08:00-08:45
CONFERENCE REGISTRATION

08:45-09:15
WELCOME AND CONFERENCE OPENING
Room: Rydbergsalen | Moderator: Antoni Lacinai
Lorenzo Cantoni, IFITT President, USI - Università della Svizzera Italiana (Lugano, Switzerland), Welcome to ENTER 2018
Marianna Sigala, University of South Australia (Adelaide) & Matthias Fuchs, Mid-Sweden University (Östersund) ENTER 2018 Chairs, Welcome & Team Presentation
Ann-Marie Nilsson, Chairman of the City Council, Jönköping Municipality
Mats Jägstam, Vice President, Jönköping University
Patrik Olderius, Conference Host, Destination Jönköping

09:15-10:00
THIERRY GNYCH, IBM WATSON: COGNITIVE AND THE ETOURISM INDUSTRY
Room: Rydbergsalen | Moderator: Antoni Lacinai

10:00-10:30
COFFEE BREAK

10:30-11:30
ARTIFICIAL INTELLIGENCE & BIG DATA/COGNITIVE APPROACHES
Room: K12 | Moderator: Iis Tussyadiah
Jan Krasnodebski, Expedia: Revenue optimization
Mirko Lalli, Travel Appeal: Artificial intelligence to improve travel experience
Hovhannes Khandanyan: Carlson CWT, Big data journey at CWT - strategic approach to T&e spend analysis

RECOMMENDER SYSTEMS
Room: K13 | Moderator: Wolfram Hoepken
Lisa Glatzer, Julia Neidhardt and Hannes Werthner: Automated Assignment of Hotel Descriptions to Travel Behavioural Patterns
Mete Sertkan, Julia Neidhardt and Hannes Werthner: Mapping of Tourism Destinations to Travel Behavioural Patterns

SOCIAL MEDIA
Room: K14 | Moderator: Florian Zach
Aleksander Groth, Rosanna Buchauer and Stephan Schlögl: Influence of Social Media Engagement on Sustainable Mobility Behaviour in Alpine Regions
Lluís Garaya and Soledad Moralesa: Users’ Engagement and Drivers in Music Festivals' Virtual Communities. A methodological proposal to understand the Case of Sonar, Primavera Sound and BAM Festivals in Barcelona (Research Note)
Van Winkle, C., Bueddefeld, J., MacKay, K., & Halpenny, E.: Engaging Festival Audiences through Social Media (Research Note)

VIRTUAL REALITY AND GAMIFICATION
Room: K17 | Moderator: Dimitrios Buhalis
Julia Beck and Roman Egger: Emotionalise me: Self-reporting and arousal measurements in virtual tourism environments
Chulmo Koo, Kyuwon Choi, Juyeon Ham and Namho Chung: Empirical Study of PokemonGo Game and Destination Engagement

HOSPITALITY TECHNOLOGY
Room: K18 | Moderator: Christian Maurer
Marcello Mariani, Sergey Kazakov and Marina Predvoditeleva: How the Russian hotel industry is represented on online review platforms? An exploratory analysis of Muscovite hotels on Booking
Yeongbae Choe, Yongjin Lee, Hany Kim, and Lori Pennington-Gray: Representation of Food Safety in Online Reviews
Xie Zongyan, Li Nao, Xiang Zheng and Zhou Chunjie: Comparison of the Helpfulness of Online Reviews on Review Platforms for Tourism in China

11:30-12:15
IRENE NG, UNIVERSITY OF WARWICK: INTERNET OF THINGS, BIG DATA AND TOURISM
Room: Rydbergsalen | Moderator: Antoni Lacinai

12:15-13:30
JOINT LUNCH | ENTER2018 & FOCUS SCANDINAVIA

13:30-14:30
KATARINA GRAFFMAN, UPPSALA UNIVERSITY: IT’S TIME TO PUT THE HUMAN BEING IN THE SPOTLIGHT
Room: Rydbergsalen | Moderator: Antoni Lacinai
14:30-15:30

