

The t-FORUM 2015 Global Conference

Tourism Intelligence in Action

Naples, Italy, 4 - 7 May 2015

The Tourism Intelligence Forum (*t-FORUM*) announces its **t-FORUM 2015 Global Conference: *Tourism Intelligence in Action***, to be held in Naples, Italy, from 4 to 7 May 2015. The Conference is co-organized and supported by the Institute for Service Industry Research of the National Research Council (CNR - IRAT).

Conference Themes

This Conference is dedicated to the objectives, means, and ways of transferring knowledge to and within tourism, with three debate areas:

- **Intelligent Futures: *t-Intelligence in Action***
- **Science and Technological Innovation: *t-Applications***
- ***t-Intelligence in Governance: Proposals and Cases***

Kenote Speakers

Eduardo Fayos-Solà

President of the Ulysses Foundation, Spain

Luigi Nicolais

President of the National Research Council, Italy

Casimir Platzer

President of the International Hotel and Restaurant Association, Switzerland

Target Audience

Entrepreneurs, professionals, firms, institutions, and agencies involved in the creation and/or application of knowledge to tourism, including tourism and hospitality businesses, destinations, public agencies, science and technology parks, and universities. Participants are executives and professionals, destination managers, public officials, consultants, and academics.

For further information:

Conference website: <http://www.thetourismforum.com/globalconference>

Scientific Committee: scicomm.tforum@ulyssesfoundation.org

Organization Committee: vanniekerk@thetourismforum.com