



eTourism: dynamic challenges for travel and tourism

The 16th International Conference on Information Technology and Travel & Tourism

IFITT's Global Travel & Tourism Technology and eBusiness Forum

January 28th – 30th, 2009, RAI Exhibition, Amsterdam, Netherlands

www.ifitt.org/enter

<http://www.facebook.com/event.php?eid=21407512237>

<http://www.linkedin.com/e/gis/123101>

Welcome to ENTER2009@Amsterdam

Organised by the International Federation for Information Technology and Travel & Tourism (IFITT), ENTER2009@Amsterdam is the 16th ENTER Conference bringing together international experts in all aspects of Information Communication Technologies in Travel and Tourism. In 2009, ENTER will move on to the city of Amsterdam, Netherlands, taking place in the well-known RAI Exhibition and Congress Centre. Amsterdam is centrally located in Europe, easily accessible for international participants, and from its canals to famous historical sights one of the most romantic and beautiful cities in Europe. ENTER offers a unique forum for academic, industry, destination managers and marketers and government representatives to explore the future of ICTs in Tourism through research and dynamic dialogue within the social network of the IFITT community. The chairs of ENTER 2009 are working hard to develop the most comprehensive programme ever for ENTER. With more than 150 presentations over 3 days and more than 450 participants, ENTER is THE event in Tourism and Technology that brings researchers, industry and destinations together. The three tracks, namely Research, Destinations and Industry are designed in a way that enables maximum exchange of information and interaction. Presentations and debates will explore the state-of-the-art research and industry case studies on the application of information and communication technologies to travel and tourism. This year we will concentrate on ICT-enabled dynamic challenges for Travel and Tourism to cover both technology and business and there will also be plenty for local and national government agencies to consider. Issues discussed cover a wide range of cutting-edge challenges and the following gives a flavour of this:

- Customer centricity
- inspire consumers with ICTs
- Recommender systems
- Social networking & Travel
- Web 2.0 and Travel 2.0
- ICT-enabled segmentation
- eTourism and disability
- Accessible eTourism design
- eLearning for Tourism
- Direct vs indirect distribution
- ICT-based Productivity
- Reengineering tourism
- eTourism and Pricing
- Revenue Management
- Web analytics
- Online Security
- ePayments
- eBranding and brand integrity
- Distribution strategies
- ICT-enabled partnerships
- Advanced distribution systems
- Polling services
- Travel Search and Metasearch
- Interoperability & Interconnectivity
- Web 3.0 and Travel 3.0
- Destination web sites & Clusters
- Advanced destination portals
- Geographical Mash ups
- Location Based Services
- Wireless systems and WiMAX
- Mobile solutions
- Usability and web design
- Multimedia convergence
- Affiliate marketing online
- Smart ICT investments
- Online advertising

We look forward to welcome you to ENTER2009@Amsterdam and to engage you more with the IFITT global community.

Professor Dimitrios Buhalis
ENTER2009 Overall Chair
Email: dbuhalis@bournemouth.ac.uk

Professor Andrew Frew
Queen Margaret University and IFITT Chair
Email: AFrew@gmu.ac.uk

Marc Dekkers
Heliview and Local Committee Chair
Email: Marc.dekkers@heliview.nl

Welcome to ENTER2009

The chairs of ENTER2009 are pleased to introduce the most comprehensive programme ever for ENTER. With more than 150 presentations over 3 days and more than 450 participants ENTER is THE event in Tourism and Technology. It incorporates 3 main tracks, namely Research, Destinations and Industry. The tracks are designed in a way that enables exchange of information and interaction.

Both destination and industry programmes tackle a wide range of contemporary issues. Wireless and mobile communications prevail this programme as we look into the future of the ICTs in Tourism. All speakers are confirmed at this stage but we reserve the right to change parts of the programme, speakers or sessions.

In the meanwhile the Research Track is expected to attract more than 120 paper submissions that will go through a thorough evaluation process by the Research Committee. The best 80 academic papers will be presented at the ENTER2009 and will be included in the proceedings. Another 20 presentations on "work in progress" will also be presented. The PhD workshop has also attracted more than 15 current doctoral researchers and some leading supervisors from around the world.

We would always welcome suggestions and feedback on how we can make ENTER even more successful. Please see the email addresses of Track Chairs and feel free to communicate with us.

As you would appreciate, building such a comprehensive, dynamic and forward looking programme requires high specialist insight and hard work. The track teams and chairs, the Research Programme Committee, the ENTER local host committee and the ENTER2009 committee have been working tirelessly for a year to build this programme up and we would like to express the appreciation of our community for their hard work.

Conference Organisation

Marc Dekkers

Heliview, Conferences, PO Box 9615, 4801 LS BREDA, The Netherlands

T: 0031 (0)76-5484000 M: 0031 (0)6- 2909 1806 F: 0031 (0)76-5484099 I: www.heliview.nl Email: marc.dekkers@heliview.nl

Conference Venue

RAI AMSTERDAM, Amsterdam RAI, Europaplein 22, NL 1078 GZ, Amsterdam, NL 1070, MS Amsterdam

T: +31 20 549 12 12 F: +31 20 646 44 69 <http://www.rai.nl/>

[MAP OF RAI](#) [GOOGLE MAP](#)

PhD Workshop Location

Location: Hogeschool INHOLLAND, Location De Boelelaan, Amsterdam (OZW), Boelelaan 1109, 1081 HV Amsterdam [MAP](#)

Amsterdam Tourism Information <http://www.amsterdam.info/>



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ENTER 2009 PROGRAMME COMMITTEE

