

TourMIS 2017 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. 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.



Irem Önder
 MODUL University
 Vienna

Irem Önder is Associate 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 two main research interests are information technology and tourism economics.

Irem will present Website Analytics tool, which captures and compares site traffic of tourism destinations' websites. She will introduce the benefits of this new tool and explain how destinations can participate in this project.



Lidija Lalicic
 MODUL University
 Vienna

Lidija Lalicic is an assistant professor/senior researcher at the Department of Tourism and Service Management at MODUL University Vienna. She holds a PhD degree with distinction in business and socioeconomic sciences from MODUL University Vienna. For her PhD dissertation (a three paper design) she looked into innovation opportunities for the tourism industry enhanced by social media. Her research interests are mainly within the field of tourism & technology, service & innovation management, and wine tourism.

Lidija will present a new tool that allows tourism destinations to share and compare data on their meetings industry - The New Meetings Industry Benchmarking Tool in TourMIS.



Ko Koens
 CELTH

Ko Koens (PhD) is a senior lecturer at NHTV Breda University of Applied Sciences and Programme Manager Sustainable Development at the Dutch “Centre of Expertise in Leisure, Tourism and Hospitality” (CELTH). His main research interests are city hospitality and sustainable urban tourism, with a specific focus on small businesses and entrepreneurship in economically deprived areas. He has written various journal articles and is editor of the books “Slum Tourism: Poverty, Power and Ethics” and “Tourism and Geographies of Inequality: The New Global Slumming Phenomenon”.

Ko’s presentation: The pressure is rising and the heat is on! Visitor pressure in cities has received increasing attention in the media and it is now high on the agenda for many cities. However, there is still much to learn about the ways in which residents perceive the issue and potential avenues for solutions. This presentation deals with the experiences of visitor pressure among residents in six European tourist cities (Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich) and ways of dealing with the increasing numbers of visitors that have come their way.



**Olivier Henry-
 Biabaud**
 TCI Research

Olivier Henry-Biabaud founded TCI Research in 2010, a UNWTO-awarded innovative research agency leading in destination and travel competitive analysis. He has 20+ years of experience in market research at global companies (TNS, Ipsos). As a specialist in the visitor experience, he has been in charge of large-scale research programs measuring destination competitiveness for over 90+ countries, regions, cities, and international tourism organizations. He is a regular speaker at international forums about tourism competitiveness, member of the UNWTO Panel Experts, and Board Member of the TTRA (Europe chapter).

Olivier’s presentation: Mapping “over tourism” and “tourismophobia” impact on visitor experience and sentiment is focal to all cities. TCI Research will provide a data-based analysis from its global TRAVELSAT research platform, looking at visitors’ perceptions around “anti-tourism” and “over tourism” trends. Are touristy cities still tourists-friendly?



Vincent Nijs
 Visit Flanders

Vincent Nijs is research project manager at the research department of Visit Flanders – Belgium. Vincent acquired his Master in Sport Sciences at the University of Leuven, focusing on sport and leisure marketing and management, and this year he completed the MBA in Tourism Management at MODUL University Vienna. Vincent is working with tourism-related data and research for 17 years, since the year 2000, and has also gained experience as a project director of an online research company in Belgium. Currently, he is focusing on a project about carrying capacity and sustainable tourism development in Flanders. Sharing practical leisure and tourism insights, lecturing, translating, and presenting tourism-related business intelligence are some of his main interests. He is a member of the European Travel Commission’s Market Intelligence Committee and former chairman of this group.

Vincent’s presentation: With both visitor and resident numbers growing fast in many cities, the tourism carrying capacity of the city is getting more and more attention. Tourism managers understand that focusing on the principles of sustainable development in tourism activities will help them to preserve or create tourism cities where tourists and residents can live in harmony. Our study, and the applied model, looks at one of the aspects of the carrying capacity of the sustainable tourism city: what can we learn from the residents’ attitudes towards tourism.



Michel Julian
 UNWTO

Michel Julian is Technical Coordinator at the Statistics and Trends Programme, United Nations World Tourism Organization (UNWTO). His work at the UNWTO Statistics and Trends 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. Michel is member of the Market Intelligence Committee of the European Travel Commission, where he coordinates joint projects with UNWTO. Michel (Santo Domingo, Dominican Republic) studied economics and holds Masters degrees in International Economics and Tourism Economics from Toulouse University - Sciences Po (Toulouse, France).

