

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

Call for Speakers – Industry Track

Every year, hundreds of hospitality and tourism academics, industry representatives, government officials, students and entrepreneurs come together to share, discuss and challenge latest developments in information technology in the fields of travel, tourism and hospitality. With the theme **eTourism: Towards a Sustainable Digital Society** the ENTER 2019 conference will focus on exploring the ways in which technology and tourism together can make our society more sustainable. We call for latest research and case studies on emergent and cutting-edge information and communication technology concepts, applications, and business models to be shared in the conference.

Organized by the International Federation for Information Technology and Travel & Tourism (IFITT), the ENTER 2019 conference provides a unique venue for various tourism stakeholders to understand the application of information and communication technologies to travel and tourism, with a special focus on how eTourism can contribute to the sustainability of the society.

Call for Presentations

The ENTER2019 **Industry Track** is seeking proposals for presentations with a focus on, but not limited to, the following topics:

- The roles of Artificial Intelligence in the tourism world, including aspects of machine learning, natural language processing, neural networks, virtual agents and virtual concierges, such as Cortana, Watson, Siri, Google Now, VIV.ai, etc., and Avatars.
- Robotics
- State of the art of Big data
- Data analysis tools
- Blockchain
- Computational thinking
- Privacy and cybersecurity
- Smart resorts supporting initiatives
- Immersive technologies (virtual reality, augmented reality, mixed reality, etc.)
- Mobile services and wearable technologies
- Dynamic packaging, including standards (Open Travel Alliance, Schemas.org, Viator)
- Hotel and restaurant gamification and simulation
- E-Learning & MOOC
- eMarketing, social media

Format

Each presentation is at least 30 minutes. The duration can be extended per individual request to 45 minutes and will be considered by the program committee. Presentations can be done in the format of a keynote speech or a panel which would consist of multiple speakers related to a common topic. In the panel option, each panel member would make a presentation of 30 minutes. Presentations should contain a minimum of marketing material and should avoid discussion of commercial products but rather focus on the underlying technology or process. Presentations are conducted in English. No translation is provided.

The session could be a lecture format, presentation of research results, demonstration, train-the-trainer workshop, or presentation of a case study. The audience will be a combination of industry professionals and academics. Presenters should relate their topic to both groups, i.e.: how does your topic relate to other industry professionals and how does it relate to academics? Presentations should include how the information could help professors, possible research opportunities, and implications for the classroom. You could also cover how professors could help you or options to work together in the future.

Benefits

The ENTER conference offers industry professionals numerous unique benefits. There are ample networking opportunities with other industry professionals and academics. There is the ability to obtain input from a variety of senior level hospitality and tourism experts. There are options to brainstorm on research-related ideas and obtain “outside the box” feedback. There are also career and talent related opportunities.

Submission Guideline

Proposals should include:

- Suggested presentation title
- Short description of presentation (up to 300 words)
- Main topics covered
- Main takeaways for the participants
- Presenter short bio (50 words) or CV
- Short description of the presenter’s company or organisation (100 words).
- Session format preferences (1st, 2nd choice) – keynote, panel
- Duration of presentation – minimum and preferred
- 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).

There is a link to allow you to enter this information online. For questions, please contact the ENTER2019 Industry Track Chairs: Steve Hood (SHood@str.com) or Dejan Krizaj (dejan.krizaj@fts.upr.si).

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. Presentations will be published online and made available to all delegates of ENTER 2019.

Schedule*

Letter of intent (LOI): as soon as June 1st, 2018
Submission closes: September 28, 2018
Notification of Acceptance/Rejection/Revision: October 26, 2018
End of Early Bird registration: November 12, 2018
Registration deadline to be published later: November 12, 2018
Presentation Full Slides Submission Deadline January 14, 2019
Conference: January 30 – February 1, 2018

*Conference organizers reserve the right to modify the paper submission schedule.

ENTER2019 Industry Track Chairs

Steve Hood – SHood@str.com
Dejan Krizaj - dejan.krizaj@fts.upr.si

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.



About IFITT

International Federation for Information Technologies in Travel and Tourism (IFITT) is the leading independent global community for the discussion, exchange, and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry.

IFITT provides an eTourism knowledge hub for tourism and technology experts, both in industry and academia. It is one of the world's oldest tourism and technology non-profit organizations, founded in 1997. The IFITT mission is to network eTourism stakeholders and nurture eTourism innovation, exploration, and knowledge. The IFITT vision is to create THE global eTourism knowledge network and community. To learn more about IFITT and to become a member, please, follow www.ifitt.org