Function	Person	Affiliation
Programme Chair	© Professor Dimitrios Buhalis	ICTHR, Bournemouth University, UK
IFITT Chair	© Professor Andrew J. Frew	IFITT President & Queen Margaret University, UK
Local Host/Heliview Conference	© Mr Marc Dekkers	Heliview, Netherlands
Research Track		
Chair:	© Professor Wolfram Höpken	University of Applied Sciences Ravensburg-Weingarten, Germany
Co-chair:	© Dr Ulrike Gretzel	Texas A&M University, USA
Co-chair:	© Dr Rob Law	Hong Kong Polytechnic University, China
eDestinations Track		
Chair:	© Mrs Inkeri Starry	Finnish Tourist Board, Finland
Co-chair:	© Mr Alex Rayner	UNWTO
Co-chair:	© Mrs Tinkara Pavlovčič Kapitanovič	Slovenian Tourist Board
Industry & Innovations Track		
Chair:	© Mr Jens Thraenhart	Chameleon Strategies, Canada
Co-chair:	© Mr Eric Basha	Managing Director, Tourism Industry Microsoft, USA
Co-chair:	© John Kent	Youtravel.com & www.aquisresorts.com
PhD Workshop, pre-ENTER		
Chair:	© Professor Matthias Fuchs	Mid Sweden University, Sweden
Co-chair:	© Dr Marianna Sigala	University of Aegean
Co-chair:	© Prof John van der Pijl Gert	Erasmus University, Netherlands
Local Host:	© Karel Werdler	InHolland
Dutch Day		
Chair:	Karin Elgin Nijhuis	TEAM
Co-chair:	Robert Govers	University of Leuven, Belgium
Administration		
	© Alisha Ali	Queen Margaret University, UK

Conference Organisation

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Conference Venue

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T: +31 20 549 12 12 F: +31 20 646 44 69 <http://www.rai.nl/> [MAP OF RAI](#) [GOOGLE MAP](#)

PhD Workshop Location

Location: Hogeschool INHOLLAND, Location De Boelelaan, Amsterdam (OZW), Boelelaan 1109, 1081 HV Amsterdam [MAP](#)

ENTER 2009 - CALL FOR PAPERS

16th International Conference on IT and Travel & Tourism
IFITT's Global Travel & Tourism Technology and eBusiness
Forum

CONFERENCE

Organised by the International Federation for Information Technology and Travel & Tourism, ENTER 2009 offers a unique forum for academics, industry and government to present and debate state-of-the-art research and industry case studies on the application of information and communication technologies to travel and tourism. In 2009, ENTER will move on to the city of Amsterdam, Netherlands, taking place in the well-known RAI Exhibition and Congress Centre. Amsterdam is centrally located in Europe, easily accessible for international participants, and from its canals to famous historical sights one of the most romantic and beautiful cities in Europe.

CALL FOR PAPERS

Papers are invited across a wide spectrum of Information and Communication Technologies applied to the travel and tourism sectors. Applied industry research is particularly welcomed. The conference proceedings (published by Springer-Verlag Wien New York) will include the full text of all accepted research papers. An award for the best research paper will also be presented during the conference.

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. Please refer to the 'Author Advice' document as a style guide for standards to follow in the preparation of manuscripts.

Submission is in the form of *full papers* only, which must be uploaded to the online reviewing platform (<http://www.etourism-austria.at/enter>) by September 19th 2008. All papers will be double-blind peer-reviewed on a rolling basis by the review committee. Authors should receive initial feedback by October 6th 2008 at the latest. Final acceptance depends on the authors' response to adequately address reviewers' comments. Authors must submit their revised manuscripts by October 17th 2008 and must register for the conference by November 17th 2008 in order to have their work included in the Conference Proceedings.

IFITT will also continue its series of Ph.D. workshops immediately prior to the conference. Further details will be available on www.ifitt.org/enter soon.

TIME SCHEDULE

Submit full paper	19 th September 2008
Initial feedback	6 th October 2008
Submit final revised paper	17 th October 2008
Final acceptance	31 st October 2008
Registration	by 17 th November 2008
Conference	28 th – 30 th January 2009

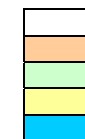
ENTER 2009 RESEARCH TRACK CHAIRS

Research Track Chair: Wolfram Höpken, University of Applied Sciences Ravensburg-Weingarten, Germany
Co-chair: Ulrike Gretzel, Texas A & M University, USA
Co-chair: Rob Law, Hong Kong Polytechnic University, China

ENTER09 RESEARCH PROGRAMME REVIEW COMMITTEE

ALFORD Philip, University of Bedfordshire, UK
BAGGIO Rodolfo, Bocconi University, Italy
BEDARD Francois, UQAM, Canada
BELDONA Srikanth, University of Delaware, USA
BIEGER Thomas, St. Gallen University, Switzerland
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BÖSZÖRMENYI Laszlo, Klagenfurt University, Austria
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CHRISTOU Evangelos, University of the Aegean, Greece
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LUBBE, Berendien, Pretoria University, South Africa
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MARCUSSEN Carl, Centre for Regional and Tourism Research, Denmark
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McGRATH Michael, Victoria University, Australia
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MINGHETTI Valeria, CISET-Ca' Foscari University, Italy

MISTILIS Nina, University of New South Wales, Australia
MURPHY Jamie, University of Western Australia
O'CONNOR Peter, ESSEC Business School, France
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PETTI Claudio, S.S. ISUFI - University of Salento, Italy
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SCHARL Arno, MODUL University Vienna, Austria
SCHEGG Roland, University of Applied Sciences Valais, Switzerland
SCHERTLER Walter, University of Trier, Germany
SHELDON Pauline, University of Hawaii, USA
SIGALA Marianna, University of the Aegean, Greece
STEINER Thomas, Swiss School of Tourism, Switzerland
STOCK Oliviero, FBK-irst, Trento, Italy
SUZUKI Keiji, Hokkaido University, Japan
TJOSTHEIM Ingvar, Norwegian Computing Center, Norway
TUSCH Roland, University of Klagenfurt, Austria
VAN DER PIJL John, Erasmus University, The Netherlands
VAN HOOF Hubert, Penn State University, USA
WERTHNER Hannes, Vienna University of Technology, Austria
WÖBER, Karl, MODUL University Vienna, Austria
XIANG Zheng (Phil), University of Northern Texas, USA
YAMAMOTO Masahito, Hokkaido University, Japan
ZANKER Markus, University Klagenfurt, Austria
ZINS Andreas, Vienna University of Economics and Business Administration, Austria



Legend

Cross-conference track
Research Focus
Destinations Focus
Industry and Innovation Focus
Break – networking - social

CALL FOR ENTER 2009 Ph.D. RESEARCH WORKSHOP, AMSTERDAM, NETHERLANDS - TUESDAY, JANUARY 27th, 2009 -

PhD Workshop Location: Hogeschool INHOLLAND, Location De Boelelaan, Amsterdam (OZW), Boelelaan 1109, 1081 HV Amsterdam [MAP](#)

As a preliminary event to ENTER 2009, IFITT will hold its prestigious annual Ph.D. Research Workshop for doctoral students undertaking research in Information and Communication Technology in Travel and Tourism. The workshop provides a forum for doctoral students to discuss their research with peers, colleagues, and leading supervisors and scholars in the field. Doctoral students at all stages (i.e. beginning as well as nearly completed) are encouraged to participate. The workshop is focusing on practical and methodological issues, research proposals and interim results of participating students.

