

# TourMIS 2015 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.



**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.



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

Tourism organizations today use standardized tools such as Google Analytics to collect and report website statistics. The results provided by such analytical tools are often technology driven and hard to interpret. Web analytics need to move from a technology driven standardized reporting function towards a business objective centered approach, which provides useful information to the management. ECM Website Analytics project aims to provide a better solution to the tourism industry than standardized programs available. The system is designed to complement, rather than replace running web analytics systems in providing useful and industry specific information, which is comparable and provides real insights.



Prof. Stefan Gössling  
Lund  
University

**Dr. Stefan Gössling** is a professor at the School of Business and Economics at Linnaeus University, Kalmar, and the Department of Service Management, Lund University, both Sweden. He is also the research coordinator of the Research Centre for Sustainable Tourism at the Western Norway Research Institute. Stefan has worked with sustainable tourism and specifically climate change since 1992, focusing on aviation, transport, mobilities, energy, and mitigation. He has also worked extensively in islands, particularly in the Western Indian Ocean and the Caribbean.

Stefan is on the editorial board of five scientific journals, including two of the highest ranked tourism journals, *Tourism Management and Journal of Sustainable Tourism*. He has published 75 articles in peer-reviewed journals and written/edited 12 books, including “*Tourism and Development in Tropical Islands: Political Ecology Perspectives* (Edward Elgar 2003)”, “*Tourism and Global Environmental Change*” (Routledge 2006, with C. Michael Hall)”, “*New Frontiers in Marine Tourism* (Elsevier 2007, with Brian Garrod)”, “*Climate Change and Aviation*” (Earthscan 2009, with Paul Upham), “*Carbon Management in Tourism*” (Routledge 2010), *Tourism and Climate Change* (Routledge 2012, with Daniel Scott and C.M. Hall), and “*Tourism and Water*” (Channel View 2015, with C.M. Hall and D. Scott). He has worked as a consultant on behalf of organizations including UNEP, UNWTO, OECD, EC, GIZ, DFID, AusAID, Caribbean Tour Operators, as well as governments and companies. Stefan has been a contributing author to the UN IPCC Forth Assessment report, and has previously been a member of the Advisory Committee of the UNEP Global Partnership for Sustainable Tourism, as well as the scientific advisory board of International Tourism Partnership (London), Futouris (Berlin) and NIT (Kiel).

There is growing awareness that current practices in tourism are not environmentally sustainable. Tourism uses ever growing amounts of resources that are often not sustainably produced, while also having an increasingly important role in contributing to climate change through emissions of greenhouse gas emissions. In this presentation, interrelationships are outlined and quantified for three key sectors, i.e. emissions of carbon dioxide, food and water consumption. It is outlined how destinations are key actors in observed developments, and how these can contribute to declining resource use and environmental pressures through monitoring and managing tourism systems in novel ways.



**Massimiliano Coda Zabetta**  
Higher Institute on  
Territorial Systems  
for Innovation

**Massimiliano Coda Zabetta** earned an MSc in Economics, Institution and Territory from the University of Turin (2013) and obtained an MA in Economics and Complexity from Collegio Carlo Alberto (2014). He is currently a PhD candidate in Economics at University of Turin; his research interests include Geography of Innovation, Economics of Science and Local Development. He collaborates with SiTI – Higher Institute on Territorial Systems for Innovation since 2012, where he is mainly working on the project regarding sustainable tourism and local development through qualitative and quantitative methodologies.

The aim of his presentation is to show the application of the European Tourism Indicator System (ETIS), developed by the European Commission, to the Piedmontese destination Turismo Torino e Provincia, focusing on the rationale behind the implementation, the implementation process itself and the results achieved.



**Silvia Barbone**  
Foundation for  
European  
Sustainable Tourism

**Silvia Barbone** is an international expert in sustainable tourism and project management with an extensive knowledge of tourism policies and funding opportunities. She designs and manages small, medium and large scale projects. This involves working with leading global organizations, including UNWTO, UNEP, European Travel Commission, European Commission, European Parliament, as well as local, regional and national public authorities. She is one of the EU experts selected by the European Commission to implement the European Tourism Indicator System (ETIS). She is also the developer, the main author and certified lead trainer of PM4SD™ “Project Management for Sustainable Development”, the methodology for managing projects and destinations with success and sustainability. She is the board director of FEST (Foundation for European Sustainable Tourism), which runs the annual Summer School in Leadership and Governance for Sustainable Tourism with the support of the European Commission, the European Travel Commission and the patronage of the European Parliament.

Silvia’s presentation will explain project management for sustainable development in the tourism sector. PM4SD ([www.pm4esd.eu](http://www.pm4esd.eu)) has been designed to bring tourism sustainability from theory to practice and to stimulate competitiveness and innovation, as this has evolved as one of the biggest challenge the tourism industry currently faces. The sector has not yet fully understood, that sustainable tourism is not a special type of tourism, but rather that all types of tourism must strive to be sustainable. In order to create and manage sustainable projects, attractions and destinations a good management and planning method must be applied, that will enable the tourism industry to include the sustainable principles, indicators, data into their decision making process and daily operations. The lack of such methods will have negative impacts, by causing environmental degradation, loss of heritage resources and social alienation (UNESCO 2013), and will not let the sector grow generating long lasting benefits.



