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| Tom Hall | Barbara Mucherman | Marko Balabanovic | Bethan Richards | Jon Munro | Jason Ryan | Don Birch | Martin Verdon-Roe |

ENTER2011 - 2 weeks to go!
Waiting to see you all in Innsbruck!

| Dimitrios Buhalis IFITT President | Lorenzo Cantoni Programme Chair | Rob Law Research Track Chair | Rodolfo Baggio Industry Track Chair | Robert Govers Destination Track Chair | Berendien Lubbe PhD Workshop Chair |

ENTER 2011 in NUMBERS

More than 300 attendees

8 Keynotes

63 Research papers

23 Industry Track presentations

24 Destination Track presentations

13 PhD students presentations

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IFITT President's update and President's report to the AGM January 2011

Happy new year! and lets take the eTourism community new places. As we are preparing for the AGM. We have been busy in IFITT taking the organisation forward. Here are our strategic objectives for 2011 and the progress we managed to achieve so far.

OBJECTIVES FOR 2011
- Expand IFITTs footprint globally
- Expand on membership
- Bring new benefits to members
- Facilitate more networking to the eTourism community
- Engage in conversation with partners and other international organisations

PROGRESS SO FAR

BOARD: It is an appropriate time for me to thank the entire Board for their contribution to the development of IFITT and the ENTER conference. Each person bring a unique contribution to IFITT and I am grateful for their support. We say goodbye to Aurkene Alzua-Sorzabal and Jamie Murphy and we thank them for their contribution to the Board. Our Vice President and Treasurer Wolfram Höpken's term is also expiries but I am glad that Worfram is standing for re-election on the Board. With three positions of the Board now vacant we are gradually starting a rotation process that will enable new people to join us.

ADMINISTRATION: You will be pleased to know that Margret Cordesmeyer moved to Germany and she is starting a full time job in the new year. Nicolas Gregori will gradually assume the administrator duties and since he is with me at Bournemouth University it will be easier to keep the paper work in order. We also bring in Tania (Soultana) Symeonidou, one of my MSc students to help us build the content on the web site. You will meet Nicolas and Tania in ENTER2011.

MEMBERSHIP: With our systems in place we are now ready to have a major push and drive membership. We have clarified the Corporate and Discounted Corporate prices and benefits too. Please renew your membership as your current membership expires onthe 31 January 2011. Please use our online system and report back if you experience any difficulties.

PARRTERSHIPS: We have already established partnerships with OpenTravel Alliance, TTI, TTRA and ETC offering benefits and discounts to our members and reciprocate in the publicity of our events and newsletters. We very much hope to expand and cement these relationships. Commercial partnerships with EyeForTravel and OctopusTravel also give us preferential rates to our members. We aim to expand this and we would welcome your feedback and input.

WEB SITE: We are very pleased with our web site www.ifitt.org thanks to a sponsorship from www.nelios.com and the hard work of Margret and several other colleagues. The next step for the web site is to incorporate more content and to provide valuable resources to members and other stakeholders of the eTourism community.

CONSTITUTION: Ulrike Gretzel is heading our constitution reform and we may be able by ENTER to propose our enhanced Constitution

INTERNATIONAL EVENTS: Through events we will increase IFITT's footprint and we start collaborating with colleagues and organisations to support events and conferences around the world where IFITT can make a contribution. We have supported the the Open Travel Alliance conference in London, the iSustainability workshop event organized in Edinburg by Alisha Ali and Andy Frew, the IOETI conference in Luxor where Jamie Murphy and myself presented keynotes and networked and all the EyeForTravel events. I am also presenting IFITT in all the conferences I am invited around the world. If you feel that IFITT should be presented in another conference please let me know.

ENTER – We look forward to ENTER2011 in Innsbruck and we are confident that will be a great conference. ENTER2012 we start receiving proposals for ENTER2012 and we would welcome some more to find the best place to take ENTER in 2012. So far we had expression of interest from Slovenia, Russia, Cyprus, Liverpool. Please let us know if you are interested in hosting ENTER2012 and start putting a bid together. The deadline for proposals is the 15th January

NEW IDEAS we are very open to new ideas and suggestions for IFITT activities. Things that you feel that IFITT should be doing. Please send me an email with initiatives that you would like IFITT to take in the future.

