
Professor Dr. Berendien Lubbe

Department of Tourism Management, University of Pretoria, South Africa

INTRODUCTION TO THE ENTER 2011 PhD WORKSHOP SPECIAL ISSUE

There is very little doubt that Ph.D. research transforms the researcher. It is a huge endeavour, a huge challenge and a huge investment, but once successful there is little doubt that it is still the best way to develop strong researchers! The annual Ph.D. Workshop at ENTER provides students with the opportunity to share new tourism information, to learn from others and most importantly, to build relationships with those experiencing the same challenges, no matter which country they come from.

The 2011 ENTER Ph.D. Workshop was held in the beautiful city of Innsbruck and was chaired by Berendien Lubbe, Professor in Tourism Management at the University of Pretoria in South Africa. Berendien specialises in the role of air transport in tourism as well as tourism distribution. Co-chairs were Davide Bolchini, Assistant Professor at the School of Informatics, Indiana University and Cihan Cobanoglu, University of Delaware, Associate Professor of Hospitality Information Technology and Management Information Systems.

The Ph.D. Workshop annually invites proposals from doctoral students at all stages of their research focusing on practical and methodological issues as well as interim results of participating students. Proposals are reviewed by two highly-rated referees who are selected based on their expertise in the area of research covered by the proposal. Selection is based on the innovativeness of the research and its potential to extend the exciting field of technology and tourism. Apart from the Ph.D. student presentations at the Workshop, well-known academics present their ideas on emerging issues in ICT and Travel and Tourism, provide guidelines to journal publishing, and sharing some valuable tips for completing a thesis.

Judging by the lively communication on social networks between Ph.D. students, their peers, supervisors and other scholars, following the 2011 ENTER Ph.D. Workshop, it achieved its objective of stimulating debate on emerging tourism issues. The range of topics presented at the ENTER 2011 Ph.D. Workshop created much interest. As expected research into the social web, particularly its impact on consumer behaviour generated a number of papers. Other stimulating topics included 3D Mobile, Context-aware Tourism City Applications; Customer Participation in Self-Service Technologies; The Role of Personality on Travel Information Search; Technology Adoption Implications for Retail Travel Firms; and The Influence of Online reputation on the Travel Decision. This special issue of the eReview of Tourism Research (eRTR) includes a number of the Ph.D. papers presented at the 2011 ENTER Ph.D. Workshop providing another forum for scholars and tourism professionals to engage in a discourse on emerging travel and tourism research into crucial issues that impact industry.