Call for Papers

Special Issue on

Social computing in travel, tourism and hospitality

Guest Editors:

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Manuscripts are solicited for a special issue of the international journal Computers in Human Behaviour “Social computing in travel, tourism and hospitality”. Articles published in this special issue will present current, state-of-art research and critical thinking, designed to equip scholars and practitioners with the necessary knowledge in the specific area of the use and impacts of social computing in the travel, tourism and hospitality from either a demand and/or a supply approach.

Recent advances and applications in social software, Web 2.0, open source and social network analysis are giving rise to what is widely referred nowadays as social computing. Social computing supports any sort of social behaviour in or through computational information systems, such as blogs, wikis and social bookmarking. In a stronger sense, social computing has to do with supporting “computations” that are carried out of people such as collaborative filtering, prediction markets, reputation systems, online auctions and tagging.
Irrespective of the conceptualisation of social computing, social computing exploits software and technology for creating or recreating social conventions and social contexts. Social computing finds a wide application in travel, tourism and hospitality sectors due to their specific nature and requirements. Information and social interactions are the lifeblood of these sectors. For example, the provision of tourism and hospitality experiences requires and entails the development of numerous social interactions and communication amongst travellers, suppliers and many other stakeholders. Social computing is used for enhancing, informing and empowering the role of each actor in such interactions as well as for facilitating and supporting remote interactions when tourists and suppliers are geographically dispersed. The wide use and implications of social computing in the travel industry are clearly evident when considering several issues such as: the impact of user-generated-content on travellers’ consumer behaviour, the role of online reputation systems for online distribution and marketing, crowdsourcing applications for new service development and crisis management in tourism.

This special issue of the journal *Computers in Human Behaviour* seeks leading-edge research investigating the role, use and implications of social computing on the behaviour and management practices of travellers and/or tourism operators. The overall goal of this special issue is to disseminate a coherent body of research that will provide insights for academics and professionals alike into the impact of social computing on: a) the profile, the behaviour and the changing role of the new generation of travellers; b) the management practices of travel, tourism and hospitality firms; and c) the development and management of online social communities operating and influencing the travel, tourism and hospitality sectors.

The objectives of the special issue are to publish findings and exchange knowledge on the development of new research theories, methodologies and applications. Thus, theoretical, empirical, experimental, case studies and policy-oriented contributions are welcome, but all contributions should clearly address the practical implications of the research reported.

**Topics**

Topics of papers may include (but they are not limited):

- user-generated content: classification, evaluation and use by travellers
- crowdsourcing and crowdmapping: applications, impact and role in travel, tourism and hospitality
- travellers 2.0: profile, behaviour, decision-making processes and roles in tourism and travel operations and distribution chain
- social network analysis: tools, methodologies and implications
- enterprise 2.0: applications and impacts of social computing on business operations, management practices and strategies
- social commerce in travel, tourism and hospitality
- Crisis informatics: social computing in crisis management in tourism, travel and hospitality
- Social computing and networking/collaboration in travel, tourism and hospitality
- online social communities: role, characteristics, applications and management
• social gaming in travel, tourism and hospitality

Guidelines for Authors
The special issue will also consider best papers that fit the scope of the special issue and they are presented at the 2nd International Conference "Advances in Hospitality and Tourism Marketing & Management” that is co-organized by: a) the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki, b) the Department of Business Administration of the Democritus University of Thrace, and c) the School of Hospitality Business Management of the Washington State University " 31 May – 3 June 2012, Corfu, Greece.

More information about the conference can be found at the conference website: http://www.ahtmmc2012.gr/

All submissions must adhere to the format and style guidelines of the journal Computers in Human Behaviour. A guide for authors, sample copies and other relevant information for submitting papers are available at: http://www.elsevier.com/wps/find/journaldescription.cws_home/759/authorinstructions

Review process
All papers will be blind reviewed by at least three anonymous referees. A three stage review process is planned, to allow for the consideration, where appropriate, of revised papers.

Manuscripts submissions and editorial communications
All manuscripts (or any editorial communications) should be submitted electronically, to the Guest Editors of the Special Issue at the following e-mail address:
Dr. Marianna Sigala (m.sigala@aegean.gr) and
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Important Dates

Date for submission for manuscript: 31 August 2012

Date of publication of the Special Issue: late 2013

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