Yours Truly
Dimitrios Buhalis, IFITT President

Don't forget to renew your IFITT Membership!

PhD student self presentation (edited by Ulrike Gretzel)

Social media: Are there adequate evidences to substantiate a redefinition of comprehensive consumer behaviour models? Focus on Leisure Tourism Products

John holds an MSc (Distinction) in Tourism Marketing from the University of Surrey, with focus on the use of psychographics and lifestyle as segmentation tools in tourism markets, and a BSc (Distinction) in Business Administration from The American College of Greece, with a double major in Marketing Management and in Management & Organisational Behaviour.

During his 17 years of experience he was highly involved as a marketer in the Greek tourism industry, holding positions such as Assistant Marketing Director in Rodos Palace, Greece`s largest 5 star hotel & conference centre, General Manager of the Rhodes' Tourism Promotion Organisation, and then as Vice President External Relations in Rhodes' Playboy Casino. For the last nine years, he owned "Market Plan", a marketing consulting and marketing research firm with a diverse client portfolio including hotel groups, destination management companies, yacht charter and shipping companies, holiday real estate, but also restaurant chains, a newspaper, and a private school where in addition to his consulting appointment he also served as a member of the Board of Directors. His consulting projects included development of marketing strategies, formulation and implementation of marketing and promotional plans, design of new product and service concepts, umbrella branding, publicity & PR campaigns, design of Marketing Information Systems, loyalty schemes, as well as design and implementation of marketing and market research surveys. He also contributed to the development of various project proposals funded by national and European Union grants.

He served as a member on a number of committees including positions such as Head of Research in the Research Tourism Body of the Chamber of the Dodecanese, and member of the scientific committee for Rhodes` International Tourism Forum. Recently he became a Member in the Chartered Institute of Marketing in UK.

In October 2009 he moved to the UK to start his PhD, after earning a fully funded studentship at Bournemouth University, to study the impact of social media on consumer behaviour with a focus on leisure travel products, under the supervision of Prof. Dimitrios Buhalis, Prof. Alan Fyall, and Dr Miguel Moital. In parallel, during his first year in Bournemouth, he served as a Part-time Lecturer and Unit Leader for the Master level course "Marketing for Tourism and Hospitality Principles & Practice" and as a dissertation supervisor of 8 postgraduate students.

John's motivation behind his decision to move into academia was, apart from his personal interest to work in this field, the fact that Web 2.0 and in particular social media brought seismic changes not only in marketing communications but also in consumer behaviour. He hopes that his research will contribute to the industry's understanding of consumers' decision making and use of social media before, during and after their leisure trips. Such an understanding will contribute to more effective and efficient marketing efforts.

John Fotis - jfotis@bournemouth.ac.uk

Investigating Tourism Communication and Photography on Social Media

My PhD journey at the University of Western Australia Business School revolves around several of my interests – marketing, communication, social media, tourism and photography. Under the guidance of Professor Jamie Murphy and Professor Jane Klobas, I am currently in the final stages of my studies.

My BBA at University of Michigan, USA opened my eyes to aspects of the marketing field. Together with my work experience dealing with an organisation's audiences and Public Relations Masters at University of Stirling, UK, one part of my PhD research examines how organisations could employ the new social media trend to communicate with audiences and market products (Syed-Ahmad & Murphy, 2010).

My partiality for and experiences with tourism and photography, combined with two exploratory studies on social media, led me to another part of my research on user-generated travel photos. Findings suggest that the posting of photos is an emerging word of mouth form (Syed-Ahmad, Pengiran-Kahar, Medabesh, & Murphy, 2010). The photo research also identified computer-mediated social presence which develops from the separation of the communicator and message, exemplified by user-generated profiles and content photos. My thesis also identifies how organizations could monitor, manage, and generate online photos while researchers can study photos as an extension of Visitor-Employed Photography and the Q method.

