

# TourMIS 2016 Speakers



**Karl Wöber**  
MODUL University  
Vienna

**Karl Wöber** is Full Professor and Founding President of MODUL University Vienna. 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  
Agency

**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 Agency, 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.



**Ian Yeoman**  
Victoria University  
of Wellington

**Ian Yeoman** is the professional crystal ball gazer or futurologist specializing in travel and tourism. Ian learned his trade as the scenario planner for VisitScotland where he established the process of futures thinking within the organization using a variety of techniques including economic modelling, trends analysis, and scenario construction. Ian was a Senior Lecturer in Tourism and Hospitality Management at Edinburgh Napier University and University College, Birmingham. He has extensive experience within the hospitality industry, for which he was a hotel manager with Trusthouse Forte. Ian has a PhD in Operations Research from Edinburgh Napier University, a postgraduate teaching certificate from Victoria University of Wellington, and a BSc (Hons) in Catering Systems from Sheffield Hallam University. Ian is presently studying towards a Higher Doctorate (DSc) based upon an ontological classification of tourism futures through truth and explanation.

Tourist behavior and experiences are fundamentally shaped by wealth. Rising incomes allows changes in social order, living standards, and the desire for advancement in quality of life. This means the tourist demands better experiences, faster service, increased choice, social responsibility, and greater satisfaction. The world will go in cycles of economic prosperity and decline. This commentary looks at the values, behaviors, and thinking of the future tourist, whether it is a Fluid or Simple Identity.



Nick Hall  
Digital Tourism  
Think Tank

With a background in destination marketing of more than a decade, **Nick Hall** is one of the tourism industry's leading experts on destination marketing. As founder of the Digital Tourism Think Tank (#DTTT), the leading platform connecting destinations worldwide on topics around digital trends and transformation, Nick has worked with hundreds of destinations helping to navigate the complexities of an increasingly digital visitor experience.

Through his work heading up the #DTTT, Nick has led the industry to think about 'Destination Transformation' and the impact the 'always on' visitor, the multi-touchpoint path to purchase, and the need for organizations to think differently about their approach. At the core of Nick's message and expertise is the need to stay current, on par with consumer trends, and foster a culture of innovation to remain competitive.

Nick and his team connect thousands of tourism professionals each year, through the flagship #DTTT Global, #DTTT Content Campus, and leading industry sessions at WTM London, ITB Berlin, ATM Dubai, and WTM Africa. Fostering partnerships with both industry leaders and digital leaders, Nick and his team lead the conversation on digital in tourism.

Nick is a sought after keynote speaker with hundreds of engagements to his name, speaking extensively throughout Europe and further afield from Hawaii to Greenland, Cape Town to the Faroe Islands. Working with the world's leading destinations, Nick also consults on the impact of digital, covering a range of specializations from content strategy to workflow transformation.

With acute insights into the internal workflow of many DMOs and a macro 'finger on the pulse' of broader changes in society, Nick will talk about the opportunity that transformation brings to shift from legacy ways of working to a new digitally enabled modus operandi. Nick will be sharing insights from the #DTTT's recent work on Destination Transformation as well as knowledge gathered from benchmarking dozens of destinations. He will look at the new tools and processes which are helping some of the leading destinations redefine their role and explore how some are re-examining the value they add to their wider role destination development.



**Sebastien Pichon**  
Google

- Graduated from HEC Paris & Sciences Po Paris
- Started in management consulting (3 years Oliver Wyman), advising clients from FMCG & Retail sectors
- Then held several marketing & ecommerce positions in one of the biggest French Online Travel Agencies (Voyages-sncf.com)
- He is currently working at Google UK for 2 years now, advising the top Travel companies (OTAs, tour operators, cruise lines) on their digital strategies

Understand the digital traveler's road to decision: we will look at the latest search trends in travel to understand how digital travelers now have switched to a multi-device. Marketers now need to embrace this new user behavior and solve 4 challenges around discoverability, engagement, discoverability & conversions to make the most of the mobile opportunity.



