

TourMIS 2014 Speakers



Prof. Karl Wöber
MODUL University
Vienna

Prof. Karl Wöber is Full Professor and Founding President of MODUL University Vienna (elected by the University Council in August 2007). He is the elected chairman of the Austrian Private University Conference. At MU Vienna he is also the Dean of the Professional School which includes the MBA degree and the seminar (certificate) 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. He 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.



Dr. Irem Önder
MODUL University
Vienna



Dr. Marta Sabou
Vienna University
of Technology

Dr. 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, decision making process of travelers, online communities, and online travel information search behavior.

Dr. Marta Sabou is a Senior Postdoctoral Researcher at the Vienna University of Technology. Prior to this appointment, she was an Assistant Professor at the MODUL University Vienna and a Research Fellow at the Knowledge Media Institute (KMi) of the Open University, UK. She holds a PhD in Artificial Intelligence from Vrije Universiteit Amsterdam, for which she won the IEEE Intelligent System's Ten to Watch Award in 2006. Dr. Sabou's core expertise is in the area of Semantic Web and Linked Data technologies.

Complex decision making processes in tourism often need to be based on an understanding of how economy and environment indicators correlate with tourism specific data, for example, how do GDP changes in Japan influence arrivals to Europe from Japan? How do arrivals to Spain correlate with changes in its environment in terms of the emitted CO₂? In this talk Marta and Irem describe the ETIHQ decision support tool that allows such complex decisions and therefore goes beyond the mono-domain (i.e. only tourism data based) investigations currently enabled by TourMIS. They also highlight aspects of the underlying technical solution, which is based on the novel Linked Data technology.



Tünde Mester
Hungarian
Tourism Plc.

Tünde Mester has an MSc degree in Economics/Marketing from the Budapest Corvinus University where she also studied tourism. For over ten years she has been a researcher of the Research Department of Hungarian Tourism Plc., where she is responsible for tourism statistics and evaluation practices, as well as coordination of domestic and international tourism research on travel behavior 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 'TourMIS data entry interface'. After the presentation you will also have the possibility for a face-to-face Q&A/problem solving session.



**Luis G. Gonzales
Morales**
United Nations
Department of
Economic and
Social Affairs

Luis G. Gonzales Morales completed a MS in Applied Statistics at the Monterrey Institute of Technology, in Mexico, and a PhD in Economics at the Ruhr-University of Bochum, in Germany. His career in official statistics started in 2005, when he joined the United Nations Statistics Division. Since then, he has been involved in the development of methodological guidelines and standards, in planning and conducting statistical coordination and capacity building activities, and in the design and implementation of major data compilation, analysis, and dissemination programs. His areas of specialization in the field of official economic statistics include international classification systems, international economic statistics, price indices, and national accounts. He is currently working as a Statistician at the Trade Statistics Branch of the United Nations Statistics Division, which is responsible for the fields of statistics of international trade in services and tourism statistics.

His presentation covers the international guidelines on Tourism Statistics and on the Tourism Satellite Account, and what this means for the information available at international, national and sub-national levels.



Prof. Chris Cooper
Oxford Brookes
University

Chris Cooper is Professor of Tourism at Oxford Brookes University, UK. Professor Cooper works with international agencies in tourism research and education, including the EU, ASEAN, ILO, and the World Bank as well as the United Nations World Tourism Organization where he held the Chair of the Education Council (2005 – 2007) and was awarded the UN Ulysses Medal for contributions to tourism education and policy in 2009. Professor Cooper is the co-editor of *Current Issues in Tourism* and is a member of the editorial board for leading tourism, hospitality and leisure journals. He has authored a number of leading textbooks in tourism and is the co-series editor of Channelview's influential book series '*Aspects of Tourism*' and series editor of Goodfellow Publisher's *Contemporary Tourism Reviews*.

In 2014 tourism finds itself in transition, dealing with constant and unexpected change, with environmental challenges - not the least of which is climate change - a complete revolution in business practice, consumer behaviour driven by technology, and competition from other economic sectors for investment and labour. In this environment knowledge transfer and exchange can provide distinct competitive advantage and help the sector deal with change. This involves taking concepts from knowledge management, specifically the notion of knowledge transfer, to examine if it presents a diagnosis and solution to the gap between tourism research generation and its utilisation. This is an important issue for tourism as it is also clear that the generation and use of new tourism knowledge for innovation and product development is critical for the competitiveness of both the tourism sector and destinations.

This presentation analyses the process of knowledge transfer for tourism, and the particular contexts that tourism presents for this transfer. There is no doubt that destinations can be viewed as a key building block here. The imperative for destinations is to become learning organizations if they are to be competitive in a time of continuous change. The future will be characterized by a widening of the sources of knowledge used by organizations and destinations. In particular, there will be an expanded role for customers, suppliers and partners, including universities, and a greater involvement of external stakeholders in the knowledge management process.