Upon submitting my thesis, I hope to inspire young minds in my country to not just seek knowledge but enjoy the process as well, at the University of Malaya, Malaysia. I look forward to exploring the limitless online communication research field, specifically as it relates to Islamic Tourism, shared photos, word of mouth and organisations.

Sharifah Fatimah Syed-Ahmad – sfsa@um.edu.my

What's New in Journals (edited by Rob Law and Daniel Leung)

Title: The Journal of Information Technology & Tourism: A content analysis of the past 10 years

Author: Dan Wang, Daniel R. Fesenmaier, Hannes Werthner, and Karl Wöber

To foster development of an international research community in tourism and hospitality, the Journal of Information Technology & Tourism (ITT) is widely recognized as a venue to exchange the findings on the diversified sectors of tourism. This is to create a coherent body of knowledge about IT and tourism since 1998. With the existence for 10 years, ITT has exhibited the transformational effect of information communication technologies in travel and tourism in the past decade. To review the history and progress that IT and tourism, this study performs a content analysis of 144 papers published in ITT from 1998 to 2008.

In the period of 1998-2004, the studies conducted in Europe, the United States & Canada, and Australia played a dominant role in ITT. However, the proportion of studies in Asia, Mediterranean and Middle East rocketed since 2005. This exhibited that ITT is a truly international journal reflecting studies from all parts of the world. Regarding the study theme, a majority of the early studies were pertinent to design and implementation of information technology. But the focus of recent studies shifted to users' requirements, perceptions and subsequent behavior while ICTs have become more important. Besides, this study identified the evolution of industry focus between the studies published in the first and second five years, which originally inclined to the lodging industry and later changed to incorporate various tourism sectors. The data and analysis revealed that the journal has met its expectations as a leading journal dealing with the application of ICTs in the travel and tourism industry. Since ICTs are constantly evolving, it is expected that the continuous development of new devices and the trend of consumer-focused technologies will motivate more future studies.

Title: Innovation in the Web marketing programs of American Convention and Visitor Bureaus

Author: Florian Zach, Ulrike Gretzel and Zheng Xiang

In view of the acute competition in travel and tourism, innovation is becoming increasingly important as a value-generating activity focusing on creating an advantage for tourism organizations. While it is generally understood that innovation requires a continuous commitment by the organization, prior tourism research on innovation generally focused on identifying various loci of innovation and examining innovation at various tourism sectors. Considering innovation is an important source for competitive advantage, this study purposes to identify and assess the nature of innovation in Web marketing by American convention and visitor bureaus (CVBs).

Based on surveys replied by 186 out of 1,800 CVBs in the United States, findings showed that every American CVB had established an online presence by 2005. In general, American CVBs use Web marketing as an enhanced brochure for providing basic information on the destination and promotion. To leaders of American CVBs, the act of constant updating website features is assumed to represent an incremental innovation. However, they saw their established websites provide little competitive advantages because the websites could only offer informational features. Regarding the identification of drivers of innovation in Web marketing, the regression analyses indicated that innovation adoption is largely driven by financial resources and the support of the CVB leadership. As such, American CVBs must recognize that their organizational capabilities need to be developed much better in order to respond to the changing environment through continuous innovation.

IFITT Updates

iSustainability

The first iSustainability workshop was held on November 12th and 13th at Queen Margaret University, Edinburgh, an award-winning sustainable campus, with supporting sponsors (the International Federation for IT and Travel & Tourism, IFITT, and the journal of Information Technology in Tourism, JITT). This elite workshop was very much focused on practical discussion and the consideration of the development of a research agenda in the area of ICT and the Sustainable Development of Tourism (iSustainability).

Some of the themes generated included community involvement, collaboration and partnerships, education of businesses and academics, development of a framework which can be used to assist businesses, using a grassroots – 'bottom-up' approach and focusing on the businesses at the destinations and the tourists. Presentation and discussion encompassed a collection of ICT-based tools/applications for multiple uses in destination management, consideration of the consumer perspective and elements of the use of technology/alternative energies in addressing climate change issues. The workshop saw participants from more than a dozen countries from all parts of the globe adopting a wide range of varying perspectives such as the utilisation of search algorithms, road and rail accessibility, development of a national food tourism network and sustainable development in South Pacific SIDs . This is just a flavour of the diversity of interest. There will shortly be a full call for papers to be submitted to a special issue of JITT and the organisers are currently developing a follow-up conference and workshop. If you are interested in participating please email isustainability@qmu.ac.uk.

