



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

# 15<sup>th</sup> TOURMIS USERS' WORKSHOP

&

INTERNATIONAL SEMINAR  
ON INNOVATION IN TOURISM PLANNING:  
MANAGING CAPACITY, FUNDING AND GOVERNANCE STRATEGIES  
IN FREQUENTLY VISITED PLACES

**VIENNA, September 12-13, 2019**  
#TourMIS2019



EUROPEAN  
TRAVEL  
COMMISSION



  
[www.tourmis.info](http://www.tourmis.info)

# TOURMIS WORKSHOP



Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by European Cities Marketing (ECM), European Travel Commission (ETC), 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, 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 Innovation in Tourism Planning on day 2 is led by ECM. The focus of the seminar lies on discussing strategies relevant for managing capacity, funding, and governance in frequently visited places. In more detail, innovation with regards to carrying capacity, data use in destination monitoring and planning, and the best practices concerning the management of high volume of visitors will be highlighted.

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!



**Harry Mirpuri**  
ECM



**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

Hotel Kaiser Franz Joseph \*\*\*\*  
Sieveringer Straße 4, 1190 Vienna, Austria  
Tel: +43 (0) 1-3 29 00-0  
email: [res.KFJ@living-hotels.com](mailto:res.KFJ@living-hotels.com)  
<https://www.living-hotels.com/hotel-kaiser-franz-joseph-wien/en/>

## Conference Location

MODUL University Vienna  
Am Kahlenberg 1  
1190 Vienna  
Austria  
Tel: +43 (0) 1 3203555 0  
<http://www.modul.ac.at>

## Conference Organization Committee

Lone Alletorp Callard, European Cities Marketing  
Flavie Baudot, European Cities Marketing  
Lyublena Dimova, European Travel Commission  
Pauline Froger, European Cities Marketing  
Jennifer Iduh, European Travel Commission  
Yuliya Kolomoyets, MODUL University Vienna  
Bénédicte Lack, European Cities Marketing  
Harry Mirpuri, European Cities Marketing  
Michael Straube, MODUL University Vienna  
Karl Wöber, MODUL University Vienna  
Bozana Zekan, MODUL University Vienna

## Contact

Dr. Bozana Zekan, Program Coordinator  
[bozana.zekan@modul.ac.at](mailto:bozana.zekan@modul.ac.at)  
Tel: +43 (0) 1 3203555 418  
Mr. Michael Straube, Event & Facility Manager  
[michael.straube@modul.ac.at](mailto:michael.straube@modul.ac.at)  
Tel: +43 (0) 1 3203555 110

# PROGRAM

<b>15<sup>th</sup> TourMIS Users' Workshop</b> Thursday, September 12 <sup>th</sup> , 2019			
Time	Session		
<b>09:00 - 09:30</b>	Transfer from Hotel Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna		
<b>09:30 - 10:00</b>	Conference registration / Coffee and Tea		
<b>10:00 - 11:00</b>	<p style="text-align: center;"><b>Introduction to the Tourism Marketing Information System TourMIS (www.tourmis.info)</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session provides a short introduction to the objectives of TourMIS by its chief developer Prof. Dr. Karl Wöber. At the end of this session Karl gives an overview of the new features he programmed during the last year and introduces the outline of the workshop.</p>		
<b>11:00 - 12:15</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>How to become an active contributor to TourMIS</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system and how to enable automatic updates from other databases in TourMIS!</p> </td> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>How to enter and analyze visitors to attractions and sites</b>  <i>By Božana Zekan</i>            MODUL University Vienna</p> <p>The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Božana will show you the power of this tool and how to participate in this project.</p> </td> </tr> </table>	<p style="text-align: center;"><b>How to become an active contributor to TourMIS</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system and how to enable automatic updates from other databases in TourMIS!</p>	<p style="text-align: center;"><b>How to enter and analyze visitors to attractions and sites</b>  <i>By Božana Zekan</i>            MODUL University Vienna</p> <p>The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Božana will show you the power of this tool and how to participate in this project.</p>
<p style="text-align: center;"><b>How to become an active contributor to TourMIS</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! Karl will help you to enter your statistics into the system and how to enable automatic updates from other databases in TourMIS!</p>	<p style="text-align: center;"><b>How to enter and analyze visitors to attractions and sites</b>  <i>By Božana Zekan</i>            MODUL University Vienna</p> <p>The attractions and sites database is a unique tool for monitoring and comparing the importance of cultural and natural attractions in European tourism destinations. Božana will show you the power of this tool and how to participate in this project.</p>		
<b>12:15 - 13:30</b>	Lunch break		
<b>13:30 - 14:30</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>Benchmarking tourism destinations - Part 1</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS. He will also explain how to use MyTourMIS for frequently used queries.</p> </td> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>The meetings industry benchmarking tool in TourMIS</b>  <i>By Lidija Lalicic</i>            MODUL University Vienna</p> <p>In this session Lidija will present a powerful new tool that allows city tourism destinations to share and compare data on their meetings industry.</p> </td> </tr> </table>	<p style="text-align: center;"><b>Benchmarking tourism destinations - Part 1</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS. He will also explain how to use MyTourMIS for frequently used queries.</p>	<p style="text-align: center;"><b>The meetings industry benchmarking tool in TourMIS</b>  <i>By Lidija Lalicic</i>            MODUL University Vienna</p> <p>In this session Lidija will present a powerful new tool that allows city tourism destinations to share and compare data on their meetings industry.</p>
<p style="text-align: center;"><b>Benchmarking tourism destinations - Part 1</b>  <i>By Karl Wöber</i>            MODUL University Vienna</p> <p>This session introduces participants to the basic analysis and reporting features. Karl will explain how to benchmark tourism demand by comparing the number of arrivals, bednights, average length of stay, and occupancy rate of a destination; how to calculate market trends and market shares, and how to retrieve graphs in TourMIS. He will also explain how to use MyTourMIS for frequently used queries.</p>	<p style="text-align: center;"><b>The meetings industry benchmarking tool in TourMIS</b>  <i>By Lidija Lalicic</i>            MODUL University Vienna</p> <p>In this session Lidija will present a powerful new tool that allows city tourism destinations to share and compare data on their meetings industry.</p>		

