



International Federation for IT and Travel & Tourism

# ENTER 2010

*eTourism*

## CALL FOR PAPERS



The 17<sup>th</sup> International Conference on Information Technology and Travel & Tourism  
IFITT's Global Travel & Tourism Technology and eBusiness Forum  
10th-12th February 2010, Università della Svizzera Italiana, Lugano Switzerland

### CONFERENCE

Organised by the *International Federation for Information Technology and Travel & Tourism (IFITT)*, ENTER 2010 offers a unique forum for attendees from academics, industry and government to present and debate state-of-the-art research and industry case studies on the application of information and communications technologies to travel and tourism. Issues to be covered at the conference include a wide range of cutting-edge challenges and the following examples give a flavour of this:

- Customer centricity
- Consumer inspiration through ICTs
- Web analytics
- Web 2.0-Travel 2.0 and Social networking
- Online advertising
- Disruptive technologies
- eLearning for Tourism
- Revenue Management
- Accessible eTourism design
- Cloud computing
- eBranding and brand integrity
- eTourism clusters
- Destination web sites & Clusters
- Distribution Challenges
- Advanced distribution systems
- Crisis and eTourism
- Reengineering tourism
- ICT for regional development
- Distribution strategies
- ICT-enabled partnerships
- Web 3.0 and Travel 3.0
- Travel Search and Metasearch
- Smart ICT investments
- Advanced destination portals
- Online marketing
- ICT & sustainability
- ICT-enabled segmentation
- Mobile solutions
- Location Based Services
- Geographical Mash ups
- Usability and web design
- Multimedia convergence
- Interoperability & Interconnectivity
- Cultural heritage & ICT
- Recommender systems

### LOCATION

In 2010, ENTER will take place in Lugano, Switzerland, a city centrally located in Europe and easily accessible for international participants through the Milano airports and the extended Swiss Railway network. Lugano, the largest town in the holiday region of Ticino, is not only Switzerland's third most important financial centre and a conference, banking and business centre, but also a town of parks and flowers, villas and historic buildings. With Mediterranean flair and spectacular mountain views, Lugano offers all the advantages of a world-class city, combined with the cachet of a small town.

### CALL FOR PAPERS

Papers are invited across a wide spectrum of Information and Communications Technologies applied to the travel and tourism sectors.

#### A) Full Papers

Full papers present major contributions to the field and should be up to 12 pages in length. Papers should clearly state the background, introduction, purpose, theory / issues, methodology, results, conclusions and managerial / industry / social implications of the study, and be fully referenced with appropriate citations. The conference proceedings (published by Springer-Verlag Wien New York) will include all accepted full papers. An award for the best full paper will also be presented during the conference.

#### B) Short Papers

Short papers of up to 5 pages are invited. These papers represent new ideas not developed enough to warrant a full paper, findings that restate known research, descriptions of prototypes, or research that is limited in scope. All short papers will be published on an ISBN-referenced CD.



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### *Submission*

Please refer to the 'Author Advice' document as a style guide for standards to follow in the preparation of manuscripts. Papers must be uploaded to the online reviewing platform (<http://www.etourism-austria.at/enter>). All papers will be double-blind peer-reviewed by the members of the scientific review committee. Final acceptance depends on whether the author(s) can adequately address review comments to the satisfaction of the reviewers. Authors must submit their revised manuscripts by the deadline and must register for the conference by November 15, 2009 in order to have their paper included in the Conference Proceedings / the CD.

IFITT will also continue its series of Ph.D. workshops immediately prior to the conference. Further details will be available on the conference Website soon.

### **TIME SCHEDULE**

Submission opens	15 <sup>th</sup> June 2009
Submission closes	13 <sup>th</sup> September 2009
Initial feedback	28 <sup>th</sup> September 2009
Submit final revised paper	18 <sup>th</sup> October 2009
Final acceptance	25 <sup>th</sup> October 2009
Registration	15 <sup>th</sup> November 2009
Conference	10 <sup>th</sup> – 12 <sup>th</sup> February 2010

### **ENTER 2010 RESEARCH TRACK CHAIRS**

Research Track Chair: Ulrike Gretzel, Texas A&M University, USA ([ugretzel@tamu.edu](mailto:ugretzel@tamu.edu))

Co-chair: Rob Law, Hong Kong Polytechnic University, China

Co-chair: Matthias Fuchs, Mid Sweden University, Sweden

### **ENTER 2010 RESEARCH PROGRAMME REVIEW COMMITTEE**

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