**SHARING ECONOMY IN TOURISM: A NEW NEOLIBERAL CAPITALISM OR A SUSTAINABLE WAY OF TOURISM**
Room: Rydbergssalen | Marianna Sigala, University of South Australia
Doreén Pick, Merseburg University of Applied Sciences, Nadine Schreiner, Heinrich-Heine-University Duesseldorf: Economic, social and environmental values – Drivers of loyalty of users of appartment sharing
Mar Alonso, Autonoma Universita de Madrid: Sharing Economy in Spain: lights and shadows
Marianna Sigala, University of South Australia (Adelaide): sharing economy & entrepreneurship & Tom Caton (CRO AIRDNA.co)
Steve Hood, STR: How the hospitality industry views and analyses hotel data – An industry perspective on performance, development and economic data
Lidija Lalicic, MODUL University Vienna: ‘Well-being and sharing economy’

**EDUCATION AND LEARNING**
Room: K17 | Moderator: Dan Wang
Francisco Femenia-Serra: Smart tourism destinations and higher tourism education in Spain. Are we ready for this new management approach?
Elide Garbani-Nerini, Nadzeya Kalbaska and Lorenzo Cantoni: Evaluating the development and impact of an eLearning platform: the case of the Switzerland Travel Academy

**CROWDSOURCING AND COOPETITION**
Room: K13 | Moderator: Iis Tussyadiah
Thomas Kohler and Lea Ruetzler: Crowdsourcing Social Innovation in Tourism
Mauro Zuccala and Emiliano Sergio Verga: Supporting Tourism through Digital Ecosystems: the E015 Experience

**SEMANTIC WEB SERVICES AND ANNOTATION**
Room: K14 | Moderator: Julia Neidhardt
Boran Taylan Balci, Umutcan Simsek, Elias Kärle and Dieter Fensel: Analysis of Schema.org Usage in the Tourism Domain (Research Note)
Umutcan Simsek and Dieter Fensel: Now We Are Talking! Flexible and Open Goal-Oriented Dialogue Systems for Accessing Touristic Services (Research Note)
Oleksandra Pansiuk, Elias Kärle, Umutcan Simsek, Dieter Fensel: Defining Tourism Domains for Semantic Annotation of Web Content (Research Note)

14:30-15:30:50

**OPENING FOCUS SCANDINAVIA**
Room: Forum Scandinavia | Antoni Lacinai
Anna-Caren Sätherberg (Member of Parliament): Welcome to Focus Scandinavia!

**MIKKEL AARØ-HANSEN, WONDERFUL COPENHAGEN: THE END OF TOURISM**
Room: Forum Scandinavia | Antoni Lacinai

**HENRIK DIDER & ANNE EK, SCANDIC HOTELS: DIGITALIZATION – BOOSTING THE SCANDIC CULTURE**
Room: Forum Scandinavia | Antoni Lacinai

15:00-16:00

**INNOVATION DAYS - GET TOGETHER**
Room: Lower Foyer

15:30-16:15

**COFFEE BREAK**

15:30-18:00

**IFITT AGM (IFITT MEMBERS ONLY)**
Room: Rydbergssalen

16:00-17:30

**INNOVATION DAYS - IDEA PITCHES**
Room: K11 | Moderator: Thomas Kohler

16:15-18:00

**PER ØSTERGAARD JACOBSEN, COPENHAGEN BUSINESS SCHOOL: DISRUPT YOUR MINDSET TO WORK WITH BIG DATA**
Room: Forum Scandinavia | Antoni Lacinai

**TOMAS LYCKEDAL, DREAMHACK: THE STORY BEHIND DREAMHACK**
Room: Forum Scandinavia | Antoni Lacinai

17:30-18:00

**INNOVATION DAYS - TEAM BUILDING**
Room: Lower Foyer

19:00-21:00

**WELCOME RECEPTION**
Culture Hall Spira
CONFERENCE REGISTRATION

08:00-08:40

08:40-09:30

ANDREAS KRISTENSSON, TELENOR SWEDEN: SMART CITIES & SOCIETIES – DIGITAL TOURISM 2.0
Room: Rydbergsalen | Moderator: Antoni Lacinai

DESKTOP FOCUS

09:40-11:10

Christopher Hinterreiter, Alturas Destinations: Digitalization of Mountain Destinations – the Alturos Destination Story
Manuela Nicoletti, Ticino Tourism, On board concierge service while travelling
René Rumberg, Estonian Tourism Board: Digital footprint Estonina
Mauro Verdone, Ticino Turismo: Ticino Ticket: one Ticket, endless Emotions