**Dirk Schmücker**  
NIT (New Insights  
for Tourism)

- 2007 – present: Head of Research at NIT
- 1998 – 2007: Partner and Managing Director at Project M Tourism Consulting and Research (with Professor Edgar Kreilkamp and Cornelius Obier)
- 1995 – 2007: Ph.D. in Marketing/Consumer Research, Research assistant at Lüneburg University
- 1993: Freelancer at Studienkreis für Tourismus, Starnberg
- 1990 – 1995: M.A. in business administration, geography and tourism management at Lüneburg University (now: Leuphana University)
- 1986 – 1989: Vocational training as tourism expert
- Fields of work: travel research, decision making, information processes, destination research, empirical methods, data analytics
- Guest lecturer (past and present) at Freie Universität Berlin, Wirtschaftsuniversität Wien, Christian-Albrechts-Universität Kiel, International School of Management Hamburg

The topic of the presentation is based on the white paper: *Renting out in the sharing economy: Assessing the meaning of "shared accommodations" for city tourism*. The presentation will cover the impact of accommodations rented through hosting platforms with a focus on city tourism.



**Ramon Sanchez  
Amadeus**

- Global Head for advertising and tourism organizations, Amadeus Travel Intelligence.
- Degree in Economics and Business Management (Santiago de Compostela University), graduate in Strategic Management from the Polytechnic University of Madrid.
- With more than 25 years of experience in travel industry, has been developing his career in different key companies and management positions.
- Started in Iberia Airlines, and then in Amadeus Spain, he was the Marketing and Sales Director for more than 15 years, and then joined the WEMEA Commercial Strategy team as Senior Manager for Key Accounts in Amadeus Central Headquarters, and since last year joined the Travel Intelligence Division with the role of developing the DMOs business.
- He has taught at various business schools and Spanish universities (CEU, Rovira Virgili, Instituto de Empresa).

One of the key roles of DMOs is to be able to understand tomorrow's travelers, who they are, and how are they going to behave. Based on the Amadeus Future Traveler tribes 2030, Ramon would like to share how Amadeus Travel Intelligence could help DMOs understand key insights about them and develop effective commercial strategies to engage with them.





**Nick Chiarelli**  
Future Foundation

**Nick Chiarelli**, Key Account Director, joined the Future Foundation in 2012 after tours of duty at director level with GfK Roper and Iconoculture. His specialism is consumer behavior, measured and tracked on an international scale. His primary task is to guarantee that the company's account director system is working to the direct commercial advantage of the clients. He himself manages a number of senior accounts while supervising the performance of other account directors. Formerly with the BBC, Nick is a frequent performer in international business forums, notably for such organizations as ESOMAR and Unicef - bringing trends analysis into the heart of business strategy in North America, Europe, and the Middle East. A member of the UK's Market Research Society, Nick has contributed many articles on global consumerism to major trade press outlets. Nick holds a BSc in Biology from the University of Bristol and a Diploma from the MRS with an extra prize (the Gallup Award) for being top of his examination year.



**Shaina Yang**  
Future Foundation

**Shaina Yang** is a senior analyst on the Data Team at Future Foundation; her specialism is to provide globally-attuned insight and market-specific nuances to trends and data analysis. She joined the company in early 2015 after various research and analytics roles in a host of institutions internationally – including the London School of Economics and the Shanghai branch of McKinsey & Co – as well as an inter-continental upbringing which saw her spend equal time living in Seattle, Shanghai, and London. Shaina holds a BA Hons Philosophy, Politics and Economics from the University of Oxford and an MSc China in Comparative Perspective from the London School of Economics.

This will be the official presentation of the ETC Study on Consumer Lifestyle Trends & Tourism; a presentation that will disclose key findings of the study and explain the change in consumer travelers worldwide and the impact the change will have in the way people travel.



**Caroline Couret**  
**Creative Tourism**  
**Network**

Expert in creative tourism, she co-founded and manages the *Creative Tourism Network®* and the *Barcelona Creative Tourism* program. She is regularly invited to speak at the conferences as well as to teach at the universities around the world. She publishes articles about creative tourism in different languages. She organized the I International Conference on Creative Tourism (Barcelona 2010).

She is an external expert for the European Union, the UNWTO, the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), and the International Creative Tourism Associate (US).

Since 2001 she has been in charge of the international area of the Foundation Society and Culture from which she has been managing a wide range of projects, including the coordination of European funds projects and the organization of festivals for the Barcelona City Council.

She lived and worked in different countries: La Casa de Velázquez (Madrid), Festival de Cannes (France), as well as various projects in Louisiana, Mexico, and Morocco. She was born in France where she graduated in Management of Culture and Postgraduate in Cultural Policies.

Creative tourism will be showcased as an increasingly growing trend to fit the new consumers' needs for self-development and improvement. All these aspects will be illustrated in this presentation with many examples from all over the world.