The tentative program for the workshop follows:

1. Registration and coffee
2. Leading researchers discuss emerging issues in ICT and Travel & Tourism research, the process of conducting thesis research as well as guidelines for journal publishing.
3. PhD candidates exhibit and briefly present their proposals in a "Research in Progress Session." The presentations should introduce the ideas/issues explored in their thesis.
4. Experienced supervisors from the IFITT 'Faculty' and students break into groups depending upon topic and extent of progress toward thesis completion. Participants in these parallel sessions discuss issues related to students' research projects.
5. At the end of the workshop, each group will summarize the key insights drawn during the break out sessions.
6. Students, researchers and others gather for an informal post-workshop wind down and networking.
7. Students are encouraged to join IFITT (www.ifitt.org) and participate in the interactive online database and continue their discussions.

The workshop invites all interested doctoral and prospective students to submit their research proposals. The research proposals should be of a maximum length of five pages (A4) and should *typically* include the following headings: 1) Problem definition; 2) Literature Review; 3) Conceptual Development and Hypotheses; 4) Proposed methodology; 5) Anticipated results; and, 6) References.

In your submission, please also indicate the extent of your progress toward completion of the thesis (i.e., thinking about it, just beginning the process, completed proposal, or have collected all the data, etc.). The research proposals will be available to all workshop participants prior to the ENTER 2009 conference and displayed throughout the day of the workshop.

Please note there is no cost to students or faculty for participating in the workshop. In addition the registration fee is heavily discounted for students to encourage active participation in the full ENTER 2009 conference (January 28th-30th). Full conference details are available from the conference website www.ifitt.org/enter, and all workshop materials and templates are available

Please direct enquiries to Dr Matthias Fuchs and submit your research proposals any time no later than 30th September 2008. All submissions must use the appropriate workshop template

ENTER 2009 Ph.D. RESEARCH WORKSHOP

Chair Prof. Dr. Matthias Fuchs Email: matthias.fuchs@miun.se Sweden Office: +46 63 19 5812

Co-Chair Dr. Marianna Sigala Email: m.sigala@aegean.gr Greece Office: +30 22 71 03 5160

Co-Chair: Prof. Dr. Gert J. van der Pijl Email: vanderpijl@few.eur.nl Netherland Office: +31 10 40 81508

Local Host: Karel Werdler, InHolland, Karel.Werdler@inholland.nl Tel: +31 204951520

Mob:+31 6 52375661

Monday 26th January		
19:30-Late	Get Together in Amsterdam for a drink and a chat Location: ESCAPE, Rembrandtplein 11, 1017 CT Amsterdam, www.escape.nl MAP	
Tuesday 27th January PhD Workshop Pre-ENTER		
Location: Hogeschool INHOLLAND, Location De Boelelaan, Amsterdam (OZW), Boelelaan 1109, 1081 HV Amsterdam Tel: +31 20 495 11 11 MAP		
Room(s)	Location: Hogeschool INHOLLAND, De Boelelaan, Amsterdam (OZW), Boelelaan 1109, 1081 HV Amsterdam MAP	
09:00 – 09:30	Registration and Coffee	
09:30 – 09:40	Welcome and Opening Remarks Prof Matthias Fuchs, Chair	
09:40 – 09:45	IFITT President Message Professor Andrew J Frew	
09:45 – 10:00	Tourism Information System Research © Professor Matthias Fuchs, Mid Sweden University	
10:00 – 10:15	Using Web 2.0 for conducting research © Dr Marianna Sigala, Aegean University	
10:15 – 10:30	Tips for Completing that Dissertation © Professor Andrew J Frew	
10:30 – 11:00	Coffee	
11:00 – 13:00	Research Proposal Presentations (15 minutes maximum per Presenter) Open Discussion (moderated by © Matthias Fuchs and Marianna Sigala)	
	ShanShan Qi (Hong Kong Polytechnic University)	Fuzzy Hierarchical Evaluation of the Usefulness of Luxury Hotel Websites
	Cody Paris (Arizona State University, USA)	The Virtual Mobilities of Backpackers
	Rosanna Leung (Hong Kong Polytechnic University)	Development of Website Personality
	Jane Sørensen (Århus University)	Web 2.0 and user-generated-content on websites for tourists. An analysis of reaction patterns among receivers.
	Clemens Költringer (MODUL University Vienna)	Information Needs of City Travellers - Investigating the Implications of Consumers' Information Search on Actual Travel Behaviour
	Jebriil Alhelalat (Manchester Metropolitan University)	Creating Value through Using the Internet as a Relationship Marketing Tool in the Hotel Industry: An Empirical Application in Classified Hotels in Petra, Jordan
	Ronald Iberl (University of Innsbruck)	Evaluation of the Acceptance of Virtual Worlds in the Tourism Sector: An Extended Technology Acceptance Modelling Approach
	Thomas Gramlich (Leopold Franzens University Innsbruck)	Adoption and Diffusion of Online Booking Portals in the alpine Hotel Sector - An extended Model of Adoption Behaviour
	Anja Papatthanassis (Bournemouth University)	Emerging distribution channels for tourism
13:00 – 14:15	Lunch @ Rubby Lounge Break	
Breakout Sessions		
14:15 – 15:15	ROOM Concurrent Session I: Session Moderator: : © Matthias Fuchs Faculty Participants: Matthias Fuchs; Ulrike Gretzel, John Pijl, Dimitrios Buhalis	ROOM Concurrent Session II: Session Moderator: © Marianna Sigala Faculty Participants: Marianna Sigala, Andrew Frew, Francesco Ricci and Robert Govers
	Coffee	
15:15 – 15:45	Review of Breakout Sessions	
16:15 – 16:45	Research Panel Discussion (Mathias Fuchs, Marianna Sigala; Ulrike Gretzel, Francesco Ricci, Robert Govers, Dimitrios Buhalis)	
16:45 – 17:00	Awards Ceremony and Closing Remarks	
17:00 – 19:00	Finish – Social Networking – free	
19:30-Late	Informal get together – Dinner/drinks Location: Café Heffer http://www.heffer.nl/ Oudebrugsteeg 7 • 1012 JN • Amsterdam • Tel. +31 20 42 84 488 MAP	