SOCIAL MEDIA AND TECHNOLOGY IN THE HOSPITALITY INDUSTRY

Room: K13 | Moderator: Rob Law
Dandison Ukpabi, Sunday Olaleye, Emmanuel Mogaji and Heikki Karjaluoto: Insights into Online Reviews of Hotel Service Attributes: A Cross-National Study of Selected Countries in Africa
Sharon Nyangwe and Dimitrios Buhalis: Branding Transformation through Social Media and Co-creation. A case study of Marriott International
Karin Högberg and Anna Karin Olsson: Linking Technological Frames to Social Media Implementation – An International Study of Hotels
Fuad Mehraliyeva, Youngsoon Choia, and Mehmet Ali Kaseoglolu: Co-authorship Analysis of Social Media Research in Tourism and Hospitality (Research Note)

DATA MINING AND SENTIMENT ANALYSIS

Room: K14 | Moderator: Zheng Phil Xiang
Christian Weismayer, Itona Penezon and Christopher Han-Ke Gan: Aspect- based sentiment detection: Comparing human vs. automated classifications of TripAdvisor reviews
Aleksandar Trpkovski, Huy Quan Vu, Gang Li, Hua Wang and Rob Law: Automatic Hotel Photo Quality Assessment Based on Visual Features
Lyndon Nixon: Assessing the usefulness of online image annotation services for destination image measurement (Research Note)

INFORMATION SEARCH AND TRAVEL BEHAVIOUR

Room: K17 | Moderator: Matthias Fuchs
Moon Munhyang Oh, Irene Cheng Chu Chan and Fuad Mehraliyev: Ethnic Restaurant Selection Patterns of U.S. Tourists in Hong Kong: An Application of Association Rule Mining
Ekaterina Volchek, Haiyan Song, Rob Law and Dimitrios Buhalis: Forecasting London Museum Visitors Using Google Trends Data (Research Note)
Elena Marchiori, Miriam Scaglione, Roland Schegg, Lorenzo Cantoni: Research agenda for analysing online climate and weather information in the process of vacation planning (Research Note)
Xuan Tran, Ha Tranb, and Tram Tranc: Information Communications Technology (ICT) and Tourism Experience: Can Seratonin become a measurement for tourism experience? (Research Note)

STAFFAN DAVIDSSON, VOLVO CAR CORPORATION: MAKE USE OF TIME IN CARS
Room: Forum Scandinavia | Moderator: Antoni Lacinai

ENTER FOOTPRINTS - ADRIANO VENTURINI: TANGIBLE TOURISM WITH THE INTERNET OF THINGS
Room: Forum Scandinavia | Moderator: Antoni Lacinai

THOMAS HEJDSTRÖM, ATEA: APPLIED VIRTUAL REALITY
Room: Forum Scandinavia | Moderator: Antoni Lacinai

INNOVATION DAYS
Room: Lower foyer

ENTER FOOTPRINTS - WOLFRAM HÖPKEN: SEARCH ENGINE TRAFFIC AS INPUT FOR PREDICTING TOURIST ARRIVALS
Room: Forum Scandinavia | Moderator: Antoni Lacinai
12:00-12:30
**JITT ETOURISM HANDBOOK PROJECT SESSION**
Room: Rydbergsalen

**12:30-13:30**
**ENTER 2018 BEST PAPERS: PRESENTATIONS**
Room: Rydbergsalen | Moderator: Brigitte Stangl and Juho Pesonen
- Wolfram Höpken, Tobias Eberle, Matthias Fuchs and Maria Leshagen: Search engine traffic as input for predicting tourist arrivals
- Miriam Scaglione, Colin Johnson and Pascal Favre: When last-minute really is last minute
- Jason Stenmetz: Deconstructing Visitor Experiences: Structure and Sentiment

13:30-14:30
**JOINT LUNCH | ENTER2018 & FOCUS SCANDINAVIA**

14:30-15:20
**ROTEM SHENOR, UNIVERSITY OF AGDER SCHOOL OF BUSINESS & LAW, NORWAY: CROWDFUNDING - WHERE ENGAGEMENT, CONTENT AND NETWORK MEETS - TRENDS, OPPORTUNITIES AND CHALLENGES FOR THE TRAVEL INDUSTRY**
Room: Rydbergsalen | Moderator: Marianna Sigala

15:30-16:30
**HOTEL SIMULATION GAMES**
Room: K12 | Moderator: Steve Hood
- Peter Russell, Russell Partnership Technology: Simulation in the hotel and tourism industry
- Peter Starks, Red Global Group: Hotel simulation game

