



ECM, UNWTO, ETC & MODUL University Vienna
cordially welcome participants to

11th TOURMIS USERS' WORKSHOP

&

MONITORING SUSTAINABILITY: INTERNATIONAL
SEMINAR ON ENVIRONMENTAL AND SOCIAL TOURISM
INDICATORS FOR MEASURING TOURISM DEVELOPMENT

VIENNA, September 10-11, 2015

#TourMIS2015



TOURMIS WORKSHOP



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 "Monitoring Sustainability: Environmental and Social Tourism Indicators for Measuring Tourism Development" on day 2 is jointly organized by ECM, ETC and UNWTO. Even though sustainable tourism has been a hot topic for many years, monitoring sustainability remains a daring challenge for most destination management organizations. Practitioners within the tourism sector often struggle to go beyond the economic dimension of sustainable tourism, not by lack of interest but because they miss good data material or simply do not know where to start. Through the seminar day, the international experts in the speaker lineup will provide participants with a number of actionable tools and best practices which can be readily used at a destination or company level. Eventually, the ambitious objective of this event is no less than helping European destinations being truly more sustainable.

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!

Olivier Ponti
ECM

Michel Julian
UNWTO

Eduardo Santander
ETC

Karl Wöber
MODUL University Vienna

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 to 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
email: Reservierung.KFJ@derag.de
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

Conference Organization Committee

Flavie Baudot, European Cities Marketing
Stefanie Gallob, European Travel Commission
Michel Julian, World Tourism Organization
Bettina Kuprian, Austrian National Tourist Office
Bénédicte Lack, European Cities Marketing
Lidija Lalicic, MODUL University Vienna
Olivier Ponti, European Cities Marketing
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
Tel: +43 (0)1 3203555 0
www.modul.ac.at

Contact

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PROGRAM

11 th TourMIS Users' Workshop Thursday, September 10 th , 2015		
Time	New Features & Developments	Speaker
09:00 - 09:30	Transfer from Hotel Derag Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 10:00	Conference registration / Coffee and tea	
10:00 - 12:00	Introduction to the Tourism Marketing Information System – www.tourmis.info 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!	Karl Wöber MODUL University Vienna & Tünde Mester Hungarian Tourism Plc.
12:00 - 13:30	Lunch	
13:30 - 15:30	Benchmarking Tourism Destinations • Examples that show how to analyze the performance of your destination • Webanalytics: How to measure the success of DMO websites	Karl Wöber & Irem Önder MODUL University Vienna
15:30 - 16:00	Coffee break	
16:00 - 17:30	The Future Development of TourMIS • New tables and graphs: e.g. tourism density • Sharing information on the European Meetings Industry • Discussion with workshop participants	Karl Wöber MODUL University Vienna
17:30 - 18:00	Transfer to Hotel Derag Kaiser Franz Joseph	
19:00 - 22:00	For delegates who registered to this social event: Dinner at Gasthof "Zum Renner" (at own expense, for details please see the registration form): Nussdorfer Platz 4, 1190 Vienna http://www.zum-renner.at/ Transfer by bus from and to the Hotel Derag Kaiser Franz Joseph.	



PROGRAM

Monitoring Sustainability: International Seminar on Environmental and Social Tourism Indicators for Measuring Tourism Development Friday, September 11th, 2015

