

e-Business in Travel, Tourism and Hospitality

14 March 2008, Divani Caravel Hotel, Athens, Greece

Jointly Organized by:



UNIVERSITY OF THE AEGEAN
Postgraduate Programme in Tourism Planning,
Management & Policy



MINISTRY OF DEVELOPMENT
NATIONAL NETWORK OF RESEARCH &
TECHNOLOGY



TEI OF THESSALONIKI
Department of Tourism



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Endorsed by:



INTERNATIONAL FEDERATION FOR IT AND TRAVEL & TOURISM

“E-BUSINESS IN TRAVEL, TOURISM AND HOSPITALITY”

2nd International Scientific Conference of the e-Business Forum

14th of March 2008
Divani Caravel Hotel, Athens, Greece

Following the success of the first e-business forum on e-Tourism and followed by an international conference in March 2007, **the Greek National Research and Technology Network, the University of the Aegean and the Technological Educational Institute of Thessaloniki** have established a second e-business forum on e-Tourism, aiming to examine the development of Destination Management Systems (DMS) and to promote their exploitation in Greece.

This one-day Second International Conference is the formal closing event of the e-Tourism e-business forum activities exploring Destination Management Systems performed during the last 12 months. **The conference is endorsed by the IFITT (International Federation of IT in Travel & Tourism)**. The presentations of the Second International Conference are aimed at any tourism and hospitality professional/practitioner, educator and researcher, who actively wish to enhance his/her knowledge regarding the latest e-Tourism applications and trends. In this vein, all conference presentations and papers highlight the practical implications and lessons learned that tourism professionals can take to improve their strategic and operational practices.

Overall, participants of the international conference will highly benefit by:

- Acquiring the findings and final proposals of the e-Tourism e-business forum regarding the current situation and future development of Destination Management & Marketing Systems in Greece
- Attending stimulating presentations by international experts in e-Tourism, and advancing their knowledge on the latest cutting-edge e-Tourism applications and trends
- Networking with highly acclaimed international academics, researchers, professionals and consultants working in the e-Tourism and ICT field

The conference program includes: a) a high quality scientific research track with refereed paper presentations and b) cutting-edge keynote speakers and roundtables from the academia, the industry and the public sector. Detailed information about the Second International Conference of the e-Business Forum can be found at the conference website:

<http://www.ebusinessforum.gr/news/events/showevent/index.php?ctn=70&language=el>

PARTICIPATION IS FREE OF CHARGE

(PLEASE, MAKE YOUR RESERVATION IN ADVANCE IN ORDER TO ENSURE A PLACE !)

Conference Programme

Friday 14 th March	
08.30 – 09.00	Registration and Coffee
09.00 – 09.15	<u>Welcome and Conference Opening</u> Dr. Marianna Sigala , Conference Chair, University of the Aegean, Greece Prof. Paris Tsartas , University of the Aegean, Greece Dr. Panagiotis Kassianidis , TEI Thessaloniki, Greece Dr. Evangelos Christou , University of the Aegean, Greece Ilias Chatzakis , GRNET, etc
09.15 - 9.45	<u>Presentation of the Findings of the E-Business Forum Team:</u> <i>“Destination Management Systems in Greece”</i> Presenters: Dr. Marianna Sigala , Coordinator of the E-Business Forum Team in eTourism, University of the Aegean Spyros Avdimiotis , Rapporteur of E-Business Forum Team in eTourism, TEI of Thessaloniki, Greece
09.45 – 10.30	<u>Keynote Speakers:</u> Selling Destinations in the Experience Economy <i>Moderator: Dr Evangelos Christou (University of the Aegean)</i> Alexandros Kouris, MRB, Greece Greece Re-Branded As An “Infinite Experience Space”. From conceptualization to reality Andrew Draines, www.visitbritain.com, E-Business Partnerships Manager Leading the World to Britain

10.30 – 11.00	Coffee Break and Networking
11.00 – 12:15	<p style="text-align: center;"> <u>Round Table and Panel Discussion:</u> <i>Destination Management Systems: role, functionalities, benefits, funding possibilities (PPP) and implementation issues</i> <i>Moderator: Thodoris Koumelis (Traveldailynews)</i> Panel Presenters: Richard Veal, Managing Director, Newmind, UK The Seven Habits of Highly Effective Destination Management Organisations Erwin Wechtl, EC3 Networks GmbH, Austria Country Portal for Finnish Tourism based on cutting edge web technologies and mobile services </p>
12:15 – 13.30	<p style="text-align: center;"> <u>Round Table and Panel Discussion:</u> <i>Web 2.0 applications and benefits for e-tourism marketing</i> <i>Moderator: Dr Marianna Sigala (University of the Aegean)</i> Panel Presenters: Georgios Georgakopoulos Greece in Second Life Matt Jerwood, www.wayn.com </p>

