

TourMIS 2018 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 an 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 a Website Analytics tool, which captures and compares site traffic of tourism destinations' websites. She will introduce the benefits of this tool and explain how destinations can participate in this project.



Lidija Lalicic
MODUL University
Vienna

Lidija Lalicic is an Assistant Professor 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 and service & innovation management.

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



Dimitrios Buhalis
Bournemouth
University

Professor Dimitrios Buhalis is the Head of Department Tourism and Hospitality, Director of the eTourism Lab, and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. In 2018 Bournemouth University was ranked 8th in the QS World University Rankings for Hospitality & Leisure Management. He is also the First Vice President of the International Academy for the Study of Tourism, an Executive Board Member of the United Nations World Tourism Organisation (UNWTO) Affiliate Members, and the Editor in Chief of the most established Journal in Tourism: Tourism Review. He is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality, and Leisure industries. His research area is cutting across a number of disciplines and is looking into adoption of innovations for creating value for both consumers and organisations. Current research focus includes Smart Tourism, SoCoMo Marketing (Social media Context and Mobile Marketing), Augmented Reality, Experience Management and Personalisation, Reputation and Social Media Strategies, Accessible and Special Diet (Alergens) Tourism. Buhalis work is referenced widely and he is the 3rd most cited for tourism and 1st most cited for hospitality Google Scholar with more than 28000 citations and h-index 74.

Presentation Title: “Smart tourism and the networked future”

Outline: Smart Tourism revolutionizes tourism and hospitality and changes market conditions and industry structure. This leads to tourism and hospitality organisations to readdress the sources of competitiveness and repositioning their strategy and operations in their marketplace. Network economics and strategies suggest that organisations need to reengineer their processes to take advantage of their ecosystem.



Elena Marchiori
Università della
Svizzera italiana

Elena Marchiori is a fellow Researcher and Lecturer in Digital Communication at USI – Università della Svizzera italiana (Lugano, Switzerland), and she has been recently appointed as Head of Digital Communication at the Events & Congress Division of the City of Lugano in Switzerland. She holds an M.Sc. in Media Management and a Ph.D. in Communication Sciences. She is general secretary of the Swiss Chapter of IFITT - International Federation for Information Technologies in Travel and Tourism, and member of the Skål International Association. Her research areas are online tourism communication, reputation in online media, maturity of destinations and web adoption, augmented and virtual reality in tourism, and media effects.

Presentation Title: “Virtual, augmented and mixed reality: Opportunities for destinations”

Outline: The rapidly evolving technologies of Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality are challenging the digital communication strategies of tourism destinations. The need to interact more and more naturally in these immersive digital environments requires the adaptation of messages, ad-hoc content productions, constant quality control of both interface and contents, and the inclusion of advanced interface solutions. New competences for destination managers are therefore expected for planning, designing, and evaluating the integration of AR/VR and mixed reality in digital strategies.



Dorian Quint
Sojern

Dorian Quint heads Sojern's Analytics department across EMEA & APAC and is based in London, England. There he brings together his two passions: data and travel. Before Sojern he worked mostly outside the travel space, but always with the goal of understanding people's behaviour utilizing big data.

Luca Romozzi is Sojern's Senior Director, responsible for building strategic partnerships with Destination Marketing Organisations (DMOs) in Europe and our clients in Southern Europe. Before joining Sojern, Luca spent nearly a decade expanding the Expedia Media Solutions team in EMEA across travel verticals. Luca completed a Masters in Tourism Economics and Management at Ca' Foscari University in Venice, Italy.

Presentation Title: "From inspiration to being there: How to make travel data work for you"

Outline: Sojern is putting together travel data puzzle pieces from all over the world and from all parts of the travel booking funnel. Putting these pieces together in an accurate and meaningful way is challenging, but ultimately rewarding by giving an unparalleled view into the minds of travellers.



Luca Romozzi
Sojern



Hartmut Wimmer
Outdooractive

The founder and CEO of Outdooractive, is one of the trail blazers in the digitization of outdoor tourism with over two decades of business experience. Founding his own engineering company in 1994 and successfully concluding several challenges in architecture, Hartmut decided to concentrate on touristic infrastructure. As he saw himself confronted with plenty of problems when it comes to planning trips, he decided that it was time to find a solution to gather all necessary information and data in one place – and so he founded Outdooractive in 2008. Ever since Hartmut has been striving to create the world’s largest outdoor platform simultaneously connecting the community and all players in the outdoor tourism sector with cutting-edge technology. As Hartmut himself is a great outdoor enthusiast, his major concern was to build a virtual home for like-minded people sharing their experiences and their adventures in the great outdoors. Hartmut holds a degree in Civil Engineering from the University of Munich and has personally contributed to the success and growth of the Outdooractive platform by sharing hundreds of his trips and trails on outdooractive.com.

