



**AMADEUS**



**MODUL VIENNA**  
**UNIVERSITY**  
WKO PRIVATE UNIVERSITY

 **Austrian National  
Tourist Office**



**World Tourism Organization, European Travel Commission,  
European Cities Marketing & MODUL University Vienna  
cordially welcome participants to the**

## **10<sup>th</sup> TourMIS Users' Workshop**

and to the

## **International Seminar on Knowledge Sharing for Tourism Destinations**

*'from Data to Action'*

**September 11-12, 2014**

The event is kindly sponsored by:  
Amadeus  
Austrian National Tourist Office  
Vienna Tourism Board

**Venue:** MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna  
**Local Contact:** Ms. Lidija Lalacic, [lidija.lalacic@modul.ac.at](mailto:lidija.lalacic@modul.ac.at)



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**Austrian National  
Tourist Office**



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the World Tourism Organization (UNWTO), European Travel Commission (ETC), European Cities Marketing (ECM), and MODUL University Vienna. We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organizations.

The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop on the first day, led by Professor Karl Wöber, founder of TourMIS, with contributions from various colleagues and practitioners, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The International Seminar on Knowledge Sharing for Tourism Destinations on day 2 is jointly organized by the ETC and the UNWTO. Information is the key to success in a rapidly evolving and global economy. Managing information efficiently, from creation to dissemination within DMOs and with the industry, is mandatory to remain competitive. This international seminar deals with the strategic role of knowledge as a driver of innovation and competitiveness for tourism organizations and businesses. International speakers will share the stage offering insights on the use of information-driven knowledge in formulating tourism strategies and case examples on knowledge transfer across the tourism supply chain. An interactive workshop will give participants the opportunity to learn innovative tools and techniques to organize communication and share knowledge.

Both days have been planned to encourage the active participation of delegates in the program. We are looking forward to meeting you for a motivating and challenging few days in Vienna!

**Karl Wöber**  
MODUL University Vienna

**Eduardo Santander**  
ETC

**Olivier Ponti**  
ECM

**Michel Julian**  
UNWTO

## MEETING VENUE



**Austria** is located in the heart of Europe. The capital, **Vienna**, enjoys a moderate and mild climate with summer temperatures ranging from 20-30°C. Vienna is an economically, politically and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities making it one of the cities with the highest quality of life.

For more information, visit the website of the Vienna Tourist Board:

<http://www.wien.info/en>



**The venue** for the events is MODUL University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvelous view over the city. The seminar rooms at MU Vienna are equipped with IT facilities and free wireless Internet connection.

Since 2007, MU Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study

programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily work flow. The choice of an environmentally-friendly venue as MU Vienna contributes to green the events.

#### **Conference Hotel**

DERAG Hotel Kaiser Franz Joseph\*\*\*\*  
Sieveringer Straße 4, 1190 Vienna  
Tel: +43 (0) 1-3 29 00-0  
e-mail: Sabine.Lukschander@derag.de  
<http://www.deraghotels.de/en/KFJ.htm>

#### **Conference Organization Committee**

Flavie Baudot, European Cities Marketing  
Valeria Croce, European Travel Commission  
Stefanie Gallob, European Travel Commission  
Michel Julian, World Tourism Organization  
Bettina Kuprian, Austrian National Tourist Office  
Lidija Lalicic, MODUL University Vienna  
Olivier Ponti, European Cities Marketing  
Tina Roenhovde Tiller, MODUL University Vienna  
Franziska Schmidt, MODUL University Vienna  
Karl Wöber, MODUL University Vienna  
Bozana Zekan, MODUL University Vienna  
Angela Zettel, Vienna Tourist Board

#### **Conference Location**

MODUL University Vienna  
Am Kahlenberg 1  
1190 Vienna  
Austria  
Phone: +43 (0)1 3203555 0  
[www.modul.ac.at](http://www.modul.ac.at)

#### **Contact**

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lidija.lalicic@modul.ac.at  
Phone: +43 (0)1 3203555 419

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## 10<sup>th</sup> TourMIS Users' Workshop