Michel's presentation: Tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. More than 1.2 billion tourists travelled internationally in 2016 and record growth continues in a context of constant change in tourism. How to properly manage this growth in a sustainable manner so as to ensure an enriching experience for visitors and hosts alike becomes the challenge.



Sophia Quint
 visitBerlin

Sophia Quint is responsible for planning, coordinating, and administering market research projects of *visitBerlin*. She has more than ten years of tourism business experience and holds a Master of Tourism Management, a Master of Conflict Management, and a Bachelor of Arts.

Sophia's presentation: Real time data can make a real change in city tourism. Improvements on crowd management, on quality of stay, and on security aspects using a responsive environment could lead to a new role and power of DMOs. What is the vision of *visitBerlin* for the German Capital as a smart city destination and where are the best cases to find when it comes to new technologies to understand the city and enable it actively respond to its visitors and citizens?



Alba Lajusticia
 Turisme de Barcelona

Alba Lajusticia Ram3n graduated in Psychology at the University of Barcelona (UB), got her masters in Orientation and Psychology Analysis for Teachers at the University Aut6noma of Barcelona (UAB). She specialized in development and analysis of the measuring instruments, which evaluate attitudes, behaviors, and constructs. Currently, she develops her career in the Research & Market Intelligence department in the consortium Turisme de Barcelona.

Alba's presentation: The Observatory of Tourism has been established in Barcelona after years of collaborative work between the Barcelona City Council, Barcelona Regional Council, and the consortium Turisme de Barcelona. The aim of this working group is to provide data to help strategic decisions to be made.



Petra Tsch6ll
 Vienna Tourist Board

Petra Tsch6ll joined the department of Strategic Destination Development at the Vienna Tourist Board in January 2016. Currently, she is responsible for diverse market research projects and statistical agendas of the Vienna Tourist Board. Before working for a DMO, Petra gained experience in the tourism industry while holding roles both in hospitality and travel trade in Italy, Austria, and Thailand. Petra holds an MSc International Tourism Management from MODUL University Vienna.

Petra's presentation: The key findings of the 2016 Vienna residents' attitude survey will be presented. After both the 2006 and 2011 surveys conducted by the Vienna Tourist Board, this is the most extensive study undertaken to determine the attitude and opinion of the Viennese population in regard to the local tourist industry, its value, its offers, and its visitors.



**Lone Alletorp
 Callard**
 Wonderful Copenhagen

Lone Alletorp Callard has effectively worked with tourism all her life and also studied tourism. Being from a small and very touristic coastal village in the north of Denmark, she has, from an early age, been aware of tourists and the effect of tourism on a community. Lone studied tourism management in England and has a bachelor (BSc) and a master (MSc) in tourism management from the Universities of Plymouth and Sheffield Hallam University, respectively. Lone has worked with almost all aspects of tourism, from being a waiter in restaurants in the local village, to theme parks in both England and Denmark, to consultancy work in a big American consultancy company, and to now being Head of Research in Wonderful Copenhagen. Lone has been part of the research team in Wonderful Copenhagen since 2001.

Lone's presentation: Tourists are no longer just tourists - and to a lesser extent want to be perceived as such. They want to be 'temporary locals' while they are here. It is the main point in Wonderful Copenhagen's new tourism strategy – The end of tourism, which focuses on the interaction between citizens and the visitors. Wonderful Copenhagen has with this strategy redefined their role and aligned the city's tourism development with the challenges and opportunities 3 – 5 years out.



Patrik Pavlacic
 StudentMarketing

Patrik Pavlacic is the Head of Research at StudentMarketing, global specialists in market research and strategic business development for the international youth, student, and educational travel sector. A UNWTO Affiliate Member, StudentMarketing works with governments, associations, and individual educational institutions providing critical analyses of the forces driving international student mobility, and translating them into insights on how to expand or gain foothold internationally. Patrik has been at StudentMarketing since 2009. His primary focus and expertise lie in global-scale data collection (quantitative research), trend analysis and interpretation, and data-driven market expansion strategies. Over the past 8 years, he has produced or contributed to over 50 bespoke research projects for stakeholders across all sectors and markets. Since 2011, he has led the company's team of in-house and in-field researchers. Patrik is a member of ESOMAR World Research and presents frequently at international events in youth, student, and educational travel.

Patrik's presentation: International students are a unique sub-segment of visitors. Thanks to their longer stays in study destinations, international students have greater interaction with the local citizenry and show greater adaptation to their host community than the average tourist. They also represent a considerable economic force. Delving deeper into the particular characteristics of this sub-segment, the session will outline the benefits cities can realise from student travel.