Overview

The advent of mobile technologies has opened up great opportunities for destinations to facilitate and personalise holidaymakers' visits, thereby creating unique and unforgettable experiences.

Tourists increasingly look to take advantage of the portable internet connectivity offered by their smartphones to help them gather holiday information, find reviews, book tickets and experience the destinations in new and personalised ways. Mobile technologies offer convenience, efficiency and spontaneity. Moreover, these technologies can also help to tell the story of a destination in a unique, targeted and engaging manner, thereby creating better experiences.

Mobile apps today have millions of users and are changing the way tourism business works. With trends and technology evolving at unprecedented rates, it is important for destinations not only to keep up, but also to stay ahead. By attracting the tourist with a promise of an unique experience and smart locations, any destination can boost their arrivals. And a good tourist experience is also the best reason to come back again.

Thus, the aim of the seminar is to showcase the best examples of interactive apps, tourism augmented reality games, and other unique ways of enhancing the tourist experience.

Programme

09:00 - 09:30  Registration
09:30 - 10:15  Official opening

- Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)
- Minister of Tourism of Israel

10:15 - 11:45  The first panel: Apps

Mobile apps have been tourism game-changers. They provide information, links, articles, photos, and off-the-beaten-track destinations. They also include dozens of walking tours, GPS tracking, directions, search for destinations, hotel and rental car reservations. So what makes an app successful? This panel will look at effective and creative tourism-related apps, and highlight the features which are sought after in a good tourism app.
Moderator and introductory speaker:

- Eran Ketter, lecturer in the Department of Tourism and Hospitality Management, Kinneret Academic College (Israel)

The panellists:

- Ron Rozen, CEO of Trekking-in (Israel)
- Daniel Steiner, Head of Digital Media Strategy at the Austrian National Tourist Office (Austria)
- Alexandre Pinto, CEO of iCLIO (Portugal)
- Antonio López de Ávila, President of the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR) (Spain)

11:45 - 12:15 Coffee Break

12:15 - 13:45 The second panel: Location-based games

Engaging with visitors through location-based games is a relatively new concept in tourism sector, but one which holds significant promise and possibilities. Game design elements and game thinking can be easily applied in a tourism context: it can be used in order to influence consumer engagement, customer loyalty, brand awareness and enhance the user experience in tourism destinations. This panel will look at how the innovative concept of location-based games is already being applied with success in tourism.

Moderator and introductory speaker:

- Jessika Weber, Bournemouth University (UK)

The panellists:

- Anne Beuttenmüller, Product Marketing Europe, Niantic Labs @ Google (Germany)
- Jenn Seva, Geocaching (USA)
- Peter Symons, Ojoo (Belgium)

13:45 - 14:00 Conclusions

14:00 End of Seminar
Speakers

Eran Ketter

Senior trainer, adviser and researcher in tourism marketing. He is the co-author of the books: “Tourism marketing for Developing Countries (Palgrave Macmillan, 2015) and “Media Strategies for Marketing Places in Crisis” (Elsevier-BH, 2008), and a lecturer in the Department of Tourism and Hospitality Management, Kinneret Academic College. His vast practical experience includes training and consulting projects in both developed and developing nations, and he conducted tourism missions for the OECD, UNESCO-UNITWIN, Tanzania Tourism Board, Kenya Tourism Board, Nigeria Tourism Development Corporation and the Israeli Ministry of Tourism.

Ron Rozen

Ron started by working as an Air Force Officer for three years. Then he went on to lecture on aerodynamics for a couple of years and, between all that, he worked as a ranger and a tour guide in Israel’s nature parks for over 7 years. More recently, he was the project leader for implementing Moodle (an open-source learning platform) in The Academic College of Tel Aviv, where he is a lecturer too, and he is also the founder and CEO of Trekking-in, a social information system that provides updated navigation for backpackers around the world.

