

## **ENTER2010@Lugano**

The 17<sup>th</sup> International Conference on Information Technology and  
Travel & Tourism  
IFITT's Global Travel & Tourism Technology and eBusiness  
Forum

**10th-12th February 2010, VENUE: Università della Svizzera italiana,  
Lugano Switzerland**

[www.ifitt.org/enter](http://www.ifitt.org/enter) <http://www.enter2010.org/>

Organised by @Lugano is the 17th ENTER Conference bringing together international experts in all aspects of Information Communication Technologies in Travel and Tourism. In 2010, ENTER will move on to the city of Lugano, Switzerland and will be hosted by the Università della Svizzera italiana (USI, Lugano - Switzerland). Lugano lies in the idyllic Lake Lugano, surrounded by spectacular mountains offering splendid viewpoints. The traffic-free historic town centre, the numerous buildings in Italianate Lombardy style, the exclusive museums, the mountains, lake and a packed calendar of events all invite visitors to see the sights, soak up the atmosphere – and enjoy "dolce far niente". Lugano is easily accessible from the Milano airports and through the extended Swiss Railway network. ENTER2010 is promising a fantastic environment for serious debate and great social interaction. ENTER offers a unique forum for academic, industry, destination managers and marketers and government representatives to explore the future of ICTs in Tourism through research and dynamic dialogue within the social network of the IFITT community. ENTER2010 will concentrate on Disruptive technologies, cloud computing and cultural heritage and will attract more than 150 presentations over 3 days and more than 450 participants. The three tracks, namely Research, Destinations and Industry are designed in a way that enables maximum exchange of information and interaction. Presentations and debates will explore the state-of-the-art research and industry case studies on the application of information and communication technologies to travel and tourism. ICT-enabled dynamic challenges for Travel and Tourism to cover both technology and business and there will also be plenty for local and national government agencies to consider.