



## IFITT

Organized by IFITT International Federation for Information Technology and Travel & Tourism, **ENTER 2015 conference** will offer a worldwide and unique forum for attendees from industry, academia, government, and other organisations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.

## THE CONFERENCE

**ENTER** Conferences bring together the research community with industry and it is organised in three streams namely, industry, destinations and research tracks. **The 22nd annual ENTER Conference will also feature several keynote speakers.**

## eTOURISM: TRANSFORMING MOBILITY

**ENTER 2015** will explore eTourism opportunities and challenges within the eTourism mobility context, exploring information and communication technologies concepts, applications, and business models in travel and tourism.

### ISSUES TO BE COVERED AT THE CONFERENCE INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING AREAS:

- ▶ SOCIAL NETWORKING, SOCIAL MEDIA AND SOCIAL INSPIRATION
- ▶ AUGMENTED REALITY AND GAMING
- ▶ ADVANCED DISTRIBUTION SYSTEMS
- ▶ BIG DATA AND CLOUD COMPUTING
- ▶ INFORMATION SEARCH AND RETRIEVAL
- ▶ TRAVEL SEARCH AND META-SEARCH
- ▶ INFORMATION INTERFACES AND PRESENTATION CRISIS AND ETOURISM
- ▶ ICT FOR REGIONAL DEVELOPMENT



**Lugano** is located in the South of Switzerland, the Italian-speaking Canton Ticino and lies on the northern side of Lake Lugano, surrounded by beautiful mountains, with an outstanding panorama of the lake and the alpine scenery. The town centre is traffic-free and filled with Italianate Lombardy style buildings, mediterranean squares, museums and parks. The city is not only the third most important financial centre in Switzerland but also a world-class city with Mediterranean flair.

## SPEAKERS

- ▶ **Jukka Pekka Onnela is Assistant Professor in the Department of Biostatistics, Harvard School of Public Health, Harvard University.** He spent two years as a Postdoctoral Research Fellow at Harvard Medical School. Formerly, he was a Fulbright Visiting Scholar at the Harvard Kennedy School. He also held a Research Fellowship at Oxford University for two years. He obtained the Ph.D. at Helsinki University of Technology in 2006.



- ▶ **David Topolewski is CEO of Qooco, a provider of mobile spoken language and vocational training solutions for the hospitality industry.** He is responsible for business development, technology development and strategy. He has developed the relationships with luxury hotels as well as industry partners, such as Samsung, Bali Hotels Association, and others. He earned his BA in Economics at Yale University and his MBA at the Wharton School, University of Pennsylvania.



- ▶ **Kelly McGuire leads the Hospitality and Travel Global Practice for SAS.** She is responsible for driving the offering set and setting strategic direction for the practice. She previously consulted with Harrah's Entertainment on restaurant revenue management strategies. She also was a senior consultant at Radiant Systems. Kelly McGuire has a BS from Georgetown University and a MMH and PhD in Revenue Management from the Cornell School of Hotel Administration.



- ▶ **Jean-Luc Boulin is the editor of the blog «etourisme.info», and has a passion for digital tourism.** He is Network Director of tourist offices in the Aquitaine region and specialized in digital strategies for Destination Management Organisations (DMO). As chairman for the Prospective committee of «Offices de Tourisme de France», he has led researches on the DMO of the future. Associate Professor at the University of Bordeaux he is teaching masters students in tourism.



- ▶ **Tomasz Janowski is the head of the United Nations University Operating Unit on Policy-Driven Electronic Governance (UNU-EGOV), based in Guimarães, Portugal.** Previously, he was a Senior Research Fellow at the UNU International Institute for Software Technology (UNU-IIST) where he founded the Centre for Electronic Governance. He holds PhD in Computer Science from the University of Warwick, UK, and MSc in Applied Mathematics from University of Gdańsk, Poland.

