



INTERNATIONAL HOSPITALITY INFORMATION
TECHNOLOGY ASSOCIATION

CALL FOR PAPERS

***i*HITA 19TH ANNUAL RESEARCH CONFERENCE**

Sunday, June 24, 2012

Baltimore Convention Center

Baltimore, Maryland, 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), 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 chair, Dr. Thomas Schrier, schriert@iastate.edu or the conference papers review chair, Dr. Naveed Baqir, mnbqir@udel.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 18, 2012 @ 11:59 PM (PST).

KEY DATES:

October 17, 2011: Online submission system opens at www.ihita.org/submit

March 16, 2012 @ 11:59 PM (PST): Submissions due

April 20, 2012: Notification with reviewers comments

May 18, 2012 @ 11:59 PM (PST): Revised final submission for inclusion in the conference proceedings due –via www.ihita.org/submit

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 may be considered for publication in 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 and submission information are available on the *iHITA* website at www.ihita.org/cfp

REGISTRATION FEES:

- Faculty and industry professionals: \$120 - includes one year membership to *iHITA*
- Students: \$30 (w/verification of student status) - includes one year membership to *iHITA*

Please note that at least one author must register for the conference by May 18, 2012 in order for a paper or abstract to be included in the conference program and the proceedings.

LOCATION:

The Baltimore Convention Center is the premier location for conventions, tradeshow, and expositions in the Mid-Atlantic Region. Nestled in the heart of downtown, the Center's location is the tourist's dream. From the world's renowned Inner Harbor to historic Little Italy, the site offers attendees a grand variety of attraction. The Center is conveniently located close to public transportation for easy access by MARC Train or Baltimore's Light rail to Washington, D.C. or the Baltimore International Airport (BWI). Baltimore's Penn Station is a short 7 minute drive, while BWI Airport is only 20 minutes by car.

We look forward to receiving your submissions and would like to invite you to join us in Baltimore for the *iHITA* 19th Annual Research Conference.

For inquires about the conference please email us at: info@ihita.org