

**ENTER** 16  
**@ Bilbao**

**EUSKADI**  
BASQUE COUNTRY

# **eTourism: Empowering Places** **Final Programme**



02-05 Feb 2016 - Bilbao, Basque Country

## KEYNOTE SPEAKERS



Antonio López de Ávila Muñoz  
SEGITTUR



Patrick Robinson  
Airbnb



Iwona Maciejewska  
DFRC AG



Juan Murillo Arias  
BBVA

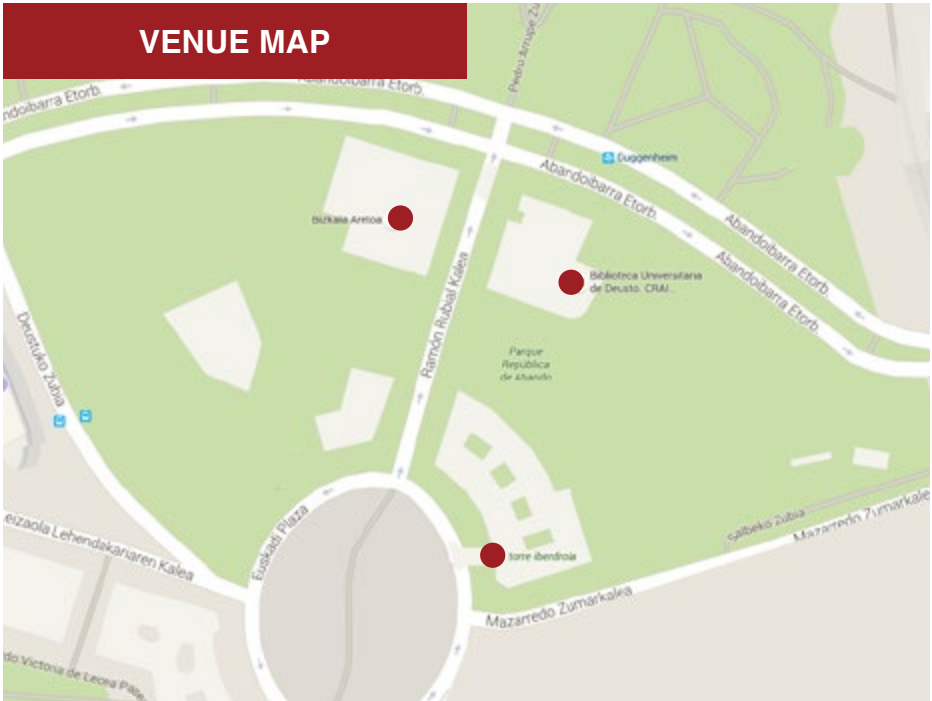


Eduardo Santander  
PhD, MBA



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# ORGANISING COMMITTEE

## **Overall Chair:**

Aurkene Alzua, CICTourGUNE Cooperative Research Center in Tourism, Spain

## **Research Track Chairs:**

Alessandro Inversini, Bournemouth University, UK  
Roland Schegg, HES-SO Valais-Wallis, Switzerland

## **Industry Track Chairs:**

Vitor Pereira, Conteúdo Chave, Portugal  
Jamie Murphy, Australian School of Management, Australia

## **Destination Track Chairs:**

Stefanie Gallob, European Travel Commission, Belgium  
Nagore Espinosa, in2destination, Spain

## **Basque eTourism Day Chairs:**

Arantza Madariaga, Basquetour – Basque Country Tourism Board  
Mercedes Rodriguez, Bilbao Tourism Board  
Marina Abad, Deusto University  
Jesús Herrero, TECNALIA  
M<sup>a</sup> Teresa Linaza, Vicomtech-IK4

## **PhD Workshop Chairs:**

Brigitte Stangl, University of Surrey, UK  
Sofia Reino, University of Bedfordshire, UK  
Dan Wang, The Hong Kong Polytechnic University, Hong Kong  
Yoyo Yuan, Jinwen University of Science and Technology, Taiwan

## **Local Organising Committee:**

TECNALIA – Ana Olaizola – [enter2016@tecnalia.com](mailto:enter2016@tecnalia.com)  
VICOMTECH-IK4 – Ane Elizalde  
TISA – TECHNICAL SECRETARY – [secretaria-enter2016@tisasa.es](mailto:secretaria-enter2016@tisasa.es)

## **IFITT**

### **IFITT President:**

Lorenzo Cantoni, Università della Svizzera italiana, Switzerland

### **IFITT General Secretary:**

Nadzeya Kalbaska, Università della Svizzera italiana, Switzerland

### **IFITT Junior Communication Officer:**

Emanuele Mele, Università della Svizzera italiana, Switzerland

## SOCIAL PROGRAMME



### **BILBAO CITY HALL**

#### **Sal6n 1rabe**

#### **Welcome reception**

February 3 at 7:30 pm.

