

TourMIS 2012 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.



Vincent Nijs
Tourism Flanders

Vincent Nijs was born in 1978 and holds a Master's degree in Physical Education from the University of Leuven, with focus on sport and leisure marketing and management. He is now the head of the Research Department of Tourism 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 and publishing 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 tourism.



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 behaviour and attitudes.



Irem Arsal
MODUL University
Vienna

Irem Arsal is Assistant Professor at the Department of Tourism and Hospitality 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 the decision making process of travelers, online communities, and online travel information search behaviour.



Olivier Ponti
Amsterdam
Tourism and
Convention
Board

Olivier Ponti is manager of research and development at Amsterdam Tourism & Convention Board and chairman of the Research & Statistics group of European Cities Marketing. He also teaches market intelligence applied to tourism in the Institute for Research and Advanced Studies in Tourism of the Sorbonne University (Paris) since 2006. Between 2004 and 2007, he was manager of the Tourism Research Department of the Paris Visitors and Convention Bureau. Olivier was educated in Sciences-Po Paris (Master's Degree in economics) and the Sorbonne University (Master's Degree in tourism development).



Leslie Vella
Chairman,
ETC MIG

Leslie Vella was born in 1964 and graduated in Business Management from the University of Malta in 1988. He has been working in the Malta Tourism Authority and its predecessor the National Tourism Organisation of Malta since 1983. During this period he has served as Deputy Director of the organisation's London Office between 1989 and 1991, Research and Planning Manager between 1992 and 1999, Director of Corporate Services between 1999 and 2001 and CEO between 2001 and 2004. In January 2005, he took up the post of Head of Research of the Malta Tourism Authority and in November 2006 he was appointed Director of Marketing Support and Development of the same Authority.

Leslie Vella has been Chairman of the Market Intelligence Group of the European Travel Commission (ETC) since 1997 and has sat on the ETC's Board of Directors since 1999. Between 2001 and 2004 he was Malta's representative on the UNWTO's Market Intelligence and Promotion Committee and is currently Malta's Second Deputy Permanent Representative to the UNWTO.



Jim Eccleston
TNS

Jim Eccleston is a Director of TNS Travel & Tourism – the largest provider of specialist tourism research within the UK. He graduated from the University of Edinburgh in 1987 with an Honours degree in Geography and then from the University of Strathclyde in 1988 with a post graduate degree in Tourism. Since then, Jim has devoted his career to research in the travel, tourism and leisure fields.

Jim joined TNS at the beginning of 1997 after spending eight years within the Research Department of the Scottish Tourist Board, laterally as Research Manager. In that position, he commissioned a large number of market research and policy studies and gained an extensive knowledge of the issues affecting the tourism industry in the United Kingdom and further afield. Since joining TNS, Jim has been involved in all of the tourism and leisure studies undertaken by TNS and he manages the Great Britain Tourism Survey – the main monitor of domestic tourism in the UK. In that role he has presented several papers on domestic tourism performance. He has developed a particular expertise in the area of visitor and traveller satisfaction and experience research.



Kirsty MacMillan
TNS

Kirsty MacMillan has more than a decade's experience working with travel and tourism clients in both Asia Pacific and Europe. Her particular specialities are destination branding, communications and marketing – in particular marketing effectiveness evaluation and making the latest techniques accessible and relevant for the travel and tourism industry. For the past 6 months, Kirsty has been based in Australia working with clients Tourism Australia and Emirates on their global brand and communications evaluations which included integrating new digital evaluation measures into these programmes. During this time, she also worked alongside TEAM to develop content for a 'how to' evaluation workshop for a major National Tourism Organisation in Asia, which covered both online and offline marketing evaluation techniques. Working with TNS, Kirsty is currently one of the lead authors of the 'Handbook on Performance Indicators for Tourism Marketing Evaluation' commissioned by the European Travel Commission (ETC) and the World Tourism Organisation (UNWTO).



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.



