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