



ECM, UNWTO, ETC & MODUL University Vienna  
cordially welcome participants to the

# 13<sup>th</sup> TOURMIS USERS' WORKSHOP

&  
INTERNATIONAL SEMINAR  
ON RESIDENTS' ATTITUDES TOWARDS TOURISM

**VIENNA, September 7-8, 2017**  
#TourMIS2017



[www.tourmis.info](http://www.tourmis.info)

# TOURMIS WORKSHOP



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the World Tourism Organization (UNWTO), European Travel Commission (ETC), European Cities Marketing (ECM), and MODUL University Vienna. We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organizations.

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 on the first day, led by Professor Karl Wöber, founder of TourMIS, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The international seminar on Residents' Attitudes towards Tourism on day 2 is jointly organized by ECM, ETC, and UNWTO and addresses an issue which is making its way to the top of the political agenda in a growing number of destinations. For decades, in Europe, the general attitude of residents towards tourism in their city was quite benevolent: it was understood that tourism growth was good for the economy, and thus had a positive effect on the well-being of the local population. However, following the sharp growth of tourism in the past years, a mind-shift has taken place in an ever increasing number of destinations, where tourists are perceived a threat for the quality of life. Without the support of the local population, there can be no sustainable tourism. It is therefore urgent to understand and quantify the problems, but also to share best practices about how to address them. This is aim of this seminar, which will gather a wide array of practitioners and academics ready to share their expertise.

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!

**Olivier Ponti**  
ECM

**Michel Julian**  
UNWTO

**Eduardo Santander**  
ETC

**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. Vienna is an economically, politically, and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities, making it one of the cities with the highest quality of life. 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 (MU 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

DERAG Hotel Kaiser Franz Joseph\*\*\*\*  
Sieveringer Straße 4, 1190 Vienna  
Tel: +43 (0) 1-3 29 00-0  
email: [Reservierung.KFJ@derag.de](mailto:Reservierung.KFJ@derag.de)  
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

## Conference Organization Committee

Flavie Baudot, European Cities Marketing  
Lyublena Dimova, European Travel Commission  
Jennifer Iduh, European Travel Commission  
Michel Julian, World Tourism Organization  
John Kester, World Tourism Organization  
Bénédicte Lack, European Cities Marketing  
Irem Önder, MODUL University Vienna  
Olivier Ponti, European Cities Marketing  
Eduardo Santander, European Travel Commission  
Franziska Schmidt, MODUL University Vienna  
Karl Wöber, MODUL University Vienna  
Bozana Zekan, MODUL University Vienna  
Angela Zettel, Vienna Tourist Board

## Conference Location

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

## Contact

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Tel: +43 (0) 1 3203555 110

# PROGRAM

<b>13<sup>th</sup> TourMIS Users' Workshop</b> Thursday, September 7 <sup>th</sup> , 2017		
Time	New Features & Developments	Speaker
09:00 - 09:30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 10:00	Conference registration / Coffee and tea	
10:00 - 12:00	<b>Introduction to the Tourism Marketing Information System TourMIS</b> (www.tourmis.info) 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! TourMIS colleagues will help you to enter your statistics into the system!	<b>Karl Wöber</b> MODUL University Vienna
12:00 - 13:30	Lunch	
13:30 - 15:30	<b>The New Meetings Industry Benchmarking Tool in TourMIS</b> In this session we will present a new tool that allows tourism destinations to share and compare data on their meetings industry.	<b>Lidija Lalicic</b> MODUL University Vienna
	<b>Benchmarking Tourism Destinations</b> This session provides examples how to generate reports by TourMIS which can help you to regularly monitor the performance of your destination. Special focus is provided to the new features which have been introduced in the system recently.	<b>Karl Wöber</b> MODUL University Vienna
15:30 - 16:00	Coffee break	
16:00 - 17:30	<b>Website Analytics</b> Website Analytics is a tool which captures and compares web site traffic of tourism destinations' websites. In this session we will introduce the benefits of this new tool and explain how destinations can participate in this project.	<b>Irem Önder</b> MODUL University Vienna
	<b>The Future Development of TourMIS</b> In this workshop style session participants are invited to discuss various options for the future development of TourMIS.	<b>Karl Wöber</b> MODUL University Vienna
17:30 - 18:00	Transfer to Hotel DERAG Kaiser Franz Joseph	
19:00 - 22:00	For delegates who registered to this social event: Dinner at Gerstners Landhaus ( <a href="http://www.gerstners-landhaus.at/en/index.html">http://www.gerstners-landhaus.at/en/index.html</a> ) Pre-registration is required; late registration may not be possible. Transfer by bus from and to DERAG Kaiser Franz Joseph.	



