#ENTER25

ENTER25 eTourism conference

18-21 February 2025

18 February 2025 - PhD Workshop

19-21 February 2025 - ENTER eTourism conference

ifitt

M WSB MERITO UNIVERSITY WROCLAW

ENTER 25 @ Wrocław, Poland

WROCŁAW

Dear ENTER participants:

It's our great pleasure to welcome you all to the ENTER25 eTourism Conference, eTourism towards 2060, hosted in the beautiful city of Wroclaw. This event promises to be an inspiring and memorable experience—academically, professionally, and socially. We hope you enjoy reconnecting with colleagues, forging new collaborations, and creating wonderful memories. As ENTER25 concludes, we trust you'll already be looking forward to ENTER26!

This conference would not be possible without the efforts and dedication of many individuals and organizations. We extend our deepest gratitude to:

- Our hosts, the WSB Merito University in Wroclaw, led by its Chancellor, Prof. Joanna Nogieć.
- Wiktoria Król-Cieciorowska, Dagmara Łukaszewska and their team at the Convention Bureau of Wroclaw, alongside the Wroclaw Tourism Organisation.
- The IFITT Board has also been instrumental in supporting the organization of this conference: Dr. Mattia Rainoldi, Dr. Yoo Ri Kim, Muhammad Khogali, Dr. Katerina Berezina, Dr. Jelena Dorcic, Dr. Sergio Ibanez Sanchez, Dr. Johanna Heinonen and Patience Tropo.
- Our Research Track Chairs, Dr. Lyndon Nixon, Dr. Aarni Tuomi and Professor Peter O'Connor and the experts who helped review the more than 100 submissions received.
- The Ph.D. Workshop Chairs: Professor Ulrike Gretzel, Dr. Kasha Minor, Professor Rodolfo Baggio, Dr. Arkadiusz Tomczyk and Dr. Agnieszka Pawlak-Wolanin, who managed more than 35 Ph.D. proposals.
- The industry practitioners who have agreed to be with us during the conference and who will be part of the more than 25 panels that will take place.
- And, of course, our generous sponsors, who are acknowledged in the following pages of this document.

Most importantly, thank you, our participants. IFITT is a community, and without your support, dedication, and engagement, neither IFITT nor ENTER could exist. Thank you for making the journey to Wroclaw and for being part of this collective effort to advance eTourism research and practice. We sincerely hope this conference exceeds your expectations.

We trust that ENTER25 will help shape the future of IFITT, starting with the Future Workshop that will take place on Tuesday. IFITT and its flagship event, ENTER, need to re-establish their place in the debate on how technology can help improve the tourism industry, especially at a time like now, when AI is becoming mainstream and presents different challenges and opportunities. And when the tourism industry is under pressure to be more socially, economically and environmentally sustainable.

Once again, welcome to Wroclaw and to ENTER25! Let's all make this a conference to remember.

Professor Dimitrios Buhalis, Chair of ENTER25
Professor Jacques Bulchand-Gidumal, President of IFITT

Dear Guests,

I warmly welcome you to the WSB Merito University Wroclaw campus. We are delighted to host the ENTER25 conference.

We are the largest private university in Lower Silesia. Our university educates over 21,000 students in two locations – Wrocław and Opole. Our brand attributes are friendliness and practicality, combining academic experiences with our students' practical preparation for the job market's challenges.

We offer education at the bachelor's, engineering, and master's levels, as well as postgraduate and MBA levels. We are part of the Merito Group, including universities in Poland. We also belong to the WSB-DSW Merito Scientific Federation. Its goal is to synergize the scientific potential of the universities, and the cooperation of scientific staff and the Federation's activities lead to the creation of new, higher-quality scientific research.

Being the host of this conference is particularly important to us, as one of the fields of study we offer is Tourism and Recreation.

This conference will enrich our university and the staff participating, consequently allowing us to enhance our tourism and recreation programs with current trends in e-tourism.

I hope you will have a fruitful participation in the conference.

WSB MERITO UNIVERSITY WROCLAW

dr Joanna Nogieć
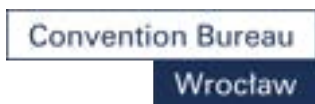**Chancellor at WSB Merito University in Wroclaw**

The ENTER25 eTourism conference is organized by:

ENTER 25 @Wrocław, Poland

The ENTER25 eTourism conference is supported by:

The ENTER25 eTourism conference is sponsored by:

The ENTER25 eTourism conference's media support:

Conference's official carrier:

Welcome to the 32nd ENTER e-Tourism Conference: The home for knowledge in ICTs in travel and tourism

With the ENTER conference, the IFITT community is building a unique collection of knowledge on information and communication technologies in tourism. ENTER is the annual eTourism conference, organised by the International Federation for IT and Travel & Tourism (IFITT). For 32 years, ENTER e-Tourism conference brings together the Tourism and IT industry, academia, government, and other organisations. https://enter-conference.org/enter-etourism-conferences/ ENTER offers a worldwide and unique forum to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of ICTs in travel and tourism. Everyone who shares knowledge, experience, and a true passion for ICT in travel and tourism, is warmly welcome!

IFITT PRESIDENT Professor Jacques Bulchand Gidumal University of Las Palmas de Gran Canaria, Spain

CHAIR ENTER 2025 Professor Dimitrios Buhalis, Bournemouth University

HOST Dr Joanna Nogieć | Kanclerz, Uniwersytet WSB Merito Wrocław Building G

ORGANISER Wiktoria Król-Cieciorowska Vice-President Wrocław Convention Bureau Mob.: +48 518 028 099
Dagmara Łukaszewska, Mob.: +48 571 805 120, E-mail: info@convention.wroclaw.pl

The ENTER25 Research Track CHAIRS are
- Dr. Lyndon Nixon, Modul University Vienna Austria
- Dr. Aarni Tuomi, Haaga-Helia University of Applied Sciences Finland
- Professor Peter O'Connor, University of South Australia

The ENTER25 Ph.D. Workshop Chairs
- Professor. Ulrike Gretzel, University of Southern California
- Dr. Kasha Minor, Cardiff Metropolitan University
- Dr. Rodolfo Baggio, Bocconi University
- Dr. Arkadiusz Tomczyk, Bournemouth University

WSB Merito University PhD facilitators:
- Dr.Eng Agnieszka Pawlak-Wolanin
- Dr.Eng Agata Klaus-Rosińska
- Dr.Eng Anna Zgrzywa-Ziemak

VENUE: Uniwersytet WSB Merito Wrocław Building G

ENTER25 will be hosted in the beautiful city of **Wrocław in Poland**. Wrocław is known for its Market Square, lined with elegant townhouses and featuring a modern fountain. This is will be the centre of networking and socialising. The Gothic Old Town Hall, with its large astronomical clock where the Gala Dinner will be hosted. IFITT is the leading independent global community. It was created for discussing, exchanging, and developing knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and experience.

#ENTER25

ENTER 25 @ Wrocław, Poland

ENTER 2025 CHAIR
Professor Dimitrios Buhalis, Bournemouth University, UK

IFITT PRESIDENT
Professor Jacques Bulchand Gidumal University of Las Palmas de Gran Canaria, Spain

HOST
Dr Joanna Nogieć, Chancellor at WSB Merito University in Wrocław Poland

ORGANISER
Wiktoria Król-Cieciorowska, Vice-President of the Wrocław Convention Bureau

ORGANISER
Dagmara Łukaszewska, Wrocław Convention Bureau Expert

RESEARCH CHAIR
Professor Peter O'Connor, University of South Australia

RESEARCH CHAIR
Dr. Aarni Tuomi, Haaga-Helia , University of Applied Sciences Finland