Wednesday 28 th January Conference Registration RAI Congress Centre Entrance E				
08:00 – 08:45	Exhibition and Conference Registration at RAI Congress Entrance E			
09:00 – 09:30	Welcome, Conference Opening, Introduction to Track Chairs Room: Lounge Auditorium © Andrew J Frew, President IFITT, Welcome to ENTER09 © Jos Vranken (CEO, Netherlands Board of Tourism & Conventions): Welcome and eTourism initiatives © Frank Heemsker, Minister of Foreign Trade, Responsible for Tourism, Netherlands © Dimitrios Buhalis, ENTER09 Chair, Welcome and Team Presentation © Marc Dekkers, Conference Host, Welcome and administration			
09:30 – 10:30	KEYNOTES © Vincent VanderPool-Wallace (Minister of Tourism and Aviation for the Bahamas): Using innovation and eTourism for destination strategic advantage © Heinz Kreuzer (CEO TUI InfoTec): Classical Tour Operation and e-commerce - a challenge for the IT landscape Moderator: © Andrew J Frew (Queen Margaret University)			
10:30 – 11:00	Coffee @ Rubby Lounge			
11:00 – 12:30	Destinations Focus (Room M) Destinations and eFutures Moderator: © Inkeri Starry (Finnish Tourist Board) © Jos Vranken (CEO, Netherlands Board of Tourism & Conventions): eTourism developments in Holland © James Ram (Indusa Global): Destination Management, Business Intelligence & Web 2.0 -- The Bahamas experience © Hannes Werthner (Vienna University of Technology): Technological challenges for the Destination Management Systems of the future	Industry and Innovation Focus Web 2.0 (Room Q) Online Communities and Content Integration Moderator: © Jens Thraenhart (Chameleon Strategies) © Butch Langlois,(CEO – PlanetEye.com) © Friedrich von Scanzoni, (CEO International business HolidayCheck) © Jim Hamill (www.tourism2-0.co.uk) © Theodore Koumelis (mynetwork.travel): Travel Professionals online communities © Morris Sims, founder of brand karma (www.circos.com) -	R1 Research Focus (Room N) Mobile technology Moderator: Wolfram Höpken Wireless applications in destinations, Dimitrios Buhalis, Luca Pistidda Personalized Mobile City Transport Advisory System, Gytis Tumas, Francesco Ricci Intelligent Routing System for a Personalised Electronic Tourist Guide, Ander Garcia, Maria Teresa Linaza, Olatz Arbelaitz, Pieter Vansteenwegen	R2 Research Focus (Room P) Electronic marketing Moderator: Francois Bedard Affiliate Marketing in Travel and Tourism, Roberto Daniele, Andrew J. Frew, Kate Varini, Asmik Magakian Capital City Tourism: Online Destination Image of Washington, DC, Wei-Jue Huang, Byeong Cheol Lee E-mail Service Quality of Profit and Not for Profit Organizations in the Tourism Industry, Astrid Dickinger, Ulrike Bauernfeind
12:30 – 13:30	Lunch @ Rubby Lounge			
13:30-14:00	Room: Lounge Auditorium KEYNOTE © Christian Haas (Enterprise Technical Architect Microsoft): Innovative platforms and future benefits/applications for tourism (Surface/Web 2.0 assets/business intelligence, Communication/collaboration and supporting mobility) Moderator: © Jens Thraenhart (Chameleon Strategies)			

Wednesday 28 th January Conference Registration RAI Congress Centre Entrance E					
14:00 – 15:30	<p>Destinations Focus (Room M) Web 2.0 for destinations- a fancy trend or a must? Moderator: © Tinkara Pavlovčič Kapitanovič (Slovenian Tourist Board)</p> <p>© Andrew Pozniak (Google Industry Leader, Emerging Markets - Travel): Google tools for Tourism</p> <p>© Christian Maurer (IMC University of Applied Sciences Krems) : Web 2.0th - business models for DMOs</p> <p>© Martin Schobert (www.austria.info): Travel 2.0 in Austria - A Guidebook for Tourism Organisations.</p> <p>© Inkeri Starry (Finnish Tourist Board) Shifting to 2.0</p>	<p>Industry and Innovation Focus (Room Q) TRAVEL AND TOURISM Convergence & Multi-Channel Management</p> <p>Moderator: © Marco Truffelli (VisitScotland.com)</p> <p>© Guillaume Thevenot (AMADEUS): Business Development Manager - Hospitality at Amadeus UK & Ireland</p> <p>© John Starkey (former Director of Private Label at Expedia; now CEO of FCV Technologies in Vancouver and SVP of Tripharbor.com)</p> <p>© Stephen Joyce (CEO of Rezgo & President, IFITT North America)</p> <p>© Riaz Pisani (Contac Travel)</p>	<p>Industry and Innovation Focus Microsoft High Tech Developments workshop Facilitator :© Eric Basha (Managing Director, Tourism Industry Microsoft)</p> <p>© Christian Haas (Microsoft) The benefits of developing on the MS platform for tourism entities</p> <p>© Vikas Arora (Vikas Arora – Solution Specialist Microsoft): Photosynth & Virtual Earth</p> <p>© Santiago Lorente García – Barbón (Microsoft Tourism Innovation Center) Mallorca Spain</p> <p>© Kevin Lasitz (Vice President, Infusion, Microsoft) Surface)</p> <p>Photosynth: http://labs.live.com/photosynth/video.html Surface: http://www.microsoft.com/surface/ Windows Live Dev: http://dev.live.com/ http://dev.live.com/Resources/default.aspx Specific Windows Live SDK: http://msdn2.microsoft.com/en-us/library/bb264574.aspx</p>	<p>R3 Research Focus (Room N) User-generated content A Moderator: Marianna Sigala</p> <p>Comparison of Deceptive and Truthful Travel Reviews, Kyung-Hyan Yoo, Ulrike Gretzel</p> <p>Trust in Travel-Related Consumer Generated Media, Kyung-Hyan Yoo, Yoonjung Lee, Ulrike Gretzel, Daniel R. Fesenmaier</p> <p>What is told in travel blogs? Exploring travel blogs for consumer narrative analysis, Carmela Bosangit, Scott McCabe, Sally Hibbert</p>	<p>R4 Research Focus (Room P) Technology acceptance A Moderator: John Van Der Pijl</p> <p>E-Business Readiness, Intensity and Impact - An Austrian Hotel Study, Matthias Fuchs, Christina Witting, Wolfram Höpken</p> <p>Assessing Low-Cost Carrier eAirline System Success, Timothy Jung</p> <p>Information and Communication Technologies in Business and Corporate Travel Management: An Overview, Berendien Lubbe, Anneli Douglas</p>
15:30 – 16:00	Coffee @ Rubby Lounge				