**EDUCATION AND LEARNING**
Room: K13 | Moderator: Matthias Fuchs
- Pierre Benckendorff, Iis Tussyadiah and Caroline Scarles: The Role of Digital Technologies in Facilitating Intergenerational Learning in Heritage Tourism
- Mattia Rainoldi, Barbara Neuhofer and Mario Jooss: Mobile eyetracking of museum learning experiences
- Claudia Brözel, Wolfram Höpken, Matthias Fuchs: The European IFITT Masterclass on E-Tourism (short announcement)

**BIG DATA**
Room: K14 | Moderator: Miriam Scaglione
- Juan Munilo Arias, Juan De Dios Romero Palop, Diego J. Bodas Sagi and Heribert Valero Lapaz: Using Transactional Data to Determine the Usual Environment of Cardholders
- Florian Zach, Scott Wallace, Iis Tussyadiah and Priya Narayana S.: Developing and Testing a Domain-specific Lexical Dictionary for Travel Talk on Twitter (#ttot)
- Steven Valcke - TOURISM VLAANDEREN: Big data in crisis monitoring: case study Flanders and Brussels

16:30-17:30
**VIRTUAL REALITY AND GAMIFICATION**
Room: K17 | Moderator: Rob Law
- Christos Pantelidis, M. Claudia tom Dieck, Timothy Jung, and Amanda Miller: Exploring Tourist Experiences of Virtual Reality in a Rural Destination: A Place Attachment Theory Perspective (Research Note)
- Ye (Sandy) Shen and Marion Joppe: Gamification in Tourism Advertising: Game Mechanics and Practices (Research Note)
- Jessika Weber and Janet Dickinson: Designing Location-based Augmented Reality Games for Urban Tourism: A Conceptual Framework (Research Note)

**ETOURISM TRENDS IN THE HOSPITALITY SECTOR**
Room: K18 | Moderator: Marianna Sigala
- Cihan Cobanoglu, McKibban, Katerina Berezina: Using Hotel Software in Hospitality Curriculum: A Case of innRoad, M3 Link and M3 AccKnowledge
- Carl H. Marcussen: Price determinants of Airbnb rentals – the case of Denmark
FRIDAY
26TH JANUARY 2018

08.00-09.00
Conference Registration

09.00-10.30
Artificial Intelligence & Big Data
Room: K12 | Moderator: Jan Krasnodebski - Expedia
- Ramzi Aslaman, Trivago: Deep learning applications to hotel search problems
- Salwan Fajri: Why it doesn’t make sense to stay low tech?
- João Graca - CTO UNBABEL: How to combine AI with the crowd to scale professional-quality translation
- Miklós Peter Mader - HUNGARIAN TOURISM: Understanding digital footprint - cool insights of destinations

MOBILE TOURISM
Room: K13 | Moderator: Rosanna Leung
- Lawrence Hoc Nang Fang, Irene Cheng Chu Chan, Rob Law and Tuan Phong Ly: The mechanism that links the implicit theories of intelligence and continuance of information technology: Evidence from the use of mobile apps to make hotel reservations
- Rob Law, Sunny Sun, Markus Schuckert and Dimitrios Buhalis: Chinese travelers’ mobile payments: Market disruption and risk management
- Dario Cavada, Mehdi Elohi, David Massimo, Stefano Maule, Elena Nat, Francesco Ricci and Adriana Venturini: Tangible Tourism with the Internet of Things
- Rob Law, Yu Fai Chan, and Dimitrios Buhalis: Overreliance on mobile payment solutions for purchasing air tickets in China (Research Note)

SOCIAL MEDIA AND TECHNOLOGY IN THE HOTEL INDUSTRY
Room: K14 | Moderator: Nadia Kalbaska
- Iis Tussyadiah and Sangwan Park: Consumer Evaluation of Hotel Service Robots
- Yeyen Sinarta and Dimitrios Buhalis: Technology Empowered Real-time Service
- Soey Sut Ieng Lei, Ksenia Kirillova and Dan Wang: Factors Influencing Customers’ Intention to Use Instant Messaging to Communicate with Hotels
- Fabiana Baumann, Maria Sofia Lopes, and Paulo Lourenço: Destination image through digital photography: Instagram as a data collector for UGC analysis (Research Note)