Thursday, September 11<sup>th</sup>, 2014

Time	New Features & Developments	Speaker
9.00 - 9.30	<b>Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, A-1190 Vienna</b>	
9.30 - 10.00	<b>Conference registration Coffee and tea</b>	
10.00 - 12.00	<p><b>Introduction to the Tourism Marketing Information System TourMIS</b> (www.tourmis.info)</p> <p>This session is particularly interesting for data inputters and everyone else interested in the system. Bring your notebook and your tourism statistics! TourMIS colleagues will help you to enter your statistics into the system (12.00-12.30)!</p>	<p><b>Karl Wöber</b> MODUL University Vienna</p> <p><b>Tünde Mester</b> Hungarian Tourism Plc.</p>
12.00 - 13.30	<b>Lunch</b>	
13.30 - 15.30	<b>Benchmarking Tourism Destinations</b>	<p><b>Karl Wöber</b> MODUL University Vienna</p>
15.30 - 16.00	<b>Coffee break</b>	
16.00 - 17.30	<p><b>Discussion of Future Developments in TourMIS</b></p> <p><b>From Multi-Domain Statistical Data to Complex Decisions and Actions: A Linked Data Based Approach</b></p>	<p><b>Karl Wöber</b> MODUL University Vienna</p> <p><b>Dr. Marta Sabou</b> TU Vienna</p> <p><b>Dr. Irem Önder</b> MODUL University Vienna</p>
17.30 - 18.00	<b>Transfer to Hotel Derag Kaiser Franz Joseph</b>	
19.00 – 22.00	<b>Social event</b>	



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## International Seminar on Knowledge Sharing for Tourism Destinations *'from Data to Action'*

Friday, September 12<sup>th</sup>, 2014

Time	Session	Speaker
9.00 - 9.30	<b>Transfer from Hotel Derag Kaiser Franz Joseph to the Seminar Venue MODUL University Vienna, A-1190, Am Kahlenberg, 1</b>	
9.30 - 9.45	<b>Conference registration Coffee and tea</b>	
9.45 - 10.00	<b>Welcome</b>	European Travel Commission UN World Tourism Organization
10.00 – 11.00	<b>KEYNOTE</b> <b>Management of Data-Driven Knowledge to Promote Sustainable Tourism</b>  <b>The Tourism Context for Knowledge Transfer</b>  <b>Q&amp;As (10')</b>	<b>Luis GONZALEZ MORALES</b> United Nations Department of Economic and Social Affairs  <b>Chris COOPER</b> Oxford Brookes University  <b>Moderator: Karl Wöber</b> MODUL University Vienna
11.00 - 11.30	<b>Coffee break</b>	
11.30 - 13.00	<b>The Strategic Role of Knowledge</b>  <ul style="list-style-type: none"> <li>▪ Where Should DMOs Spend Their Marketing Budget? A Big Data Approach</li> <li>▪ A Big Data Approach to Knowledge Integration and Visualization for Tourism Destinations</li> </ul>	<b>Sandro CUZZOLIN</b> Amadeus  <b>Arno SCHARL</b> MODUL University Vienna

	<ul style="list-style-type: none"> <li>Information Design and a new language for informed decisions</li> </ul> <b>Q&amp;As (10')</b>	<p><b>Stefan EGGER</b> International Institute for Information Design</p> <p><b>Moderator: Richard Perdue</b> Virginia Tech University</p>
13.00- 14.00	<b>Lunch</b>	
14.00 - 15.30	<p><b>WORKSHOP</b></p> <p><b>Visual Creativity Techniques Applied to Knowledge Transfer</b></p> <p>This session should empower participants with knowledge about the basic design and perception laws when using visual methods to transfer knowledge.</p>	<p><b>Roland Andreas PFISTER</b> CREABILITY</p>
15.30 - 16.00	<b>Coffee break</b>	
16.00 – 17.30	<p><b>Knowledge Transfer across the Tourism Supply Chain</b></p> <ul style="list-style-type: none"> <li>The Role of E-learning Applications within the Tourism and Hospitality Sector: eLearning Courses for Travel Agents</li> <li>How Knowledge Management Technologies Enable Tourism Organizations – The Case of Falcon Social Usage at the Vienna Tourist Board</li> <li>Knowledge Sharing within and between Cities: The Tourism Barometer</li> <li>Knowledge Transfer across the Supply Chain: Ireland Case Study</li> </ul> <p><b>Q&amp;As (10')</b></p>	<p><b>Lorenzo CANTONI</b> University of Lugano <b>Nadzeya KALBASKA</b> University of Lugano</p> <p><b>Julia JAKOUBEK</b> Vienna Tourist Board</p> <p><b>Olivier PONTI</b> Amsterdam Marketing <b>Frédéric CORNET</b> VisitBrussels</p> <p><b>Nessa SKEHAN</b> Failte Ireland <b>Peter NASH</b> Tourism Ireland</p> <p><b>Moderator: Stefanie Gallob</b> European Travel Commission</p>
17.30 - 17.45	<b>Final remarks</b>	
17.45 - 18.15	<b>Transfer to Hotel Derag Kaiser Franz Joseph</b>	