# PROGRAM

<p><b>14:30 - 15:00</b></p>	<p><b>Benchmarking tourism destinations - Part 2</b>  <i>By Karl Wöber</i>  <i>MODUL University Vienna</i></p> <p>Karl will explain how to calculate, monitor and benchmark the intensity of seasonality by advanced statistical methods and how to measure the risk of a skewed (unbalanced) guest mix.</p>	<p><b>The ECM shopping barometer</b>  <i>By Bozana Zekan</i>  <i>MODUL University Vienna</i></p> <p>The objective of the ECM shopping barometer is to shed light on the costs differential existing across cities in Europe, collecting publicly available data for a specific set of items among those commonly consumed by visitors. Bozana will explain these items and show how to become an active participant in this project.</p>
<p><b>15:00 - 15:30</b></p>	<p><b>Forecasting tourism demand</b>  <i>By Karl Wöber</i>  <i>MODUL University Vienna</i></p> <p>This session will provide a brief introduction to forecasting and explain how to use TourMIS for combining quantitative and qualitative forecasting methods for predicting the development of tourism demand in European destinations.</p>	<p><b>Sharing your website analytics</b>  <i>By Bozana Zekan</i>  <i>MODUL University Vienna</i></p> <p>Website Analytics is a tool which captures and compares website traffic of tourism destinations' websites. Bozana will introduce the benefits of this new tool and explain how destinations can participate in this project.</p>
<p><b>15:30 - 16:00</b></p>	<p>Coffee break</p>	
<p><b>16:00 - 16:45</b></p>	<p><b>Estimating CO2 emissions generated by tourism destinations in TourMIS</b>  <i>By Karl Wöber</i>  <i>MODUL University Vienna</i></p> <p>In this session Karl will present to you a model which allows tourism destinations to estimate and to monitor their CO2 emissions caused by tourists traveling to their destination.</p>	
<p><b>16:45 - 17:30</b></p>	<p><b>The future development of TourMIS</b>  <i>By Karl Wöber</i>  <i>MODUL University Vienna</i></p> <p>In this workshop style session participants are invited to discuss various options for the future development of TourMIS.</p>	
<p><b>17:30 - 18:00</b></p>	<p>Transfer to Hotel Kaiser Franz Joseph</p>	
<p><b>19:00 - 22:30</b></p>	<p>For delegates who registered to this social event: Dinner at Zum Martin Sepp (<a href="http://zummartinsepp.at/">http://zummartinsepp.at/</a>)          Transfer by bus from and to Hotel Kaiser Franz Joseph.</p>	



# PROGRAM

## International Seminar on Innovation in Tourism Planning: Managing Capacity, Funding and Governance Strategies in Frequently Visited Places

