

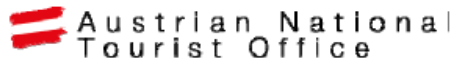
TourMIS 2013 Speakers



Karl Wöber
MODUL University
Vienna

Karl Wöber is Full Professor and Founding President of MODUL University Vienna (elected by the University Council in August 2007). He is currently also Program Director of the MBA Tourism Management program and the MSc in International Tourism Management program. Karl acquired his PhD from the Vienna University of Economics and Business where he became Associate Professor and Deputy Department Head at the Institute for Tourism and Leisure Studies in 2000. In 1997, he was a visiting scholar at the University of Illinois at Urbana-Champaign, Department of Leisure Studies. Since 2005, he is a Visiting Senior Fellow of the School of Management at the University of Surrey (UK), and a Senior Fellow of the National Laboratory of Tourism and eCommerce at the School of Tourism and Hospitality Management at Temple University (Philadelphia, USA). His main research activities are in the fields of computer support in tourism and hospitality marketing, decision support systems, multivariate methods and strategic planning. Karl Wöber is also Technical Advisor to European Cities Marketing and the European Travel Commission for many years.

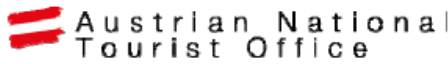
Karl Wöber is the chief developer of TourMIS which is the leading marketing information system for tourism managers in Europe. After a brief introduction of the main objectives of TourMIS, Karl will give an overview of the basic features and the latest extensions to the database. With a series of case examples he will demonstrate how you can get the most out of the system. In the afternoon, Karl will describe the latest analytical tools which have been developed for assessing the performance of tourism destinations and discuss possible future developments of TourMIS with workshop participants.



**Daniel
Fesenmaier**
Temple University

Dr. Daniel Fesenmaier is the Professor and Director of the National Laboratory for Tourism and eCommerce (NLTeC) for the School of Tourism and Hospitality Management, Temple University. Dr. Fesenmaier is author of over 250 articles dealing with tourism marketing, advertising evaluation and information technology. He has co-authored a monograph and co-edited five books focusing on various aspects of tourism marketing and development, and is co-founding editor of *Tourism Analysis*; past Editor-in-Chief, *Journal of Information Technology and Tourism*, and is editor of the Foundations in Tourism Research Series in the *Journal of Travel Research*. He is recognized as one of the leading scholars in the areas of tourism marketing, information technology and information systems. He is a Fellow, International Academy for the Study of Tourism.

Destination marketing organizations are being challenged as active players in tourism by the continuing evolution of technology, their inability to adapt, and the extreme fragmentation of the travel markets. However, new models based on big data are available which enable the development of highly customized products and therefore support micro marketing programs. This presentation outlines a destination management program that enables DMOs to support tourism businesses in their efforts to more effectively meet the individual needs of visitors to the destination. The system is based upon the concepts of tourist activated networks and variable geometry which emphasizes the linkages between tourism-related businesses. As such, the central role of the DMO focuses on building the capacity of the businesses to build - coordinate relationships between the businesses so as to foster innovation and partnerships. Last, this presentation discusses some important limitations of big data in meeting the continuing challenges facing the tourism industry.

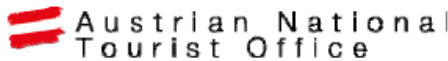


Vincent Nijs
Visit Flanders

Vincent Nijs was born in 1978 and holds a Master's degree in Physical Education from the University of Leuven, with a focus on sport and leisure marketing and management. He now holds a position as head of the Research Department of Visit Flanders - the "NTO" for the Flemish and Brussels Regions in Belgium. For more than 10 years he has gained experience in the field of collecting, analyzing, managing, publishing and presenting tourism related data of all types and in (online) tourism market research. He is responsible for the annual statistical publication "Tourism in Figures" and often gives lectures on tourism data and research. Vincent has been active in the Market Intelligence Committee of the European Travel Commission (ETC) for many years, today as Vice-Chairman of the group.

In his presentation Vincent will show how to deal with the TourMIS database from the user perspective. Benchmarking your destination can be very interesting, is important, and TourMIS offers a wide range of tables and graphs to support your work. He will also touch on the data entry for capacity figures. During the presentation you are free to ask questions and make suggestions to improve the usability of the system.