**Clemens Költringer**  
Vienna Tourist  
Board

**Clemens Költringer** is a Marketing Analyst at the Department for Strategic Destination Development at the Vienna Tourist Board. Next to his responsibility for Market- and Marketing-Research, Clemens is a Research Associate of MODUL University Vienna and therefore serves as the link between academia and the tourism industry. In his role as the chairperson of European Cities Marketing's Editorial Board, Clemens is in charge of the production of the annual European Cities Marketing Benchmarking Report which compares city tourism statistics for more than 100 cities in Europe.



**Lidija Lalicic**  
MODUL University  
Vienna

**Lidija Lalicic** is a researcher and lecturer in the Department of Tourism and Service Management at MODUL University Vienna. Lidija holds a Master of Science degree in International Tourism Management, hosted by European Master in Tourism Management, where she studied at the University of Southern Denmark, University of Ljubljana, University of Girona, and University of Wageningen. In her PhD dissertation she aims to illustrate how tourism marketers can effectively use social media to innovate their products/services and optimize their business models.

The vision of the Vienna Tourist Board's (VTB) initiative was to co-create a shared and mutually accepted tourism strategy for the City of Vienna based on input from the tourism industry and its stakeholders. The VTB therefore adopted an online collaborative open innovation process in order to develop its 2020 Tourism Strategy. The open innovation initiative served to enable local stakeholder collaboration, thus allowing the VTB to design a transparent and open process of stakeholder involvement aimed at creating an inclusive model of tourism governance. Consequently, Vienna's "2020 Tourism Strategy" provides a clear, shared and mutually accepted vision for Vienna 2020 that not only takes into account the agendas of the various stakeholder groups, but also encourages active participation and engagement in the implementation process. The approach adopted could potentially serve as a role model and be adopted at any level – local, regional, national or international – of tourism organizations and enterprises.



**Bozana Zekan**  
**MODUL University**  
**Vienna**

**Bozana Zekan** is a researcher and lecturer in the Department of Tourism and Service Management at MODUL University Vienna. Before joining the team at MODUL, 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 Master of Science in Service Management degree from Rochester Institute of Technology, Rochester, New York, and is currently finalizing her doctoral studies at Vienna University of Economics and Business under the supervision of Dr. Karl Wöber. Her research interests include benchmarking, key performance indicators, destination management, and city tourism.

The development of indicators and metrics systems has been identified as being of paramount importance by many tourism boards and international tourism organizations. In line with this, Bozana's presentation will discuss the bottom up, micro-level approach of TourMIS for collecting measures about sustainable urban tourism development. Furthermore, it will be shown how data envelopment analysis (DEA) is applied for benchmarking urban tourism destinations by assessing measures available in TourMIS, followed by number of managerial and practical implications.



**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.

His presentation highlights the assessment of the social impact of urban holiday activities with the use of big data. Cities typically organize summer activities for their inhabitants who cannot take long vacation, fulfilling a social goal. With the help of big data and based on 2 case studies in Brussels (the urban beach and the fun fair), it is possible to assess the success of this goal.





**Ulf Sonntag**  
NIT

**Ulf Sonntag** is head of market research and associate director at NIT, Institute of Tourism Research in Northern Europe ([www.nit-kiel.de](http://www.nit-kiel.de)). 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 regional, national and international level based on statistical analyses and market research, as well as the application and discussion of findings in policy, planning and marketing. Ulf is project manager of the German Reiseanalyse ([www.reiseanalyse.de](http://www.reiseanalyse.de)), and in this position provider and advisor for European destinations and tour operators concerning tourism demand data. Sustainable tourism development and climate change adaptation and mitigation in tourism have been a core of NIT's research and development projects for a long time.

In his presentation Ulf will introduce research and actions in Germany to make the tourism offer more sustainable. In Germany, the Federal Ministry for the Environment is eager to push the development of more sustainable tourism products and to significantly increase their market share on the German holiday market. In order to understand the consumers' view on sustainable tourism, they funded a thorough research project on this issue that was covered by the NIT using the data of the German Reiseanalyse. The results were then used to start a dialog with the tourism industry for common actions to get sustainable tourism out of its present niche.



**Michel Julian**  
UNWTO

**Michel Julian** (Dominican Republic) joined the United Nations World Tourism Organization (UNWTO) in 2001. He is currently Technical Coordinator in the UNWTO Tourism Market Trends Programme. His work 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. Michel holds a Master's degree in international economics from Toulouse School of Economics and a Master's degree in tourism economics from Sciences Po Toulouse.

Tourism has become one of the fastest-growing and most resilient economic sectors of our times that can make a major contribution to sustainability in all of its three pillars: economic, social and environmental. Sustainability is at the core of UNWTO's mandate. In his presentation, Michel will give an overview of UNWTO activities related to the sustainable development of tourism, covering indicators, tourism observatories, SDGs and the 10YPF Sustainable Tourism Programme.