The city of Bilbao will host an institutional reception for everyone attending the conference at Bilbao City Hall, in the Sal6n 1rabe.

Plaza Ernesto Erkoreka n61, 48007 Bilbao



### **IBERDROLA TOWER**

#### **Conference Dinner**

February 4 at 8:00 pm.

The organisation will provide a conference dinner for those attending who have signed up for it at one of the architectural icons of the city, the Iberdrola Tower.

**The conference awards will be presented at the dinner**

Plaza Euskadi, 5, 48009 Bilbao

All those attending the dinner have been informed that, due to the safety regulations of the building, they must present their national ID card or passport if they have not previously registered, as well as the invitation, which will be delivered with the conference documentation.

## ORGANISERS



## PARTNERS



webatelier.net



## SPONSORS



MINISTERIO  
DE INDUSTRIA, ENERGÍA  
Y TURISMO



SEGITTUR

Sociedad Estatal para la Gestión de la  
Innovación y las Tecnologías Turísticas, S.J



## ENTER2016 PHD WORKSHOP PROGRAMME - 2nd February 2016

08:15–09:00 Registration

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09:00–09:15 IFITT PRESIDENT MESSAGE:

Lorenzo Cantoni (Università della Svizzera italiana)

Eduardo Javier Ruiz Vieytes Dean of the Human and Social Science Faculty.

PHD WORKSHOP CHAIRS: Brigitte Stangl (University of Surrey), Sofia Reino (University of Bedfordshire), Dan Wang (The Hong Kong Polytechnic University), Yulan Yuan (Jiwen University of Science and Technology)

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**09:00–09:45 KEYNOTE Iis Tussyadiah (Washington State University Vancouver)  
Research Trends in eTourism**

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09:45–10:30 RESEARCH PROPOSAL PRESENTATIONS

- Room 1**
- Katarzyna Minor: The Effects of Hotels Engagement with Daily Deal Websites on Employment Patterns and Employee Wellbeing
  - Ivana Mišković: Trends in Travel Agencies' e-Business: Perspectives of Human Resource Sector
  - Mohsen Zamani: Proposing a Strategic Roadmap to improve Effective Decision-making toward IT Adoption in Hotels, using Business Model Canvas

- Room 2**
- Miha Bratec: E-Distribution Channels as Instruments of Hotel Performance: A Case of European Business Perspective
  - Faizal Ayob: The Diffusion of New Technology amongst Small-and Medium- Sized Hotels (SMHs) in Malaysia
  - Ping Wang: Social Media Technology Affordances for Small and Medium- sized Enterprises in Tourism Industry
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10:30–11:00 Coffee

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11:00–12:30 RESEARCH PROPOSAL PRESENTATIONS

- Room 1**
- Zeynep Pala Gedikoglu: Collective Destination Brand Image Formation through Agenda Setting Theory and Social Media Communication
  - Peter J. Mumbo: Influence of online Consumer-generated Contents and e-WOM in Safari DMO's online Marketing Strategies
  - Myrta Zemp: Marketing the Smart Destination
  - Jing Ge: Humour in Customer Engagement on Chinese Social Media – A Rhetorical Perspective
  - Michelangelo Magasic: A Journey across the Digital Frontier: Investigating the Evolution of Travel Texts

- Room 2**
- Arminda Almeida Santana and Sergio Moreno Gil: Horizontal Loyalty and New Trends in Information Search
  - Robert Eller: Changes in the Tourism Information Search Process due Smartphone usage
  - Jang-Won Moon and Sheila J. Backman: Will Uses and Gratifications Theory help us understand e-Tourists' use of Smartphones?
  - Fátima Leal, Benedita Malheiro and Juan Carlos Burguillo: Recommendation of Tourism Resources Supported by Crowdsourcing
  - John Bustard: Can collaborative use and Smart(er) Mobile Platforms develop better Experiences of Tourism Events?
  - Ella Cranmer: The Development of a Business Model for the Implementation of Augmented Reality in Cultural Heritage Tourism: The case of Geevor Tin Mine Museum



**12:30–13:00 KEYNOTE Cody Paris (Middlesex University)  
Surviving and Thriving: Insights for Early Career Success in Academia**

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13:00–14:00 Lunch break

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**14:00–15:30 POSTER DISCUSSIONS**

- Room 1**
- Katarzyna Minor: The Effects of Hotels Engagement with Daily Deal Websites on Employment Patterns and Employee Wellbein
  - Ivana Mišković: Trends in Travel Agencies' e-Business: Perspectives of Human Resource Sector
  - Mohsen Zamani: Proposing a Strategic Roadmap to improve Effective Decision-making toward IT Adoption in Hotels, using Business Model Canvas
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**15:30–16:00 KEYNOTE Ulrike Gretzel (University of Queensland) Experimenting in/with Tourism Research**

