

City Destinations Alliance, the European Travel Commission,
& Modul University Vienna
cordially welcome participants to the

18TH TOURMIS USERS' WORKSHOP & INTERNATIONAL SEMINAR

KNOWLEDGE IS POWER:
*Uniting Knowledge Institutions, DMOs
and NTOs for Collaborative Success*

Vienna, September 7-8, 2023
#TourMIS2023

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TW TOURMIS WORKSHOP

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TOURMIS WORKSHOP



Dear Delegate,

It is our pleasure to welcome you to this two-day hybrid event organised jointly by City Destinations Alliance (CityDNA), the European Travel Commission (ETC), and Modul University Vienna.

"You can't manage what you don't measure" says Peter F. Drucker. The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays, technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop led by Professor Karl Wöber, founder of TourMIS on the first day, participants will learn how to enter tourism statistics into the system and how to use various benchmarking tools to produce valuable market research reports.

The International Seminar "Knowledge is Power. Uniting Knowledge Institutions, NTOs and DMOs for collaborative success" on day 2 has been shaped and will be led by CityDNA. During this event, participants will have the opportunity to get inspiration from some destinations and learn about the opportunities and challenges of working with knowledge institutions both on the local and national level. Thanks to collaborative sessions, we will also focus on mutual understanding of the needs and particularities of both academia and tourism industry worlds, and reflect on how to cooperate in a meaningful and beneficial way for all. Attendees shall also understand from this event the importance of the educational sector and students, in particular for the city.

Both days have been planned to encourage the active participation of delegates in the program. We are looking forward to meeting you for a motivating and challenging few days in Vienna!



Petra Stušek
City Destinations Alliance



Eduardo Santander
European Travel Commission

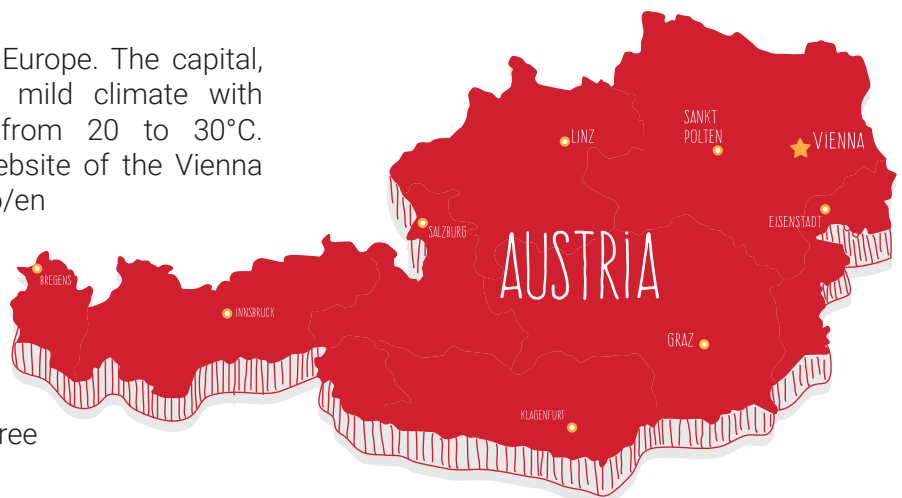


Karl Wöber
Modul University Vienna

MEETING VENUE

Austria is located in the heart of Europe. The capital, Vienna, enjoys a moderate and mild climate with summer temperatures ranging from 20 to 30°C. For more information, visit the website of the Vienna Tourist Board: <http://www.wien.info/en>

The venue for the events is Modul University Vienna which is located on top of Kahlenberg offering a marvelous view over the city. The seminar rooms at MU Vienna are equipped with IT facilities and free wireless Internet connection.



Since 2007, MU Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA, and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily work flow. The choice of an environmentally-friendly venue as MU Vienna contributes to green the events.