Wednesday 28 th January Conference Registration RAI Congress Centre Entrance E					
16:00 – 17:30	<p>Destinations Focus (Room M) Web 2.0 content and Virtual Communities Moderator: © Karin Elgin Nijhuis (TEAM)</p> <p>© William Bakker (British Tourism Columbia): taking advantage of Web 2.0 content and Virtual Communities</p> <p>© Primoz Zizek (E-laborat): Towards web 3.0</p> <p>© John Walsh (Irish Tourism Board): "DMOs as integrators of multi-channel customer contact, communication and fulfilment"</p>	<p>Industry and Innovation Focus (Room Q) HOSPITALITY Convergence & Multi-Channel Management Moderator: © Christian Maurer (IMC University of Applied Sciences Krems)</p> <p>© John Kent (John@youtravel.com) http://www.johnkent.eu/</p> <p>© Scott Farrell (Travelclick)</p> <p>© Geoff Cairns (Industry Managing Director Microsoft)</p>	<p>WORKSHOP (Room O – U SHAPE)</p> <p>Accessible eTourism and Tourism for all – Meeting the disabled user requirements:</p> <p>© Ivor Ambrose (ENAT): Technology, Accessibility, Tourism</p> <p>© Katrine Mosfeld (VisitOSLO): Tourism and Accessibility- a DMOs perspective</p> <p>© Elina Michopoulou (University of Surrey): tourism accessibility requirements of the disabled market</p> <p>Discussion on tourism accessibility and technology solutions</p> <p>© Spyros Michailidis (ENAT and eWorx Greece)</p> <p>© Kerstin Matusch (JKU Austria)</p> <p>© Dimitrios Buhalis (Bournemouth University)</p> <p>IN COLLABORATION WITH ENAT www.accessibletourism.org</p> 	<p>R5 Research Focus (Room N) ICT and tourism destinations Moderator: Ulrike Gretzel</p> <p>Information Convergence in the Long Tail. The Case of Tourism Destination Information, Alessandro Inversini, Dimitrios Buhalis</p> <p>Development of Technology Training for Destination Marketing Organisations, Byeong Cheol Lee, Bruce Wicks, Wei-Jue Huang</p> <p>The Credibility of Online News: the Case of the Iceland Tourist Guide Association's Website and e-Newsletter, Stefan Helgi Valsson</p>	<p>R6 Research Focus (Room P) Technology acceptance B Moderator: Matthias Fuchs</p> <p>Deconstructing travel decision making and information search activities, Andreas Zins</p> <p>Destination Management Systems: a reality check in the Greek tourism industry, Marianna Sigala</p> <p>Do emotional mental models before and after an effective visitation of a virtual world differ?, Brigitte Stangl, Anke Schneider</p>
17:30 – 18:30	<p>IFITT AGM (Room Q) (IFITT members only)</p>				
17:30 – 19:30	<p>Welcome Reception @ the RAI and Speed Dating Game !!!!</p>				
20:30-Late	<p>Informal Dinner/Drinks Suggestion – DEKROON, http://www.dekroon.nl/ Location: De Kroon, Rembrandtplein 17-1, 1017 CT Amsterdam Tel: +3120-6252011 MAP</p>				

Thursday 29 th January					
08:00 – 09:00	Exhibition and Conference Registration				
09:00 – 10:30	<p style="text-align: center;">Visioning the future of technology for tourism Room: Lounge Auditorium KEYNOTES :</p> <p style="text-align: center;">© Rebecca Jennings (Principal Analyst -Forrester Research) : The future of Social Media and Tourism</p> <p style="text-align: center;">© Andrew Pozniak (Google Industry Leader, Emerging Markets - Travel) & Ed Parsons (Google Geospatial Technologist): eTourism and Geo-looking to the future</p> <p style="text-align: center;">Moderator: © Dimitrios Buhalis, Bournemouth University</p>				
10:30 – 11:00	Coffee @ Rubby Lounge				
11:00 – 12:30	<p>Destinations Focus (Room M) User Generated Content and Travel reviews Moderator: © Josef Margreiter (Tirol Werbung) © Jens Thraenhart (Chameleon Strategies): User Generated Content and travel destinations</p> <p>© Karin Nijhuis (Interimair): Social Networking: Challenges and Opportunities for Destination Marketing</p> <p>© Helena Egan (Trip Advisor)</p> <p>© Friedrich Von Scanzoni, (Holiday Check): Quality management using hotel reviews for destinations</p>	<p>Industry and Innovation Focus (Room Q) Tourism marketing and Search (SEO, SEM, Meta-search) Moderator: © John Kent (YouTravel.com)</p> <p>© Andrew Pozniak (Google Industry Leader, Emerging Markets - Travel)</p> <p>© Faisal Galeria (Kayak Managing Director of Europe and Asia)</p> <p>Nicky Smith (Microsoft advertising aQuantive AvenueA, RazorFish, Drive PM): Tourism brand/image online advertising for the future</p> <p>© Kevin May (Travolution)</p>	<p>R7 Research Focus (Room O) Website optimisation A Moderator: Roberto Daniele Web accessibility of US-based hospitality websites, Lina Xiong, Cihan Cobanoglu, Pamela Cummings, Frederick DeMicco</p> <p>A Study of Chinese and International Online Users' Perceptions of Usefulness on Hotel Websites, ShanShan Qi, Rob Law, Dimitrios Buhalis</p> <p>Global e-Readiness of Hotel Chain Websites, Peter O'Connor</p>	<p>R8 Research Focus (Room N) Online communities Moderator: Michael Mcgarth</p> <p>Role of Community Informatics in Heritage Tourism Development, Ulrike Gretzel, Hanyoung Go, Kyunghee Lee, Tazim Jamal</p> <p>From paradigmatic to syntagmatic communities: a socio-semiotic approach to the evolution pattern of online travel communities, Lorenzo Cantoni, Stefano Tardini, Alessandro Inversini, Elena Marchiori</p> <p>The Virtualization of Backpacker Culture, Cody Paris</p>	<p>R98 Research Focus (Room P) Platforms and tools A Moderator: Martin Hitz</p> <p>Designing Online Virtual Worlds for Cultural Heritage, Francesco Bellotti, Riccardo Berta, Alessandro De Gloria, Ludovica Primavera</p> <p>An Automated Approach for Deriving Semantic Annotations of Tourism Products based on Geospatial Information, Markus Zanker, Matthias Fuchs, Alexander Seebacher, Markus Jessenitschnig, Martin Stromberger</p> <p>RFID-based action tracking for measuring the impact of cultural events on tourism, Nicola Zeni, Nadzeya Kiyavitskaya, Serena Barbera, Basar Oztaysi, Luisa Mich</p>
12:30 – 13:30	Lunch @ Rubby Lounge				
13:30-15:00	<p style="text-align: center;">R9 Best Research Papers (Lounge Auditorium) A cross-conference presentation of the 3 shortlisted best research papers and Awards Chair: © Wolfram Höpken</p> <p style="text-align: center;">Learning Adaptive Recommendation Strategies for Online Travel Planning, Tariq Mahmood, Francesco Ricci, Adriano Venturini Travel Queries on Cities in the United States: Implications for Search Engine Marketing in Tourism, Zheng Xiang, Bing Pan Adoption of a destination-wide CRM approach: An empirical analysis of the determinants in the Swiss hospitality industry, Michael Fux, Thomas Myrach</p> <p style="text-align: center;">Best Paper Awards Ceremony - Wolfram Höpken, Andrew Frew, Dimitrios Buhalis</p>				
15:00 – 15:30	Coffee @ Rubby Lounge				