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16:00–16:20 Coffee

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16:20–16:40 PRESENTATION - THESIS EXCELLENCE AWARD WINNER

16:40–17:00 PRESENTATION – BEST MASTER THESIS AWARD WINNER

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17:00–17:20 PRESENTATION - ICT4D AWARD WINNERS

Grislayne Guedes Lopes Da Silva  
David Karienyne

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17:20–17:45 AWARDS CEREMONY Phil Zheng Xiang, Lorenzo Cantoni,

17:45–17:50 DOCTORAL SUMMER SCHOOL 2016 Barbara Neuhofer, Lorenzo Cantoni

17:50–18:00 CLOSING REMARKS Brigitte Stangl, Sofia Reino, Dan Wang, Yulan Yuan

19:30–late INFORMAL GET TOGETHER

08:00–08:45 CONFERENCE REGISTRATION

08:45–09:00 **INSTITUTIONAL OPENING**

Mitxelena Room (433pax) **Lorenzo Cantoni**, IFITT President  
**Juan Mari Aburto**, Mayor of Bilbao  
**Arantxa Tapia**, Minister for Economic Development and Competitiveness for the Basque Government

09:00–09:15 **SCIENTIFIC OPENING**

Mitxelena Room (433pax) **Aurkene Alzua**, Overall Chair CICtourGUNE  
**Joseba Jauregizar**, Managing Director of TECNALIA  
**Jorge Posada**, Associate Director at Vicomtech-IK4  
**José M<sup>a</sup> Guibert Ucin**, Rector University of Deusto.

09:15–10:45 **KEYNOTES**

Mitxelena Room (433pax) **Patrick Robinson**, Head of Public Policy, EMEA & Canada, Airbnb  
**Juan Murillo Arias**, Manager-Urban Data Services & Applications, BBVA  
 MODERATOR: **Iis Tussyadiah**, Carson College of Business (USA)

10:45–11:15 **COFFEE BREAK**

11:15–12:15 **RESEARCH FOCUS**

Mitxelena Room (433pax)  
 Website Communication (I)

Moderator: **Marianna SIGALA**,  
 University of South Australia

Bringing online visibility to hotels with schema.org and multi-channel communication. (Anna Fensel, Zaenal Akbar, Ioan Toma and Dieter Fensel)

The Role of Destination in Hotels' Online Communications: A Bottom-Up Approach. (Elena Marchiori, Fabia Casnati and Lorenzo Cantoni)

**RESEARCH FOCUS**

Oteiza Room (96pax)  
 Mobile Communication (I)

Moderator: **Rob LAW**, The Hong Kong Polytechnic University

Connectivity and the consequences of being (dis)connected. (Adrian Tanti and Dimitrios Buhalis)

Value Co-Creation and Co-Destruction in Connected Tourist Experiences. (Barbara Neuhofer)

**RESEARCH FOCUS**

Etxepare Room (60pax)  
 Reviews and online reputation (I)

Moderator: **Chulmo KOO**,  
 Kyung Hee University

An Empirical Examination of Online Restaurant Reviews (Yelp.com): Moderating Roles of Restaurant Type and Self-image Disclosure. (Sunyoung Hlee, Jimin Lee, Sung-Byung Yang and Chulmo Koo)

What Does Hotel Location Mean for the Online Consumer? Text Analytics Using Online Reviews. (Zheng Xiang and Matthew Krawczyk)

**RESEARCH FOCUS**

Elhuyar Room (60pax)  
 Customer behaviour (I)

Moderator: **Wolfram HÖPKEN**,  
 University of Applied Sciences

Ravensburg-Weingarten<sup>†</sup> The Role of Information Quality, Visual Appeal and Information Facilitation in Restaurant Selection Intention. (Salmalina Salleh, Noor Hazarina Hashim and Jamie Murphy)

The role of culture on online search behaviour: a comparative study between British and Chinese Travelers. (Elina Michopoulou and Delia Moisa)

**RESEARCH FOCUS**

Arriaga Room (63pax)  
 Web technology and semantic analysis

Moderator: **Timothy JUNG**,  
 Manchester Metropolitan University

Automated Hyperlink Text Analysis of City Websites – Projected Image Representation on the Web. (Christian Weismayer, Ilona Pezenka and Wilhelm Loibl)

Discovery and classification of the underlying emotions in the User Generated Content (UGC). (Ainhoa Serna, Jon Kepa Gerrikagoitia and Unai Bernabé)