Friday, September 13<sup>th</sup>, 2019

Time	Session
09:00 - 09:30	Transfer from Hotel 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	Welcome <i>By Karl Wöber, MODUL University Vienna &amp; Flavie Baudot, ECM</i>
<b>Keynote - Innovation on carrying capacity</b>	
10:00 - 10:45	How to create destinations where visitors and local inhabitants feel like (at) home <i>By Urška Starc-Peceny &amp; Tomi Ilijaš, Arctur</i>
10:45 - 11:00	Questions & Answers <i>By Karl Wöber, MODUL University Vienna</i>
11:00 - 11:30	Coffee break
<b>Data use in destination monitoring &amp; planning</b>	
11:30 - 11:50	Big data driven decisions and innovation in tourism policy in Buenos Aires <i>By Federico Esper, Turismo Buenos Aires</i>
11:50 - 12:10	A public-private partnership to make the tourism governance strategy come true <i>By Ricardo Millet, Turismo Valencia &amp; Olivier Ponti, ForwardKeys</i>
12:10 - 12:30	An iterative approach to manage human mobility <i>By Stefan Seer, AIT Austrian Institute of Technology</i>
12:30 - 12:45	Questions & Answers <i>By Clemens Költringer, Vienna Tourist Board</i>
12:45 - 14:00	Lunch break
<b>Sharing Best Practices</b>	
14:00 - 14:20	Using mobile and geodata to support crisis management <i>By Sérgio Guerreiro, Turismo de Portugal</i>
14:20 - 14:40	How to deal with tourists causing nuisance in a liberal city where everyone is welcome? <i>By Mariken van den Boogaard, Amsterdam &amp; Partners</i>
14:40 - 15:00	Short-term rentals in Europe: How data can anticipate an exceptional influx of tourists and help you manage your destination by preparing in advance? <i>By Fernando Dal Re, Transparent</i>
15:00 - 15:10	Questions & Answers <i>By Magnus Hessbo, Visit Stockholm AB</i>
15:10 - 15:40	Coffee break
15:40 - 16:00	Skyrocketing density – good, bad or just a number? <i>By Goran Pavlovic, Opatija Tourist Board</i>
16:00 - 16:20	We think Futourism <i>By Jan Konečnik, Ljubljana Tourism</i>
16:20 - 16:30	Questions & Answers <i>By Lyublena Dimova, ETC</i>
16:30 - 16:35	Final remarks <i>By Lyublena Dimova, ETC</i>
17:00 - 17:30	Transfer to Hotel Kaiser Franz Joseph

# STUDY IN ENGLISH IN VIENNA

**Master of Business Administration**  
**Master of Science in Management**  
**Master of Science in International Tourism Management**  
**Master of Science in Sustainable Development,  
Management & Policy**

## **ADD A SPECIALIZATION TO YOUR DEGREE**

**Digital Marketing**  
**Entrepreneurship, Innovation & Leadership**  
**Innovation and Experience Design for Tourism**  
**Real Estate Management**  
**Sustainable Management & Governance**

For more information contact [recruitment@modul.ac.at](mailto:recruitment@modul.ac.at)

[www.modul.ac.at](http://www.modul.ac.at) | Am Kahlenberg 1, 1190 Vienna

# TRANSPORTATION TO VIENNA

## PLANE:

The closest airports are:

- Vienna Airport (VIE) (<http://www.viennaairport.com/en/passengers>)
- Bratislava Airport (BTS) (<https://www.bts.aero/en/>)

## 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/>

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

Duration: 16 min

<i>Prices</i>	<i>Online</i>	<i>Machines at airport</i>
Price Single	11 € / adult	12 € / adult
Price Return	19 € / adult	21 € / adult

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>)



# ACCOMMODATION

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

Sieveringer Straße 4, 1190 Vienna, Austria  
 Tel: +43 (0) 1 329000  
 email: res.KFJ@living-hotels.com  
<https://www.living-hotels.com/hotel-kaiser-franz-joseph-wien/en/>

Hotel Kaiser Franz Joseph is situated in the 19<sup>th</sup> 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).



... from Wien Schwechat Airport	
Airport	S7 direction 'Floridsdorf'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	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 center	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 center	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 website: <https://www.wien.info/en> 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**

Sieveringer Straße 46, 1190 Vienna

Tel: +43 (0) 1 3203218

<http://www.restauranteckel.at>

## **Fischer Bräu**

Billrothstraße 17, 1190 Vienna

Tel: +43 (0) 1 3695949

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

## **Plachuttas Gasthaus zur Oper**

Walfischgasse 5-7, 1010 Vienna

Tel: +43 (0) 1 5122251

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

## **Weibel's Wirtshaus**

Kumpfgasse 2, 1010 Vienna

Tel: +43 (0) 1 5123986

<http://www.weibel.at>

## **Gastwirtschaft Huth**

Schellinggasse 5, 1010 Vienna

Tel: +43 (0) 1 5135644

<http://www.zum-huth.at>

# ORGANIZATION COMMITTEE



EUROPEAN  
TRAVEL  
COMMISSION



# SPONSORS

# VIENNA

NOW ♦ FOREVER