Sandro Cuzzolin
Amadeus

Sandro Cuzzolin is Italian and holds a Master in European Business from ESCP-EAP (France) and a Master in International Business from Tecnológico de Monterrey (Mexico). He also holds a M.Sc. in Engineering from the University of Padova (Italy). He also studied at University College Cork (Ireland) and wrote his thesis at the Universitat Politècnica de Catalunya (Spain).

At Amadeus, Sandro is working as a Business Development Manager for Northern, Eastern, Central and Southern Europe. In his daily work he is constantly looking for entrepreneurial and creative solutions to improve the traveler's experience and the client's business performance. Prior to join Amadeus, Sandro moved to London to work as a Consultant at 3H Partners, a Management Consulting Firm, where he has worked mainly in the pharmaceutical, telecom and mobile sectors, managing a number of projects ranging from post-merger integration to turnaround, marketing and sales effectiveness to large-scale change management programs. Sandro is a Visiting Professor at The Rouen Business School, a leading Business School in France. At the Rouen Business School, Sandro is leading a team of Professors to create and teach a five-day long travel business case, focused on marketing optimization, online travel agencies and online advertising.

The presentation will initially focus on customer behavior, especially when booking travel experiences online. Afterwards, it will focus on Big Data and how data can help DMOs in taking the right marketing decisions to achieve their tourism objectives. We will share a city break case study/methodology.



Prof. Arno Scharl
MODUL University
Vienna

Prof. Arno Scharl heads the Department of New Media Technology at MODUL University Vienna. Prior to his current appointment, he held professorships at the University of Western Australia and Graz University of Technology, and was a Visiting Fellow at the University of California at Berkeley. Prof. Scharl completed his doctoral research and habilitation at the Vienna University of Economics and Business. He authored more than 160 refereed publications and edited two books in Springer's Advanced Information and Knowledge Processing Series. Currently, he serves as the Scientific Coordinator of the European research projects DecarboNet (www.decarbonet.eu) and uComp (www.ucomp.eu). His research interests focus on web intelligence and electronic market research, communication success metrics, human-computer interaction, and the integration of semantic and geospatial web technology.

What is the impact of online coverage and user-generated content on the reputation of tourism destinations? Which topics are social media users associating with a tourism product? Web intelligence solutions such as the presented webLyzard platform show that mining public data from online sources can yield effective decision support tools that help answer such questions. The ability to visualize the reputation of tourism brands, for example, shows whether consumer opinions reflect the desired positioning.

The presented tools include the WYSDOM Success Metric and the Brand Reputation Radar: (1) Going beyond sentiment and conventional social media analytics, the WYSDOM success metric considers the desired positioning when assessing the online reputation of brands and products. The Brand Reputation Radar compares the profiles of brands along customizable categories. Since the analysis is conducted in real time, the comparison can also include tourism-relevant entities - e.g. people, organizations, products, or locations.



Stefan Egger
International
Institute for
Information
Design

Stefan Egger is an information designer with many years of experience in the development of wayshowing and process visualization systems in Germany and Austria. Through his participation in various research projects, he developed fundamental guidelines for visualization of information for safety critical situations (e.g. while moving at high speeds).

He co-organized the event-series of IIID Expert Forum Traffic and Transport Information Systems, held annually 2006 to 2012 in Vienna. He was co-responsible for the proposal, technical coordination of and scientific participation in several R&D projects in the 6th and 7th EU research framework programs, undertaken by the International Institute for Information Design (IIID):

- "Implementation scenarios and concepts towards self-explaining road environments" of "SOMS / Substituting/Optimizing (variable) Message Signs for the Trans-European Road Network", merged with IN-SAFETY "Infrastructure and Safety", 6th EU research framework program. The typeface (Tern) developed in this project became legally binding on 3. October 2013, for use on all road signs in Austria. In 2014, Tern became the new standard for road signs in Slovakia.
- "SAFEWAY2SCHOOL / Integrated system for safe transportation of children to school", coordinated by VTI Statens väg och transportforskningsinstitut, Sweden,
- "IC-IC / Enhancing interconnectivity of short and long distance transport networks through passenger-focused interlinked information-connectivity", handed in by IIID and coordinated by IIID/Star Engineering GmbH.

Gaining understanding from data resources in order to make good decisions that lead to successful actions: this requires reliable data, and a human being to make sense of it. This talk focuses on transforming data into visuals as an essential - yet underestimated - intermediate step towards understanding and decision making, and points out the need and near-future plans for research and standardization in this field.