Presentation Title: “The single source of truth: Data as the basis for successful destination management in the future”

Outline: Websites will play an increasingly minor role. A high-quality database will be the key to a successful destination management. Destinations need to redefine their strategies to benefit from the digital transformation having more time to look after their guests.



Ziga Luksa
Futourist

Ziga Luksa is a young entrepreneur, a TEDx speaker, and an inspired leader with a passion for brand building and exploration of the latest trends in the world of technology. Inspired by unusual details and how things intersect, Ziga is the CEO of Futourist, the first blockchain travel review platform that rewards users for creating reviews. In his previous business ventures, he managed to establish branding foundations, exploiting the latest trend of influencer marketing to the fullest. He is also the founder of Sailbrace, an international brand with a 250% year-over-year revenue growth since its inception.

Presentation Title: “Blockchain in tourism: The future or a buzzword?”

Outline: The blockchain is one of the most important technological innovations since the birth of the Internet. Disrupting every industry from banking to agriculture, will this revolutionary technology be able to bring the much-needed changes to the travel/tourism sector as well?



Sérgio Guerreiro
Turismo de Portugal

Director, Knowledge Management and Innovation, Turismo de Portugal. **Sérgio Guerreiro** holds a PhD in Tourism from University of Lisbon, an MSc in Public Management and Administration and a degree in Economics. He is currently visiting lecturer at Universidade Europeia (Lisbon). He has over 20 years of experience in the field of tourism, working as a policy analyst and Director at Turismo de Portugal, in charge of statistics, business intelligence, entrepreneurship, and innovation. He is also responsible for International Affairs representing Portugal at UNWTO, OECD, and European Travel Commission. He is currently Chairman of the OECD Tourism Committee and Chairman of the European Travel Commission Market Intelligence Group.

Presentation Title: “Data-driven planning for sustainable city tourism in Portugal”

Outline: The project aims to explore the use of mobile data and other big data sources to monitor tourist behavior in the city of Lisbon and to identify areas of potential risk in terms of overcrowding.



Kaisa Kosonen
Visit Finland

Kaisa Kosonen has managed the very promising StopOver Finland concept at Visit Finland and moved on to her new role as a Digital Development Manager in January 2018. As a first thing, she put together with a team of experts an ambitious plan of making Finland a smart destination by end of 2020. Kaisa has previously worked in the core of digital travel at one of the leading OTAs in product development and digital marketing and has close to 15 years of experience in working in the travel industry.

Presentation Title: “Innovative experiments and building a digital ecosystem in Finland”

Outline: Learn about some of Visit Finland’s digital innovations and the work that is being done in order to make Finland a smart destination by 2020.



Karen Alamets
VisitTallinn

Karen Alamets is working as an analyst in the team of VisitTallinn. She is responsible for coordinating and administering tourism statistics and market research projects. Karen has been involved in the field of tourism research for nearly ten years. Before joining the tourism industry she worked at the Estonian Institute for Future Studies, the market research company TNSEmor, as well as in the Statistical Office of Estonia.

Presentation Title: “VisitTallinn's digital solutions for tourists and tourism entrepreneurs to be a smart tourism city”

Outline: This presentation will provide an overview of VisitTallinn’s projects aimed at shaping the city of Tallinn into a smart tourism destination. The audience will learn about VisitTallinn’s digital marketing, exchange of tourism information through a web platform, collecting data via mobile positioning and more.



Els Van Zele
Visit Mechelen

Els Van Zele works as a Destination Marketing Expert for Visit Mechelen. As a project manager & strategic consultant for Visit & Meet in Mechelen, she implemented a new way of communication & (content) marketing. By using new and effective techniques, like 360° and VR, she has put Mechelen on the innovative map within destination promotion. At Visit Mechelen, she introduced successful B2C-campaigns, based on market research, efficient content creation and distribution, and ongoing on- and offline behaviour studies.

Presentation title: “Mechelen - a brave city with smart plans. Go far, go together”

Outline: Mechelen (Belgium) is a hidden art city, right between Antwerp and Brussels. This presentation will provide an information on how the city council of Mechelen and the tourism organisation Visit Mechelen find each other in the city’s smart strategy. Go far, go together!