On Friday he will discuss the "Hotel barometer", a monitoring tool for hotel occupancy rates in Flanders-Belgium. The instrument allows hotel managers to personally monitor their performances on a regular basis, and to benchmark their results with average occupancy rates in other cities, regions or provinces. He will explain how Visit Flanders and its partner organizations use it as an input for policy making and communication. He will also talk about the important process of cooperation with the private and public sector and the dialogue with the central statistical institute.



Tünde Mester
Hungarian
Tourism Plc

Tünde Mester has an MSc degree in Economics/Marketing from the Budapest Corvinus University where she also studied tourism. She has been a researcher of the Research Department of Hungarian Tourism Plc for over ten years where she is responsible for tourism statistics and evaluation practices, as well as coordination of domestic and international tourism research on travel behaviour and attitudes.

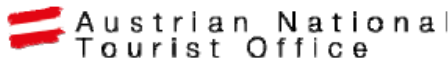
The aim of her presentation is to help the audience to get familiar with the different methods of uploading their data into the system with a special focus on the usage of the (relatively new) 'TourMIS data entry interface'. After the presentation you will also have the possibility for a face to face Q&A / problem solving session.



Sean White
Tourism
Intelligence Unit,
National Statistics
UK

Sean White (Tourism Intelligence Unit, Office for National Statistics, UK) holds a PhD in GIS and spatial analysis and was formerly a lecturer in GIS and Spatial Analysis at Cardiff University, UK, up until 2008 when he joined the Office for National Statistics to lead the newly formed Tourism Intelligence Unit. He is an experienced researcher and project leader with a track record in delivering major research contracts (including the Tourism Intelligence Unit itself which is an initiative externally funded by UK national tourism boards and regional authorities). He has developed expertise in Tourism Satellite Accounting, developing guidance for measuring tourism at the local level, sustainable tourism indicator development, developing day visitor surveys, and development of methodologies to measure tourism employment. He has presented at many national and international forums on the work of the Tourism Intelligence Unit, including the OECD Tourism Committee, and has contributed work to UNWTO and the International Labour Organisation.

This presentation details work carried out on behalf of the European Commission into the feasibility of a Virtual Tourism Observatory (VTO) for Europe. The presentation will outline the construction of a database to house information relating to tourism data, research and policy – the three 'pillars' of the VTO. The construction of a web-based 'front end' to the VTO is also described before setting out next steps for the initiative.



Irem Önder
MODUL University
Vienna

Irem Önder is Assistant Professor at the Department of Tourism and Service Management. She obtained her PhD from Clemson University, South Carolina, where she worked as a research and teaching assistant from 2004 until 2008. She obtained her master's degree in Information Systems Management from Ferris State University, Michigan. Her research interests include Web 2.0, user generated content and the decision making process of travelers, online communities, and online travel information search behavior.

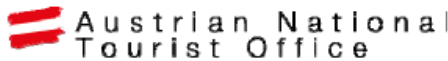
On the first day of TourMIS Irem and Olivier will present citytourismbenchmark.com, which is an online system for benchmarking European cities, using arrivals and bednights data. Irem's second presentation is about tourism decision support systems and combining multiple data sources for tourism decision making, which can be done by Linked Data technologies.



Olivier Ponti
Amsterdam
Marketing

Olivier Ponti is Manager Research at Amsterdam Marketing, the city marketing organization for the Amsterdam Metropolitan area and its residents, visitors and businesses. He is also chairman of the Research & Statistics group of European Cities Marketing and teaches market intelligence applied to tourism in the Institute for Research and Advanced Studies in Tourism of the Sorbonne University (Paris) since 2006. Olivier's career in city tourism started in 2004, when he became manager of the Tourism Research Department of the Paris Visitors and Convention Bureau. In 2007, he left his home-country to settle in Amsterdam, where he took over the position of manager research and development at Amsterdam Tourism & Convention Board, later to become Amsterdam Marketing. Olivier was educated in Sciences-Po Paris (Master's Degree in economics) and the Sorbonne University (Master's Degree in tourism development).