# PROGRAM

International Seminar on Residents' Attitudes towards Tourism		
Friday, September 8 <sup>th</sup> , 2017		
Time	Session	Speaker
09:00 - 09:30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Seminar Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 09:50	Conference registration / Coffee and tea	
09:50 - 10:00	Introductory Remarks	Olivier Ponti Amsterdam Marketing / ECM
MORNING THEME: IDENTIFYING AND QUANTIFYING THE PROBLEM		
IDENTIFYING THE PROBLEM		
10:00 - 10:20	Tourists go home! Inhabitants in the visitors pressure cooker	Ko Koens CELTH
10:20 - 10:40	Mapping « over tourism » Impact On Visitors Hospitality Experience	Olivier Henry Biabaud TCI Research
10:40 - 10:55	Questions & Answers	Olivier Ponti Amsterdam Marketing / ECM
10:55 - 11:25	Coffee break	
QUANTIFYING THE PROBLEM AND THE BENEFITS		
11:25 - 11:45	Learnings from "Resident Attitudes towards Tourism" for destination management activities	Vincent Nijs VisitFlanders
11:45 - 12:05	Tourism sustainability in times of change: understand, rethink and adapt	Michel Julian UNWTO
12:05 - 12:20	Questions & Answers	Karl Wöber MODUL University Vienna
12:20 - 13:40	Lunch	
AFTERNOON THEME: EXPERIMENTING WITH SOLUTIONS		
A HARDER GRIP ON TOURISM DEVELOPMENT		
13:40 - 14:00	Smart, smarter, real time data?! Real time data and crowd management	Sophia Quint VisitBerlin
14:00 - 14:20	From data to action! The Barcelona approach	Alba Lajusticia Turisme de Barcelona
14:20 - 14:35	Questions & Answers	Michel Julian UNWTO
14:35 - 15:05	Coffee break	
BLENDING RESIDENTS AND TOURISTS		
15:05 - 15:25	Dare to ask! What we learnt from our residents in the tourism acceptance survey 2016	Petra Tschöll Vienna Tourist Board
15:25 - 15:45	Localhood for everyone – Copenhagen's end of tourism strategy	Lone Alletorp Callard Wonderful Copenhagen
15:45 - 16:05	How tight is the border between visitors and locals?	Patrik Pavlacic StudentMarketing
16:05 - 16:20	Questions & Answers	Jennifer Iduh European Travel Commission
16:20 - 16:30	Final Remarks	Jennifer Iduh European Travel Commission
17:00 - 17:30	Transfer to Hotel DERAG Kaiser Franz Joseph	

# TRANSPORTATION TO VIENNA

## PLANE:

The closest airports are:

- Vienna Airport (VIE) (<http://www.viennaairport.com/en/passengers>)
- Bratislava Airport (BTS) (<https://www.bts.aero/en/>)

### From Vienna Airport:

- *Airport Taxi:*

[http://www.viennaairport.com/en/passengers/arrival\\_\\_parking/taxis\\_\\_limousines](http://www.viennaairport.com/en/passengers/arrival__parking/taxis__limousines)

Duration: approximately 30-45 min

Advanced booking recommended (min. one day before)!

- *City Airport Train (CAT)* (<http://www.cityairporttrain.com/>)

Vienna Airport to station 'Wien-Mitte' (city center)

Duration: 16 min

<i>Prices</i>	<i>Online</i>	<i>Machines at airport</i>
Price Single	€ 11 / adult	€ 12 / adult
Price Return	€ 19 / adult	€ 21 / adult

Continue the journey by public transport/taxi (see the section on Public Transportation).