Bozana Zekan
MODUL University
Vienna

Bozana Zekan is a researcher and lecturer at the Department of Tourism and Hospitality Management at MODUL University Vienna. Before joining MODUL University Vienna, she gathered various industry experiences while working in Croatia, USA and Ireland. Bozana holds Associate in Applied Science and Bachelor of Science degrees with the major in Hotel and Resort Management from the American College of Management and Technology, Dubrovnik, Croatia. In addition, she holds a Master of Science in Service Management degree from Rochester Institute of Technology, Rochester, New York, and is currently pursuing her doctoral studies at Vienna University of Economics and Business under the supervision of Dr. Karl Wöber. Her research interests are mainly within the field of destinations' competitiveness and differentiation.



Hans Dominicus
Amsterdam
Tourism and
Convention
Board

Hans Dominicus is director of Amsterdam Tourism & Convention Board's centre for research, development and market intelligence. He has had a long and successful career in different fields of international tourism and is a marketing and research expert and initiator of several international projects. He graduated from the University in Breda in tourism management (1980) with several courses in marketing & strategy. He has worked in various fields of tourism: outgoing operators, transport companies and Destination Management Organizations.

Hans joined the Amsterdam Tourism & Convention Board in 1990, where he held several management positions. Together with the University INHolland in Amsterdam he initiated a knowledge centre in Urban tourism in 2009. Hans holds various positions in the international tourism network such as member of European Cities Marketing Research and Statistics Working Group, and expert at the Shanghai Institute of Tourism. He participates in several committees and advisory boards, both on a national and European level.



Jakob Slej Mikkelsen
VisitDenmark

Jakob Slej Mikkelsen is a Senior Analyst at VisitDenmark – Denmark’s national tourism organisation. He holds an MSc in Economics and Business Administration and joined VisitDenmark in 2007. For more than 5 years he has been involved in developing and implementing a structure to measure and evaluate individual marketing activities as well as the full effect of VisitDenmark’s marketing activities. Previously Jakob was a research assistant at Center for Tourism and Culture Management at Copenhagen Business School and he also has substantial operational experience from the tourism industry.



Ivan Gonzales
Madrid CVB

Ivan Gonzalez is the Director of Innovation and Professional Cooperation at Madrid Visitors & Convention Bureau. He is responsible for the development of the Madrid Tourism Intelligence Center (CIT), the new Business Intelligence tool that provides unified and high quality tourism market data.

Ivan studied Laws and has a Master’s Degree in Marketing and Commercial Management. In 2003 he joined Meliá Hotels International, where he acquired expertise on the tourism market and its needs. In 2007, he became Product Manager at SEGITTUR, the State Company for the Management of Innovation and Tourism Technologies, where he was responsible for the development and commercialization of new online tourism technologies.

Ivan now leads a new department that combines responsibility for Public – Private Partnerships (developing Madrid’s Tourism Product Club catalogue), the market research unit and the business development and commercial department (MadridCard, Madrid Tourist Bus and other new Official Products to be launched in the coming months).



Peter Nash
Tourism Ireland

Peter Nash has held marketing research and strategy roles in both the public and the private sector in Ireland and Great Britain. He is currently heading up the strategy development and insights team at Tourism Ireland. An economist by training Peter Nash was a full time academic for a number of years. He moved into government-funded food marketing research and then switched to the private sector. Peter Nash held a variety of research, marketing and strategy roles at Guinness and later Diageo Ireland. He joined Tourism Ireland, the agency charged tasked with promoting the island of Ireland internationally, in 2007.

A full member of the market Research Society and ESOMAR, Peter Nash champions the cause of professionalism and professional development of researchers at every opportunity. His research interests include consumer research to better support destination branding and unlocking the potential of mobile devices to deliver innovations in research.



Michael Julian
UNWTO

Michel Julian is Senior Programme Officer at the Tourism Trends and Marketing Strategies Programme, United Nations World Tourism Organization (UNWTO).

His work at the UNWTO Tourism Trends and Marketing Strategies Programme covers the analysis of current and future tourism trends. He contributes to the preparation of key UNWTO reports such as the UNWTO World Tourism Barometer. His field of work also includes the study of tourism products and segments, outbound markets and marketing techniques.