

ITW 2011 Program

14 April, 2011

09.30 - 10.00 Registration

10.00 – 10.15 Opening Speeches

10.15 - 12.00 Panel Discussion: *"New Trends in E-Tourism"*

Chair: Prof. Akın Aksu, *Akdeniz University*

Prof. İge Pınar, *Yaşar University*

Ece Bayer, *Galileo Turkey Manager*

Katrienn Cattor, *Katholieke Hogeschool Brugge, Belgium*

Assoc. Prof. Beykan Çizel, *Akdeniz University*

12.00 – 13.00 Lunch

13.00 – 14.00 Keynote Speaker - **Professor Christou Evangelos , Alexander Technological Institute of Thessaloniki, Greece**

"Exploring experiences in wine tourism e-marketing"

14.00 – 14.15 Opening of Photograph and Painting Exhibitions

"Florida'dan Esintiler" by Azım Doğuş Tuncay

"ÖZ-lü-YORUM" by Asuman Soylu

14.15 – 15.15 Session I

Chair: Assoc. Prof. Nedim Yüzbaşıoğlu, *Akdeniz University*

Hulusi Binbaşıoğlu, *İnönü University*

"Testing the reliability and validity of the scale of exploring tourist satisfaction with mobile experience technology"

Betül Macit, *TUBİTAK*

"Funding opportunities in Turkey for Euraka Program"

Elodie Texier Reales, *SEGITTUR, Spain*

"EURAKA Tourism, new opportunities and challenges in innovative R&D applied to tourism"

15.15 – 15.30 Coffee Break

15.30 – 16.30 Keynote Speaker – **Professor Cihan Çobanoğlu, University of South Florida, US**

(Teleconference) *"The Future Hotel Room: Experiences from X-Room"*

16.30 - 16.45 Coffee Break

16.45 – 17.45 Tourism Schools' Presentations I

Chair: Asst.Prof. Bahattin Özdemir, *Akdeniz University*

Robert Kiss, **Kodolanyi Janos University College, Hungary**

Reetta Kosunen and Tuire Salomäki, **Kajaani University of Applied Sciences, Finland**

Joanna Banasik, **University of Economy in Bydgoszcz, Poland**

19.00 – 21.00 Welcome Cocktail, *IC Airport Hotel*

15 April, 2011

09.15 – 10.45 Session II

Chair: Asst. Prof. Yıldırım Yılmaz, *Akdeniz University*

Robert Kiss, *Kodolanyi Janos University College, Hungary*,

“E-tourism in the Hungarian golf- Does online marketing really work?”

Sagit Valeev (USATU), **Natalya Kondratyeva** (USATU), **Akın Aksu** (Akdeniz University),

“Information technologies in tourism: State of the art and perspectives”

Pavel Dreiger (Bashavtotrans, Regional Bus Company), *“Information technologies applications in Bashavtotrans”*

Aliya Yangirova (USATU), **Natalya Kondratyeva** (USATU),
“Information support system for passenger at the airport”

10.45 – 11.00 Coffee Break

11.00 – 12.00 Keynote Speaker - **Dr. Rich Harril**, *University of South Carolina, US*

12.00 – 13.00 Lunch

13.00 – 13.30 Marbling Paper Workshop

13.30 – 14.30 Keynote Speaker- **Professor Dimitrios Buhalis**, *Bournemouth University, UK*

14.30 – 14.45 Coffee Break

14.45 – 15.45 Tourism School Presentation II

Chair: Assoc. Prof. Beykan Çizel, *Akdeniz University*

Asst.Prof. Natalya Kondratyeva, *Ufa State Aviation Technical University, Russia*

Katrienn Cattor, *Katholieke Hogeschool Brugge, Belgium*

Lucia Ricardo Canatelli, *University of Seville, Spain*

15.45- 16.15 Coffee Break

16.15 – 17.30 Round Table “Cooperation Possibilities for E-Tourism”

20.00 – 22.00 Gala Dinner

16 April, 2011

09.30 – 17.00 Sightseeing Tour