



## **IFITT Doctoral Summer School 2013: Vision of eTourism**

Bournemouth University, July, 8<sup>th</sup>-9<sup>th</sup> 2013

Chairs: Alessandro Inversini and Barbara Neuhofer

Research Chairs: Carlos Lasmfus, Sofia Reino, Anastasia Mariussen

Host: Dimitrios Buhalis, BU eTourism Lab

Social Programme: Barbara Neuhofer and Nicolas Gregori

Hosted by the eTourism Lab at Bournemouth University, this first edition of the IFITT Summer Doctoral Summer School aims to bring together the future eTourism researchers for a two-day unconventional workshop on a variety of cutting edge eTourism topics. The IFITT Doctoral Summer School provides all participants a unique platform for knowledge and idea exchange in the field of Travel and Tourism technologies and a great opportunity to network with early career researchers and speakers from across the globe. The Summer School will provide inspirational and practical insights on the current and future technological trends. Early-career researchers will familiarise with various research methodologies and will be introduced to the world of academic journal editors. Parallel sessions will help in sharing and discussing research ideas, and will provide participants with valuable and topic-specific feedback on their research.

### **\*\*\* CALL FOR ABSTRACT \*\*\***

In order to take part in the parallel sessions participants will be asked to submit a short abstract (500-800 words – See call for abstracts for details). Accepted abstracts will be assembled in an online publication “Letters from IFITT Doctoral School 2013”.

**Call for abstract:** <http://tinyurl.com/cdkld7y>

### **Time Schedule**

- Submission closes: May 1st 2013
- Acceptance: May 30th 2013
- Registration: June 2013
- Summer School: 8-9 July 2013

### **\*\*\* REGISTRATION \*\*\***

To register, please your abstract according to the deadlines indicated above. Upon successful acceptance we will send you a confirmation of registration.

<http://ifitt-summerschool.eventbrite.co.uk/>

Costs for registration:

- 30 euros for IFITT members
- 150 euros for non members (IFITT Student Membership 30 euros)

## Programme

### IFITT Doctoral Summer School 2013: Vision of eTourism

	<b>Saturday 6/07 (Pre-Summer School)</b>	<b>Sunday 7/07 (Pre-Summer School)</b>
9.00-13.00	Arrivals Day	Jurassic Coast Excursion
13.00-14.00		Lunch @ Jurassic Coast
14.00-18.00		Jurassic Coast Excursion
20.00-late	Socialising suggestion Natural Bourne Grillers (www.naturalbournegrillers.co.uk)	Socialising suggestion Moon in the Square (www.jdwetherspoon.co.uk/home/pubs/the-moon-in-the-square)

	<b>Monday 8/07 (Summer School Day 1)</b>	<b>Tuesday 9/07 (Summer School Day 2)</b>
8.30-9.00	Registration and Welcome Poole House – BU Main Entrance	Registration and Welcome Poole House – BU Main Entrance
9.00-10.30	<b>Official Welcome</b> Coyne Lecture Theatre  Dimitrios Buhalis (Bournemouth University) <i>President IFITT</i> Alessandro Inversini & Barbara Neuhofer & Nicolas Gregori (Bournemouth University) <i>IFITT DSS 2013 Chairs</i>  <b>Keynote Presentation</b> Niall Winters (University of London) <i>“The role of the mobiles in supporting educational tourism”</i>	<b>Academic Publishing: Round table with Editors</b> Coyne Lecture Theatre  Stephen Page (Bournemouth University): <i>Tourism Management</i> John Fletcher (Bournemouth University): <i>International Journal of Tourism Research</i> Alan Fyall (University of Central Florida): <i>Journal of Destination Marketing and Management</i> Rodolfo Baggio (Bocconi University): <i>Current Issues in Tourism – Letters</i>
10.30-11.00	Coffee@IFITT (Retreat)	Coffee@IFITT (Retreat)
11.00-12.00	<b>Introduction to Methodology Sessions</b> Coyne Lecture Theatre Janet Dickinson (Bournemouth University)	<b>Surviving the PhD process and getting the PhD awarded</b> Coyne Lecture Theatre Dimitrios Buhalis (Bournemouth University)
12.00-13.30	Networking Lunch @IFITT (Retreat)	Networking Lunch @IFITT (Retreat)
13:30-15:30	<b>A priori and a posteriori segmentation</b> PG141  Brigitte Stangl (University of Surrey)	<b>Network Analysis</b> PG146  Rodolfo Baggio (Bocconi University)
		<b>Career Q&amp;A: The PhD – What next?</b> Coyne Lecture Theatre Andrew Frew (Queen Margaret University)  <b>Student Paper Presentations</b> PG146 Topics: Social Media in Tourism Tourism Experiences
15:30-16:00	Coffee@IFITT (Foyer Thomas Hardy Suite)	Coffee@IFITT (Foyer Thomas Hardy Suite)
16.00-18.00	<b>Research Method Netnography</b> PG141  Hania Janta (University of Surrey)	<b>Mixed Methods for eTourism Research</b> PG146  Janet Dickinson (Bournemouth University)
		<b>Student Paper Presentations</b> PG146 Topics: Mobile Technologies and Augmented Reality eWOM and eCommerce Current Issues in eTourism
18.00-19.00	<b>Researcher Speed-Dating</b> PG143 Exploring Opportunities for Collaboration	<b>IFITT NextGen Workshop</b> PG143 Manifesto, Initiatives, Future plans
20.00 - Late	Welcome Dinner and Socialising Bellagio – Italian Restaurant (www.bellaggiopizzeria.co.uk)	Farewell Dinner – Curry Night and Socialising Slug & Lettuce Pub (www.slugandlettuce.co.uk)



