

ENTER2019 Conference
“eTourism: Towards a Sustainable Digital Society”
Nicosia, Cyprus, 30 January – 1 February 2019

Call for Destination Cases

Every year, hundreds of tourism academics, industry representatives, government officials, students, and entrepreneurs come together to share, discuss, and challenge latest developments in information and communication technologies (ICTs) in the fields of travel, tourism, and hospitality. With the theme **eTourism: Towards a Sustainable Digital Society**, the ENTER2019 Conference will focus on exploring the ways in which technology and tourism together can make our society more sustainable.

The International Federation for IT and Travel & Tourism (IFITT) calls for best use cases of ICTs for destination marketing and management projects. This call particularly aims at representatives from DMOs, public and private, who have valuable experiences with ICT-related projects to report and present in the ENTER2019 Conference.

Location

The 26th edition of ENTER will take place in Nicosia, Cyprus. Nicosia is the capital of Cyprus; a status it has enjoyed for 1000 years since the 10th century, though its beginnings date back 5000 years to the Bronze Age. Nicosia is a sophisticated and cosmopolitan city, rich in history and culture that combines its historic past with the amenities of a modern city. Cyprus is an island drenched in sun and mythology, at the crossroads of ancient civilizations. 9,000 years of history gathered on one island. Cyprus packs a remarkable array of sights and attractions, museums and archaeological parks, throbbing beach resorts, pine covered mountains, medieval fortresses and ancient temples. Over the last few years, it has become one of the top touristic European destinations breaking in consecutive years the record of tourist arrivals. It is expected that in 2018, more than 3.6 million tourists will visit Cyprus and plans target a steady intake of 5 million tourists per year. More information about Nicosia and Cyprus as well as what the island and its capital offer can be found on the conference web site www.enter2019.org.



Why should a DMO attend?

DMOs will get valuable insights about the newest developments of ICTs in the field of tourism from other DMOs, researchers, and tech companies from around the world. ENTER2019 will cover such topics as big data applications in tourism, artificial intelligence, recommender systems, social media and semantic web services. DMOs have the possibility to share their project findings, get feedback and new ideas, and state their future ICT needs. Moreover, it is a perfect opportunity to connect face-to-face to other leading DMOs, tech companies, and researchers on the beautiful island of Cyprus.

Destination cases will be presented at one of the sessions in the ENTER2019 Destination Track. A proposal for the destination case to be presented should follow the guidelines stated at the end of this call. Official conference language is English (no translation services are available at the conference).

A destination case may cover one of the following fields, but is not limited to:

- Performance measurement of DMOs in a digital world
- Big data applications
- Real time data and marketing
- Artificial intelligence, machine learning, predictive analysis
- Social media marketing: smart cases from DMOs
- Crowding or “overtourism” and IT solutions to balance tourism demand
- Destination trends
- Smart destinations
- Data privacy and data security

Submission guideline

Proposals should include:

- Suggested presentation title
- Short description of presentation (up to 300 words)
- Main topics covered
- Main conclusions and learning for delegates
- Main challenges, risks or threats discussed or highlighted
- Presenter short bio (50 words) or CV
- Short presentation of their organisation (100 words).
- If the project has already been presented at other event(s), please specify the name of the event(s), the date of the event(s), and the name of presenter(s).

Please, submit your proposals directly to the ENTER2019 Destination Track Chairs: Irem Önder (irem.onder@modul.ac.at) and Holger Sicking (Holger.Sicking@austria.info)

Submissions will be reviewed on an individual basis. Should we feel that the proposal is not suited to the session, you may be asked to submit a revised proposal before being accepted. Feedback will be given to all submissions confirming acceptance or rejection of the proposal and, possibly, requests for modifications.

Instructions for the submission of the presentation will be sent to all accepted and confirmed speakers. Presentations will be published online and made available to all delegates of ENTER 2019.

Authors have to register for the conference by November 12th, 2018 in order to have their presentation scheduled.



Important dates

Submission closes **September 30th, 2018**

Final acceptance: October 31st, 2018

Registration Deadline: November 12th, 2018

Conference: **January 30th - February 1st, 2019**

ENTER2019 Destination Track Chairs

Irem Önder – MODUL University Vienna (irem.onder@modul.ac.at)

Holger Sicking – Austrian National Tourist Office (Holger.Sicking@austria.info)