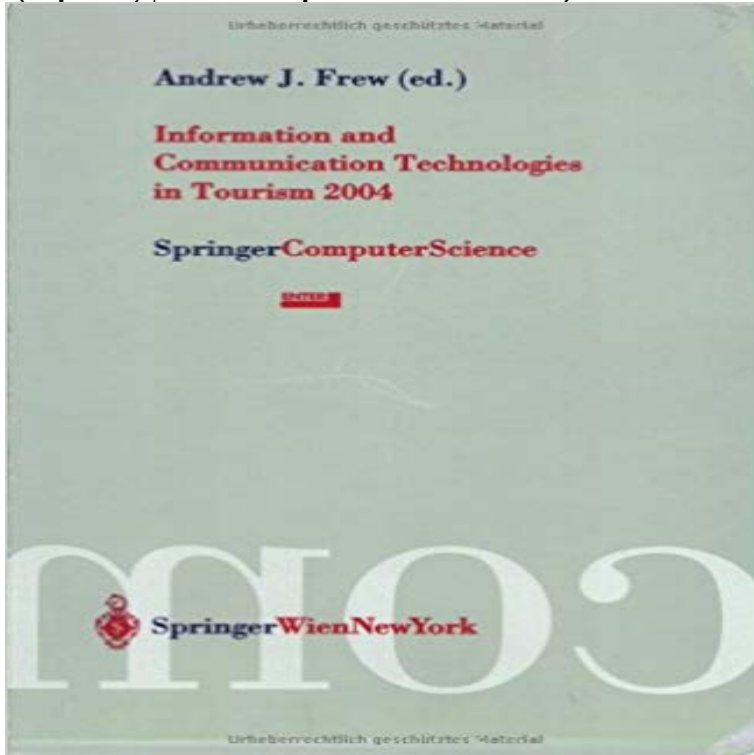


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This collection of papers presented at the 11th ENTER Conference represents a unique opportunity of sharing knowledge with researchers bridging the fields of travel, tourism, information and communication technologies. The key objectives of the ENTER research track continue to be the dissemination of research findings, the exchange of experiences on the development of new research theories and methodologies and generally the encouragement of informed and cross-fertilized research activities. This years overall theme is on consumer-focused technologies and applications. 58 papers cover the following topics: mobile systems and services, consumer issues, travel and planning, destination systems, trust, ICT, structures and communities, hotel systems and issues, marketing and markets, electronic distribution and management, eLearning, metrics and evaluation. All papers have undergone a two round double blind review process - therefore, the proceedings represent once more the state-of-the-art of IT&Tourism.

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