RESEARCH CHAIR
Dr. Lyndon Nixon, Modul University Vienna Austria

PhD RESEARCH CHAIR
Dr Ulrike Gretzel, University of Southern California, USA

PhD RESEARCH CHAIR
Dr Kasha Minor, Cardiff Metropolitan University, UK

PhD RESEARCH CHAIR
Dr Rodolfo Baggio, Bocconi University, Italy

PhD RESEARCH CHAIR
Dr Arkadiusz Tomczyk, Bournemouth University, UK

#ENTER25

Conference venue
WSB Merito University- Building G
Address:
Fabryczna 14g, 53-609 Wrocław

https://w3w.co/hills.smoothly.script

Wyndham Wroclaw Old Town **
CONFERENCE HOTEL / WELCOME RECEPTION
Address:
Świętego Mikołaja 67,
50-127 Wrocław

https://w3w.co/broccoli.copes.cobble

Conference Party
City Hall / Piwnica Swidnicka
Address:
Sukiennice 14/15,
50-029 Wrocław

https://w3w.co/legwork.sprain.poker

Wyndham Wroclaw Old Town **
CONFERENCE HOTEL / WELCOME RECEPTION
Address:
Świętego Mikołaja 67,
50-127 Wrocław

///sprouts.warbler.prom

Conference venue
WSB Merito University- Building G
Address:
Fabryczna 14g, 53-609 Wrocław

///headline.pavement.napped

Conference Party
City Hall
Address:
Sukiennice 14/15,
50-029 Wrocław

///bonkers.certified.lasts

WSB MERITO UNIVERSITY WROCLAW

ENTER 25
@ Wrocław, Poland

#ENTER25

CONFERENCE VENUE:

MERITO UNIVERSITY Building G - Uniwersytet WSB Merito
Street: Fabryczna 14g, 53-609 Wrocław, Poland
https://maps.app.goo.gl/6psJubkE1MGq1PAL6
https://w3w.co/weds.suffix.accent

HOTEL:

Wyndham Wroclaw Old Town Hotel, Wrocław, Poland
SOCIAL: Market Square
https://maps.app.goo.gl/t2hBp3Je8JJncG3W7

Weather in Wrocław

Sun 16	0°/-8°		Partly Cloudy
Mon 17	0°/-9°		Partly Cloudy
Tue 18	1°/-7°		Mostly Sunny
Wed 19	4°/-4°		Partly Cloudy
Thu 20	4°/-5°		Partly Cloudy
Fri 21	5°/-4°		Mostly Sunny
Sat 22	7°/-3°		Mostly Sunny

WROCLAW ENTER25 KEY TRANSPORT INFORMATION – USE Uber/Freenow/Bolt

AIRPORT - Merito Uni = 20 minutes - 30 PLN / 7 € TAXI for 4 by OR BUS 106
AIRPORT-Wyndham Hotel = 30 minutes -40 PLN 10 € TAXI for 4 OR BUS 142or132 OR TRAM 13

Wyndham Wroclaw Old Town Hotel - Building G Uniwersytet WSB Merito Wrocław.

TAXI 20 minutes - 20 PLN / 5 € TAXI for 4 by Uber/Freenow/Bolt
TRAM/BUS 30 minutes - 4.6 PLN 1€ BUS 142 or 132 OR TRAM 13

Check out shuttle buses

SHUTTLE BUS

CONFERENCE HOTEL – CONFERENCE VENUE
Wyndham Hotel Old Town Wrocław   WSB Merito University

DATE	TIME
18.02.2025 TUESDAY	8:00 8:15 8:30
19.02.2025 WEDNESDAY	7:30 7:45 8:00
20.02.2025 THURSDAY	8:00 8:15 8:30
21.02.2025 FRIDAY	8:00 8:15 8:30

what3words

https://w3w.co/grandson.watching.such

Wyndham Wroclaw Old Town ****
CONFERENCE HOTEL / WELCOME RECEPTION
Address:
Świętego Mikołaja 67, 50-127 Wrocław

3 min WALK to bus stop

CONFERENCE VENUE - CONFERENCE HOTEL
WSB Merito University   Wyndham Hotel Old Town Wrocław

DATE	TIME
18.02.2025 TUESDAY	17:15 17:40 18:10
19.02.2025 WEDNESDAY	17:40 18:15 18:45
20.02.2025 THURSDAY	17:40 18:10 18:45
21.02.2025 FRIDAY	18:10 18:25 18:40

what3words

https://w3w.co/hills.smoothly.script
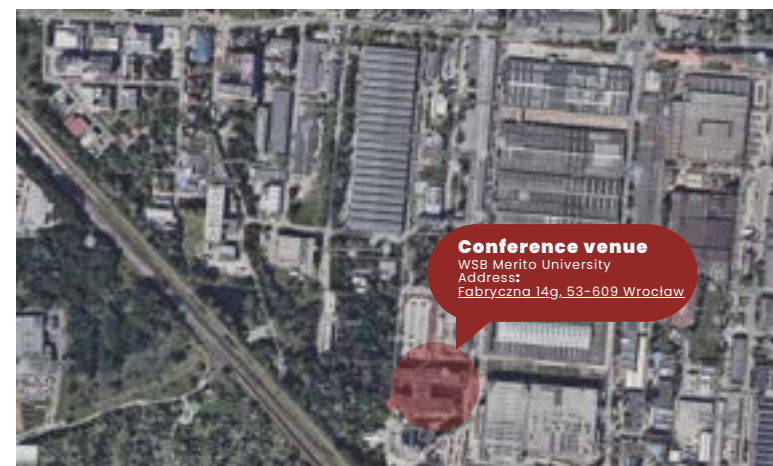
Conference venue
WSB Merito University
Address:
Fabryczna 14g, 53-609 Wrocław
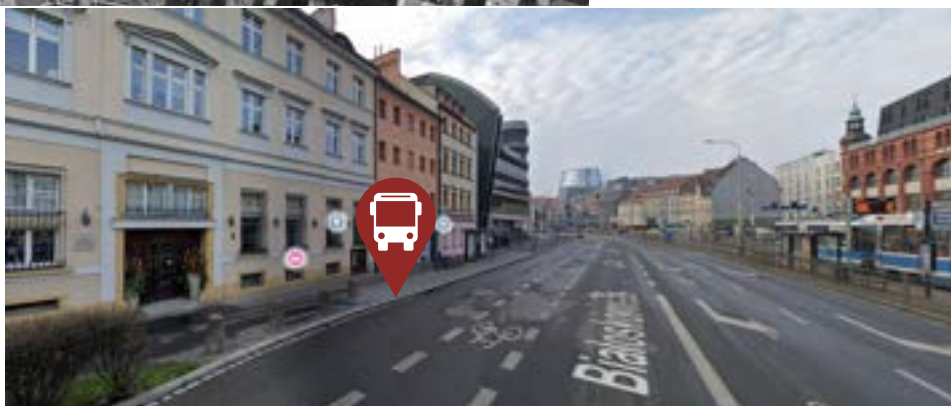
CONFERENCE VENUE PLAN

ENTER 25
@ Wrocław, Poland

3RD FLOOR

RELAX ZONES
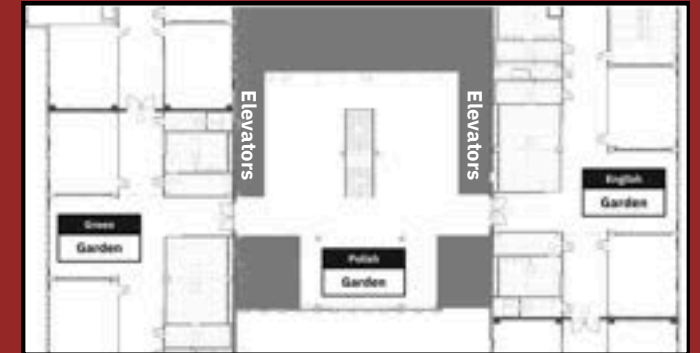
2ND FLOOR

LUNCH ZONE
GROUND FLOOR

President office
301

Poster session

Parallel sessions
324

Plenary session
302

Parallel sessions
326

Parallel sessions
327

Coffee Garden

Plenary session
303

Parallel sessions
330

Elevators

Coffee zone | Coffee zone

Elevators

Parallel sessions
334

Plenary session
305

Exhibition space

Preparation room
340

Coffee zone

PhD Workshop
309

Coffee Garden

Parallel sessions
342

IFITT office
310

VIP Innovation Center
311

Green Garden | Elevators | Polish Garden | Elevators | English Garden

---

ROOMS

BIG ROOMS /LECTURE HALLS

G305 (180) - recording	180 Theatre Style
G303 (180) – recording	180 Theatre Style
G302 (154)	154 Classroom
G309 Lean Management Lab	80 Pax

Parallel Sessions Rooms

G324	60 Theatre
G342	60 Theatre
G326	50 Theatre
G334 ONLINE CAPABILITY	50 Theatre

Rooms for Preparation and Meetings

G340 ACADEMIC PREPARATION ROOM	
G325	50 Theatre
G327	50 Theatre
G328	50 Theatre
G330	50 Theatre

CHILL GARDENS FOR MEETINGS AND RELAXATION – Second floor

G247 English Garden SECOND FLOOR	
G213 Green Garden SECOND FLOOR	
G294 Polish Garden SECOND FLOOR	
G133 Coffee Garden FIRST FLOOR	

ADMIN

G310 IFITT/Organisation
G311 VIP/INNOVATION corner
G301 Presidents retreat

Mobile friendly programme

https://classtemplatetest.my.canva.site/enter25-program

ifitt

M WSB MERITO UNIVERSITY WROCLAW

DOCTORS' BAR

https://w3w.co/nibbles.input.arriving

ADDRESS:
ŚWIĘTEGO MIKOŁAJA 8,
50-125 WROCŁAW, POLAND
(OPPOSITE WYNDHAM HOTEL) INFORMAL WELCOME DINNER AND DRINKS

17.02.2025
Monday

🕐 **19:30**

NOT INCLUDED IN CONFERENCE FEE

08:30-09:00	MORNING COFFEE						

	IFITT WORKSHOP ROOM 302	**PhD Workshop ROOM 305 & 309**

09:00-10:30	**ROOM 302** **IFITT BOARD WORKSHOP** © Jacques Bulchand Gidumal	**WELCOME ROOM 305 CHAIRS** Welcome Session: The PhD journey and methodological challenges & Panel Discussions- Success factors of PhD © Ulrike Gretzel (University of Southern California, USA), © Rodolfo Baggio (Bocconi University, Italy), ©Katarzyna Minor, (Cardiff Metropolitan University UK) ©Arkadiusz Tomczyk (Bournemouth University, UK) with Johanna Heinonen-Kemppi (University of Eastern Finland) and Hande Turkoglu (Bournemouth University, UK)

10:30-11:00	COFFEE BREAK	

11:00-12:30	**ROOM 302** **IFITT CHAPTER WORKSHOP** © Jacques Bulchand Gidumal	**ROOM 309 (or Room 305) PhD Synergies and innovations – What is the waste in the Doctoral Process** © Ulrike Gretzel (University of Southern California, USA), © Rodolfo Baggio Bocconi University, Italy, © Katarzyna Minor, (Cardiff Metropolitan University UK) © Arkadiusz Tomczyk (Bournemouth University, UK), © Agnieszka Pawlak-Wolanin, PhD. Eng, WSB Merito University, Wroclaw, Lean Management Centre © Anna Zgrzywa -Ziemak, WSB Merito University Wrocław, © Agata Klaus-Rosińska, Wrocław University of Science and Technology.

12:30-14:00	LUNCH	

14:00-15:30	**ROOM 302** **IFITT FUTURE WORKSHOP** © Jacques Bulchand Gidumal	**PHD ROOM 334** **SMART TOURISM** Ulrike Gretzel Josep Ivars	**PHD ROOM 324** **ARTIFICIAL INTELLIGENCE** Rodolfo Baggio Irem Onder Neuhofer	**PHD ROOM 342** **SOCIAL COCREATION** Katarzyna Minor Pierre Benckendorff	**PHD ROOM 326** **COCREATION METHODS** Agata Klaus-Rosińska Eduardo Para	**PHD ROOM 327** **SMART TOURISM SOCIAL** Agnieszka Pawlak-Wolanin Arkadiusz Tomczyk	**PHD ROOM 330** **CONSUMER COCREATION** Anna Zgrzywa -Ziemak Muzzo (Muzaffer) Uysal
		75 Jin Xu and Peihua Shi Smart-Driven Renewal: Strategic Management of Digital Innovation in Museum Destinations [remote] 74 Xi Chen and Changhong Bai, Digital Creativity in Smart Tourism Destinations: Insights from Cutting-Edge Case Studies [remote] 88 Rodrigo Simões, Modeling and Visualization of Flows in Smart Cities 124 Asim Batwa, Smart Digital Nudges: Enhancing Tourists' Sustainable Transportation Decisions 130 Oriol Gallardo, Aaron Gutiérrez and Salvador Anton Clavé Smart tourism destinations adaptability and resilience towards global challenges	140 Christiane Hensel-Gatos Transforming the perception of the hospitality and tourism industry as a workplace while preparing the future workforce for an AI dominated environment 108 Fachri Eka Saputra, Dimitrios Buhalis, Marcjanna Augustyn and Stefanos Marangos, Exploring Guest Experiences with Service Robots in Tourism and Hospitality 178 Hwang Yoonkyoung, Chulmo Koo and Namho Chung, What Makes Customers More Frustrated? Understanding the Role of Service Robot Type and Failure Type 68 Jessie Chen, Affordances of Technologies for Diabetic Travellers: Examining the Potential of AI 70 Zehui Wang, Wolfram Höpken, Dietmar Jannach and Matthias Fuchs Advanced Machine Learning Models for Recommendation in Tourism 84 Sahil Sharma Data Science: A new paradigm for Tourism Research towards 2060	92 Rawabi Aldawsari, Dimitrios Buhalis and Gelareh Roushan, Virtual Reality and the Metaverse for Training in Tourism and Hospitality 86 Marta Salvador-Almela, Jordi Arcos-Pumarola and Estela Marine-Roig, Social media's role in shaping tourism imagery and experiences: a case study of volunteer tourism 87 Kaiti Shang, Dimitrios Buhalis, Daisy Fan and Marcjanna Augustyn, The Influence of Live Streaming on Live Streamers' Travel Behavior 176 Tongxuan Tang, Chulmo Koo and Namho Chung Unplanned Purchasing Behaviour in Tourism Live Streaming E-Commerce 112 Stephanie Bohorquez-Duran, Estela Marine-Roig and Eva Martin-Fuentes, The Impact of User-Generated Content on Tourism at Heritage Sites: Video Analytics of TikTok UGC and Generation Z's Perception 82 Kexin Yuan Where do exhausted employees go in tourism and hospitality? Regenerative workplace from imagination in metaverse to reality – An examination of brand experience and brand engagement with a storytelling approach.	18 Yuanyuan Shang and Mingming Cheng, Theorizing influencer social responsibility: a mixed method 19 Xiaoxi Yu and Mingming Cheng, Developing and empirically testing a multimodal methodological approach in tourism 72 Chiara Di Nolfo, Beyond Reviews: A Systematic Investigation into Tourism Intelligence through the Analysis of User-Generated Content 22 Jie Tan and Mingming Cheng, Narrative Identities in Crowdfunding: Typology, Performance Impact, and the Mediating Role of Empathy on Donation Intentions 177 Jinseon Han, Chulmo Koo and Namho Chung, Exploring Barriers to Tourist Satisfaction and Revisit Intentions in South Korea through Data-Driven Analysis 132 Chathura Bimali Wijesundara, Impact of UGC on Tourists Behavioral Intention with mediating effect of Artificial Intelligence	122 Daniela Campana, Persuasive Technology for Sustainable Tourism Behaviour 106 Kamonpa Wangkuanklang, Marcjanna Augustyn and Dimitrios Buhalis, A Smart Agritourism Ecosystems Framework: towards Improve Local Communities' Quality of Life 97 Ana Pastor Alcaraz Unlocking Stakeholder Insights: Enhancing Multilevel Governance in Tourism Management for a smarter city: A Case Study of Barcelona 73 Nagarjun Ragde, Dimitrios Buhalis, Adam Blake, Economics of Smart Tourism 76 Duarte Sampaio Almeida Digital twinning for managing tourism crowding phenomena 109 Athareh Ayashi Proposing a Geomarketing Model for Urban Tourism (Tehran)	17 Jingjie Zhu and Mingming Cheng, Conceptualising in-consumption audience engagement in travel vlogs: a video analytic approach 79 Maheshika Dissanayake, Kasha Minor and Vicky Richards, Online consumer complaining behaviour and Webcare quality in the hotel industry 120 Luona Zhao, Balance Risk and Romance: The Role of Emotions in Female Tourists' Online Self-Disclosure Behaviour 71 Muhammad Khogali, Role of Technology in Transformative Experiences Design for Enhanced Tourism Benefits 150 Celso Brito, Using Technology and Neuroscience to Personalize Tourists' Experiences with Authentic Local Food

15:30-16:00	COFFEE BREAK						

16:00-17:00	**ROOM 302** **IFITT ROADMAP** © Jacques Bulchand Gidumal	**ROOM 305 WORKSHOP DOCTORAL RESEARCH SUCCESS FACTORS: BEGINNING YOUR PHD** Katarzyna Minor (Cardiff University, UK) Cihan Cobanoglu (University of South Florida, USA)		**ROOM 309 WORKSHOP DOCTORAL RESEARCH SUCCESS FACTORS: MIDDLE OF PHD RESEARCH** Rodolfo Baggio (Baggio Bocconi University, Italy) Arkadiusz Tomczyk (Bournemouth University UK)		**ROOM 303 WORKSHOP DOCTORAL RESEARCH SUCCESS FACTORS: FINISHING YOUR PHD** Ulrike Gretzel (University of Southern California, USA), Faizan Al (Muma College of Business, University of South Florid, USA)	

17:00—17:30		**ROOM 305** IFITT Doctoral Workshop Closing and Awards
17:30—18:00		**ROOM 305** YOUTH/INNOVATION NETWORK ©Wolfram Höpken (Ravensburg-Weingarten, Germany) and © Alessandro Inversini (EHL Hospitality Business School)

| 19:30-20:30 20:30-24:00	**SOCIAL Wroclaw dwarf treasure hunt challenge FREE SOCIAL ACTIVITY** Pob Latarniami Informal Welcome Dinner and drinks https://www.facebook.com/podlatarniami/ At delegates expenses

Mobile friendly programme: https://classtemplatetest.my.canva.site/enter25-program

18.02.2025

Tuesday

Pod Latarniami

Address: Ruska 3/4,
50-512 Wrocław
https://w3w.co/crowns.inspector.grab

🕐 **20:30**

NOT INCLUDED
IN CONFERENCE FEE

-10% DISCOUNT ON THE ENTIRE
RANGE OF WINES, SPIRITS BEERS
AND COCKTAILS

Don't forget to take your badge

18.02.2025
#dwarf challenge

① **FIND WROCŁAW'S DWARVES**
DWARF MAP:
HTTPS://VISITWROCLAW.EU/WROCLAWSKIE-KRASNALE

Click and check the map
Conference registration will have
printed maps available.

② **TAKE A PICTURES OF THE**
DWARVES
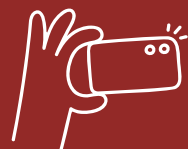
③ ADD AS MANY PICTURES OF THE DWARVES AS POSSIBLE TO YOUR
SOCIAL MEDIA (FACEBOOK, INSTAGRAM AND LINKEDIN)

by 9pm on 18.02.2025,

HASHTAGS : #ENTER2025 #DWARFCHALLENGE

Good luck !

The three people who post the highest number of pictures of dwarves with the
hashtags and within the time limit will win a prize.

The awarding of prizes with the announcement of the results will take place on
20.02.2025 during the official part of the conference event in the town hall.

ENTER 25
@ Wrocław, Poland

| 08:30-09:00 | **WELCOME TO ENTER2025**   Jacques Bulchand Gidumal IFITT President, Joanna Nogieć Chancellor Uniwersytet WSB Merito we Wrocławiu, Radosław Michalski, Municipality of Wroclaw
ROOM 305   Wiktoria Król-Cieciorowska, Wrocław Convention Bureau, Dimitrios Buhalis, Chair ENTER2025, Peter O'Connor (University of South Australia) Research CoChair ENTER2025 |

	SMART TOURISM ROOM 305	**TECHNOLOGY INNOVATIONS ROOM 303**	**ARTIFICIAL INTELLIGENCE ROOM 302**
09:00-10:30 STATE OF THE ART AND DEBATE	**Smart Tourism: State of the art** **CHAIR: © Katarzyna Minor, (Cardiff Metropolitan University UK)** © Ulrike Gretzel (University of Southern California, USA) © Chulmo Koo (Kyung Hee University, Korea) © Josep Antoni Ivars Baidal (University of Alicante, Spain) © Faizan Ali, (University of South Florida, USA)	**Technology Innovations: State of the art** **CHAIR: © Zheng Xiang (Virginia Polytechnic Institute and State University, USA)** © Cihan Cobanoglu (University of South Florida, USA) © Miriam Scaglione (HES-SO Valais-Wallis, Switzerland) © Mattia Rainoldi (IMC Krems University of Applied Sciences, Austria)	**FP Artificial Intelligence Application** **CHAIR Jacques Bulchand-Gidumal** 31 Francesca D'Angella and Alessandro Inversini, Artificial Intelligence in Events 53 Stanislav Ivanov, Katerina Volchek and Celso Brito, Generative AI for Sentiment Analysis 63 Katerina Berezina, Olena Ciftci, Mahsa Talebi and Rasoul Mahdavi Sareskanroud, Rethinking the Love-Breakup Letter: A Three-Pronged Approach to Understanding Consumer Relationships 15 Diana Chvirova, Robert Keller, Lotta Stöbe and Linda Wolf, The Decoy Effect in Recommender Systems: Leveraging Digital Nudging for Sustainable Tourism
10:30-11:00	COFFEE/POSTERS		
11:00-12:30 BEST PRACTICE INNOVATION	**Smart Tourism Destination Best Practice:** **CHAIR: © Inkeri Starry, Finland** © Laura García Visit Benidorm © Aneta Ksiazek (Poland Convention Bureau) Robot © Stefanie Warum Alturos Destinations © Matěj Brnka IT Project Manager CzechTourism	**Technology Innovations: Best Practice** **CHAIR © Juho Pesonen (University of Eastern Finland)** © Sofia Gkiousou (Policy lead with background in energy, travel and tech, Google, USA) © Alessandra Priante (ENIT Italy)	**FP Artificial Intelligence CHAIR Mattia Rainoldi** 38 Benedikt T. Arnold, Paul Moosmann, Anke Sange, Christoph Lange, Christina Gillmann and Claudia Brözel, An Ontology for the System Tourism – A Call for Participation 47 Aarni Tuomi, Husna Zainal Abidin, Pasi Tuominen and Mário Ascenção, Convincingness of AI-generated restaurant reviews 67 Stefan Neubig, Rahul Radhakrishnan, Linus Göhl, Ronja Loges, Madalina Polgar, Andreas Hein and Helmut Krcmar, Boosting the Querying Accuracy of Multi-Level Occupancy Data with Ontology-Guided LLMs 20 Shinichi Nabeta, Takahiro Sugiyama, Satoshi Watanabe and Hiroaki Yuze, A Generative AI-Driven Tourism Information Dissemination Support System with Direct Posting to SNS
12:30-14:00	LUNCH /POSTERS	**CHAPTERS LUNCH – EACH CHAPTER GETS MEMBER IN TABLE**	
14:00-15:30 SHOWCASE EXCELLENCE	**Smart Tourism and Big Data: Best Practice** **CHAIR © Aurkene Alzua-Sorzabal (Universidad Deusto, Spain)** © Mirko Lalli, (The Data Appeal Company, Italy): How AI and Data for destination sustainability © Andrea Králiková Data Analyst CzechTourism © Daniele Manetti (sojern) [online] © Steve Hood SHARE (STR) [online]	**Smart and Connected Hospitality** **CHAIR © Peter O'Connor (University of South Australia)** © Dimitris Manikis, (Wyndham Hotels, EMEA) © Dimitris Serifis (Nelios.com) © Tomasz Majszyk (Wyndham Wroclaw)	**FP Gamification CHAIR Berta Ferrer-Rosell** 10 Minna Ahlstén and Maria Murto Gamification is SH*T – or is it? 51 Victoria-Ann Verkerk, The Language Barrier in the Republic of South Africa: Is Google Translate a help or hinder? 69 Dandison C. Ukpabi, User roles in blockchain-based tokenization travel platforms 45 Andreas Liebrich, Simon Kuster, Anna Para and Christian Laesser, Incentives for visitor tracking: Is gamification the way to go?
15:30-16:00	COFFEE/POSTERS		
16:00-17:30 SETTING FUTURE AGENDAS	**Smart Tourism: Setting the research agenda** **CHAIR: © Ulrike Gretzel (University of Southern California, USA)** © Chulmo Koo (Kyung Hee University, Korea) © Katerina Berezina University of Mississippi (USA) © Aurkene Alzua-Sorzabal (Universidad Deusto, Spain)	**Technology Innovations: setting the research agenda** **CHAIR Cihan Cobanoglu (University of South Florida, USA)** © Muzzo Uysal (University of Massachusetts, USA) © Peter O'Connor (University of South Australia) © Johanna Heinonen-Kemppi University of Eastern Finland	**FP Personalisation** **CHAIR Jelena Dorčić** 40 Tsz-Wai Lui, Lakshmi Goel and Yassine El Bouchikhi, Making it personal: How place attachment in the Metaverse can influence sustainable behavioral intentions 25 Rosanna Leung, Exploring VR Conference Attendees' Perceptions and Experiences: Gender Differences and Barriers to Adoption 46 Tingyu Xue, Jun Shao, Yamin Zhao, Yuanyuan Niu and Chenrui Yang, Study on the Audience's Cultural Identity and Destination Marketing Based on Danmaku Data: The Case of Chinese Festival Wonder Tour Gala 110 Päivi Hanni-Vaara and Petra Paloniemi Artificial Intelligence in Tourism and Hospitality Marketing – Nexus of Human and Nonhuman Practices
17:30—18:30	**ROOM 303 MEET THE JOURNAL EDITORS: PUBLICATION FORUM Chair Ulrike Gretzel and Peter O'Connor,** **EDITORS:** Tourism Review D Buhalis, Daisy Fan, Hospitality & Tourism Technology Cihan Cobanoglu, Information Technology & Tourism P Xiang, Journal of Tourism Futures Ian Yeoman, Journal of Smart Tourism Chulmo Koo, Spanish Journal of Marketing Carlos Flavian, European Journal of Tourism Research Stanislav Ivanov, Robonomics: Automated Economy Stanislav Ivanov
20:00-24:00 SOCIAL	**Welcome Reception at Wyndham Hotel Wroclaw Old Town Hotel** https://www.wyndhamhotels.com/en-uk/wyndham/wroclaw-poland/wyndham-wroclaw-old-town/overview **(Included in Fee)**

WELCOME RECEPTION /https://w3w.co/broccoli.copes.cobble

WYNDHAM HOTEL WROCLAW OLD TOWN
ADDRESS:
ŚWIĘTEGO MIKOŁAJA 67,
OLD TOWN, 50-127 WROCŁAW

19.02.2025
Wednesday

🕐 **20:00 - 24:00**

INCLUDED IN CONFERENCE FEE

Lets get together and enjoy local Polish fingerfood and drinks.

08:30-09:00	Morning Coffee				
	ARTIFICIAL INTELLIGENCE **ROOM 305**	**ROBOTS AUTONOMOUS** **ROOM 302**	**HOSPITALITY EXPERIENCE** **ROOM 303**	**SUSTAINABILITY** **ROOM 324**	**SMART DESTINATION** **ROOM 342**
09:00-10:30 **STATE OF THE ART AND DEBATE**	**Artificial Intelligence: State of the art** **CHAIR: ©Alessandro Inversini (EHL)** © Raffaele Filieri (Audencia Business School, France) © Wolfram Höpken (University of Applied Sciences Ravensburg-Weingarten Germany) © Tomasz Berdowski Merlinx: Real Time Dynamic Packaging	**Robots and Autonomous devices: State of the art** **CHAIR: © Katerina Berezina (University of Mississippi USA)** © Stanislav Ivanov (Varna University of Management, Bulgaria) © Aarni Tuomi (Haaga-Helia University of Applied Sciences Finland)	**FP HOSPITALITY PEER2PEER ROOM G303** **CHAIR Patience Tropo** 64 Michael Beier and Katrin Schillo, Sources of Restaurant Recommendations and their Importance for Consumers in Known and Unknown Areas – Evidence from Germany and Switzerland 21 Julia Marti-Ochoa, Berta Ferrer-Rosell and Eva Martin-Fuentes, Analysis of Sentiments in Online and In-Person Airbnb Experiences 24 Miriam Scaglione, Emanuele Mele and Roland Schegg Has the Expansion of Online Travel Agencies to Self-Catering Accommodations Harmed the Billboard Effect for Hotels? 35 Peter O'Connor and Jessica Mei Pung, Exploring the impact of short-term rental regulations on housing availability and affordability: A case study and research agenda	**FP SUSTAINABILITY** **CHAIR Rosanna Leung** 16 Svetlana Stepchenkova, Andrei Kirilenko and Yeonseo Jo, Capturing physiological and self-reported response to destination promotion: A neuromarketing approach 41 Riko Tsubaki, Kaira Sekiguchi and Yukio Ohsawa, Development and Validation of a Tool for Discovering Potential Value in Tourism Resources 5 Duarte Sampaio Almeida, Rodrigo Simões, Fernando Brito E Abreu, Adriano Lopes and Inês Boavida-Portugal, A Carrying Capacity Calculator for Pedestrians Using OpenStreetMap Data: Application to Urban Tourism and Public Spaces 80 Desiree Manzano-Farray, Moises Segura-Cedres, Carmen Lidia, Aguiar-Castillo, Victor Guerra-Yanez and Rafael Perez-Jimenez, Characterization of a Digital Twin for optimizing the performance of receptionists in the hospitality industry	**FP SMART DESTINATION** **CHAIR Sergio Ibáñez-Sánchez** 8 Dirk Schmücker, Daniel Iglesias, Dolores Ordóñez-Martínez and Urška Starc Peceny Prepared for the smart future? Empirical results on data literacy and information needs of European DMOs 37 Tomáš Gajdošík and Matúš Marciš, Data-driven practices in European smart tourism destinations. Towards a tourism data space 48 Peng Yang, Juho Pesonen and Rodolfo Baggio, Analysing the Impact of a National Tourism Organization on Tourism Industry 65 Susanna Heinonen and Heinonen-Kempp, Visualising Inclusion: Diversity in Finnish DMOs' Marketing Imagery
10:30-11:00	COFFEE/POSTERS				
11:00-12:30 **BEST PRACTICE INNOVATION**	**Artificial Intelligence: developments and Challenges: Best practice** **CHAIR ©Wolfram Höpken (Ravensburg-Weingarten, Germany)** © Geraldine Filippi, Senior Vice President (Amadeus). AI impacts on the travel industry, © Aleksandra Jerebic Topolovec (Visit Slovenia): Alma – Slovenian AI travel guide © Antoni Andruszkiewicz (Google Poland) © Kamil Dzięgielewski (data rise lab Poland)	**Robots and Autonomous devices: setting the research agenda** **CHAIR: © Stanislav Ivanov (Varna University of Management, Bulgaria)** © Aneta Ksiazek Poland Convention Bureau © Katerina Berezina (University of Mississippi USA) © Ian Yeoman (NHL Stenden) Future of eTourism 2025-2060	**FP HOSPITALITY MARKETING** **CHAIR Yoo Ri Kim** 7 Pedro Silvestre and Nuno Antonio, Predicting Hotel Booking Cancellations During High-Volatility Times 28 Demos Parapanos and Eleni Michopoulou,The ecosystem of fun for hotel mobile app users 33 Pablo Flôres Limberger, Brendha Amorim, Paulo Sérgio Reinert, Tercio Pereira and Gustavo Behling, The effect of digital distraction on the quality of experience in restaurants 61 Yifeng Liang, Muzzo Uysal and Irem Onder, High-End Hotel Location Evaluation and Prediction in Nanjing City: A Data-Driven Approach Using Multi-Source Spatial Data and Machine Learning	**WP SUSTAINABILITY** **CHAIR Estela Marine-Roi** 98 Christian Weismayer and Sabine Sedlacek, Clustering Territorial Units Upon Tourism Seasonality Patterns Based on Mobile Phone Time Series Data 104 Marco Antonioli, Maddalena Penna, Federica Nobile and Rodolfo Baggio, Climate Change and Artificial Intelligence. A text analysis on academic and grey literature 111 Montserrat Penarroya-Farell, Maryam Vaziri and Francesc Miralles, Exploring the Role of Generative AI for Economic Sustainability in Rural Tourism: A Comparative Study of Andorra and La Terra Alta 78 Yuanyuan Shang, Mingming Cheng and Xiaoxi Yu, AI Extended travel images and intention to share 115 Luc Beal, Pierre-Sylvain Augereau, Ludovic Lacombe and Laurent Bougras, Green Goals, Digital Tools: How AI and eWOM Can Drive Sustainable Hospitality	**WP SMART DESTINATION** **CHAIR Cihan Cobanoglu** 137 Zeynep Karal Önder, Gozde Turktarhan, Canatay Hacıköylü and Cihan Cobanoglu Sectoral Incentives within the Scope of Smart Tourism Applications 91 Kaiti Shang, Dimitrios Buhalis, Daisy Fan and Marcjanna Augustyn, A Typology of Live Streamers in Tourism 105 Kamonpa Wangkuanklang, Marcjanna Augustyn and Dimitrios Buhalis Smart Agritourism Ecosystems to Improve Local Communities' Quality of Life: Results from a pilot study in Thailand 127 Sofía Blanco-Moreno, Ana M. González-Fernández, Pablo Antonio Muñoz Gallego and Luis V. Casaló What content to post on Instagram? Evaluation of engagement in the destination image through tourists and residents
12:30-14:00	**JITT BOARD LUNCH Room 334 / LUNCH - All participants**				

Mobile friendly programme: https://classtemplatetest.my.canva.site/enter25-program

	ARTIFICIAL INTELLIGENCE **ROOM 305**	**SMART DESTINATIONS** **ROOM 302**	**WP CONSUMER EXPERIENCE** **ROOM 303**	**FP Sustainability** **ROOM 324**	**WP SMART DESTINATION** **ROOM 342**
14:00-15:30 **SHOWCASE EXCELLENCE**	**Artificial Intelligence: setting the research agenda** **CHAIR © Rodolfo Baggio Bocconi University, Italy** © Shaon Talukder (Geotourist): Using AI to predict visits before they happen: Finding Tomorrow's Travellers Today © Ivana Nobilo (Les Roches, Crans Montana, Switzerland) & Minja Bolesnikov (Swiss School of Business and Management, Geneva, Switzerland): AI in the Hotel Industry: Enhancing Efficiency and Profitability © Jacques Bulchand Gidumal (University of Las Palmas Spain)	**Sustainable and smart destinations** **CHAIR © Ana Fernandez (SEGITTOUR Spain) and Aurkene Alzua-Sorzabal (Universidad Deusto, Spain)** © Filippo Renga, (Politecnico Milano/DeployTour, Italy) © Dirk Schmücker (D3HUB/NIT – Institut für Tourismus- und Bäderforschung in Nordeuropa Germany) © Mirko Lalli, (The Data Appeal Company/ DeployTour, Italy) © Dolores Ordóñez, (DeployTour/ D3HUB and AnySolution, Spain)	**FP Human Factors** **CHAIR Lorenzo Cantoni** 14 Horst Treiblmaier A Systematic Approach for Investigating the Technology Chasm in Tourism and Travel 27 Meng-Mei Chen, Alessandro Inversini and Amélie Keller, Human Centricity in the Age of Digital Transformation 34 Maria Murto, Minna Ahlstén and Elli Vento, Digital tourism marketing as a potential catalyst for transformative experiences 52 Johanna Heinonen Caring Makes Every Digital Service Encounter Count	**FP Social Media** **CHAIR Katerina Berezina** 29 Zehui Wang, Sebastian Schwarzenbacher, Wolfram Höpken and Matthias Fuchs, Do Travel Destinations Meet My Expectations? A Comparison of Tourists' Perceptions and Destinations' Self-Presentation through Instagram Posts 42 Tobias Eberle, Matthias Fuchs and Wolfram Hoepken, Detecting emotions in user generated content and their influence on tourist satisfaction 50 Elvira Bolat, Shiva Ilkhani Zadeh and Mariana Consoni Rubio, Sephora Tweens: How Mobile Technology and Social Media Turn Brands into Travel Destinations 66 André Luiz Vieira Soares, Reels vs. Reality: Comparing Influencer Content with Real-World Travel Experiences	**WP AI AND ROBOTS** **CHAIR Aarni Tuomi** 102 Christopher J Ferraris, Dario Splendido and Arkadiusz Tomczyk, AI-Driven Collaboration and Creativity: Enhancing Ideation in Hospitality and Tourism 133 Hanna Jeong, Eunji Lee and Chulmo Koo, The Role of AI Transparency in User Satisfaction: From Secretary to Advisor 94 Gus Guanrong Liu, Pierre Benckendorff and Gabby Walters Robotic Hospitableness: The Role of Nonverbal Communication in Enhancing Guest-Robot Interactions 114 Fachri Eka Saputra, Dimitrios Buhalis, Marcjanna Augustyn and Stefanos Marangos, Anthropomorphism-Based AI Robots in Tourism and Hospitality: Themes, Theories, and Future Research Agenda
15:30-16:00	COFFEE/POSTERS				
16:00-17:30	**BIG DATA WORKSHOP** **CHAIR © Mattia Rainoldi (IMC Krems University of Applied Sciences, Austria)** © Mirko Lalli, (The Data Appeal Company, Italy) © Faizan Ali, University of South Florida, USA © Steve Hood SHARE (STR) [online]	**DESTINATON DIGITAL MARKETING WORKSHOP** **CHAIR © Lorenzo Cantoni (Università della Svizzera italiana)** © Ivana Bilkova and Wojciech Majeran: AI ChatGPT promoting the Czech Republic destination © Christos Ditoras (SWOT Hospitality, Greece) © Daniele Manetti (sojern) [online]	**16:00 17:00 EDITORS HOUR CHAIR Ulrike Gretzel & Peter O'Connor ROOM 303** **17:00-17:30 EDITORS PAPERS CLINIC/ SHARK TANK / DRAGONS DEN WITH JOURNAL EDITORS / 1 minute pitch** **Bring your draft paper, abstract, or idea to the Journal Editor and get instant feedback** Tourism Review D Buhalis, Daisy Fan, Peter O'Connor Hospitality & Tourism Technology Cihan Cobanoglu, Katerina Berezina Information Technology & Tourism Zheng Xiang Journal of Tourism Futures Ian Yeoman Journal of Smart Tourism Chulmo Koo, Ulrike Gretzel Spanish Journal of Marketing Carlos Flavian European Journal of Tourism Research Stanislav Ivanov Robonomics: Automated Economy Stanislav Ivanov		
17:30—18:30	**IFITT AGM BOARD ROOM 334**				
20:00-24:00 **SOCIAL**	**Wroclaw Medieval Experience: Reception and Awards Ceremony Piwnica Świdnicka Wrocław (Included in Fee)** https://www.facebook.com/piwnicaswidnickawroclaw/				

Mobile friendly programme: https://classtemplatetest.my.canva.site/enter25-program

#ENTER25

ENTER 25
@ Wrocław, Poland

20.02.2025
Thursday

🕐 **20:00 - 24:00**

WRO — Wrocław Tourism Organisation

Wrocław — the meeting place

INCLUDED IN CONFERENCE FEE

CONFERENCE PARTY https://w3w.co/legwork.sprain.poker

CITY HALL / PIWNICA ŚWIDNICKA

ADDRESS:
SUKIENNICE 14/15,
50-029 WROCŁAW

Celebrate the conference with an authentic Polish culinary experience and a tasting of locally brewed beer from the renowned Wrocław brewery

08:30-09:00	Morning Coffee					
	METAVERSE **ROOM 305**	**REGENERATIVE /ETHICS** **ROOM 302**	**DESTINATIONS** **ROOM 303**	**ARTIFICIAL INTELLIGENCE** **ROOM 324**	**DIGITAL CONSUMER** **ROOM 342**	**DIGITAL MARKETING** **ROOM 334**
09:00-10:30 BEST PRACTICE INNOVATION	**METAVERSE AND XR: STATE OF THE ART WORKSHOP CHAIR Carlos Flavian (Universidad de Zaragoza, Spain)** © Daniel Leung (Hong Kong Polytechnic University, SAR China) © Faizan Al (Muma College of Business, University of South Florid, USA): XR Technologies and the Metaverse: Emerging Trends and some Thought Nuggets for Research © Juho Pesonen (University of Eastern Finland): How will the Metaverse look like: analysing future scenarios © Carlos Flavián (University of Zaragoza): Metaverse Events: Shaping Tomorrow's Connections to Build Borderless Experiences	**REGENERATIVE TOURISM AND SUSTAINABILITY: State of the art CHAIR: © Claudia Brözel** © Alessandro Inversini (EHL Hospitality School) © Wioletta Samborsk (Wrocław Medical University): Sustainability and regenerative tourism © Inkeri Starry, Finland	**DIGITAL CULTURE AND HERITAGE WORKSHOP in collaboration UNESCO, ICCROM, Council of Europe Cultural Tours CHAIR © Lorenzo Cantoni (Università della Svizzera italiana, Switzerland):** © Lorenzo Cantoni (Università della Svizzera italiana, Switzerland) © Estela Mariné Roig, Universitat de Lleida (Spain) © Giovanni Baldi, University of Salerno (Italy)	**WP ARTIFICIAL INTELLIGENCE MARKETING** **CHAIR Jacques Bulchand-Gidumal** 123 Alex Yang-Chan Hsu, Toward a Framework for Destination-specific LLM and GenAI Adoption by Taiwan's Tour Operators 116 Joo Young Kim, Yerin Yhee, Jungkeun Kim, Jiyong Park and Chulmo Koo, AI transparency and tourists' decision-making 149 Andrei P. Kirilenko, AI in tourism research: are black box models THAT strange? 100 Gabriela Cabello-Pestano, Jacques Bulchand-Gidumal and Santiago Melián-González, Will digital technologies and AI automate hospitality jobs?	**WP EXPERIENCE REVIEWS CHAIR Ian Yeoman** 9 Huy Quan Vu, Baobao Song, Gang Li and Rob Law, Travel experience analysis based on visual concept modelling from travel photos 101 Chiara Di Nolfo, Juan Pedro Mellinas and Eva Martín-Fuentes, The Impact of Reviewer Expertise on Ratings: Evidence from TripAdvisor 138 Dora Andriani Sinaga, Daisy X.F.Fan, Shiva Ilkhani Zadeh and Dimitrios Buhalis, Smart Leisure Enabled Active Ageing Tourism Experiences 141 Sahil Sharma, Linguistic Features and Topical Differences in Hotel and Restaurant Reviews	**POSTER PRESENTATIONS: DESTINATIONS AND IMAGE CHAIR: Johanna Heinonen** 159 Stephanie Zuley Bohorquez-Duran, Estela Marine-Roig and Eva Martin-Fuentes. Digital Tourist Image and Strategy for World Heritage Site Candidacy 161 Pierre-Andre Viviers. The Integration of Online Theatre into South African Arts Festival Programming: Enhancing Accessibility and Engagement in the Digital Era 166 Minni Haanpää, Maria Hakkarainen and Jyri Ruutu. Stories from the urban periphery: Contemplating on the role of digital platforms in small-scale tourism placemaking 165 Aarni Tuomi and Husna Zainal Abidin. Using LEGO Serious Play to explore Host Perspectives on Preferable Tourism Futures
10:30-11:00	COFFEE/POSTERS					
11:00-12:30 BEST PRACTICE INNOVATION	**EDUCATION AND TRAINING IN THE AI AND METAVERSE ERA INTERACTIVE WORKSHOP CHAIR: © Daniel Leung (Hong Kong Polytechnic University, SAR China)** © Daniel Leung (Hong Kong Polytechnic University, SAR China) © Eric Tsui (Hong Kong Polytechnic University, SAR China): Metaverse and AI tools in the Education and training landscape © Evangelos Tsekeris (Brand VR Hub, UK): VR Tour Platform and Staging Tools & AI-Enhanced VR Virtual Concierge and Training © Carlos Flavián (University of Zaragoza): Metaverse and Digital Twins	**SMART DESTINATIONS BEST PRACTICE WORKSHOP CHAIR © Eduardo Parra Lopez (La Laguna Unversity, Spain)** © Fernando Brito e Abreu (Instituto Universitário de Lisboa, Portugal) Developing Smart Tourism Tools and Platforms: The RESETTING Experience © Daisy Fan (Macao City University, SAR China): Smart Destinations and Active ageing © Montserrat Penarroya-Farell (Ramon Llull University, Spain) AI for rural tourism and benefits for the community and the region.	**INTERACTIVE WORKSHOP** **The Rise of Bitcoin: Risks, Opportunities and Research in Tourism and Hospitality** © Irem Önder, (University of Massachusetts Amherst USA) © James Dewar, Bridge2Bitcoin, UK	**WP SMART DESTINATION POLICY CHAIR Katerina Volchek** 89 Ana Pastor Alcaraz, Andrea Ganzaroli and Antonio Paolo Russo, Smartening tourism governance in European cities: a discourse and sentiment analysis based on BERT 96 José F. Perles-Ribes, Josep A. Ivars Baidal, Ana B. Ramón-Rodríguez and J. Fernando Vera-Rebollo, Short term rentals in coastal areas: management issues and challenges from a smart destination perspective 99 Nagarjun Ragde, Dimitrios Buhalis and Adam Blake Smart Tourism for economic growth 129 Volha Herasimovich, Aurkene Alzua-Sorzabal, Basagaitz Guereño-Omil, Sandra Monroy-Rodríguez and Federico de Arteaga Vidiella Socio-Technical Ecosystem Change: Comparing Digital Networks of Tourism Destinations	**WP EXPERIENCE MARKETS CHAIR Luisa Mich** 90 Sofía Blanco-Moreno, Aroa Costa-Feito, Carmen R. Santos and Luis V. Casaló Exploring the impact of searching and booking time investments on customer's satisfaction with hospitality services 142 Mattia Rainoldi, Joanne Yu and Roman Egger Work, Wander, Repeat: How Digital Nomads Are Shaping Tourism in a Post-Pandemic World 83 Madeline Huyser, Exploring the Utility of Social Media in Promoting pro-environmental Norms Among Nature-Based Tourists 103 Sergio Ibáñez-Sánchez, Carlos Flavián, Carlos Orús and Carlos Velasco Virtual reality meets gastronomy tourism: the use of sensory-enabling technologies in tasting experiences	**POSTER PRESENTATIONS: CONSUMER EXPERIENCE CHAIR. Faizan Ali** 170 Hidekazu Kasahara. Modelling of mountaineers' behaviour in low mountains and analysis of lost ways. 158 André Luiz Vieira Soares, Angela Beccanulli, Silvia Biraghi and Rossella Gambetti. Local Delivery Platforms: Exploring consumer perspective for an alternative model 164 Luona Zhao, Jie Wang and Pierre Benckendorff. Balance Risk and Romance: The Role of Emotions in Female Tourists' Online Self-Disclosure Behaviour 162 Feiyu Hu. Customer Sentiment Variation in Hotel Experiences Across Japan's Leading Onsen Cities: A Comparative Study of Beppu and Atami
12:30-14:00	LUNCH/POSTERS					

Mobile friendly programme: https://classtemplatetest.my.canva.site/enter25-program

	ROOM 305	ROOM 302	ROOM 303	ROOM 342
14:00-15:30 BEST PRACTICE INNOVATION	**WP AR/VR/METAVERSE** CHAIR Sergio Ibáñez

81 Armin Brysch, Robert Keller, Nell Komenda and Nico Stengel, Effects of augmented reality visitor guides under consideration of nudging and visual design
121 Matteo Lorandi, Marco Mandolfo, Michele Di Dalmazi and Giuliano Noci, VR through the tourism customer journey: expanding UTAUT2 with Anticipated Emotions
126 Hangyang Fan and Tsz-Wai Lui, Dancing in the Digital: The Antecedents and Consequences of Presence in Virtual Reality Concerts
119 Vasia Spyropoulou and Katerina Volchek Tourist Cyberpsychology: Tourist Cyberpsychology: Visual Appearance of the Travel Guide & Tourist Experience in Metaverse | **INNOVATIVE SOLUTIONS AND SHOWCASES** CHAIR: © Daisy Fan (Macao City University, SAR China)

© Tamara Gajić and Minja Bolesnikov, Examining Hotel Managers' Perceptions of the Usefulness and Application of Business Intelligence (BI) in Serbia and Croatia

© Jarosław Tomaszewski, Julita Markiewicz-Patkowska, Tomasz Garpiel, Gamification: Digital Transformation of Tourism for Sustainable Development

© Julita Markiewicz-Patkowska, Daniel Puciato, Jarosław Tomaszewski, Edyta Pijet-Migoń, Karolina Królikowska, Socio-economic determinants of self-assessment ecological awareness of hotel guests | **WP AI & RESERVATIONS** CHAIR Peter O'Connor

134 Danhye Kyoung, Eunji Lee, Jungkeun Kim and Chulmo Koo, The Effect of Hotel Room Availability Display Methods on Consumer Purchasing Behavior During Online Reservations -Focusing on Dual Emotions"
136 Tomasz Napierala, Maciej Adamiak and Arkadiusz T. Tomczyk, AI Pricing Tools in Online Travel Agents: Spatial Context of Platform Capitalism
107 Ainhoa Carballido, Decoding AI in Travel Planning: a comparative semiotics and statistical study
143 Jelena Dorčić, Miha Bratec and Katarzyna Minor, Instrument Development for Analysing Daily Deals Websites Adoption in Hospitality: Insights from the TOE Framework | **POSTER PRESENTATIONS: SMART/AI EDUCATION** CHAIR Chulmo Koo

169 Rawabi Aldawsari, Dimitrios Buhalis and Gelareh Roushan. Implementation of Metaverse for tourism education and training in Saudi Arabia Poster
168 Rosanna Leung. Demonstrating a Generative AI Tool to Fostering Creativity in Hospitality Students
163 Muhammad Sohaib Khaliq. Exploring False Consciousness in Tourism PhD Students
180 Mary Mutisya and Billy Wadongo The Changing Landscape of Tourism and Hospitality Education in TVET and Universities: Reskilling, Upskilling, and Micro-Credentials in the Context of Greening and Digitization Trends |
| **15:30-16:00** | COFFEE/POSTERS | | | |
| **16:00-17:30 BEST PRACTICE INNOVATION** | **INTERACTIVE WORKSHOP** Neurotourism research CHAIR: Katerina Volchek (Deggendorf Institute of Technology, Germany)

© Sergio Moreno Gil (Universidad de Las Palmas de Gran Canaria, Spain)

© Katerina Volchek (Deggendorf Institute of Technology, Germany) | **TOOLS AND RESEARCH METHODOLOGIES INTERACTIVE WORKSHOP**

© Faizan Ali, University of South Florida, USA

Mastering statistical tools such as Structural Equation Modelling (SEM) and Partial Least Squares (PLS-SEM) for eTourism Research | **POSTER PRESENTATIONS: SOCIAL MEDIA** CHAIR Juho Pesonen

160 Julia Marti-Ochoa, Berta Ferrer-Rosell and Eva Martin-Fuentes. Biosphere certified companies: an analysis of tourist experiences from user-generated content on TripAdvisor
171 Giovanni Baldi and Lorenzo Cantoni. Football Teams, Social Media, and Tourism Destination Image: An Exploratory Study on SSC Napoli
152 Engelina Du Plessis. Innovation and Technology Management in Tourism
175 Hanh Nguyen Thi Phuo Tran and Danni Liang. Raising Cultural Heritage Awareness Through Creative Social Media Content for Sustainable Education Development in emerging countries | **POSTER PRESENTATIONS: Artificial Intelligence** CHAIR Carlos Flavian

173 Asim Batwa, Dimitrios Buhalis, Adele Ladkin and Shiva Ilkhanizadeh. Digital Nudges for Sustainable Tourism
174 Juhyeok Jang. Building Trust in Travel: The Role of Source Availability and Information Recency in AI Chatbot Interactions
157 Yoo Ri Kim, Chaithanya Renduchintala and Wei Wei. Conceptualizing Digital Twins in Hospitality and Tourism: Through the Lens of the Social Ecological Framework
167 Toni Lusikka, Olli Pihlajamaa, Maria Hakkarainen and Minni Haanpää. Imagining future Digital Travel Assistants: Creating seamless travel experiences by improving services and accessibility for individual travellers through data and digitalisations |
| **17:30—18:00** | **CLOSE AND FAREWELL ROOM 305**

FAREWELL Jacques Bulchand Gidumal IFITT President, **Joanna Nogieć** Chancellor Uniwersytet WSB Merito we Wrocławiu, **Wiktoria Król-Cieciorowska,** Wrocław Convention Bureau, **Dimitrios Buhalis,** Bournemouth University and Chair ENTER2025, **Ulrike Gretzel**, University of Southern California, **Peter O'Connor** University of South Australia

WELCOME TO ENTER 2026 @BREDA University of Applied Sciences (BUAS) The Netherlands 27-30 January 2026. | | | |
| **19:30-24:00 SOCIAL** | **Informal Farewell: Dinner** TEXICO BAR & BBQ **and drinks** RUMBAR.POKOYHOF
At delegates expenses | | | |

Mobile friendly programme: https://classtemplatetest.my.canva.site/enter25-program

#ENTER25

21.02.2025
Friday

🕐 19:30

/www.tripadvisor.com

RECOMMENDED DINNER

TEXICO BAR & BBQ

Address: Świętego Antoniego 2/4, 50-073 Wrocław

https://w3w.co/vast.groomed.eager

NOT INCLUDED IN CONFERENCE FEE

-10% ON ORDER ON PRESENTATION OF A CONFERENCE BADGE

Don't forget to take your badge

/www.tripadvisor.com

RECOMMENDED PARTY

RUMBAR

Address: Świętego Antoniego 2/4, 50-073 Wrocław

https://w3w.co/blossom.cares.native

NOT INCLUDED IN CONFERENCE FEE

ENTER 25
@ Wrocław, Poland

#ENTER25

22.02.2025
Saturday

🕐 **10:00 - 13:00/14:00**

WROCŁAW IN HISTORY

**Wyndham Hotel Wroclaw Old Town
ADDRESS: Świętego Mikołaja 67,
OLD TOWN, 50-127 Wrocław**

https://w3w.co/broccoli.copes.cobble

**ONLY FOR THOSE SIGNED UP VIA THE
REGISTRATION SYSTEM**

WROCŁAW THROUGH THE EYES OF THE ODER RIVER

**Wyndham Hotel Wroclaw Old Town
ADDRESS: Świętego Mikołaja 67,
OLD TOWN, 50-127 Wrocław**

https://w3w.co/broccoli.copes.cobble

**ONLY FOR THOSE SIGNED UP VIA THE
REGISTRATION SYSTEM**

#ENTER25

Sessions in rooms 305 and 303 will be recorded .

Recordings will be available after the event.

ENTER 25
@ Wrocław, Poland

ifitt

WSB MERITO
UNIVERSITY
WROCLAW

#ENTER25

ENTER 25
@ Wrocław, Poland

THANK YOU

ENTER25 eTourism conference

WROCŁAW

18-21 February 2025

ifitt

M WSB MERITO UNIVERSITY WROCLAW

See you soon

ENTER26

27th to the 31st of January 2026
Breda, The Netherlands

ifitt