# ENTER2016 CONFERENCE PROGRAMME

Wednesday 3rd February 2016

12:25–13:10 **KEYNOTE: Identifying the New Frontier of Big Data as an “enabler” for T&T industries: Reality, Future Trends & Insights**

Mitxelena Room (433pax) **Mohsen Hamoudia**, Orange Business Services  
**MODERATOR: Dimitrios Buhalis**, Bournemouth University

13:10–14:20 **LUNCH: Working lunch for Information, Technology and Tourism Journal Board (JITT Board)**

14:25–15:25 **PANEL DISCUSSION: Making sense of places through Big Data**

Mitxelena Room (433pax) **Patrick Robinson**, Head of Public Policy, EMEA & Canada, Airbnb  
**Juan Murillo**, Manager-Urban Data Services & Applications, BBVA  
**Mohsen Hamoudia**, Orange Business Services  
**MODERATOR: Matthias Fuchs**, Mid-Sweden University

15:35–17:05 **RESEARCH FOCUS**

**Baroja Room (161pax)**  
 Augmented and virtual reality and gaming

Moderator: Barbara NEUHOFER, Bournemouth University

Generation of gamified mobile experiences by DMOs. (Ander Garcia, Maria Teresa Linaza, Aitor Gutierrez, Endika Garcia and Ivan Ornes)

Augmented Reality at Cultural Heritage sites. (Frances Tscheu and Dimitrios Buhalis)

Effects of Virtual Reality and Augmented Reality on Visitor Experiences in Museum. (Timothy Jung, M. Claudia Tom Dieck, Hyunae Lee and Namho Chung)

Mapping Mobile Touchpoints in Sport Events. (Alessandro Inversini, Jason Sit and Harry Thomas Pyle)

**RESEARCH FOCUS**

**Oteiza Room (96pax)**  
 eLearning & connected experiences

Moderator: Matthias FUCHS, Mid-Sweden University

MOOC Camp: A Flipped Classroom and Blended Learning Model. (Jamie Murphy, Bruce Tracey and Laurel Horton-Tognazzini)

A Framework for Assessing MOOCs in Applied Hospitality and Tourism Settings. (Bruce Tracey, Jamie Murphy and Laurel Horton-Tognazzini)

**RESEARCH FOCUS**

**Etxepare Room (60pax)**  
 Customer behaviour (II)

Moderator: Roman EGGER, University of Applied Sciences Salzburg

The Secret of Fundraising on Kickstarter: Colour Congruence. (Bella Lee and Andy Lee)

Innovation-Related Organizational Decision-Making: The Case of Responsive Web Design. (Chris Gibbs, Ulrike Gretzel and Zahra Noorani)

Investigating American iPhone Users' Intentions to Use NFC Mobile Payments in Hotels. (Cristian Morosan and Agnes Defranco)

Who Uses Mobile Apps Frequently on Vacation? Evidence from Tourism in Switzerland. (Michael Beier and Annika Aebli)

**RESEARCH FOCUS: SHORT PAPERS**

**Elhuyar Room (60pax)**  
 Title: eCommerce and OTR

Moderator: Brigitte STANGL, University of Surrey

Concerns of Integrated Resort Customers: Content Analysis of Reviews on TripAdvisor(-Yongshi Huang, Lawrence Hoc Nang Fong and Rob Law)

Shall I trust you? Modelling the determinants of revenues in the sharing economy (Graziano Abrate and Giampaolo Viglia)

Managing Negative Electronic Word of Mouth (eWOM) from The Perspective of Luxury Hotel Managers(Yi-Fan Chen, Rob Law and Ka Kui Yan)

Did the Lufthansa Group GDS Surcharge Stimulate Direct Online Sales? A Causal Analysis (Hinnerk Gnutzmann and Piotr Śpiewanowski)

**RESEARCH FOCUS: SHORT PAPERS**

**Arriaga Room (63pax)**  
 Title: Web Technologies

Moderator: Miriam SCAGLIONE, University of Applied Sciences. Western Switzerland, Switzerland

Community Based Tourism and ICT: Insights from Malaysia (Siew Wei Gan, Alessandro Inversini and Isabella Rega)

Expanding Typologies of Tourists' Spatio-temporal Activities Using the Sequence Alignment Method (Junya Kawase and Fumiko Ito)

Are Sun Lovers nervous? (Amra Delic, Julia Neidhardt and Hannes Werthner)

Behavior of Online Visitors to Hotel ICON: A Weekday-weekend Analysis (Rosanna Leung, Rob Law, Lorenzo Masiero and Richard Hatter)