**David Ward-Perkins**  
TEAM Tourism

**David Ward-Perkins** is a specialist in the social and economic development of territories through cultural, community-driven and nature-based tourism. He has a broad professional background that includes strategic marketing, consumer behavior, and travel technology. He now works as an independent consultant, also teaching tourism management and marketing at SKEMA Business School, France. In the last few years, his focus has been on territorial development through tourism, working mainly in Ireland, France, Italy, Spain, Portugal, and the Middle East. This has included a number of development projects based on cultural routes and tourism itineraries. For most of 2016, under the banner of TEAM Tourism Consulting, he has been leading a team of experts on the production of a Handbook on the Marketing of Transnational Themes and Routes, on behalf of the ETC and the UNWTO.

Themed tourism products that are developed on a transnational level – such as the Silk Road or the Camino de Santiago de Compostela – capture the imagination of consumers and the attention of the world's media. David Ward-Perkins, chief author of the ETC and UNWTO's Handbook on the Marketing of Transnational Themes and Routes, looks at the customer value of such 'magical' products, and the challenges of creating them.



**Cristina Cerutti**  
Turismo Torino e  
Provincia

Since January 2015 **Cristina Cerutti** is managing the Tourism Monitor Department of Turismo Torino e Provincia (Turin Tourist Board) that focuses on monitoring actions during events, exhibitions, high season periods, tourist profile analysis, benchmarking activities, accommodation forecasting surveys, and tourist products performance analysis. She has been involved in tourism since 1994. She worked for 5 years as a tour operator representative and Area Manager in Greece, Spain, Tunisia, and Morocco with the company Comitours. Starting from 1998 she is employed at Turismo Torino e Provincia (Turin Tourist Board), firstly as Tourist Info Center Assistant and then as Accommodation & Booking Supervisor and Industrial Tourism Product Manager.

This engaging presentation will explain the methodology and analysis of the tourist behavior during three different moments of the year underlining how the type of survey used is useful to understand customer behaviors in a specific destination and how the tourist boards could change the promotion/strategy according to these data.





**Piia Raitavuo**  
City of Helsinki

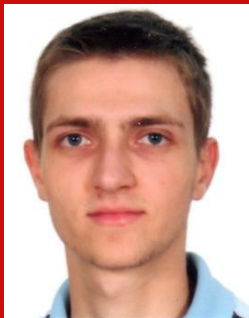
**Piia Raitavuo** (Project Manager, M.Soc.Sc.) has been working at the Helsinki City Executive Office since September 2014. As a member of the Economic Development division / City Marketing unit since October 2015, her main responsibilities include charting what kind of research is needed to support the Helsinki brand project and defining how the success and impact of the project can be measured. She is also responsible for the content of the Helsinki Ambassador Master Class program for the employees of the City of Helsinki.

Youth travel has become one of the fastest growing segments of international tourism. Therefore, in late 2014 the City of Helsinki conducted a survey among young people from 10 countries to learn more about their travel perceptions and preferences. Welcome to hear what more than 4,000 young respondents from Asia and Europe told about their values, interests, and preferences on traveling!



**Saša Popovac**  
Croatian National  
Tourist Board

**Saša Popovac**, Head of Market Research and Strategic Planning Department, has over 15 years of experience in primary market research, strategic consulting, and data analysis across different industries (FMCG, telecommunications, tourism). Prior joining Croatian National Tourist Board, he worked for the major Croatian and international companies (T-Mobile, CEMEX, Atlantic Grupa), as well as the market research agencies (GfK, Hendl). Saša holds master's degree in psychology.



**Boris Pavlin**  
Croatian National  
Tourist Board

**Boris Pavlin**, Expert Associate of IT Department, has experience in the IT field for over 4 years. He started his career working as a developer, primarily with the optical character recognition technologies used by the personal document scanners and related guest booking software. Boris is currently working as an IT Expert Associate on the eVisitor project developed by Croatian National Tourist Board, which involves data analysis, software consulting, development and enterprise customer support. He graduated at the Faculty of Humanities and Social Sciences, University of Zagreb in 2011, and University of Applied Sciences, The Polytechnic of Zagreb in 2012.

In 2016, Croatian National Tourist Board implemented eVisitor information system for registering tourist check-in and check-out. eVisitor is a multifunctional information system which is used for: registering the accommodation providers and tourists, calculation and control of the residence tax collection, and reporting and analysis of the tourist flows. Presentation will give an overview of development and implementation of the system and reporting capabilities.