SOCIAL MEDIA
Room: K17 | Moderator: Ulrike Gretzel
- Shuang Song, Hajime Saito and Hidenori Kawamura: Content Analysis of Travel Reviews: Exploring the Needs of Tourists from Different Countries
- Lidija Lalicic, Assumptíà Huertas, Antonio Moreno, Stefan Gindl and Mohammed Jabreel: Do DMOs communicate their emotional brand values? A comparison between Twitter and Facebook.
- Lidija Lalicic and Stefan Gindl: DMOs’ Facebook Success Stories: A Retrospective View

TOURISM MANAGEMENT - POSTER SESSION
Room: K18 | Moderator: Juho Pesonen
- Colm Barcoe B.Bus and Dr. Garvan Whelan: Capitalising on the Cultural Link Between Ireland and North America Using Social Media: A Destination Marketing Study
- Mu Zhang and Jing Luo: Study on Influential factors on Customer Loyalty of Tourism Websites
- Emil Petrov: Using Information and Communications Technology and Geographic Information Systems for Managing Transport, Tourism Access and Mobility at the City of Sofia
- Lule Ahmed, Korab Rrmoku, and Dardan Shabani: VisiTo: A system for recommending touristic Points of Interest using Bimodal Social Network Analysis

11:00-11:30
Keynote
Steve Hood, Smith Travel Research: How the Hospitality Industry Views and Analyses Hotel Data - An Industry Perspective on Performance, Development and Economic Data
Room: Rydbergsalen | Moderator: Lorenzo Cantoni

INNOVATION DAYS
Room: Lower foyer
PANEL
KEYNOTE
RESEARCH FOCUS
INDUSTRY FOCUS
11:30-12:00
PANEL: TBA
Room: Rydbergsalen

12:00-13:20
INNOVATION IN TOURISM
Room: Rydbergsalen | Moderator: Jean-Claude Morand
Micha Estis GREEN, CEO Maidbot, Robots and hospitality - a true love story
Tom CATON - Chief Revenue Officer - AirDNA How to Successfully Regulate Short Term Rentals

INFORMATION SEARCH AND TRAVEL BEHAVIOUR
Room: K13 | Moderator: Christian Weismayer
Shumpei Iinuma, Hidetsugu Nanba and Toshiyuki Takezawa: Automatic Summarization of Multiple Travel Blog Entries Focusing on Travelers’ Behavior
Shahab Pourfakhimi, Tara Duncan and Willem Coetzee: A Synthesis of Technology Acceptance Research in Tourism & Hospitality
Rob Law, Elise Wong, Dimitrios Buhalis, Richard Hatter: Time-varying browsing behavior of hotel website users (Research Note)
Ekaterina Volchek, Haiyan Song, Rob Law and Dimitrios Buhalis: Forecasting London Museum Visitors Using Google Trends Data (Research Note)

SOCIAL MEDIA
Room: K14 | Moderator: Nydon Lixon
Kyungmin Lee, Juyeon Ham, Sung-Byun Yang and Chulmo Koo: Can You Identify Fake or Authentic Reviews? An fsQCA Approach
Jamie Murphy, Ulrike Gretzel, Juho Pesonen, Kirsi Silvennoinen and Anna-Liisa Elorinne: Household Food Waste, Tourism and Social Media: A Research Agenda
Junjiao Zhang, Naoya Ito and Jihong Liu: The Role of Perceived Online Social Capital in Predicting Travel Information Engagement

SHARING ECONOMY
Room: K17 | Moderator: Juho Pesonen
Sunghan Ryu, Kyungmin Choi and Daegon Cho: A Behaviour-Based Market Segmentation of Travelers and Their Differential Activities at Peer to Peer Online Travel Marketplace
Siew Wei Gan, Alessandro Inversini and Isabella Rega: Tourism, Development and Digital Technologies: Insights from Malaysian Homestays

13:30-14:00
CONFERENCE CLOSING AND WELCOME TO ENTER 2019
Room: Rydbergsalen

14:00-15:00
LUNCH

14:00-16:00
INNOVATION DAYS - PROTOTYPE EXPO
Room: Foyer

16:00-17:00
INNOVATION DAYS - JURY MEETING
Room: K16

17:00-18:00
INNOVATION DAYS - WINNER ANNOUNCEMENT
Room: Rydbergsalen | Moderator: Thomas Kohler

19:00
INFORMAL DINNER
Grand Hotel