17:10–18:45 **IFITT AGM (IFITT Members only) (Mitxelena Room)**

19:30-20:30 **WELCOME RECEPTION**

# ENTER2016 CONFERENCE PROGRAMME

Thursday 4th February 2016

08:00–08:30 **CONFERENCE REGISTRATION**

\*Baroja Room. Detailed & specific programme of the Basque eTourism Day in page 20. Show room opened from 09:00h-17:00h

08:45 - 09:30 **KEYNOTE: Smart Destination + Basque eTourism Day Institutional opening\***  
 Mitxelena **Antonio López de Avila**, President of SEGITTUR  
 Room (433pax) **Iwona Maciejewska**, DFRC  
 MODERATOR: **Aurkene Alzua**, CICtourGUNE

09:40–11:10	<b>DESTINATION FOCUS</b> Arriaga Room (63pax)	<b>DESTINATION FOCUS</b> Oteiza Room (96pax)	<b>RESEARCH FOCUS SHORT PAPERS</b> Etxepare Room (60pax)	<b>RESEARCH FOCUS</b> Elhuyar Room (60pax)
	hikeTicino: shaking up the hiking experience	Authentic Experiences on Smartly Managed Destinations	Title: eLearning and Education	Social Media (I)
	Moderator: Alessandro Inversini, Bournemouth University	Moderator: Nagore Espinosa, in2destination	Moderator: Oriol MIRALBELL, CETT University of Barcelona	Moderator: Berendien LUBBE, University of Pretoria
	Elia Frapolli, Director of Ticino Turismo	Céline Vadam, Business Development Manager, STR Global	How to Develop and Evaluate an eTourism MOOC: An Experience in Progress (Jingjing Lin, Nadzeya Kalbaska and Lorenzo Cantoni)	Enriching Travel Guidebooks with Travel Blog Entries and Archives of Answered Questions. (Kazuki Fujii, Hidetsugu Nanba, Aya Ishino and Toshiyuki Takezawa)
	Luca Mascaro, Owner of Sketchin	Alberto Rivera Bordas, Founder and CEO, RC AirWorks, Drones for Tourism Destination Promotion	The Role of ICT in Tourism Education: A Case Study of South African Secondary Schools (Asta Adukaite, Izak Van Zyl and Lorenzo Cantoni)	Do Social Media Investments Pay Off? – Preliminary Evidence from Swiss Destination Marketing Organizations. (Thomas Wozniak, Brigitte Stangl, Roland Schegg and Andreas Liebrich)
		Carlota Cazalla, Executive at Travel for All, Accessible Tourism		Can We Predict Your Sentiments by Listening to Your Peers? (Julia Neidhardt, Nataliia Rümmele and Hannes Werthner)

11:10 - 11:45 COFFEE BREAK

11:45–13:30 **JITT PANEL DISCUSSION: How do we search – an open issue from the JITT research manifesto**  
 Mitxelena **KEYNOTE:**  
 Room (433pax) Zheng Xiang, Virginia Tech; Francesco Ricci, Free University of Bozen-Bolzano  
 MODERATOR: Hannes Werthner, Vienna University of Technology

13:30–14:30 LUNCH

\* Detail programme of the Basque eTourism Day in page 20.

## ENTER2016 CONFERENCE PROGRAMME

Thursday 4th February 2016

14:35–15:20 **PANEL ON ETHICS, CRISIS MANAGEMENT AND INTELLIGENCE IN TOURISM**

14:35-15:20 **Lorenzo Cantoni**,  
Mitxelena USI Lugano; Wolfram Höpken, University of Applied Sciences,  
Room (433pax) Peter O'Connor, ESSEC Business School  
MODERATOR: Jamie Murphy, The Australian School of Management

15:30–16:30	<b>RESEARCH FOCUS</b> Mitxelena Room (433pax) Social Media (II)  Moderator: Vania VIGOLO, University of Verona  Tourists Visit and Photo Sharing Behavior Analysis: A Case Study of Hong Kong Temples. (Rosanna Leung, Huy Quan Vu, Jia Rong and Yuan Miao)  Social CRM Capabilities and Readiness: Findings from Greek Tourism Firms. (Marianna Sigala)	<b>INDUSTRY FOCUS</b> Etxepare Room (60pax) IFITT Outstanding Industry Contribution Award  Moderator: Zheng Xiang, Virginia Tech  Dieter Fensel, Seekda  Michael McCartan, Duetto  Mirko Lalli, Travel Appeal	<b>DESTINATION FOCUS</b> Oteiza Room (60pax) IFITT Outstanding destination Contribution Award  Moderator: Vitor Pereira, Conteudochave  Sandra Matthews-Marsh, CEO of Visit Kent  Raquel Oliveira General Manager, MTS Globe	<b>RESEARCH FOCUS</b> Arriaga Room (63pax) Mobile Communication  Moderator: Christian MAURER, University of Applied Sciences Krems  Customer Experiences with Hotel Smartphone – A Case Study of Hong Kong Hotels. (Tony Lok Tung Hui, Norman Au and Rob Law)  Assessment of perceived risk in mobile travel booking. (Sangwon Park, Iis Tussyadiah and Yuting Zhang)	<b>RESEARCH FOCUS</b> Elhuyar Room (60pax) Sharing Economy  Moderator: Juho PESONEN, University of Eastern Finland  Factors Affecting the Performance of Tourism Crowdfunding Projects: An Empirical Study. (Huiying Li, Zhisheng Wang, Bin Fang and Yu-Shan Liu)  The Impact of Sharing Economy on the Diversification of Tourism Products: Implications for Tourist Experience. (Dan Wang, Mimi Li, Pengcheng Guo and Wenqing Xu)
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16:30–17:00 **COFFEE BREAK**

