



## CALL FOR PAPERS

### **iHITA 18<sup>TH</sup> ANNUAL RESEARCH CONFERENCE**

*Sunday, June 19, 2011*

**Austin Convention Center**

**Austin, Texas, USA**

<http://www.ihita.org>

The International Hospitality Information Technology Association (iHITA) is a professional organization for educators, researchers and practitioners who are committed to the advancement of hospitality technology. The iHITA conference, the oldest research conference focusing solely on hospitality technology, is a successful forum for bringing together key players (such as educators, vendors, and researchers) of information technology in the global hospitality industry with the goal of improving the quality of education, research, and the technology itself.

The iHITA conference is a co-located conference with HITEC ([www.hitec.org](http://www.hitec.org)), the world's largest hospitality technology show, and offers attendees the opportunity to interact with hospitality technology vendors and operators while experiencing the latest technology products and innovations at the exhibit floor.

The applicable research domain of papers submitted to the conference should be considered for wide interpretation by researchers as there is clear interest across all pertinent aspects of the hospitality, travel and tourism academic domain. Research topics could include, but are not limited to, the following:

- Biometric Applications
- Business Intelligence
- Distribution Technologies and Channel Management
- eCRM
- eLearning
- eProcurement
- Electronic Governance
- Global Positioning Systems and Location-Based services
- Green Technologies
- Interoperability of Technology
- IT Outsourcing
- IT Control and Preparation for Disaster
- IT in Medical Tourism
- RFID
- Revenue Management and Technology
- Security and Privacy of Transactions and Information
- Self Service Technologies
- Technology Leverage and Use
- Technology and the Law
- Technology in New Product Development
- Technology Usability
- User Generated Content
- Virtual Presence and Virtual Reality Applications
- Web 2.0/Travel 2.0
- Web Evaluation and Metrics
- Wireless and Mobile Technologies
- Other technology related topics

If you are unsure about a topic for submission please contact the conference co-chairs, Dr. Khaldoon Nusair, [knusair@mail.ucf.edu](mailto:knusair@mail.ucf.edu), or Dr. Mehmet Erdem, [mehmet.erdem@unlv.edu](mailto:mehmet.erdem@unlv.edu).

All submissions will undergo a double blind review process. Submissions can be made as three page extended abstracts or as full papers (up to 5000 words). Please see the details below. At least one author of the submissions accepted must register for the conference by May 31<sup>st</sup>, 2011 @11:59 PM (PST).

**KEY DATES:**

May 1, 2011 @ 11:59 PM (PST): submissions due – send via email to [info@ihita.org](mailto:info@ihita.org)

May 10, 2011: Notification with reviewers comments

June 10, 2011 @ 11:59 PM (PST): Revised final submission for inclusion in the conference proceedings due – send via email to [info@ihita.org](mailto:info@ihita.org)

Track 1: Full Paper (maximum 5000 words) -- The primary objective of this track is to provide a forum for reporting "state-of-the-art" research in hospitality technology which focuses on innovative developments in concepts, models, theories, and/or applicability. Papers accepted in this track will be eligible for the Best Paper Award and will be considered for the *iHITA* special issue of the Journal of Hospitality and Tourism Technology. For more information about this journal, please visit: <http://www.emeraldinsight.com/products/journals/journals.htm?id=jhtt>

Track 2: Extended Abstract (maximum 3 pages excluding references) – This track is intended to encourage the presentation of research studies that may not yet be fully completed but may be of significant interest to the hospitality technology community. Both conceptual and empirical studies on "research in progress" would fit into this track. However, authors who want to share their completed research projects in abstract form are welcomed to submit to this track.

**All details of the conference, including author guidelines are available at the *iHITA* website at [www.ihita.org](http://www.ihita.org)**

**REGISTRATION FEE:**

- Faculty and industry professionals: \$120 - includes one year membership and full access to the exhibit floor at HITEC (\$150 value)
- Students: \$30 - w/verification of student status / includes one year membership and full access to the exhibit floor HITEC (\$75 value)

**Please note that at least one author must register for the conference by May 31, 2011** in order for a paper or abstract to be included in the conference program and the proceedings.

**LOCATION:**

The Austin Convention Center is located in the heart of Austin Texas. The convention center is conveniently located downtown, between historic Sixth Street and the shores of Town Lake. It is easy to access from I-35 and is a short distance from several downtown hotels, including the 31-story, 800-room Hilton Austin located directly across from the facility's north side.

We look forward to receiving your submissions and would like to invite you to join us in Austin for the *iHITA* 18<sup>th</sup> Annual Research Conference.

**For inquires about the conference please email us at: [info@ihita.org](mailto:info@ihita.org)**