" in Travel Product Distribution of Airline Industry in Mobile Technology Era*
- ✦ Sunyoung Hlee, Yerin Yhee, Namho Chung, and Chulmo Koo. *Service Innovation by Design Thinking Methods: A Case of Seoul Children's Grand Park (SCGP)*
- ✦ Outi Kähkönen, Päivi Hanni-Vaara, and Petra Paloniemi. *Developing Destination Experience and Digital Marketing in Co-creation Process – Case Cooperation of Ranua Municipality and Lapland University of Applied Sciences*
- ✦ Martina Nannelli, Dimitrios Buhalis, Mariangela Franch, and Maria della Lucia. *Disruption of the market structure: how the entry of the new short-term rental players has affected the competitive advantage's forces in the tourism and hospitality accommodation service*
- ✦ Junjiao Zhang, Tao Sun, and Naoya Ito. *Independent or Interdependent? Examining the Self-construal Theory in the Processing of Online Travel Reviews*
- ✦ Saadi Myftija and Linus W. Dietz. *CityRec – A Data-Driven Conversational Destination Recommender System*

11:30 – 12:00 AP Foyer

Networking Break

FRIDAY, 10 JANUARY 2020

ENTER2020 Day 3

12:00 – 12:45	AP 3	Keynote Speech: 150 Successful Machine Learning Models: 6 Lessons Learned at Booking.com Speaker: Themis Mavridis, Booking.com Moderator: Wolfgang Wörndl, TU Munich
12:45 – 14:00	AP 3	Panel: Travel and the Next Technology Frontiers: From Virtual to Space! Adrian Hilton, University of Surrey Jonathan Firth, D-Orbit Yang Gao, University of Surrey John Blincow, The Gateway Foundation Moderator: Iis Tussyadiah
14:00 – 14:10	AP 3	Closing and Welcome to ENTER2021 IFITT President Nankai University
14:10 – 15:00	AP Foyer	Networking Lunch
15:00 – 18:00	23 AP 02	IFITT-JITT Workshop (IFITT Board and JITT Editorial Board Only) Phil Xiang, Virginia Tech Hannes Werthner, TU Vienna Iis Tussyadiah, University of Surrey
15:00 – 17:00	AP 2	STR Research and Analytics Roundtable (Open and Free) Steve Hood, STR
15:00 – 16:30	AP 1	Wine Tasting with Greyfriars (£15 for five glasses)



Hospitality and Tourism Management PhD

Studentships available! bit.ly/2PHdiBx



FRIDAY WORKSHOPS

CONSIDERATE

Considerate Group**Flutter – Empowering Hospitality SMEs to Become Energy Efficient through a Mobile App**

The Considerate Group are developing an energy management app – Flutter – designed to help hospitality SMEs reduce their energy consumption. This workshop will include a presentation on the history and development of the app, and how it fits in with the progress of the UK government towards achieving their climate goals. This will be followed by group discussion to allow participants to discuss potential challenges with the app and how it could be improved.

Friday, 10 January 2020, 10:00 – 11:30, 23 AP 02. Note that the workshop (approximately 40 minutes in length) will be run twice within the timeframe.

**IFITT-JITT****IFITT-JITT Joint Workshop: The Future of eTourism Research**

The workshop will set an agenda for the future of eTourism research with discussions around emerging topics and innovative technologies as well as pathways to future proof the travel and tourism industry by leveraging the use of ICTs.

Friday, 10 January 2020, 15:00 – 18:00, 23 AP 02. IFITT Board and JITT Editorial Board Members Only.

**STR****STR Research and Analytics Roundtable**

There will be a review of the various types of hotel and tourism related data that is available for free for academic research. A wide range of different examples of H&T research will be demonstrated. Professors who have previously utilized this data will share regarding their own experiences. There will be time to brainstorm on research opportunities for the future. Collaboration possibilities will be discussed. Third party data needs and options will be reviewed, including examples of correlating survey results. There will be time for questions and answers related to specific projects and we can talk about personalized research needs. Participants are welcome to mention ideas and needs prior to the event, so that sample data can be generated ahead of time. There will also be time to review analytic related resources that are available for the classroom, including student projects, training programs and student certifications.

Friday, 10 January 2020, 15:00 – 17:00, AP 2. Open and Free for ENTER2020 Participants.

FUTURE SHAPERS

Our globally renowned experts are leading the way in technological advancements that will help improve everyday life – how we think, work and behave. | surrey.ac.uk/future-shapers

BEER & WINE TASTINGS



The Crafty Brewing Co.
craftybrewing.co.uk

Beer Tasting
Free, Limited Seats

Tuesday, 7 January 2020, 15:00 – 16:15, 23 AP 02
Thursday, 9 January 2020, 18:00 – 19:00, AP 1



Greyfriars Vineyard
greyfriarsvineyard.co.uk

Wine Tasting
£15 (at the door) for five glasses

Friday, 10 January 2020, 15:00 – 16:30, 23 AP 02



SOCIAL PROGRAMMES

MONDAY SOCIAL
The March Hare



↑ for direction ↑

TUESDAY SOCIAL
The Rodboro Buildings – JD Wetherspoon



↑ for direction ↑

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