17:00 - 18:30 **BEST RESEARCH PAPERS**  
Mitxelena MODERATORS: Alessandro Inversini Bournemouth University, Roland Schegg University of Applied Sciences Valais  
Room (433pax) SHORTLISTED BEST CONFERENCE FULL PAPERS  
Contextual Information Elicitation in Travel Recommender Systems. (Matthias Braunhofer and Francesco Ricci)  
Strategic self-presentation in the sharing economy: Implications for host branding. (Iis Tussyadiah.)  
Generating Paths Through Discovered Places-of-Interests for City Trip Planning. (Wolfgang Wörndl and Alexander Hefele)  
BEST PHD WORKSHOP PAPER - to be announced

20:00–23:00 **CONFERENCE DINNER**

## ENTER2016 CONFERENCE PROGRAMME

Friday 5th February 2016

08:00–09:00 **CONFERENCE REGISTRATION**

9:00–10:30	<b>RESEARCH FOCUS</b> <b>Mitxelena Room (433pax)</b> Reviews and online reputation (II)	<b>RESEARCH FOCUS</b> <b>Baroja Room (161pax)</b> Co-creation & User-Generated Content	<b>RESEARCH FOCUS</b> <b>Oteiza Room (96pax)</b> Social Media in Travel (II)	<b>RESEARCH FOCUS</b> <b>Etxepare Room (60pax)</b> Website Communication (II)	<b>RESEARCH FOCUS</b> <b>Elhuyar Room (60pax)</b> Mobile Communication (II)	<b>RESEARCH FOCUS</b> <b>Arriaga Room (63pax)</b> Web technology
	Moderator: Elina MI-CHOPOULOU, University of Derby	Moderator: Zheng XIANG, Virginia Tech	Moderator: Iis TUSSYADIAH, Washington State University Vancouver	Moderator: Yulan YUAN, Jinwen University of Science and Technology	Moderator: Pierre BENC-KENDORFF, University of Queensland	Moderator: Wolfgang WÖRNDL, Munich Technical University
	Online Hotel Reviews: Rating Symbols or Text... Text or Rating Symbols? That is the Question! (Johanna Aicher, Flavia Asiimwe, Miriam Hauschild, Martina Zöhrer and Roman Egger)	Differential destination content communication strategies through multiple social media. (Assumpció Huertas and Estela Mariné Roig)	Optimizing the Publication Flow of Touristic Service Providers on Multiple Social Media Channels. (Zaenal Akbar, Ioan Toma and Dieter Fensel)	Localization of Three European National Tourism Offices' Websites. An Exploratory Analysis.. (Emanuele Mele, Silvia De Ascaniis and Lorenzo Cantoni)	Exploring Park Visitors' Activities in Hong Kong using Geotagged Photos. (Huy Quan Vu, Rosanna Leung, Jia Rong and Yuan Miao)	Why are there more hotels in Tyrol than in Austria? Analyzing schema.org usage in the hotel domain. (Elias Kärle, Anna Fensel, Ioan Toma and Dieter Fensel)
	How Far, How Near Psychological Distance Matters in the Online Travel Reviews: A Test of Construal-level Theory. (Seunghun Shin, Namho Chung, Doyong Kang and Chulmo Koo)	Alpine Tourists' Willingness to Engage in Virtual Co-Creation of Experiences. (Thomas Wozniak, Andreas Liebrich, Yves Senn and Myrta Zemp)	The 'selfie gaze' and 'social media pilgrimage': Two frames for conceptualising the experience of social media using tourists. (Michelangelo Magasic)	Automatic persistent personalization of ads in tourism Websites. (Alberto Rezola, Aitor Gutierrez and Maria Teresa Linaza)	Tracking tourist spatial-temporal behavior in urban places, a methodological overview and GPS case study (Lenka Kellner and Roman Egger.)	Topic Detection - Identifying relevant topics in tourism reviews. (Thomas Menner, Wolfram Höpken, Matthias Fuchs and Maria Lexhagen)
	Hotel responses to Guests' Online Reviews: An Exploratory Study on Communication Styles. (Angelo Bonfanti, Vania Vigolo and Francesca Negri)	The co-creation process of the online image of an Italian World Heritage Site: the Sassi of Matera. (Elena Marchiori, Canio Di Nardo, Marcello M. Mariani and Lorenzo Cantoni)	Destination image gaps between official tourism websites and user-generated content. (Estela Mariné Roig and Salvador Anton Clavé)	Hotel Website Quality Versus Star Level: The case of Macau Hotel Websites. (Shanshan Qi)	Users' Creativity in Mobile Computing Travel Platforms. (Lidija Lalicic and Astrid Dickinger)	Correlating Languages and Sentiment Analysis on the basis of Text-based Reviews. (Aitor García-Pablos, Angelica Lo Duca, Montse Cuadros, Maria Teresa Linaza and Andrea Marchetti)