## TRANSPORTATION TO VIENNA

### PLANE:

The closest airports are:

- Vienna Airport (VIE) (<http://www.viennaairport.com/en/passengers>)
- Bratislava Airport (BTS) (<http://www.airportbratislava.sk/en/passengers/>)

### From Vienna Airport:

- **Airport Taxi:**  
[http://www.viennaairport.com/en/passengers/arrival\\_parking/taxis\\_limousines](http://www.viennaairport.com/en/passengers/arrival_parking/taxis_limousines)  
Duration: approximately 30-45 min  
Advanced booking recommended (min. one day before)!
- **City Airport Train (CAT)** (<http://www.cityairporttrain.com/>)  
To: Vienna Airport to station 'Wien-Mitte' (city centre)  
Duration: 16 min

#### Prices:

	Online	Machines at airport	On board the train
Price Single	€ 11 /adult	€ 12 /adult	€ 14 /adult
Price Return	€ 17 /adult	€ 19 /adult	-

Continue the journey by public transport/taxi (see the section on Public Transportation).

### From Bratislava Airport:

- **Postbus Bratislava Airport - Vienna Südtiroler Platz**  
Duration: approx. 2 hours  
Price: Single-trip € 7.70; Return € 14.30  
Continue the journey by public transport/taxi (see the section on Public Transportation).

### TRAIN:

The major train stations are:

- Wien Westbahnhof (metro line U6)
- Wien Meidling (metro line U6)

Details about train connections to and from Vienna can be found on the Austrian Federal Railways (ÖBB) website (<http://www.oebb.at/en>)

## **TRANSPORTATION IN VIENNA**

### **SHUTTLE SERVICE:**

Transportation to and from the conference venue is provided for guests staying at the DERAG Kaiser Franz Josef Hotel only.

### **PUBLIC TRANSPORTATION:**

- Taxi: Tel: + 43 1 60160 or 40100
- Public transport: <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

### **TO THE VENUE:**

MODUL University Vienna is located on top of Kahlenberg, a scenic hill with an altitude of 484 meters that offers a view over the entire city of Vienna.

MODUL University Vienna is linked to the metro network by bus line 38A, departing from Heiligenstadt (metro line U4). Look for the blue sign for any entrance to the metro network. Take the U4 metro line (marked in green) to the final station "Heiligenstadt". Exit the station following the signs for the buses. Once outside, you will see the stop for the 38A bus on the right-hand side.

"Kahlenberg" is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the University building.

