Background. The travel, hospitality and tourism sectors were among the first to adopt and widely use e-commerce, as information, communications and support for service acquisition are the lifeblood of services industries. E-commerce tools and applications also have tremendous impacts on the way the industry is shaped and performs, as well as on the daily operations of firms in these sectors. For example, e-commerce has transformed the role and power of travel and tourism intermediaries. It also has redefined the whole structure, the economics and the interorganizational relations within the tourism distribution chain. Recently, social media and Web 2.0 tools have further empowered travelers by enabling them to actively participate and engage in the several operations of industry firms, including new service development, trip planning, and e-marketing. Social computing, for example, is one of the key forces at work in recreating the social contexts for travel, hospitality and tourism transactions, that give rise to bookings and travel experiences.

Purpose. This special issue of ECRA seeks to publish leading-edge research that investigates how technological and methodological advances reshape and transform e-commerce in the travel, hospitality and tourism sectors. It will examine how recent and emerging technological and marketplace developments support innovative business models and new kinds of market activities. It further aims to bring together a number of high-quality research papers that offer fresh perspectives on a broad spectrum of key subjects related to e-commerce in this context.

Editors. This call for papers will yield one special issue that will be developed and co-edited by:

- Evangelos Christou, Alexander TEI of Thessaloniki, Greece, e.christou@tour.teithe.gr
- Marianna Sigala, University of the Aegean, Greece, m.sigala@aegean.gr

The sponsoring editor for this special issue is Robert J. Kauffman, ECRA’s Editor-in-Chief.

Topics. The special issue seeks theoretical, empirical, experimental and case study research contributions, but all contributions should clearly address the practical implications of the research. Interdisciplinary studies that are relevant for e-commerce in travel, hospitality and tourism are especially welcome. Relevant topics include, but are not limited to:

- Electronic intermediaries in travel and hospitality, including new business models and services
- Infomedia, disintermediation and reintermediation issues and strategies
- Social and collaborative e-commerce for travel, hospitality and tourism
- Customer engagement, management and measurement tools, applications and implications
- User-generated content, data mining and analytics methods, and impacts on traveler behavior
- Role and impact of social networking on the tourism value chain
- Crowdsourcing applications and their impacts in travel, hospitality and tourism
- Social recommendation systems for tourism and hospitality
- E-business model innovations, such as couponing and crowd-mapping
- Reputation monitoring and management systems, applications and methodologies in the sector
- Virtual tourism communities and related profiling and impact assessment methods
- Cloud computing, Web services and software-as-a-service in this area of industry
• Green e-commerce and IT approaches in support of sustainable tourism
• E-customer relationship marketing for travel and hospitality services
• Security, privacy, ethical and cultural issues

Submission Deadline. The development window for this issue opens on January 1, 2012, and papers must be submitted no later than December 31, 2012. Authors are encouraged but not required to submit abstracts to the Special Issue Editors as a means to gauge their interest and get suggestions on developing a paper. Papers will be assigned for review as they are received, and acceptance decisions will be made on a rolling basis over time, as appropriate to the development of high quality research for publication.

The special issue will also consider best papers that fit the scope of the special issue and have been presented at the Second International Conference on the Advances in Hospitality and Tourism Marketing and Management. This is being organized by: the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki; the Department of Business Administration of the Democritus University of Thrace; and the School of Hospitality Business Management at Washington State University. The conference will be held at Corfu, Greece from May 31 to June 3, 2012. More information about the conference can be found at: www.ahtmmc2012.gr.

Submission Guidelines. Only original and unpublished research papers will be considered. Authors should limit their initial submissions to no more than 32 double-spaced pages, and use 11 or 12-point font with appropriate margins, inclusive of all materials (references, figures, tables and appendices). Author names and affiliations should be listed on the first page of the paper; the reviewing will be single blind only, as is customary with ECRA. All papers should be submitted to the submission system at ees.elsevier.com/ecra, via the ‘Travel, Hospitality and Tourism Special Issue’ tab at the ‘Article Type’ step in the submission process. Authors should follow Electronic Commerce Research and Applications format; see www.elsevier.com/wps/find/journaldescription.cws_home/621289/authorinstructions.

Review Process. The special issue editors will return first reviews and AE reports no later than 90 days from the date of submission. We will use a developmental reviewing approach for this special issue, with the aim of helping authors to achieve very high quality final publications. Authors should expect to receive two or three reviews, depending on the contents of their work. Second and third round reviews, as needed, will be completed on an expedited basis, if authors are able to turn their revisions around quickly. We also will provide special issue authors with an indication as early as possible of rejection for the special issue, including decisions on the basis of a first reading by the Special Issue Editors and the Editor-in-Chief. Inappropriately targeted or under-developed papers will be returned immediately to the authors. All papers must be submitted through the reviewing system for publication consideration.

Publication. The publication of the special issue will occur on a ‘best effort’ basis some time in early 2014, however, e-publication via Science Direct (www.sciencedirect.com) will occur shortly after acceptance and the completion of a corrected proof. The actual dates of publication will depend on the timing of completion of the articles that the issue will contain, and also is subject to the editorial staff’s and publisher’s ability to schedule them. ECRA’s current goal is that special issues should be published no later than six months after the last article of the issue is completed and sent to production by the authors and special issue editors.

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