10:30–11:00 **COFFEE BREAK**

11:00–12:30 **KEYNOTE: MEASUREMENT AND PLACE EMPOWERMENT**  
**Mitxelena Room (433pax)**  
**Oliver Herrmann**, Director Statistics and Tourism Satellite Account Programme (UNWTO)

### PANEL DISCUSSION

**Inkeri Starry**, Avast Antivirus  
**Oliver Herrmann**, Director Statistics and Tourism Satellite Account Programme (UNWTO)  
 MODERATOR: Dimitrios Buhalis, Bournemouth University

<p>12:10–13:30</p>	<p><b>RESEARCH FOCUS SHORT PAPERS</b> Arriaga Room (63pax) Title: Mobile ad Web Communication</p> <p>Moderator: Thomas WOZNAK HSLU</p> <p>Utilizing open data in tourism through open innovation (Juho Pesonen and Mikko Lampi)</p> <p>Mobile Device Use and Festivals: The Role of Habit (Christine Van Winkle, Jill Bueddefeld, Kelly MacKay and Elizabeth Halpenny)</p> <p>Digital marketing and food tourism: towards a better understanding of food tourists' engagement (Joanna Kempniak, Lynsey Hollywood, Peter Bolan and Audrey Gilmore) Italian flagship museums, web presence and mobile-friendliness (Luisa Mich and Roberto Peretta)</p>	<p><b>RESEARCH FOCUS SHORT PAPERS</b> Baroja Room (161pax) Title: Social Media</p> <p>Moderator: Lina ZHONG, Beijing International Studies University</p> <p>Examining the Role of Social Media within the Destination Marketing Framework Designed by Pike and Page 2014(Dean Creevey)</p> <p>Student Preferences for Social Media Source Characteristics (Laverder Shu and Pierre Benckendorff)</p> <p>Digital Tourist Gaze and Mega Events(Alessandro Inversini, Manuela De Carlo and Isabella Rega)</p> <p>Gender and Instagram Hashtags: A Study of #Malaysianfood (Ye Zhang, Fakhri Baghirov, Hazarina Hashim and Jamie Murphy)</p>	<p><b>RESEARCH FOCUS SHORT PAPERS</b> Elhuyar Room (60pax) Title: Augmented and Virtual Reality</p> <p>Moderator: Ander GARCIA, Vicomtech-IK4, Spain</p> <p>An Exploration of User-Driven Assessments of Travel Enhancing Apps (Lidija Lalicic and Christian Weismayer)</p> <p>Value of Augmented Reality to enhance the Visitor Experience: A Case study of Manchester Jewish Museum (M. Claudia Tom Dieck and Timothy Jung)</p> <p>The Quantified Traveller: Implications for Designing Tourism Systems(Yeongbae Choe and Daniel R. Fesenmaier)</p>	<p><b>RESEARCH FOCUS: FULL PAPERS</b> Oteiza Room (96pax) Digital Economy</p> <p>Moderator: Elena MARCHIORI, Università della Svizzera italiana</p> <p>Forecasting the Final Penetration Rate of Online Travel Agencies in Different Hotel Segments. (Miriam Scaglione and Roland Schegg)</p> <p>E-Government relationships framework in the tourism domain. A first map. (Nadzeya Kalbaska, Tomasz Janowski, Elsa Estevez and Lorenzo Cantoni)</p> <p>Concept of digital capability in businesses: demonstration by a case study on Finnish online tools. (Kirsi Meriläinen and Joni Kukkamäki.)</p>	<p><b>RESEARCH FOCUS: FULL PAPERS</b> Etxepare Room (60pax) Web Technology and Augmented Reality</p> <p>Moderator: Rodolfo BAGGIO, Bocconi University</p> <p>DataTourism: designing an architecture to process tourism data. (Fayrouz Soualah Alila, Mickaël Coustaty, Nicolas Rempulski and Antoine Doucet)</p> <p>Understanding the Acceptance of Augmented Reality at an Organisational level: The Case of Geevor Tin Mine Museum. (Eleanor Cranmer, Timothy Jung, M. Claudia Tom Dieck and Amanda Miller)</p> <p>Pilgrims' acceptance of a mobile app for the Camino de Santiago. (Angela Antunes and Suzanne Amaro.)</p>
<p>13:30–14:00 Mitxelena Room (433pax)</p>	<p><b>CONFERENCE CLOSING AND WELCOME TO ENTER 2017</b> IFITT President ENTER2016 Chair: Aurkene Alzua, Overall Chair CICtourGUNE WELCOME TO ENTER 2017 ENJOY BILBAO AND THE BASQUE COUNTRY</p>				
<p>14:00–15:00 20:30 – Late</p>	<p>LUNCH INFORMAL DINNER</p>				

