

4th Mediterranean Conference on Information Systems

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www.mcis2009.org

Track 1: Information Systems in Tourism

Track Co-Chairs

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http://www.ifitt.org/xxl/_site/ifitt/_area/home/_articleId/766202/index.html

Introduction

Tourism represents a global, very important and rapidly expanding economic sector in all economies and countries. Information is a critical resource for tourism, thus Information Systems (IS) play not only a catalyst role for enhancing the competitiveness and performance of tourism operators and destinations, but IS also empower tourism demand. IS applications boost productivity (e.g. CRM, reservations systems), foster networking and collaboration practices (e.g. e-marketplaces, destination management systems) both amongst tourism suppliers and tourists themselves. Indeed, the tools and applications of the social and semantic web fundamentally change the way travellers search, share, create and disseminate information about tourism suppliers and destinations. User-generated content and social networking also empower and enable travellers to become actively involved in various business operations such as marketing, new product development, distribution. However, full exploitation and organizational integration of IS and the new web technologies require tourism firms and organisations to reengineer their operating models, reconfigure value chains and networks and continually evaluate and redefine their business roles and inter-firm relations.

The objectives of the track are to disseminate findings and exchange experiences on the development of new research theories, methodologies, models and applications. Theoretical, empirical, experimental, case studies, panel contributions and policy-oriented contributions in the form of both full papers but also short research-in-progress papers are welcome.

Suggested topics (but they are not limited):

- IS, web 2.0, semantic web: applications, tourism value chains, collaboration and networks
- e-business models in tourism
- Disintermediation vs reintermediation in tourism: meta-intermediation models
- Small and medium tourism enterprises and IS applications and adoption
- Personalization models and technologies, recommendation systems
- IS and changes in tourism demand: behaviour, information search-patterns
- Customer involvement in tourism value chains
- Knowledge management in tourism

- Mobile applications in tourism
- Case studies on state-of-the-art solutions

Publishing opportunities

Best papers submitted and presented at the 4th MCIS 2009 will be considered for submission and possible publication in the following special issues:

- **Journal of Hospitality and Tourism Technology** (emerald)
- **International Journal of Information Systems in the Service Sector (IJISSS)**
www.igi-global.com/ijisss: topic of special issue on Web 2.0 and intermediaries in tourism and travel: new roles and e-business models

BIOS of track co-chairs

Marianna Sigala is a Lecturer at the University of the Aegean, Greece. Before joining the University of the Aegean, she had been lecturing at the Universities of Strathclyde and Westminster in the UK. Her interests include productivity and service quality management, Information and Communication Technologies (ICT) applications in tourism and hospitality, and e-learning. She has professional experience from the Greek hospitality industry and contributed to several international research projects. Her work has been published in several academic journals and international conferences. She has served as President of Euro-CHRIE (2004 - 2005) and she currently serves at the Board of Directors of I-CHRIE and IFITT.

Professor Frew has been active in the hospitality and tourism fields for the past 25 years specialising in the research, application and management implications of information and communication technologies. Currently he holds the Queen Margaret University College Professorial Chair in IT and Tourism and is Director of the Scottish International Tourism Industries centre for research and knowledge transfer (SITI). He has published widely, presented in numerous international forums and is a regular keynote speaker on trends in ICT research in travel and tourism. Andy is involved in a number of other professional associations including being president of the Hospitality Information Technology Association (HITA), Fellow of the Tourism Society. and Advisory Board member of the Hospitality and Finance Technology Professionals (HFTP) and Advisory Board for EURHOTEC-HOSTEC. He has had widespread involvement in numerous think tanks and development forums including most recently, industry benchmarking in collaboration with the WTO. He has acted as ENTER research chair 2003 and 2004 and is continuing editor for the ENTER research proceedings.

In addition to mainstream academic activities of learning, teaching, research and Ph.D. supervision, Professor Frew has had a longstanding industry involvement through advisory and consultancy work with over 100 completed consultancy projects in the past ten years. From 1988-1991 he undertook a three year industry secondment as manager of a division of Innsite Hotel Services Ltd, a leading hotel software and systems house and currently holds a number of non-executive directorships in hotel and tourism systems companies.

Current research interests include electronic distribution, online learning and computer-mediated sustainability.