Workshop Chairs
Dr Alisha Ali
Professor Andrew J Frew

Chapter Update

One of the key IFITT membership benefits for me is the access to my international peers and the opportunity to observe and hear commentary on new research and global best practice in IT in travel and tourism. At the chapter level I tend to think membership benefits are more about facilitating local engagement between industry, government and academia, particularly in geographic areas that are far from our European base.

The Swiss chapter and Australasian chapters remain active but there is no news from the Japan chapter. We are also waiting for news from the Finland chapter and the Norway chapter is not currently operating.

A priority for IFITT in 2011 should be the regeneration of the North American chapter. Chapter President Stephen Joyce (CEO Rezgo.com) is an able and respected industry leader however his ability to move the chapter ahead is limited until we can build a supporting group North American members around him. In Australasia, the key to the modest success of our chapter has been the commitment of 3 or 4 individuals with representation from government, industry and academia and we would like to replicate that model in North America.

For this reason I am asking for expressions of interest from members in North American who would like to be involved. Please contact me (paul.baron@tourism.vic.gov.au) or Stephen (stephen.joyce@rezgo.com) or have a chat to Dimitrios if you are attending Enter about your interest. Be aware that a commitment will involve work and active promotion of the chapter.

Unfortunately neither Stephen or myself are able to attend Enter this year, but I would like to send my best wishes to friends and colleagues attending in the hope of another successful and enjoyable conference.

Paul Baron
IFITT Chapter Director

ENTER2011 Industry Contribution Award

As the readers of this newsletter know, one of the issues that attract a special attention by IFITT is the strengthening of constructive relationships between the academic world and the industry.

In this line, a number of initiatives have been put in place. The first, described in the previous issue of this newsletter, is the call for Industry Cases to be presented at ENTER2011, which has had a good success and has led to the schedule of three dedicated sessions at the Industry track of the conference.

A second initiative is the setting up of the **Outstanding Industry Contribution Award**. Sponsored by the Journal of Information Technology and Tourism, the prize intends to reward a company or organization who has made a significant contribution by supporting the growth and success of technology adoption, the integration of ICTs into operations or has proposed innovative products or uses in the tourism industry. The IFITT board has assigned the 2011 award to **Fondazione Sistema Toscana.**

Fondazione is an Italian public-private company, partly owned by Tuscany Region. The stated objective of the company is to build and manage a multimedial system for promoting the image of Tuscany region with its natural, historical, economic and social heritage and for improving the competitiveness of the region. Moreover, the activities are directed towards the development of the information society by supporting various e-government programs and designing and managing innovative technological services. The core realization of Fondazione is the regional portal www.intoscana.it, which has been designed not only as a promotional channel, but as a platform servicing citizens, companies, institutions and associations based in the region. Besides the extensive usage of Internet and social media (over 45 social media sites active and monitored plus several dozen blogs), important and innovative realizations are: Tuscany+, one of the first operational augmented reality application and Voglio Vivere Così Card, a mobile application providing information on events, tourist guides, weather forecasts, plus discounts on museums, parks and other services. The portal is also one of the very few in Italy to have adopted an ethical code of conduct with the objective to foster a democratic participation, the reduction of digital divide and the creation of a shared knowledge system on the most important and specific characteristics of the region. All these activities have been framed into a clear and effective strategy for exploiting online media by fully integrating them into the "traditional" promotional and marketing strategies. As a complement, several highly successful events are organized during the year. The aim here is to spread technological culture also in fields other than tourism.

All the activities have been particularly successful. In a relatively short period of time (Fondazione was officially founded in 2004 but practically started operating in 2007) the organization has been able to achieve important results (examples are the 1.2 million accesses per day to the tourism portal or the more than 400 000 visitors to the Creativity Festival in 2009). The award will be presented during the ENTER2011 gala dinner.

Rodolfo Baggio
IFITT Industry Director