Thursday 29 th January					
15:30 – 17:00	<p>Destinations Focus (Room M)</p> <p>Commercialisation Dilemmas: Building internal commercial capacity Moderator: Dimitrios Buhalis (Bournemouth University) Commercial /booking partnerships for NTOs?</p> <p>© Tinkara Pavlovčič Kapitanovič (Slovenian Tourist Board): Commercialisation strategies for DMOs/DMSs: the Slovenia case</p> <p>© Josef Margreiter (Tirol Werbung): Lessons from DMS privatisation</p> <p>© Marco Truffelli (VisitScotland.com): Bringing the small players on board</p> <p>© Andrew Daines (VisitBritain): Experiences from the polling service</p>	<p>Industry and Innovation Focus (Room Q)</p> <p>Inspire & Engage- Personalization/advanced CRM Moderator: © Eric Basha (Managing Director, Tourism Industry Microsoft)</p> <p>© Jens Thraenhart (Chameleon Strategies)</p> <p>© John Fotis (Marketplan): Web-based loyalty system application for independent hotels</p> <p>© Brice Bay (Unaira) Inspire and Engage Online</p> <p>© Michael Levie (CitizenM):</p> <p>© Stephan Ekbergh (Travelstart)</p>	<p>R10 Research Focus (Room O)</p> <p>Website optimisation B Moderator: Michael McGrath</p> <p>On the importance of hyperlinks: a network science approach, Rodolfo Baggio, Magda Antonioli Corigliano</p> <p>Cultural Destination Usability. The Case of Visit Bath, Alessandro Inversini, Lorenzo Cantoni</p> <p>Effectiveness of eBrochures: An Analysis of Use Patterns, Faiz Anuar, Zheng Xiang, Ulrike Gretzel</p>	<p>R11 Research Focus (Room N)</p> <p>User Generated content B Moderator: Markus Zanker</p> <p>Complaints on the Online Environment – The Case of Hong Kong Hotels, Norman Au, Dimitrios Buhalis, Rob Law</p> <p>The Impact of Online Reviews on the Choice of Holiday Accommodations, Katia Laura Sidali, Holger Schulze, Achim Spiller</p> <p>The Importance and Use of Weblogs for Backpackers, Christof Hofstaetter, Roman Egger</p>	<p>R12 Research Focus (Room P)</p> <p>Platforms and tools B Moderator: Luisa Mich</p> <p>VRUM™: A tool for modelling travel patterns of self-drive tourists, Nicholas Holyoak, Dean Carson, Doris Schmallegger</p> <p>MPEG-7 Compliant Indexation Tool for Multimedia Tourist Content, Maria Teresa Linaza, Cristina Sarasua, Yolanda Cobos</p> <p>The Adoption of Fingerprint Payment Technology Mechanisms at the Customer End, Anil Bilgihan, Srikanth Beldona, Cihan Cobanoglu</p>
17:05 – 18:00	<p>BLOGGERS SUMMIT (Room M)</p> <p>© Jens Thraenhart Stephen Joyce Kevin May William Bakker</p> <p>© Guido van den Elshout © Guillaume Thevenot Claude Bernard © Dimitrios Buhalis</p>	<p>CHAPTER SUMMIT (Room Q)</p>	<p>CHAPTER SUMMIT (Room N)</p>	<p>CHAPTER SUMMIT (Room O)</p>	<p>eTourism Education Workshop (Room P)</p> <p>Moderators:</p> <p>© Magiel Venema © Cihan Cobanoglu © Anita Fernandez-Young © Dimitrios Buhalis</p>
17:00 – 19:00	Bloggers Social	Informal drinks @ Rubby Lounge			eTourism Education Social
20:00 – late	Conference Dinner				