## TRAIN:

The major train stations are:

- Wien Hauptbahnhof (metro line U1)
- Wien Westbahnhof (metro line U6)
- Wien Meidling (metro line U6)

Details about train connections to and from Vienna can be found on the Austrian Federal Railways (ÖBB) website (<http://www.oebb.at/en>)

# TRANSPORTATION IN VIENNA

## SHUTTLE SERVICE:

Transportation to and from the conference venue is provided for guests staying at the DERAG Kaiser Franz Joseph Hotel only.

## PUBLIC TRANSPORTATION:

- Taxi: Tel: + 43 (0) 1 60160 or 40100
- Public transport: <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

## TO THE VENUE:

MODUL University Vienna is located on top of Kahlenberg, a scenic hill with an altitude of 484 meters that offers a view over the entire city of Vienna.

MODUL University Vienna is linked to the metro network by bus line 38A, departing from Heiligenstadt (metro line U4). Look for the blue sign for any entrance to the metro network. Take the U4 metro line (marked in green) to the final station "Heiligenstadt". Exit the station following the signs for the buses. Once outside, you will see the stop for the 38A bus on the right-hand side.

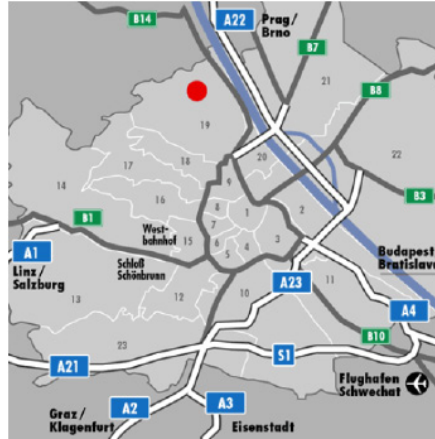
«Kahlenberg» is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the university building.

IMPORTANT NOTE: Check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

# ACCOMMODATION

**DERAG Hotel Kaiser Franz Joseph\*\*\*\***  
 Sieveringer Straße 4, 1190 Vienna  
 Tel: +43 (0) 1 329000  
 email: Reservierung.KFJ@derag.de  
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

Hotel Kaiser Franz Joseph is situated in the "19<sup>th</sup> district", in the stylish and quiet residential area Wien "Döbling". The tram stops next to the hotel and takes you within 15 minutes to the vibrating "Ersten Bezirk" (first district).



## Getting there by public transportation

... from Wien Schwechat Airport	
Airport	S7 direction 'Floridsdorf'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 min
By taxi	Time: ca. 40 min

... from Westbahnhof	
Westbahnhof	U6 direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the center	Turn right into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 20 min

... from Hauptbahnhof	
Hauptbahnhof	S1 direction 'Gänserndorf' or S2 direction 'Mistelbach' or S3 direction 'Hollabrunn'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 25 min



# POST-CONFERENCE ACTIVITIES

Vienna is an old romantic imperial city, a city of music and art... But Vienna is also the city of a young and trendy scene, the entertainment metropolis of central Europe, with an extensive program of events - and, of course, also for families.

If you plan to extend your stay in Vienna we invite you to visit the website: <https://www.wien.info/en> for up-to-date information about what is going on in the city.

If you look for locations for traditional Austrian dinner you may want to accept our suggestions:

## **Restaurant Eckel**

Sieveringer Straße 46, 1190 Vienna

Tel: +43 (0) 1 3203218

<http://www.restauranteckel.at>

## **Fischer Bräu**

Billrothstraße 17, 1190 Vienna

Tel: +43 (0) 1 3695949

<http://www.fischerbraeu.at/>

## **Plachuttas Gasthaus zur Oper**

Walfischgasse 5-7, 1010 Vienna

Tel: +43 (0) 1 5122251

<http://www.plachutta.at/index.php?id=95&L=1>

## **Weibel's Wirtshaus**

Kumpfgasse 2, 1010 Vienna

Tel: +43 (0) 1 5123986

<http://www.weibel.at>

## **Gastwirtschaft Huth**

Schellinggasse 5, 1010 Vienna

Tel: +43 (0) 1 5135644

<http://www.zum-huth.at>

# ORGANIZATION COMMITTEE



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