

COMPUTERS IN HUMAN BEHAVIOUR



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Call for Papers

Special Issue on

Web 2.0 in travel and tourism: empowering and changing the role of travellers

Guest Editor:

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Manuscripts are solicited for a special issue of the international journal *Computers in Human Behaviour* “*Web 2.0 in travel and tourism: empowering and changing the role of travellers*”. Articles published in this special issue will present current, state-of-art research and critical thinking, designed to equip scholars and practitioners with the necessary knowledge in the specific area of the impact of Web 2.0 applications in tourism and travel demand and the ways in which firms redefine their operational models to address the former.

Web 2.0 is fundamentally changing the way travellers and tourists search, find, read and trust as well as (collaboratively) produce information about tourism suppliers and destinations. Moreover, web 2.0 applications such as collaborative trip planning tools, social and content sharing networks as well as massive multi-player online role play-social games such as Secondlife, whereby travellers (collaboratively) design, promote and produce tour packages, cultural events, hotel rooms and other travel-tourism products and services, engage travellers in business operations and transform their role from passive consumers to active prosumers (producers and consumers) of travel experiences. In this vein, travel and tourism companies are currently changing and redefining their business models in order to address the needs and expectations of this

new generation of travellers as well as to more actively involve them into their business operations.

This special issue of the journal *Computers in Human Behaviour* seeks leading-edge research investigating the web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers as well as examine the ways in which firms redefine their operational models to address the former. The overall goal of this special issue is to disseminate a coherent body of research that will provide insights for academics and professionals alike into: a) the profile, the behaviour and the changing role of travellers 2.0, and b) the ways in which travel and tourism firms transform the management of their value chain and distribution chain operations for exploiting user-generated content, inter-customer support and social network interactions in order to incorporate travellers into their business models.

The objectives of the special issue are to publish findings and exchange knowledge on the development of new research theories, methodologies and applications. Thus, theoretical, empirical, experimental, case studies and policy-oriented contributions are welcome, but all contributions should clearly address the practical implications of the research reported.

Topics

Topics of papers may include (but they are not limited):

- user-generated content: classification, evaluation and use by travellers
- travellers involvement in business innovation and new product- service development
- travellers 2.0: profile, behaviour, decision- making processes and roles in tourism and travel operations and distribution chain
- web 2.0 enabled and supported business operations, e.g. travel recommender systems, CRM 2.0, dynamic packaging tools, travellers tool-kits
- travellers 2.0 taxonomies (folksonomies) and social network analysis
- virtual social travellers' communities building, management and applications

Guidelines for Authors

Best papers submitted and presented at the 4th International Conference "*Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality*" organized by the University of the Aegean, Rhodes, Greece 3 - 5 April 2009, that also fit the theme and scope of this special issue will be considered for submission and possible publication in this special issue.

All submissions must adhere to the format and style guidelines of the journal *Computers in Human Behaviour*. A guide for authors, sample copies and other relevant information for submitting papers are available at:

http://www.elsevier.com/wps/find/journaldescription.cws_home/759/authorinstructions

Review process

All papers will be blind reviewed by at least three anonymous referees. A three stage review process is planned, to allow for the consideration, where appropriate, of revised papers.

Manuscripts submissions and editorial communications

All manuscripts (or any editorial communications) should be submitted electronically, to the Guest Editor of the Special Issue at the following e-mail address: Dr. Marianna Sigala (m.sigala@aegean.gr).

Important Dates

Date for submission for manuscript: 30 June 2009

Date of publication of the Special Issue: late 2010

Guest Editor:

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