Friday 30 th January					
Exhibition and Conference Registration					
08:00 – 09:00					
09:00 – 10:30	<p>Current hot potatoes for DMSs (Room M) Moderator: © Christian Maurer (IMC University of Applied Sciences Krems)</p> <p>© Katrine Mosfeld (VisitOSLO): e-distribution as an e-marketing tool; strategy, implementation and results</p> <p>© Manfred Hackl (EC3 & [x+o]): Meta-search: Things to come and things to do</p> <p>© Wolfram Hoepken (University of Applied Sciences Ravensburg-Weingarten, Germany): Meta-search: Things to come and things to do</p>	<p>Industry and Innovation Focus (Room Q) eCommerce and profitability: Lessons from Hospitality Moderator: © Roman Egger</p> <p>© Iselin Skogland (e-hotelservices): Internet innovation for small businesses</p> <p>© Stephen Williams (Fitzgerald Group): Internet as a Sales Channel - Best Practices</p>	<p>WORKSHOP (Room O – U SHAPE)</p> <p>Destination & Industry research needs and Research Agendas for the future :</p> <p>© Peter Varlow- © Pellervo Kokkonen</p> <p>WORKSHOP Moderator: Peter Varlow and Pellervo Kokkonen</p>	<p>R13 Research Focus (Room N)</p> <p>WORKSHOP (Room O – U SHAPE)</p> <p>The Google Online Marketing Challenge</p> <p>8,000 students 300+ universities in 47 countries</p> <p>Workshop Leader: © Ulli Gretzel © Jamie Murphy © Diana Derval © Leo Woerndl</p>	<p>Dutch Day Room L OR P eTourism Strategies Moderator: © Karin Elgin Nijhuis (TEAM)</p> <p>© Robert Govers (NL & BE University of Leuven): 'Place brands and e-brands' 'Place brands en e-brands'</p> <p>© Jan Peeters (BE -Passaat Consulting, former Managing Director Mytravel and First Choice): 'Travel distribution in today's internet environment' - Distributie in de hedendaagse reis- en internetomgeving</p> <p>© Gijs van der Hulst (Google Netherlands Industry Manager Travel): Trends in online marketing in the Dutch travel market' -'Trends in online marketing in de Nederlandse reiswereld'</p>
10:30 – 11:00	Coffee @ Rubby Lounge				

Friday 30 th January							
11:00 – 12:30	<p>Destination Focus (Room M) The Challenges and Opportunities of IT innovations for future DMO business models</p> <p>Moderator: © Roger Carter (TEAM),</p> <p>© Roger Carter (TEAM): The future impact of IT on DMO business models: An overview</p> <p>© Peter Varlow (TEAM) The growth in mobile Internet access: what are the implications for DMO information and reservation services</p> <p>© Steen Jakobsen (Wonderful Copenhagen): How can DMOs use IT innovations to help them market and manage their destinations for business tourism?</p>	<p>Industry and Innovation Focus (Room Q) Visioning and preparing for the future</p> <p>Moderator: © Jens Thraenhart (Chameleon Strategies)</p> <p>© John Lambe (Openjaw)</p> <p>© Eric Basha (Microsoft): From Digital Divide To eEnablement</p> <p>© Joost Nienhuis – (General Manager, COI Microsoft) corporate online initiatives- The future of computing and impacts on Tourism</p> <p>© Anna Pollock (DestiCorp)</p>	<p>WORKSHOP (Room O – U SHAPE)</p> <p>HOW TO PUBLISH YOUR RESEARCH WORKSHOP</p> <p>Publications and Journal Rankings:</p> <p>Andrew Frew (Queen Margaret University)</p> <p>Rob Law</p>	<p>R14 Research Focus (Room N) Recommender systems</p> <p>Moderator: Francesco Ricci</p> <p>The Effects of Virtual Product Experience on Changing Consumers' First Impression Bias, Her-Sen Doong, Hui-Chih Wang, Jian-Guo Fong</p> <p>Towards Risk Minimization for Novice Gamblers: A 'Not So Expert' System, G. Michael McGrath</p> <p>Building an Ontology-based Framework for Tourism Recommendation Services, Olawande Daramola, Mathew Adigun, Charles Ayo</p>	<p>Dutch Day Room L OR P Web 2.0 and Social Networking</p> <p>Moderator: © Dr Robert Govers (Leuven University)</p> <p>© Karin Elgin Nijhuis (NL TEAM Tourism Consulting): DMOs and Web 2.0</p> <p>© Xavier Debeerst (BE-(Mindex, Internet Consulting Services):</p> <p>© Ronald van den Hoff (NL - C.D.E.F. Holding, Cyberdigma Lab, Mindz.com-Seats2Meet.com): Social Media & Hospitality: a natural marriage!'</p> <p>© Guido van Elshout (NL (Haagsche Suites) 'Happyhotelier.com' Title ?</p>		
12:30 – 13:30	Lunch @ Rubby Lounge break						
13:30 – 15:00	<p>Cross-track Panel Debate Room Q</p> <p>eTourism: the Future challenges and research required</p> <p>Facilitator: © Hannes Werthner (Vienna University of Technology)</p> <p>Participants: © Cihan Cobanoglou, © Roman Egger, Eric Basha, © Dimitrios Buhalis, Jens Thraenhart, Anna Pollock</p>	<p>R15 Research Focus (Room O) Moderator: Timothy Jung PAPERS IN PROGRESS</p> <p>ICT and Sustainable Tourism Development: An Analysis of the Literature, Alisha Ali, Andrew J. Frew</p> <p>iVisit: An Information Exchange Tool for Self-drive Tourists in Remote Australia, Dean Carson, Doris Schmallegger, Graham Thompson, Roy Jones, Alan Pilgrim</p> <p>An In-Depth Case Study of Electronic Distribution Systems in Different-Sized Hotels in Korea, Hong-bumm Kim, Sunny Ham, Hae-young Moon</p> <p>Web Accessibility in Tourism Websites, Jaume Jaume</p>	<p>Dutch Innovation Room P</p>	<p>Dutch Innovation Room N</p>	<p>Dutch Innovation Room M</p>	<p>Dutch Innovation Room L</p>	<p>Dutch Day Room L OR P eTourism Futures</p> <p>Moderator: © Karin Elgin Nijhuis (TEAM Tourism Consulting)</p> <p>© Gonnie Been (NL-Microsoft Netherlands): Disappearing borders between work, travel and hospitality' -Vervagende grenzen tussen werk, reizen en hospitality'</p> <p>© Jacob van Kokswijk (Capgemini Chair at the University of Leuven): Human Computer Interaction (HCI) in new interactive media</p>
15:00-15:30	<p>Conference Closing and Announcements</p> <p>© Andrew J Frew, President IFITT - © Dimitrios Buhalis, ENTER09 Chair - © Marc Dekkers, Conference Host</p>						
15:30 –16:30	Farewell drinks and coffee @ Rubby Lounge						
16:30 – 19:00	OPTIONAL TOURS OR FREE TIME						
20:30-Late	Informal Dinner/ Late Night Socials Suggestion – Location: Hoopman Irish Pub, Leidseplein 6, 1017 PT http://www.hoopman.nl/ MAP						

KEYNOTE BIOS



Christian Haas, Enterprise Technology Architect at Microsoft Corporation

Christian Haas is an Enterprise Technology Architect in Microsoft's Enterprise and Partner Group (EPG) and responsible for driving the Application Platform and Next Web business in Europe, Middle East and Africa. He joined Microsoft in 2006 from Avanade Germany where he built-up and managed the software development business for the past 4+ years. Prior to that, he was the founder and CEO of a Munich based software company, which developed a Web Content Management System for Enterprise customers. During those 7 years he implemented high-traffic websites with personalized and dynamic content and he also built the first dynamic websites based on Microsoft's Web Platform. Christian has a software development background and more than 15 years of IT experience in senior technical, sales and practice management roles. He is passionate about the latest and greatest Web / Internet technologies & social networks. Christian is Austrian, married with two children and lives in Munich. He enjoys "The Alps" for all kinds of outdoor activities and loves to travel.