## ENTER2016 BASQUE ETOURISM DAY PROGRAMME - 4th February 2016

MAIN ISSUES (Sala Mitxelena) (\* only previously enrolled people in the Basque Day may attend this session at no extra cost. Accreditations from the 8,00h)

08:00-08:30 Registration

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09:40-09:50 **OPENING OF THE BASQUE eTOURISM DAY Local Authorities**

Baroja

Room

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09:50-11:20 **PANEL 1: DISCUSSION**

Baroja

Room

**Smart Destinations: Technological innovation etourism**

Iwona Maciejewska, DFRC

Oriol Miralbell, Campus CETT-Universitat de Barcelona

Jesús Herrero, TECNALIA

Maria Teresa Linaza, Vicomtech-IK4

MODERATOR: **Antonio López de Avila**,

President of SEGITTUR

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11:20-11:30 **SHOW ROOM PRESENTATION**

**Arantza Madariaga**, Basquetour – Basque Country Tourism Board

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11:30-11:45 COFFEE

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11:45-13:30 **Guided visit: SHOWROOM (Open from 9:00-17.00h)**

Products presentation by MERKATU INTERACTIVA, DINYCON SISTEMAS, Vicomtech-IK4, HAIKO TECHNOLOGIES, IRONTEC, TRAVEL TO ALL, SHIP NET PREMIUM, BIODIT, EGOIN, BATURA MOBILE SOLUTIONS, ONITY, TECNALIA, DEUSTO SISTEMAS, B&V APPs.

13:30-15:00 LUNCH TIME

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15:00-16:30 **PANEL 2: DISCUSSION**

Baroja

Room

**e-Tourism Marketing**

Manu Balsera, AMC Networks International – Iberia

Eduardo Santander, European Travel Commission

Natalia Zapatero – Turiskopio

MODERATOR: **Mercedes Rodriguez Larrauri**, Bilbao Turismo

\* See products description in the reverse page

Open from 9:00-17:00



## Product description

Iraurgi Berritzen+ Merkatu Interactiva+ Vicomtech-IK4	JANTUR project. Regional ecosystems in the cloud for enabling integrated management of local product producers and primary tourist service providers.
Dinycon+ FomentoSS (Smart Kalea)	Counting and tracking sensors for monitoring the number of people in the Old Quarter of San Sebastián, and tracking their movements.
Vicomtech-IK4	New technologies for the comprehensive management of content in a tourist destination.
The Movie+ Haiko Technologies+ Vicomtech-IK4	IKUSALL project. New channels for promoting a region's tourist offer.
Restaurante La Roca Bilbao+ Irontec	Digital signposting for the tourist environment.
TRAVEL TO ALL	4 specific adapted itineraries in Bilbao
Parador Argomaniz+ Ship Net Premium	In situ tourist information on a digital support provided by the corresponding hotel establishment.
Hotel Arbe+ BIODIT	Wireless Biometric Access Control
Ea Astei Casas Rurales+ EGOIN	Casa Vita (Passiv Haus)
OIT Getaria and OIT Zarautz+ Batura Mobile Solutions	JOKOTUR pilot project. In situ, mobility-related tourist information with gamification.
Onity and TECNALIA	Qing Solutions. Smart wristbands for managing payments and access to events, hotels and resorts.
TECNALIA	Interactive, immersive information hubs. DEMO of the Medieval Quarter of Vitoria-Gasteiz and DEMO of an immersive virtual reality scenario with Oculus Rift glasses.
Deusto Sistemas	BATTO project. Mailing service which sends customised messages to visitors' mobile phones when they are in the vicinity of a site of interest.
B&V APPs	WORKTEL Hours reservation in hotels application

## Organisers



## Partners



webatelier.net



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