

## **CFP for Asian Pacific Journal of Information Systems (APJIS) Special Issue:**

### **"Role of IT in Tourism: Convergence of Information Technologies, Experiences, and Ecosystems"**

#### **Guest Editors:**

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Dr. Koo is an Assistant Professor and Managing Director of Smart Tourism Research Center (STRC) for the College of Hotel & Tourism Management, Kyung Hee University, South Korea. He is teaching Management Information Systems and Electronic Business & Commerce courses in College of Hotel & Tourism Management. He is responsible for the special issue of "Smart Tourism: Convergence of Information Technologies, Experiences, and Theories" in the Electronic Market Journal. His papers were published in the mainstream IS journals and tourism journals.

##### **Ulli Gretzel**

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Dr. Ulrike Gretzel is an Associate Professor in Marketing, Director of the Laboratory for Intelligent Systems in Tourism (LIST), Institute for Innovation in Business and Social Research (IIBSoR). Ulrike's research focuses on persuasion in human-technology interaction, the representation of sensory and emotional aspects of tourism experiences, and issues related to the development and use of intelligent systems in tourism.

##### **William C. Hunter**

Dr. William Cannon Hunter is an Associate Professor in the Department of Convention Management, College of Hotel and Tourism Management at Kyung Hee University in Seoul, Korea. He has lived as a world citizen in Asia for 20 years. His research focuses on destination imagery, subjectivity and problems related to cultural and touristic representations using visual and Q research methodologies. He is also interested in Smart Tourism Ecosystems related research and development.

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Namho Chung is an Associate Professor and Director of Smart Tourism Research Center (STRC) for the College of Hotel & Tourism Management at Kyung Hee University in Seoul, Korea. He received his Ph.D degree in MIS from Sungkyunkwan University. His research focuses on consumer behavior on the Internet, human computer interface, and knowledge management in the hospitality & tourism industry. His research work has been published in journals that include Journal of Travel Research, Tourism Management, Journal of Hospitality & Tourism Research, Information & Management, Computers in Human Behavior, Behaviour and Information Technology, Electronic Commerce Research and Applications, International Journal of Tourism Research, Journal of Business Research, and Interacting with Computers.

#### **Theme**

Information Technologies and Information Systems have also changed the structure of the tourism industry with new players entering the value chain. The tourism industry consists of a large number of

loosely interconnected travel entities that are dependent on one another. IT enabled tourism provides greater value when it helps in collecting and pre-processing information according to personal and situational needs of the travelers. IT suggests that travel companies are predisposed to comprehend correct directions for IT development and that its elements work together in complex tourism ecosystems. For instance, mobile apps connected with social network services as well as with traditional websites allow exchanges to be informed by socially generated information and for feedback to be instantaneous. Mobile applications for a specific destination are increasingly needed for consumer reviews and recommendations of restaurants, transportation information, and supporting the entire tourist life cycle and all business ecosystems. Twitter, facebook, and other social media applications, for example, are used by travel & heritage sites, airlines, and hotels to identify service quality issues and engage in immediate service recovery.

Ultimately, IT can enable better tourism ecosystem health, increasing the destinations' competitive advantage, and enabling travel companies and travelers to better exchange and share vital resources. Tourism and IT convergence is generally recognized as a critical step for creating, storing, and transferring information capital. This convergence is necessary for travel companies as it allows for the creation of valuable profit and healthy tourism business ecosystems. These smart tourism ecosystems become socio-technical networks, in which IT plays the role of an intelligent service platform that regulates the responses of tourism ecosystems to internal and external stimulation. Destinations may soon discover that smart tourism ecosystems are indispensable.

### **Topics**

This special issue is interested in papers that focus on: (1) "visit" experiences in smart tourism contexts, (2) IT-enabled tourism business models, (3) the role of IT in tourism product, devices, and process innovations, and (4) the extension of our knowledge about the adequacy of research methods and tourism and IS theories for future studies related to smart tourism.

Topics clearly related to smart tourism ecosystems from an IT & IS perspective are privacy and security issues, interoperability, technology adoption/acceptance, innovation diffusion, design and system integration, reference modeling, IT architectures, business model design, business process modeling, complexity and modularity, electronic marketplace, electronic brokerage, and organizational dynamics. From a tourism perspective, resulting changes in travelers' attitudes and behaviors, interactions among intelligent systems, host communities, and travel businesses, as well as implications for tourism marketing are some of the topics that need to be addressed.

We invite researchers to submit original papers that include empirical, analytical, design-oriented, or conceptual approaches that are relevant for this important topic and provide new insights for theory and practice. Topics of interest include, but are not limited to:

- Smart tourism ecosystem case studies
- Smart technologies for airlines
- Smart technologies for hospitality
- Smart technologies for tour operators, travel agencies
- Smart technologies for destinations
- Electronic brokerage and marketplaces for tourists, agencies, and vendors
- Electronic marketplaces through social network services
- IT architectures and models for smart tourism like e-tourism or smart services

- The role of IT in smart tourism business models
- Developments and barriers regarding interoperability and standards
- Acceptance, adoption, diffusion, and infusion of smart tourism technologies, products, or devices
- Ensuring privacy and security in smart tourism infrastructures
- Smart tourism solution approaches
- Impact of smart technologies on traditional tourism
- Policy, strategy, management of smart tourism
- Smart tourism business processes
- Value chain analysis in the networked tourism industry
- Online & Computer Reservation Systems
- Business intelligence for smart tourism technologies and services
- Mobile solutions for the tourism industry
- IS theories for tourism-related issues
- Research methods for the analysis of smart tourism related phenomena

Methodological and theoretical pluralism is part of the journal's policy. We welcome submissions using qualitative or quantitative methods. We also would like to encourage submissions of interdisciplinary work by authors from different areas. If authors have any questions regarding the suitability of their work for this special issue, whether topical or methodological, they should not hesitate to contact (one of) the co-editors.

### **Submission Deadlines**

#### **Submission Deadline: 1 June 2014**

Place all articles to reviewers: 14 June 2014

Return of all reviews: 14 July 2014

Check 1st Decision: 21 July 2014

Resend to authors for revisions: 3 Aug 2014

Submission Deadline for revised version: 24 Aug 2014

Place all articles to reviewers (2<sup>nd</sup> round): 1 Sep 2014

2<sup>nd</sup> round reviews in: 22 Sep 2014

2<sup>nd</sup> Decision: 29 Sep 2014

Check 2<sup>nd</sup> Decision: 1 Oct 2014

Final Decision & Notification: 11 Oct 2014

### **Review Process**

Papers will be evaluated on their general merit, relevance to industry, and contribution to IT, Smart Tourism, and Ecosystems. All papers will be rigorously refereed by 3 reviewers from the following reviewer board and additional ad hoc reviewers. Submission of a manuscript to this special issue implies that no similar paper is already accepted or will be submitted to any other conference or journal.