Rebecca Jennings (Principal Analyst -Forrester Research)



Rebecca Jennings is a Principal Analyst covering Marketing & Advertising, Social Marketing, Consumer Packaged Goods, Travel, Interactive Marketing, Email Marketing & RSS, Media & Entertainment and Retail. Rebecca serves Interactive Marketing professionals. She is a leading expert on how marketers can use new technologies to communicate and build relationships with their consumers. During her seven years with Forrester, Rebecca has been instrumental in the development of key ideas such as Social Computing and has written widely around issues involved with developing cross-channel marketing and media strategies. Rebecca was previously part of the founding team of the BBC's commercial Web site, beeb.com. She was initially a business analyst and then later moved into the areas of internal marketing and market research. Before that, she spent two years working in strategy consultancy for leading management consultancy firm LEK. Rebecca has been widely quoted in the press and appears regularly on European television, including CNN, CNBC, and the BBC. She has delivered keynote speeches at many events, including Internet World 2007 in London and Forrester's own Consumer Forum. Rebecca has a degree in philosophy, politics, and economics from Oxford University.

Heinz Kreuzer (CEO TUI InfoTec)



Heinz Kreuzer is the Chairman of the executive board at TUI InfoTec. TUI InfoTec was set up as a joint venture between Sonata Software Ltd. (50.1% holding) and TUI AG (49.9% holding). Sonata is one of the leading IT consulting and software service companies in India. Heinz was appointed in 2001 as head of IT Strategy/Chief Information Officer (CIO) for Preussag Group tourism activities. He studied mathematics, physics and informatics in Bonn and graduated in 1981 with a maths degree. After different positions in the insurance industry Heinz Kreuzer was accountable as member of the executive board of Helvetia Versicherungen, Frankfurt, for Information Technology and Internal Organisation. In 1995 Heinz Kreuzer moved to TUI in Hanover as Information Systems Director and took on the position of managing director of TUI InfoTec when the Information Systems department became a separate legal entity. In January 2001, TUI AG promoted Heinz Kreuzer to the position of a Director and Chief Information Officer (Group CIO) for the TUI Group tourism business.



Ed Parsons Geospatial Technologist of Google

Ed Parsons is the Geospatial Technologist of Google, with responsibility for evangelising Google's mission to organise the world's information using geography, and tools including Google Earth, Google Maps and Google Maps for Mobile. Ed was the first Chief Technology Officer in the 200-year-old history of Ordnance Survey, and was instrumental in moving the focus of the organisation from mapping to Geographical Information. Ed came to the Ordnance Survey from Autodesk, where he was EMEA Applications Manager for the Geographical Information Systems (GIS) Division. During his tenure, he helped Autodesk to become one of the key providers of GIS software. Earlier in his career he was a Senior Lecturer at Kingston University, where he helped establish Europe's first undergraduate course in GIS. He earned a Master degree in Applied Remote Sensing from Cranfield Institute of Technology and is a fellow of the Royal Geographical Society, London. He is the author of numerous articles, professional papers and presentations to International Conferences, and has developed one of most popular Weblogs in the Geospatial Industry, www.edparsons.com. Ed is married with two children and lives in South West London.



Andrew Pozniak Travel Industry Leader in the Central and Eastern Europe, Middle East & African markets

Over the last fifteen years Andrew has held a broad range of marketing, commercial and sales roles, primarily within the travel sector. Andrew started his career at Thomson Travel (TUI) where he was responsible for developing the company's beach and airline product. Following an MBA at London Business School and consulting experience at ZS Associates, a leading US-based sales and marketing specialist, Andrew joined global upscale hotel group Le Meridien. At Le Meridien Andrew drove the growth of the chain's online business as Director E-Commerce Worldwide. Following the successful sale of Le Meridien to Starwood Hotels and Resorts, Andrew joined Google Inc., based in London, firstly as EMEA Industry Marketing Head - Travel and now more recently as Travel Industry Leader in the Central and Eastern Europe, Middle East and African markets. Andrew also holds a BA in Geography from the University of Cambridge.



Vincent Vanderpool-Wallace Named Minister of Tourism & Aviation The Bahamas

Vincent Vanderpool-Wallace is the Minister of Tourism & Aviation and will be appointing him to the Senate of the Commonwealth of The Bahamas. Vanderpool-Wallace served as Director General of Tourism of the Bahamas Ministry of Tourism for 12 years, before being appointed Secretary General of the Caribbean Tourism Organization (CTO) in 2005. Born in Nassau on Jan. 10, 1953, he graduated cum laude from Harvard University in 1975, with a Bachelor's degree in Biology and Anthropology. Upon graduation, he returned to The Bahamas and was employed at the Ministry of Education and Culture from 1975-77. He soon joined the Ministry of Tourism's marketing department, where he rose to the position of Deputy General Manager – Marketing from 1979-82. During this time, he continued his studies and was awarded an MBA, summa cum laude, from the University of Miami in 1981. In 1982, Mr. Vanderpool-Wallace joined the staff of Resorts International (Bahamas) Ltd., where he held various managerial positions including a position as Senior Vice President/Office of the President. Mr. Vanderpool-Wallace has received several honors throughout his career including the Albert E. Koehl Award for Lifetime Achievement in Advertising by the Hospitality Sales & Marketing Association International (HSMIA) and the Atlas Award for Lifetime Achievement from the Association of Travel Marketing Executives International. In March 2002, he was recognized by Fast Company magazine as one of the Fast 50 global champions of innovation from among 1,650 entries and at the 50th Anniversary celebrations of the Caribbean Tourism Organization he was recognized as one of 50 people who contributed most to Caribbean tourism in the past 50 years.