13.30 –14.30	Lunch & Networking			
Parallel Sessions of the Industry and Research Track				
	Main Conference Room Industry Track & Case Studies Presentations <i>Moderator: Marianna Sigala</i> <i>e-distribution channels and strategies in tourism</i> Voula Vlahaki, Galileo Creating Exceptional Travel Experience Rania Deimezi (Travel Media Applications) Search Engine Optimisation	ROOM 1: Research Track <i>Website design issues</i> <i>Moderator: Evangelos Christou</i> 48 - Towards the creation of design guidelines for e-travel sites (Symeon Retalis, Petros Georgiakakis, Konstantinos Siassiakos) 26 - Evaluating chain hotel websites: the case of Greece (Iordanis Karachanidis, Dimitris Kanellopoulos, Savvas Konstantinidis, Alkiviadis Panagopoulos) 37 - Website Evaluation from Customer's Point of View: A Research on Official Websites of Competing Destinations (Turkey, Greece, Spain)	ROOM 2: Research Track <i>ICT and sustainable tourism development</i> <i>Moderator: XXXX</i> 51 - ICT for Sustainable Tourism Development - A Conceptual Approach, (Alisha Ali, Andrew Frew) 27 – Connected Tourism (Christiano Maranhao) 39 - Internet as a Tool for Pro-Poor Tourism (Andrea Virginia Sousa Dantas)	ROOM 3: Research Track Destination e-Marketing <i>Moderator: Spyros Avdimiotis</i> 28 - The tourism destination image of Brazil sold on the web: Content analysis of websites of tourism operators/travel agencies based on Europe, Marcio Chagas, a3312f (infos) 33 – Place Web promotion: the case of the Apulian unique web portal (Salvatore Romanazzi, Luca Petruzzellis, Enrica Iannuzzi) 45 - Associations between USPs and design characteristics of Mediterranean Countries Websites (Vasiliki Vrana,
14.30 – 16.00				

		and Egypt) (Abdullah Tanrisevdi, Nuket Duran)		Kostas Zafiropoulos) 38 – Traveling through the Web: a comparative analysis of European national tourism websites (Antonios Giannopoulos, Eleni Mavragani)
16.00 – 16.30	Coffee Break & Networking			
16.30 – 18.00	<p>Main Conference Room Research Track</p> <p>ICT adoption in tourism</p> <p><i>Moderator: XXXXX</i></p> <p>40 - Social capital and e-commerce adoption in SMMTEs (Arja Lemmetyinen, Reima Suomi)</p> <p>43 - eBusiness-Readiness: A Destination Management Organisation Study from Austria, (Matthias Fuchs, Wolfram HÄpken, Andreas FÄger, Marting Kunz)</p>	<p>ROOM 1: Research Track</p> <p>Semantic Web in tourism</p> <p><i>Moderator: Vicky Vrana</i></p> <p>30 – Utilizing ontologies for information retrieval and maintenance: a mash-up case-study in e-tourism (Antonios Kaklis, Dimitris Kanellopoulos)</p> <p>42 - OnTourism: Semantic eTourism Portal, (Ying Ding, Kathrin Prantner, Michael Luger, Christoph Herzog)</p> <p>35 - Reference</p>	<p>ROOM 2: Research Track</p> <p>e-Distribution Issues in tourism</p> <p><i>Moderator: XXX</i></p> <p>34 - eTreasure: enhancing tourism experiencing by playing a treasure hunt (Alessandro Inversini, Lorenzo Cantoni)</p> <p>47 - Revision to Code of Conduct for CRS. Case study: Greece (Chrysostomos Kostis)</p> <p>55 - Electronic Distribution: Evaluate the use and effectiveness of the distribution channels,</p>	<p>ROOM 3: Research Track</p> <p>Case studies in tourism</p> <p><i>Moderator: XXXX</i></p> <p>54 - The Quest to Build a Multi-Platform Mobile Tourist Guide for the Municipal Council of Mytilene, Greece (Michael Kentersi, Daphne Oikonomou, Damianos Gavalas)</p> <p>50 - Innovative e-business models in the Travel industry: TUI e-hub case study (Thomas Giotitsas, George Baliouskas, Grigoris Karelos)</p>

	46 – The mediating effect of online reviews' credibility and trustworthiness on travelers; decision making in Mediterranean countries (Fileri Raffaele)	Architecture for Virtual Tourism Enterprises: A Systemic Approach for the Creation of Dynamic Tourism Packages, (Nikitas Assimakopoulos, Nikolaos Dimitriou, Efsthios Sotiriou-Xanthopoulos)	(Magdalini Peistikou)	
18.00 – 18.30	Coffee Break & Networking			
18.30 – 19.00	Closing Remarks			

To make your reservation for your free-of-charge participation in the International Symposium, please contact as soon as possible:

Ms. Konstantina Tsiakali
Telephone: 6932619528
E-mail: k.tsiakali@chios.aegean.gr

Participation is free of charge. Spaces are limited, so please make your reservation as soon as possible!

ΧΟΡΗΓΟΙ ΕΠΙΚΟΙΝΩΝΙΑΣ: