

	Tuesday, January 27		
8.30 - 9.00	Registration & Welcome Coffee		
9.00- 10.30	Welcome @PhD Workshop Chair(s) Keynote TBC		
10.30-11.00	Coffe Break		
11.00-12.30	PhD Workshop Plenary Session		
12.30-14.00	Lunch		
14.00-15.30	PhD Workshp Session 1	PhD Workshp Session 2	PhD Workshp Session 3
15.30 -16.00	Coffe Break		
16.00-17.30	SUCCESS FACTORS: BEGINNING YOUR PHD	SUCCESS FACTORS: MIDDLE OF PHD RESEARCH	SUCCESS FACTORS: FINISHING YOUR PHD
17.30-18.00	Closing & Awards		
20.00 - Late	Social Gathering @Deleagtes Expenses		





	Wednesday, January 28			
8.30 - 9.00	Registration & Welcome Coffee			
9.00- 10.30	Welcome @ENTER 2026 Keynote: Caroline van Beesten- Van der Veen (Hilton)			
10.30-11.00	Coffe Break			
11.00-12.30	Co-Creation Session 1 Experience Design Chair Barbara Neuhofer [TBC]		Co-Creation Session 2 The Future of Tourism Education Chair Antonio Lopez De Avila [TBC]	
12.30-14.00	Lunch			
14.00-15.30	Academic Keynote: Prof. Iis Tussyadiah (University of Surrey)			
15.30 -16.00	Coffe Break			
16.00-17.30	Academic Track Smart Tourism	Academic Track Artificial Intelligence	Academic Track Digital Transformation	Academic Track Digital Co-Creation
17.30-18.00	Meet The Journal Editors			
20.00 - Late	Welcome Reception			

	Thursday, January 29			
8.30 - 9.00	Registration & Welcome Coffee			
9.00- 10.00	Industry Keynote: Sanne van Let (Holland.com)			
10.30-11.30	Co-Creation Session 1 Heritage, Sustainable Tourism and Digital Technology Chair: Lorenzo Cantoni		Co-Creation Session 2 Network Analysis in Tourism: Chairs Juho Personen and Aurkene Alzua-Sorzabal	
11.30-12.30	Academic Track Robots in Tourism	Academic Track Digital Sustainability	Academic Track Social Media	Academic Track Metaverse

12.30-14.00	Lunch			
14.00-15.30	Academic Keynote: Prof Dimitrios Buhalis (Bournemouth University)			
15.30 -16.00	Coffe Break			
16.00-17.30	Academic Track Artificial Intelligence	Academic Track Digital Transformation	Academic Track Artificial Intelligence	Academic Track Digital Transformation
17.30-18.00	IFITT AGM			
20.00 - Late	Gala Dinner			

	Friday, January 30			
8.30 - 9.00	Registration & Welcome Coffee			
9.00- 10.00	Industry Keynote: Sergey Patsko (Capgemini)			
10.30-11.30	Co-Creation Session 1 Data Driven Digital Transformation: Chair Andreas Liebrich [TBC]		Co-Creation Session 2 Gaming in Tourism Chair Jessika Weber	
11.30-12.30	Academic Track Blockchain Technology	Academic Track Digital & Humans	Academic Track Artificial Intelligence	Academic Track Smart Hospitality
12.30-14.00	Lunch			
14.00-15.30	Academic Keynote: Chulmo Koo (Kyung Hee University)			
15.30 -16.00	Coffe Break			
16.00-17.30	Academic Track Digital Sustainability	Academic Track Artificial Intelligence	Academic Track Digital Transformation	Academic Track Artificial Intelligence
17.30-18.00	Closing, Awards and ENTER27			
20.00 - Late	Social Gathering @Delegates Expenses			