



Call for Paper – innovation@ENTER2020 – a Special Session by AIRTH

SPECIAL SESSION at the ENTER2020 conference, January 8-10, 2020, University of Surrey, Guildford, United Kingdom (<https://enter2020.ifitt.org/innovation/>)

Theme: The Role of IT in Tourism Innovation

Information technology and innovation are tightly linked in practice and academia. To succeed in a digital, global environment, tourism businesses and destinations must (re)-invent their products, services or processes with information technology. The interdisciplinary nature of tourism suggests there are many opportunities for understanding innovation and innovation-fueled entrepreneurship from a variety of perspectives. In this special track, we welcome submissions that contribute to our understanding of innovation and entrepreneurship, that, by connecting with the progressively digitalized tourism sector, unravel secrets of success, offer insight into business failures, and are integrated into responsible and sustainable destination development.

Potential Topics

This special session covers, but is not limited to, the following potential topics:

- IT in the innovation process
- Developing digital tourism services & products
- Service design for digital tourism experiences
- Managing digital innovation
- New business models for digital tourism
- Innovation through digital co-creation with customers and stakeholders
- Organizational setting enabling and facilitating digital tourism innovation
- Historical analysis of innovation and IT in tourism
- Digital innovations for sustainability
- Digital destination and stakeholder innovation networks

Submissions

- This special session only accepts **research notes**.
- Deadline: **September 16, 2019**
- Webpage for instructions: <https://enter2020.ifitt.org/calls/call-for-research/>
- Submission page: <https://easychair.org/conferences/?conf=enter2020>

Special Session Chairs

Dejan Krizaj, University of Primorska, Slovenia and **Florian Zach**, Virginia Tech, USA, co-founders of AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality). AIRTH has a mission to foster interdisciplinary collaboration to develop and implement innovations that contribute to the sustainable development of destinations and tourism & hospitality businesses. Visit <http://airth.global/> for more information.