**IMPORTANT NOTE:** Check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

## ACCOMMODATION

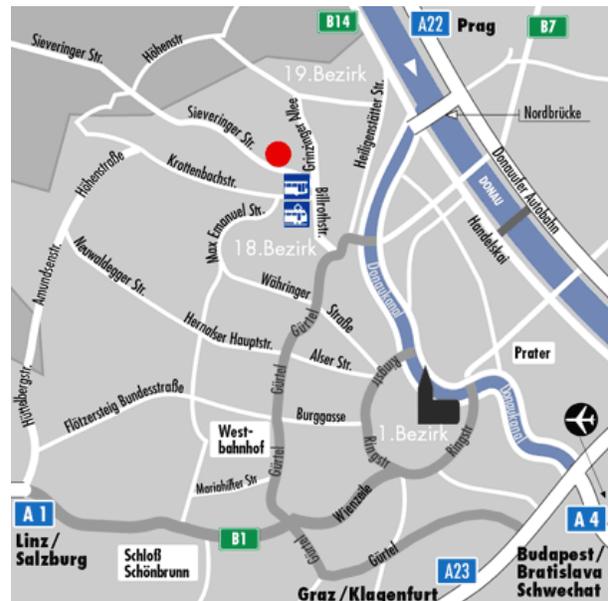
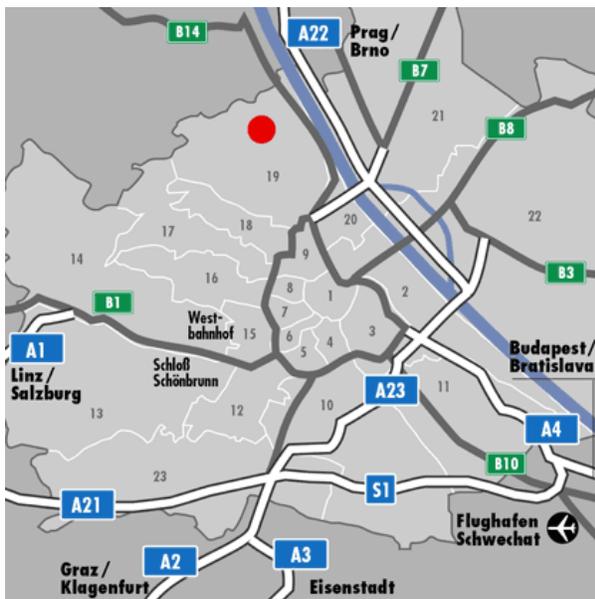
### DERAG Hotel Kaiser Franz Joseph\*\*\*\*

Sieveringer Straße 4, 1190 Vienna

Tel: +43 (0) 1-3 29 00-0

e-mail: Sabine.Lukschander@derag.de

<http://www.deraghotels.de/en/KFJ.htm>



Hotel Kaiser Franz Joseph is situated in the "19th district", in the stylish and quiet residential area Wien "Döbling". The tram stops next to the hotel and takes you within 15 minutes to the vibrating "Ersten Bezirk" (first district).

## Getting there by public transportation

... from 'Wien Schwechat' Airport	
Airport	S7 direction 'Floridsdorf'
Stop 'Handelskai'	S45 direction 'Hütteldorf'
Stop 'Oberdöbling'	
At a crossroad with a clock in the middle	Turn half left into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 mins
By taxi	Time: ca. 40 mins Reservation in the hotel necessary

... from the 'Westbahnhof'	
'Westbahnhof'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins
By taxi	Time: ca. 20 mins

... from 'Wien Meidling'	
'Wien Meidling'	U6 - direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the middle	Turn right into 'Sieveringer Strasse'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 mins
By taxi	Time: ca. 25 mins

## **POST-CONFERENCE ACTIVITIES**

Vienna is an old romantic imperial city, a city of music and art... But Vienna is also the city of a young and trendy scene, the entertainment metropolis of central Europe, with an extensive program of events - and, of course, also for families.

If you plan to extend your stay in Vienna we invite you to visit the web site: [www.vienna.info](http://www.vienna.info) for up-to-date information about what is going on in the city.

If you look for locations for traditional Austrian dinner you may want to accept our suggestions:

### **Restaurant Eckel**

Sieveringerstraße 46, 1190 Vienna

Tel.: 320 32 18

[www.restauranteckel.at](http://www.restauranteckel.at)

### **Fischer Bräu**

Billrothstrasse 17, 1190 Vienna

Tel.: 369 59 49

<http://www.fischerbraeu.at/>

### **Plachuttas Gasthaus zur Oper**

Walfischgasse 5-7, 1010 Vienna

Tel.: 51 222 51

<http://www.plachutta.at/index.php?id=95&L=1>

### **Weibl's Wirtshaus**

Kumpfgasse 2, 1010 Vienna

Tel: 512 39 86

[www.weibel.at](http://www.weibel.at)

### **Gastwirtschaft Huth**

Schellinggasse 5, 1010 Vienna

Tel.: 513 56 44

[www.zum-huth.at](http://www.zum-huth.at)