	<b>Wednesday 10/07 (Post-Summer School)</b>
9.00-13.00	<b>Trip to the New Forest</b>
13.00-14.00	Lunch at the New Forest
14.00-18.00	Leisure Time – Enjoy Bournemouth
20.00-late	Socialising suggestion Greek Mythos ( <a href="http://www.greekmythos.co.uk">www.greekmythos.co.uk</a> )

	<b>Student Paper Presentations</b>
	Moderators: Alessandro Inversini and Anastasia Mariussen
	<b>Social Media in Tourism</b>
	Nicolas Gregori (Bournemouth University)
	The Service of Now: Social Media enabled Real-Time Service Management in Tourism and Hospitality
	Philip James (Bournemouth University)
14:30-15:30	Towards a psychological model for understanding Active Seniors' engagement with online media in their holiday purchases
	Eduardo Parra-Lopez (Universidad de La Laguna)
	Social Media as international e-marketing strategy: the case of Facebook into the hotel of Canary Islands
	Ramona Wagner (eTourism Lab Bournemouth University)
	E-destinations: Global best practice use of technologies and applications
	<b>Tourism Experiences and Augmented Reality</b>
	Barbara Neuhofer (Bournemouth University)
	Technology Enhanced Tourist Experiences
	Soraia Ferreira (University of Porto)

16.00-18.00	<p>Location Based Transmedia Storytelling: Enhancing the Tourism Experience</p> <p>Jessika Weber (Bournemouth University)</p> <p>Augmented Reality Gaming: A new Paradigm for Tourist Experiences?</p> <p>Zornitza Yovcheva</p> <p>User-Centred Design of Smartphone Augmented Reality Used in Urban Tourism Destinations</p>
	<p><b>eWOM and eCommerce</b></p> <p>Fiorella Caltagirone (University of Palermo)</p> <p>Tourism and Social Networks: Sicily brand image diffusion through electronic word of mouth (EWOM) on Facebook</p> <p>Martina Avitabile (Bournemouth University)</p> <p>The impact of E-word of mouth and E-reputation on tourism destinations' image</p> <p>Mei K. Loi (Bournemouth University)</p> <p>A critical analysis into the impact of social media and eWOM on hotel online reputation: a corporate perspective</p> <p>Trung Hien Nguyen (University of Sannio)</p> <p>Roles of innovations, applications of ICT and E-commerce in sustainable tourism: Developing a framework for a Sustainable Oriented Destination Management System of Vietnam</p>
	<p><b>Current Issues in eTourism</b></p> <p>Alberto Signoretti (State University of Rio Grande do Norte)</p> <p>"Touristification" of the capital of RN with the Viva &amp; Conheça Natal</p> <p>Cristina-Nicol Grama (University of Applied Sciences Vienna)</p> <p>A Quantitative Network Analysis of the Sibiu County Tourism Destination</p>



	<p>Revital Cohen Liverant (Anglia Ruskin University)</p> <p>Consumer behaviour and decision making process: from lookers to bookers: factors for conversion</p> <p>Brahim Kermia (Msila University)</p> <p>Electronic public relations in tourism</p>