In his presentation, Olivier will focus on the core of business intelligence: bringing the right piece of information to the right person at the right time. The continuous feedback monitoring system put in place by Amsterdam Marketing provides a concrete example of how a CTO can collect data at each touch point with visitors, convert this data into actionable intelligence, and make it available to the various teams in charge of increasing visitor satisfaction and improving the company's own performances. He will explain how it works and show how it helps Amsterdam Marketing changing for the better.



Alexander Rayner
Pacific Asia Travel
Association

Alexander Rayner is Chief Marketing Officer (CMO) at the Pacific Asia Travel Association (PATA) where his responsibilities include the development of PATAmPOWER, a Data as a Service (DaaS) software platform that aggregates data about the Asia Pacific visitor economy, the development of the use of mobile technology in tourism (mTourism) and travel facilitation across borders through implementation of Smart Visa systems. Over the past 30 years Alex has gained operational, policy and strategy experience across banking, technology and travel & tourism sectors with his own businesses and numerous organisations including IBM, Qantas, and the United Nations. Alex holds a Bachelor of Business and also a Graduate Certificate in Interactive Multimedia from the University of Technology, Sydney, Australia and is a Visiting Professor in the Service Innovation Program at Thammasat University in Thailand and a member of the World Economic Forum (WEF) Global Agenda Council on New Models of Travel & Tourism.

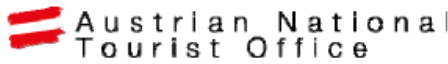
His presentation will present PATAmPOWER, the Pacific Asia Travel Association's (PATA) Data as a Service (DaaS) software platform that is your one stop for data about the Asia Pacific visitor economy enabling faster insights and smarter business decisions.



Frédéric Cornet
VisitBrussels

Frédéric Cornet is Manager Research & Development at VisitBrussels since early 2012. He is rather new to tourism as he previously worked for more than 12 years in the fast moving consumer goods sector at market research companies like Nielsen and Gfk. Passionate about research, he acts as a member of the Research & Statistics group of European Cities Marketing. He holds a Master degree in Economics from the Université Libre de Bruxelles.

At the TourMIS User workshop, he will lead you through the benchmarking capabilities with the help of ECM's partner, TCI Research.



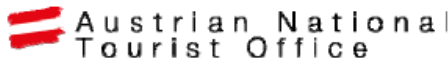
Ulf Sonntag
NIT

Ulf Sonntag is head of market research and associate director at NIT, Institute for Tourism Research in Northern Europe, Kiel, Germany. He studied Geography, Political Science and Business Administration at the University of Bonn, with international semesters in the USA and Switzerland.

The general focus of Ulf's work is understanding the dynamics of tourism on different spatial levels (regional, national, international) based on statistical analyses and market research as well as the application and discussion of findings in planning and marketing.

Ulf is project manager of the German Reiseanalyse and in this position provider and advisor concerning tourism demand data for European destinations and tour operators. He is also project manager of the on-going development of the Baltic Sea Heritage Tourism Information System (BASTIS) and in this position an expert in dealing with and analysing official tourism statistics in an international framework.

With the growing challenges that tourism destinations are facing, a central source of tourism market information is needed. This means that tourism destinations can get reliable information on things they need to consider for their strategic planning. Being able to analyse and measure data is crucial for them. In the Baltic Sea Region, tourism stakeholders have joined forces for tackling this issue and created a solution called BASTIS, the Baltic Sea Heritage Tourism Service. The BASTIS approach is very cost-effective and at the same time user-friendly. Its philosophy particularly focuses on a collaborative multi-editor approach and the contextualisation of data from different sources. Speaking in technical terms, the core of BASTIS is a 'wiki'. This makes BASTIS in comparison to other existing tourism observatories quite special and at the same time very simple. By using free and widely used software instead of an individual solution, this means that software and IT infrastructure is very inexpensive and the technological skill of the administrators and editors does not require any special knowledge. It also means that the system is very easy to transfer to other regions and to adapt to their needs. There are no licensing costs or copyright issues to be taken into account.

