



iHITA 2024 ANNUAL RESEARCH CONFERENCE

Monday, June 24, 2024

Charlotte Convention Center
Charlotte, North Carolina, 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 Research Conference is a co-located conference with HITEC (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 on the exhibit floor.

Papers from a wide array of research areas are acceptable for this conference. However, priority consideration will be given to submissions that address industry applicable issues. Research topics could include, but are not limited to, the following:

- Artificial Intelligence
- Augmented Reality
- Biometric Applications
- Blockchain
- Business Analytics
- Business Intelligence
- Communication Technologies
- Data Mining
- Digital Guest Experience
- Distribution Technologies and Channel Management
- eLearning
- Electronic Marketing
- Green Technologies
- Interoperability of Technology
- IT Outsourcing
- IT in Medical Tourism
- Location-Based Services
- Machine Learning
- Mobile Technologies
- Online Evaluation and Metrics
- Online Travel Agents
- Revenue Management and Technology
- Reputation Mgt Technology
- Security and Privacy
- Self Service Technologies
- Service Automation
- Sharing Economies
- Social Listening
- Social Media Marketing
- Software and Application Development
- Technology Leverage and Utilization
- Technology and the Law
- Technology in Product Development
- User Generated Content
- Virtual Communities
- Virtual Meeting Spaces
- Virtual Reality Applications
- Wireless Technologies
- Other Related Topic

If you are unsure about a topic for submission please contact one of the conference chair:
Dr. Thomas Schrier, schriert@iastate.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). If accepted, the authors will have the option to include only a summary of their paper in the conference proceedings. The authors shall retain copyright ownership. Please see the details below. At least one author of each accepted submission must register for the conference by **June 10, 2024 @ 11:59 PM (PDT)**.

KEY DATES:

January 29, 2024: Online submission system opens at www.ihita.org/submit

May 17, 2024 @ 11:59 PM (PST): Submissions due[†]

May 27, 2024: Notification with reviewer comments

June 10, 2024 @ 11:59 PM (PDT): Revised final submission for inclusion in the conference proceedings due – via www.ihita.org/submit

[†]Submissions will be accepted on a rolling basis

Track 1: Full Paper (minimum 2500 words excluding references) -- 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.

Track 2: Extended Abstract (minimum 500 words, not to exceed 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 interest to the hospitality technology community. Both conceptual and empirical studies on "research in progress" would fit 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 on the *iHITA* website at: www.ihita.org/cfp. For inquiries about the conference please email us at: info@ihita.org

REGISTRATION FEES:

(includes one year membership to *iHITA* and access to HITEC Exhibit floor*)

	Members	Non-Members	Students (w/verification of student status)
Until May 17, 2024	FREE	\$275 USD	\$75 USD
May 18 – June 10, 2024	FREE	\$300 USD	\$100 USD
June 11 – 23, 2024	FREE	\$350 USD	\$150 USD
Day of (June 24, 2024)	\$100 USD	\$400 USD	\$200 USD

Please note that at least one author must register for the conference by June 10, 2024 in order for a paper or abstract to be included in the conference program and the proceedings.

*to qualify for the HITEC Exhibit floor pass attendees must be registered for the *iHITA* Conference by June 10, 2024