Conference Hotel

Motel One Wien-Westbahnhof
Europaplatz 3, 1150 Vienna
Austria
+43 (0) 1 359 35-0
wien-westbahnhof@motel-one.com
<https://www.motel-one.com/en/hotels/vienna/hotel-vienna-westbahnhof/>

Conference Location

Modul University Vienna
Am Kahlenberg 1, 1190 Vienna
Austria
+43 (0) 1 3203555 0
<http://www.modul.ac.at>

Local Contact

Kimberley Marr
Program Coordinator
kimberley.marr@modul.ac.at
Gaukhar Chekembayeva
Researcher and Lecturer
gaukhar.chekembayeva@modul.ac.at
Michael Straube +43 (0) 1 3203555 110
Event & Facility Manager
michael.straube@modul.ac.at

Conference Organization Committee

Daniëlla Brust-Blumink, CityDNA
Flavie de Bueil, CityDNA
Wouter Devroe, CityDNA
Camille François, CityDNA
Clemens Költringer, CityDNA
Bénédicte Lack, CityDNA
Alba Lajusticia, CityDNA

Gaukhar Chekembayeva, Modul University
Kimberley Marr, Modul University
Michael Straube, Modul University
Karl Wöber, Modul University
Bozana Zekan, Modul University

Lyublena Dimova, ETC
Jennifer Iduh, ETC

[REGISTER HERE](#)

PROGRAMME

18th TourMIS Users' Workshop Thursday, September 7, 2023

Time (CET)	Session	
09:00 - 09:30	Transfer from Motel One Wien-Westbahnhof to the Workshop Venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 10:00	Conference registration / Coffee and Tea	
10:00 - 11:00	Opening Address (Rooms 208/209) <i>By State Secretary Susanne Kraus-Winkler</i> Introduction to the Tourism Marketing Information System - TourMIS <i>By Karl Wöber, Modul University Vienna</i> This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr. Karl Wöber. At the end of this session Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.	
11:00 - 12:15	How to become an active contributor to TourMIS (Rooms 208/209) <i>By Karl Wöber, Modul University Vienna</i> This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system.	How to enter and analyze visitors to attractions and sites (Room 207) <i>By Bozana Zekan, Modul University Vienna</i> The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Bozana will show you the power of this tool and how to participate in this project. The Data Space for Tourism – Tourism Data Inventory and Meetings industry benchmarking on TourMIS <i>By Jason Stienmetz, Modul University Vienna</i> Two powerful tools for tourism destinations will be presented: 1) The Tourism Data Inventory, a searchable online database of relevant tourism data source created as part of the Data Space for Tourism Project, and 2) the TourMIS Meetings Industry reporting and benchmarking features that allow city destinations to share and compare meetings data.
12:15 - 13:30	LUNCH BREAK	
13:30 - 14:45	Benchmarking tourism destinations <i>By Karl Wöber, Modul University Vienna</i> This session introduces participants to the basic analysis and reporting features. A particular focus will be put on changes that have been introduced to the system since the previous workshop.	
14:45 - 15:15	The connectivity of railroads in Europe <i>By Karl Wöber, Modul University Vienna</i> Karl will give an update on the analysis of timetables of the database of the European railway network available in TourMIS. We will analyse the density of the European train system and learn how to measure and compare the connectivity between European cities.	



PROGRAMME

15:15 - 15:45	COFFEE BREAK
15:45 - 16:15	<p>Estimating CO2 emissions generated by tourism in European cities <i>By Ulrich Gunter, Modul University Vienna</i> In this session Ulrich will present to you a model which allows tourism destinations to estimate and to monitor their CO2 emissions caused by tourists traveling to their destination. Uli will also introduce a new feature which allows trend analysis of CO2 emissions.</p>
16:15 - 16:45	<p>Application Programming Interfaces <i>By Karl Wöber, Modul University Vienna</i> In this session, we will present how we can automatically download your statistical office's tourism dataset into the TourMIS database. Karl will also introduce the new TourMIS API, which will allows all TourMIS data inputters to connect the TourMIS database with their dashboards and other information systems.</p>
16:45 - 17:30	<p>The future development of TourMIS <i>By Karl Wöber, Modul University Vienna</i> In this workshop style session participants are invited to discuss various options for the future development of TourMIS.</p>
18:00	Transfer to Motel One Wien-Westbahnhof (for delegates not registered for our dinner event) or to restaurant Luftburg Kolarik Im Prater.
18:30	Dinner at Luftburg Kolarik Im Prater. Transfer back to the hotel at 22:00.