Time	Session	Speaker
09:00 - 09:30	Transfer from Hotel Derag Kaiser Franz Joseph to the Seminar Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
09:30 - 09:50	Conference registration / Coffee and tea	
09:50 - 10:00	Introductory Remarks	Olivier Ponti Amsterdam Marketing / ECM
10:00 - 10:30	Monitoring Greenhouse Gas Emissions, Food Procurement, Water and Work Relations	Stefan Gössling Lund University
10:30 - 10:40	Questions & Answers	Karl Wöber MODUL University Vienna
10:40 - 10:55	Implementing ETIS at a Destination Level: the Turin Case	Massimiliano Coda Zabetta Higher Institute on Territorial Systems for Innovation
10:55 - 11:05	Questions & Answers	Karl Wöber MODUL University Vienna
11:05 - 11:35	Coffee break	
11:35 - 11:50	Project Management for Sustainable Development	Silvia Barbone, FEST
11:50 - 12:00	Questions & Answers	Olivier Ponti Amsterdam Marketing / ECM
12:00 - 12:20	The Use of Open Innovation in Co-Creating Vienna's Tourism Strategy 2020	Clemens Költringer Vienna Tourist Board & Lidija Lalicic MODUL University Vienna
12:20 - 12:30	Questions & Answers	Olivier Ponti Amsterdam Marketing / ECM
12:30 - 13:45	Lunch	
13:45 - 14:05	Monitoring Visitor Flows: the Power of Big Data	Frédéric Cornet VISITBRUSSELS
14:05 - 14:15	Questions & Answers	Irem Önder MODUL University Vienna
14:15 - 14:35	Towards a Sustainable Urban Tourism Development in Europe. The Role of Benchmarking and Tourism Management Informa- tion Systems	Bozana Zekan MODUL University Vienna
14:35 - 14:45	Questions & Answers	Stefanie Gallob, ETC
14:45 - 15:15	Coffee break	
15:15 - 15:35	Out of the Niche! - Research and Actions in Germany to Make the Tourism Offer More Sustainable	Ulf Sonntag NIT
15:35 - 15:45	Questions & Answers	Stefanie Gallob, ETC
15:45 - 16:05	Sustainable Tourism and the UNWTO	Michel Julian UNWTO
16:05 - 16:15	Questions & Answers	Jennifer Iduh, ETC
16:15 - 16:30	Final Remarks	Stefanie Gallob, ETC
16:45 - 17:15	Transfer to Hotel Derag Kaiser Franz Joseph	

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

Duration: approximately 30-45 min

Advanced booking recommended (min. one day before)!

- City Airport Train (CAT) (<http://www.cityairporttrain.com/>)

Vienna Airport to station 'Wien-Mitte' (city centre)

Duration: 16 min

Prices	Online	Machines at airport
Price Single	€ 11 / adult	€ 12 / 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 Hauptbahnhof

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 Hauptbahnhof (metro line U1)
- 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 Joseph 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.

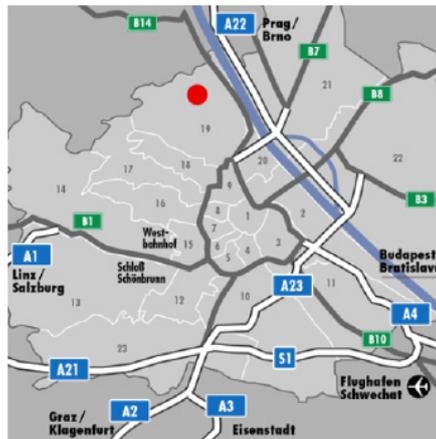
"Kahlenberg" is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the University building.

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
 email: Reservierung.KFJ@derag.de
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

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'
'Handelskai'	S45 direction 'Hütteldorf'
'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 min
By taxi	Time: ca. 40 min

... from 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 min
By taxi	Time: ca. 20 min

... from Hauptbahnhof	
Hauptbahnhof	S1 direction 'Gänserndorf' or S2 direction 'Mistelbach' or S3 direction 'Hollabrunn'
'Handelskai'	S45 direction 'Hütteldorf'
'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. 30 min
By taxi	Time: ca. 25 min

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 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: +43 320 32 18
www.restauranteckel.at

Fischer Bräu
Billrothstrasse 17, 1190 Vienna
Tel: +43 369 59 49
<http://www.fischerbraeu.at/>

Plachuttas Gasthaus zur Oper
Walfischgasse 5-7, 1010 Vienna
Tel: +43 51 222 51
<http://www.plachutta.at/index.php?id=95&L=1>

Weibl's Wirtshaus
Kumpfgasse 2, 1010 Vienna
Tel: +43 512 39 86
www.weibel.at

Gastwirtschaft Huth
Schellinggasse 5, 1010 Vienna
Tel: +43 513 56 44
www.zum-huth.at

ORGANIZATION COMMITTEE



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