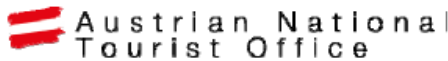


Valeria Croce
ETC

Valeria Croce is an analyst specialized in international tourism. Since 2012 Valeria has been working as head of the Research and Development department at the European Travel Commission (Brussels, Belgium). Previously she collaborated with the UN World Tourism Organisation on the Tourism Trends and Marketing Strategies Programme (Madrid, Spain). After having served as internal collaborator at UNWTO's headquarter she was responsible for drafting the organisation's long term forecasting study, 'Tourism Towards 2030', as an external collaborator. She also collaborated with UNWTO Themis foundation to write and teach a course on Tourism Market Intelligence for a master program. Valeria gained teaching experience as a researcher and lecturer at MODUL University Vienna (Vienna, Austria), in the department of Tourism and Service Management. There she held courses in Tourism Economics, Marketing Research and Operational Analysis and Forecasting.

In her presentation Valeria will be talking about the ETC Executive Dashboard. Dashboards are powerful solutions to present information, disseminate results and communicate data effectively. They provide a quick outlook on relevant indicators and are first line access points for deeper analytics. Executive dashboards are typically used by executives to get a quick overview of key indicators on performance.

Moving from this concept, the ETC devised a new concept of dashboard to create a single entry point to both tourism statistics and market intelligence information. The portal organizes the information available in the ETC new statistical database and library in a format that is easy to read and interpret. Its user-friendly interface minimizes ETC members' effort to gain meaningful insight through a highly intuitive graphic and the use of key performance indicators. The Dashboard is a service for ETC members only.



Klaus Grabler
MANOVA

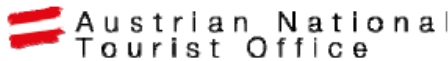
Klaus Grabler: After graduating in economics from the Vienna University of Economics and Business Administration, Klaus was an assistant at the Institute of Tourism and Leisure Research at the University of Vienna for more than 10 years. He is the founder and managing director of MANOVA, a company focusing on strategic marketing and research in tourism. In this function, he also developed the innovative benchmarking-tool WEBMARK, which is used by cable car-companies at various Austrian and German destinations, as well as by hotels and numerous tourist attractions for market research, performance and efficiency monitoring purposes. He is involved in a variety of research projects and teaches at a number of Austrian and international universities.



Iris Zehrer
MANOVA

Iris Zehrer: Having studied sociology and statistics majoring in tourism research at the University of Salzburg and the Università degli Studi di Salerno (Italy), Iris Zehrer is currently the head of the project teams “destinations and hotels” and “Strategy Consulting” at MANOVA.

In the course of the workshop, several of the tourist destination marketing tool’s modules with different approaches to measuring quality and performance in tourist destinations will be introduced. Outstanding among these is T-MONA/Qualitätsmonitor, a tool that has been extensively used in Austria and Germany, providing details about guest satisfaction and visitor structure. Moreover, another module is used to measure marketing efficiency in one German province. Within the destination tool, every participating unit benefits from detailed analyses, combined with customizable benchmarks, filtering and segmentation functions. Further details on measuring quality and efficiency in tourism will be discussed during the workshop.



Aurkene Alzua-Sorzabal
CICtourGUNE

Dr. Alzua-Sorzabal is the Executive Director of the Centre of Cooperative Research in Tourism of the Basque Country, Spain. Aurkene received her Ph.D. in Outdoor Recreation and International Tourism from Purdue University, Indiana, U.S.A (1999). She is currently the Executive Director of CICtourGUNE, and a faculty member at the University of Deusto.

She has extensive academic experience and has led significant research programs at national and European level in the field of Tourism and Technologies: measurement and modeling of ICT in tourism and the adoption and integration of ICT in tourism. She has numerous publications and she presently serves as a Board Member for several organisations including, IFITT, TTRA Europe Chapter, EUREKA TOURISME, the European network for technological innovations in the tourism sector, the Basque Innovation Agency and member of the Editorial Board of JITT, Journal of Information Technology & Tourism. Moreover, she is member of the Statistics Committee of the United Nations World Tourism Organization (UNWTO).

Aurkene's presentation provides insights into the change of the structure of information in tourism distribution by comparing different methods and data sources. A series of outcomes are disclosed in order to reflect upon the methodological differences and approaches, so that a quality and reliable comparison can be assured; and the extraction processes and techniques of the crawler methodology assessed.

Hence, the purpose of this study is to: (1) examine the evolution of the hotel available daily rates, from comparative approach in time and space domains; (2) seize the major structural changes and the complementarity of the methods in the technological convergence; and, (3) understand the role of information and communication technology in the evolution and transformation of tourism information systems.