Roland Pfister
CREABILITY

Roland Andreas Pfister was born in 1977 and holds a PhD in Marketing from the University of St. Gallen (HSG) with a focus on visual communication and creativity in teams. He is an experienced researcher and lecturer and now holds a position as head of corporate communication at a big Swiss company in the food industry and as an adjunct professor in Switzerland and Spain. He has co-authored the two best-selling books “Sketching at Work” and “Creability”, whereas the second just got nominated for the 2014 getAbstract International Book Award, a coveted literary award dedicated to nonfiction business book authors. Through facilitating many workshops on team creativity he has gained a lot of experience on how to enable teams to be creative on demand.

In his presentation Roland will show how all teams (and individuals) can apply visual creativity techniques to knowledge transfer in their everyday work. No matter whether in project meetings, in the field service or in management - those who develop ideas and effectively tackle problems with their team under time pressure can score points. The presentation offers many graphic templates and concrete tips for implementation that can be directly employed in creative team meetings.



Nadzeya Kalbaska
USI Lugano

Nadzeya Kalbaska is Postdoctoral Researcher at the Faculty of Communication Sciences at the Università della Svizzera italiana (USI Lugano, Switzerland). Her research focus is on eLearning use in the hospitality and tourism industry.

Her PhD investigated the use of Information and Communication Technologies in the tourism field, while looking in particular how Ministries of Tourism are using eLearning courses to educate and certify their travel trade partners. Nadzeya has done several in-depth studies of national cases (e.g. New Zealand and Swiss National Tourism Office), she has also investigated motivations of the travel agents based in the United Kingdom, India and New Zealand on attending online training activities about tourism destinations. Originally from Belarus, Nadzeya completed her undergraduate studies in Lithuania, has Masters degrees from both Belarus and Switzerland and has spent research time in the United Kingdom, China and New Zealand.



Lorenzo Cantoni
USI Lugano

Lorenzo Cantoni is professor at the Università della Svizzera italiana (USI Lugano, Switzerland), in the Faculty of Communication Sciences where he has served as dean in the period 2010-2014. He is director of the Institute for Communication Technologies, and scientific director of the laboratories webatelier.net, NewMinE Lab: New Media in Education Lab, and eLab: eLearning Lab.

In 2013 he became chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI.

In 2014 he was elected president of IFITT - International Federation for Information Technologies in Travel and Tourism.

His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism, and from ICT4D to eGovernment.

Their presentation will discuss how ICTs can be used for education and training within the hospitality and tourism industry. In particular, they will present the case of eLearning courses about tourism destinations, designed to up-skill travel trade partners in order to better sell the destinations to prospects.



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 has been teaching 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).



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.

Even though they constantly battle against each-others on a fierce competitive market, Amsterdam and Brussels have decided to team up to develop knowledge within their respective destination, and to share this knowledge with one-another. Together with eight other destinations, they implemented an online platform enabling the creation and dissemination of statistical information called the Tourism Barometer. Because it requires a good level of engagement of the tourism industry, which is expected to provide (sometimes confidential) data, the implementation of the Tourism Barometer can be a rocky road. It also raises questions: How do you convince the industry of the importance of market intelligence? How do you persuade tourism businesses to share their data? How do you mobilize the full potential of your own organisation to run a platform solely dedicated to statistical information? Frédéric Cornet and Olivier Ponti will share with the audience the lessons learned on the way.



Peter Nash
Tourism Ireland

Peter Nash is the head of strategy at Tourism Ireland, the agency charged with promoting the island of Ireland in all overseas markets. An economist by background he has worked in market research and strategy across the public and private sector.



Nessa Skehan
Fáilte Ireland

Nessa Skehan is Research Officer at Fáilte Ireland, Ireland's National Tourism Development Authority, which provides practical business supports to Irish tourism businesses to better manage and market their products and services. Nessa has worked in tourism research for over fifteen years.

A short case study on the philosophy and practicalities of the knowledge transfer process in a destination characterized by many smaller, traditional, tourism enterprises.



Ronja Spranger
Vienna Tourism Board

Ronja Spranger studied tourism at the University of Applied Sciences Vienna and has been working for the Vienna Tourist Board since 2010 - since 2012 Ronja holds the position of a Social Media Specialist in the Digital Marketing Team. Her field of expertise includes content creation and publishing in social media channels, developing and coordinating dedicated social media campaigns, advising cross-departmental teams in designing integrated marketing campaigns as well as social media analytics.

Ronja will talk about how the Vienna Tourist Board uses the social media management and collaboration tool Falcon Social to transfer knowledge across departments. This includes the collaboration between the digital marketing team and the Vienna Hotels & Info team to provide valuable information and reduce reaction times, keyword tracking and analytics across campaigns and teams, knowledge sharing via content pools and team performance tracking.