PROGRAMME

Please note this programme will be updated on a regular basis - check the latest version online!

<p>International Seminar on KNOWLEDGE IS POWER <i>Uniting Knowledge Institutions, DMOs and NTOs for Collaborative Success</i> Friday, September 8, 2023</p>	
Time (CET)	Session
09:00 - 09:30	Transfer from Motel One Wien-Westbahnhof to the Seminar Venue Modul University Vienna, Am Kahlenberg 1, 1190 Vienna
09:30 - 09:45	Welcome & Introduction (Rooms 208/209) <i>By Hani El-Sharkawi, moderaetor</i>
09:45 - 10:15	(In)formal Forms of Collaboration - Part 1 (Pecha Kucha - case studies presentations) <i>By Petra Tschöll, Vienna Tourist Board</i> <i>By Cristina Cerutti, Turismo Torino e Provincia</i> <i>By Alba Lajusticia, Barcelona Tourism Observatory</i> <i>By Ralf Zednik, Munich Tourist Office</i> Panellists from DMOs will present how they work with Universities.
10:15 - 10:45	(In)formal Forms of Collaboration - Part 2 (Panel discussion) <i>Petra Tschöll, Vienna Tourist Board</i> <i>Cristina Cerutti, Turismo Torino e Provincia</i> <i>Alba Lajusticia, Barcelona Tourism Observatory</i> <i>By Ralf Zednik, Munich Tourist Office</i> Panellists will provide more details about their activities about student collaborations and Employer Branding.
10:45 - 11:15	COFFEE BREAK
11:15 - 12:30	Exercise on Mutual Understanding & Common Solutions (World Café, Room 206) <i>Participants and 8 Academia</i> In a joint exercise, representatives at the TourMIS Workshop from academia and the tourism industry will identify issues in working together but also solutions to overcome those barriers. Good practices might be discovered and they can lead the way to future collaboration.
12:30 - 13:30	LUNCH BREAK
13:30 - 14:30	The Student City - Promoting a city as a place to study (Presentation and Collaborative session, Room 206) <i>By Ms. Zuzana Hlavata, Head of Business Intelligence Unit, Bonard</i> <i>By Mr. Stefan Kolibar, Chief Partnerships Officer, Bonard</i> This session will deal with the impact of students on a destination. Are students good for us or do they just live on our back?

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International Seminar on
KNOWLEDGE IS POWER
Uniting Knowledge Institutions, DMOs and NTOs for Collaborative Success
Friday, September 8, 2023

Time (CET)	Session
14:30 - 14:45	COFFEE BREAK
14:45 - 15:15	<p>The role of Knowledge partners in a world of fake news (Panel debate, Rooms 208/209)</p> <p><i>Dr. Egon Smeral, Modul University</i> <i>Pr. Noam Shoval, The Hebrew University of Jerusalem</i> <i>Mr. Holger Sicking, Research & Data Analytics, Austrian National Tourist Office</i> <i>Mr. Olivier Ponti, Vice President Insights, ForwardKeys</i></p> <p>Academic institutions are considered as a trustworthy source of information, sometimes used or misused by contractors. In times of fake news, clickbait, and wicket problems on the horizon (global warming, climate change, extractive tourism,...), is it time to step up and speak up?</p>
15:15 - 15:45	<p>Science Communication</p> <p><i>Dr. Ondrej Mitás, Senior lecturer and experience researcher, Breda University of Applied Sciences</i></p> <p>The session aims to learn how to communicate our findings better in a provocative but humoristic way, but also to discuss together, why and if scientists should step up to raise their voice in the public debate.</p>
15:45 - 16:00	<p>Wrap-up and Conclusion</p> <p><i>By Hani El-Sharkawi, moderator</i></p>
16:30	Transfer to Motel One Wien-Westbahnhof

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