



PROGRAM

ifitt

2-6 SEPTEMBER 2019

**EUROPEAN IFITT
MASTERCLASS ON
E-TOURISM | EIFMET**

MODUL VIENNA
UNIVERSITY
WKO PRIVATE UNIVERSITY

 **HNE**
Eberswalde
Hochschule für nachhaltige Entwicklung

 **THE HONG KONG
POLYTECHNIC UNIVERSITY**
香港理工大學



DIRECTIONS

PUBLIC TRANSPORTATION

We recommend that you purchase a week ticket (Wocheskarte) for €17.10 or a 24-hour pass for €8. There are ticket machines in all the stations, including the airport. You can also purchase a ticket for a single ride from bus drivers or a machine on a tram.

MODUL UNIVERSITY

Unless you're driving, the only way to reach the university is by taking the 38A bus to the Kahlenberg stop. It is important to pay attention to the direction of the bus, as not all of them will go all the way to Kahlenberg.

Depending on where you will be staying, you can take different routes to reach the 38A bus. The simplest way is to take the U4 metro, direction Heiligenstadt, to the end of the line (Heiligenstadt Station).

The best way to orientate yourself with public transportation is to download the Quando app onto your phone.

WEEK OVERVIEW

MONDAY | 02.09.2019



Opening Message (Online)

Dr. Lis Tussyadiah, IFITT President,
School of Hospitality and Tourism
Management
University of Surrey, UK



Persuasive Innovation & Digitalization in Tourism

Prof. Dr. Astrid Dickinger



How to Think Like a Future Tourism Manager & Researcher

Prof. Dr. Claudia Brözel,
University of Sustainable
Development
Eberswalde, Germany



Dr. Lidija Lalicic,

both MODUL University
Vienna, Austria

TUESDAY | 03.09.2019



Digital Marketing in Tourism - Keys to Building Competitive Businesses and Destinations

Dr. Juho Pesonen,
University of Eastern Finland Business
School

WEEK OVERVIEW

WEDNESDAY | 04.09.2019



Applied and Serious Games in Tourism

Dr. Jessika Weber,
Breda University of Applied Sciences
The Netherlands

THURSDAY | 05.09.2019



ICTs and Cultural/Heritage Tourism

Prof. Dr. Lorenzo Cantoni,
Università della Svizzera Italiana,
Institute of Digital Technologies
for Communication, Switzerland



The Digital Nomads Lifestyle: Exploring Experiences & Mobilities

Dr. Ir. Inge Hermann,
Hospitality Business School,
Saxion University of Applied
Sciences, the Netherlands

FRIDAY | 06.09.2019



Introduction to Compositional Data Analysis & Applications to e-Tourism

Dr. Berta Ferrer Rosell,
Faculty of Law, Economics and
Tourism, University of Lleida, Spain



Destination Image Analytics through Traveller-generated Content

Dr. Estela Marine-Roig,
Faculty of Law, Economics and
Tourism, University of Lleida
Spain



DEPOSIT & REGISTRATION

FEES

Enrolled students and IFITT members: FREE

Alumni (without IFITT membership) until 2 years after graduation: €50

Industry professionals (without IFITT membership): €250

Coffee Breaks and Lunch

Participants* are asked to send a €75 deposit to cover the costs of coffee breaks and lunch, which will be provided throughout the week.

*Industry professionals (without IFITT membership) have this cost already included in their initial fee.

DEPOSIT

Please send an email to eifmet@ifitt.org to register. Registration will close on June 15th 2019.

The deposit must be paid by July 15th. Admittance to the Master Class will be confirmed once we have received your payment.



EVENING ENTERTAINMENT

MONDAY

Free evening to explore Vienna

Vienna is a city rich in history and culture. There is an incredible amount to explore, from Schönbrunn Palace to St. Stephen's Cathedral.

<https://www.wien.info/en>

<https://www.viennawurstelstand.com/>

TUESDAY

A vineyard tour around Weingut Cobenzl

"Vienna is the only metropolis that grows enough wine within its city borders to make it worth mentioning." The city has 700 hectares of vineyards! We will take a guided tour of the press houses and the cellar of Weingut Cobenzl. The tour costs €15 per participant, including a tasting of six wine samples, at your own expense.

<https://www.weingutcobenzl.at/en>

WEDNESDAY

After-class Spritzer at Modul University

Take in the beautiful city view from our university's terrace and join us for a chilled Spritzer.



THURSDAY

A traditional Austrian dinner at Zum Martin Sepp

Zum Martin Sepp, a traditional wine tavern in the heart of Grinzing, is celebrating their 40th anniversary this year. They are famous for their classic Austrian dishes, their seasonal menus, and their extensive wine list. The entire dinner costs roughly €36, at your own expense.

<http://zummartinsepp.at/>

FRIDAY

An evening at Prater

Wurstelprater, typically referred to as Prater, is the second oldest amusement park in the world. It was opened to the public in 1766, making it just a little over 250 years old! The park is home to one of Vienna's most famous landmarks, the Riesenrad: a 64.75m tall ferris wheel.

We will end the evening with a dinner at Schweizerhaus. It is an old, traditional Viennese restaurant that opened in 1868. Located within the amusement park, this restaurant has an inseparable link to Prater. Dinner is at your own expense.

<https://www.praterwien.com/en/attractions/>

<https://www.schweizerhaus.at/>



ADDITIONAL INFORMATION

PUBLIC TRANSPORTATION

Don't get lost in Vienna

<https://www.wienerlinien.at/>

Quando App

ACCOMMODATIONS

Need a place to sleep?

<https://www.hostelworld.com/>

<https://www.wombats-hostels.com/vienna/>

<https://www.25hours-hotels.com/en/hotels/vienna/at-museumsquartier>

EXPLORE VIENNA

Discover what the city has to offer

<https://www.wien.info/en>

<https://www.viennawurstelstand.com/>

ADDITIONAL TRAVEL LINKS

Planes, trains, buses, and automobiles

<https://www.omio.com/>

<https://www.skyscanner.net/>