Daniel Steiner

Since 2012 Daniel has been Head of Digital Media Strategy at the Austrian National Tourist Office in Vienna. Together with his team he is responsible for the digital strategy, the owned digital channels of the ANTO and for finding innovative approaches to promote Austria as a tourism destination in digital media. Furthermore, Daniel is a lecturer for Digital Marketing at the University of Applied Sciences St. Pölten. Before joining the Austrian National Tourist Office, he worked as an online marketer for an international IT-company and as a digital media consultant in Vienna.

Alexandre Pinto

Alexandre started his career in the field of history, as a researcher in the Programme Network of Excellence within the European Commission. Following that, he worked closely with management and new technologies, obtaining different awards at various events on entrepreneurship and innovation. He is the co-founder and CEO of iClio, a company that designs and edits new media content in the areas of history, cultural heritage and tourism. iClio’s first product, JiTT, is a mobile app that acts as a tour guide tailored to each user, offering a storytelling travel guide. Currently, Alexandre is completing his PhD in Contemporary Studies at the University of Coimbra, Portugal.
Antonio López de Ávila

Antonio López de Ávila was appointed as the President of the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR) in 2012, after working at IE Business School, one of the top business schools worldwide, for over a decade. Between 2001 and 2004, Mr. López de Ávila was an advisor to the Secretary of State for Tourism and Commerce of the Government of Spain. He is also a founding partner of the Spanish Institute for Business Management and a Trustee of Paradores de Turismo, a Spanish state owned chain of luxury hotels usually located in historic buildings such as a monasteries, palaces or castles.

Jessika Weber

Jessika Weber is a PhD researcher at the Faculty of Management, Bournemouth University, UK where she explores the game experience of tourists with location-based augmented reality games in urban environments. The study investigates how location-based augmented reality games should be designed to support engaging experiences between the tourist and the visited location with the game as a mediator. Her research interests range from mobile technologies in tourism, games and gamification in tourism to mobile GUR and mobile UX. She is a member of the International Federation for Information Technology in Travel and Tourism (IFITT), Digital Games Research Group (DiGRA) and the Interaction Design Foundation.

Anne Beuttenmüller

Anne Beuttenmüller joined Google 7 years ago. After more than 6 years working in Ad Sales, consulting for media, creative and performance agencies, she joined Niantic Labs and is now responsible for product marketing and community management in Europe. Niantic Labs is a startup within of Google dedicated to creating mobile apps that connect people with the real world. Founded by John Hanke, who previously helmed the Google Geo team (Maps, Earth, etc.), Niantic connects people more closely with their real world environments and communities. Niantic’s products are focused on getting people outdoors, building adventure & exploration on foot, enabling meaningful and serendipitous interactions with local environments and other people in brand new ways, through technology.

Jenn Seva

Jenn was at the headwaters of a great movement in worldwide escapades back in 2001. It’s when she found her first geocache. The GPS-guided discovery of a cleverly hidden container sparked her imagination. She soon joined Geocaching.com which provides the online tools and apps to search for the 2.5 million hidden geocaches around the world. Ms. Seva now connects destinations with the power to tell their stories through curated, location-based geocaching tours: GeoTours. There are more than 50 GeoTours live around the world. Players use their smartphones or a handheld GPS device to play the game. The free guided quest of a GeoTour delivers an apolitical, cross-cultural activity that unites people in the adventure of location-based exploration. Ms. Seva has herself found more than 1,400 geocaches in ten countries. She and her husband Mike work and play in Seattle, Washington.
Peter Symons

Peter Symons is a social media, tech and marketing aficionado from Ghent, Belgium. He was Product Manager and Chief Marketing Officer of Twoo.com, the fastest growing dating site in the world.

Now Peter wants to turn the world into one big playground. That’s why he founded OJOO, a revolutionary mobile app for creating, playing, sharing and selling location-based games from any mobile device. With OJOO, everyone can build and play spectacular city games, excursions and guided tours that combine online elements with real-life gameplay.