



# HITA 2007

14<sup>th</sup> Annual Conference on Information Technology  
for the Hospitality Industry

## Call for papers

June 24<sup>th</sup> and 25<sup>th</sup>, Orlando, Florida

[www.hitaworld.org](http://www.hitaworld.org)

HITA's annual conference is rapidly growing into a must-attend event combining high-level industry presentations with leading academic research in the field. The research papers, which are double blind reviewed, are printed in ISBN proceedings and authors of the best papers are invited to submit their work to **Information Technology in Hospitality (ITH)**, an international refereed journal. The journal is endorsed by both HITA and HFTP and is highly regarded in the field. The conference is timed to complement the Hospitality Information Technology Exhibition and Conference (HITEC), organized by the Hospitality Financial & Technology Professionals (HFTP), which will also be held in Orlando. (<http://www.hitec.org>). This is always a key date in the Hospitality IT calendar, and holding the HITA conference immediately beforehand allows participants to attend both events while minimizing overall costs.

Our mission is to bring together academics, vendors, consultants and practitioners in a high quality forum and through this to promote discussion of current IT issues, trends, challenges and opportunities and to provide effective networking opportunities with peers. The annual conference is a key part of this process, and thus contributions are encouraged on all areas of information and communications technology as it affects the hospitality sector. Research papers may be conceptual, theoretical, empirical, experimental, or case studies and may deal with any aspect of hospitality technology. All papers will undergo a double blind review process and authors whose papers are accepted are required to register for the conference. There are two tracks of research presentations:

### 1) Full Paper Track

In this track, only completed research papers will be accepted. Papers in this category will be eligible for consideration for the "Best Paper" Award.

### 2) Research-in-progress Track

The intent of this track is to encourage presentation of research projects, which are not yet completed but might be of significant interest to the research community. For those graduate students who wish to present a paper based on their research proposals for master's theses or doctoral dissertations, it is expected that the paper presents significant theoretical or conceptual developments, research propositions or hypotheses, and/or data analysis plan. Therefore, a paper strictly based on a "research idea" or "literature review" would not be suitable for submission.

**Best Paper Award:** A plaque will be presented to the winner on June 25<sup>th</sup>, 2007.

#### Key Dates:

**February 16<sup>th</sup> 2007:** Paper Submission Deadline

**March 16<sup>th</sup> 2007:** Notification of response from reviewers.

**April 13<sup>th</sup> 2007:** Final revised version of accepted paper due

(Note: to facilitate both the review process and publication of the conference proceedings, it is important that authors strictly follow the paper format guidelines presented below. Failure to comply with the submission guidelines may result in the paper being rejected by the editors).

### Review Committee

**Conference & Research Chair:** Cihan Cobanoglu, Ph.D., University of Delaware, USA

**Industry Day Chair:** Mark Hamilton, Radiant Systems, USA

**Review Support:** Carry Countryman, Ph.D., Brigham Young University - Hawaii, USA

**Editors:** Cihan Cobanoglu, Ph.D., University of Delaware, USA  
Andrew J Frew, Ph.D., Queen Margaret University  
College, UK

**Review Committee:** Srikanth Beldona, Ph.D., University of Delaware, USA  
Pearl Brewer, Ph.D., University of Nevada, Las  
Vegas, USA  
Wonae Cho, Ph.D., Seoul Women's University, Korea  
Sunmee Choi, Ph.D., Yonsei University, Korea  
Galen Collins, Ph.D., Northern Arizona University,  
USA  
Cary Countryman, Ph.D., Brigham Young University -  
Hawaii, USA  
Roberto Daniele, Queen Margaret University College,  
UK  
Mehmet Erdem, Ph.D., University of Nevada, Las  
Vegas, USA  
Sunny Ham, Ph.D., University of Kentucky, USA  
Clark Hu, Ph.D., Temple University, USA  
Elsam Karadag, Robert Morris University, USA  
Woody Kim, Ph.D., Oklahoma State University, USA  
Rob Law, Ph.D. Hong Kong University, Hong Kong  
Charles Lee, Ph.D., Montclair State University, USA.  
Juline Mills, Ph.D., Purdue University, USA  
Hilary Murphy, Ph.D., Ecole Hôtelière de Lausanne,  
Switzerland  
Jamie Murphy, PhD, University of Western Australia,  
Australia  
Peter O'Connor, Ph.D., Essec Business School, France  
Roland Schegg, Ph.D., Haute Ecole Valaisanne,  
Switzerland  
Marianna Sigala, Ph.D., University of the Aegean,  
Greece  
Hubert Van Hoof, Ph.D., Pennsylvania State  
University, USA

## **Paper Submission Guidelines**

To facilitate the review and publication process, all manuscripts should conform to the following format. (Failure to follow these guidelines may result in the paper being rejected without review).

**Electronic Manuscript Submissions:** Please send all materials, as an electronic file using only Word (.doc) format, to the following email address: [HITA2007@hitaworld.org](mailto:HITA2007@hitaworld.org) Please do not submit manuscripts on paper or to any other email address.

**Writing Style:** The paper must be written in the third person passive and all submissions must be in English. Authors should use straightforward declarative sentences and seek to assist readers in understanding concepts regardless of the reader's area of specialization and background. Papers must have sufficient introductory material and must be relevant to practice, stressing meaningful applications of principles to important problems.

**Paper Length:** Papers are limited to a maximum of 10 000 words.

**Cover Page:** All manuscripts should be preceded with a cover page. This should bear a short informative title followed by all authors' names and affiliations. The corresponding author should be designated with complete mailing details, as well as fax numbers and email address.

**Title Page:** The paper title is repeated on the title page, and to facilitate blind review no names or affiliations should appear on this page. Furthermore, the body of the paper should not contain anything that would identify the author(s).

**Abstracts and Keywords:** The abstract (between 110 and 130 words, including keywords) should state concisely what was done and why, what was found, what was concluded and finish with a short list of keywords pertinent to the central theme.

**Text formatting instructions:** When preparing the draft paper, the following formatting should be used:

- a) Paper size must be set to A4
- b) Margins should be set as follows: Top & Bottom - 2.54 cms, Left and Right - 3.17 cms
- c) Please do not use headers or footers
- d) Please do not number your pages
- e) The text should be double spaced throughout. The main body of the text should be justified (i.e. with straight edges on both the left and the right).
- f) (Please use a serif font (e.g. Times New Roman) 12 point size, throughout.

- g) Headings should be highlighted in bold type
- h) Begin all textual elements flush left, with no paragraph indents,
- i) Place two returns after every element such as title, headings, paragraphs, etc.

Detailed instructions for preparation of the final manuscript will be sent along with the reviewer's feedback.

**Organization:** The manuscript should be arranged in the following order; cover sheet, title page, abstract and key words, introduction, the study, conclusion, reference list, figures, tables.

**References:** Throughout the text, references are cited using the author/date style following the APA Publication Manual (5<sup>th</sup> Edition). There are many online support sources for this such as <http://owl.english.purdue.edu/owl/resource/560/01> which you may find useful. Please note that citations such as 'personal communication' should not be included in the reference list, but may be added parenthetically in the text.

**Tables and Illustrations:** The data in tables should be presented in columns with non-significant decimal places omitted. The tables and figures should each be ordered in Arabic numerals and cited in the text. Tables should contain a brief descriptive title and short column headings. Important detail should be footnoted under each table. Each figure should have an accompanying legend, containing descriptive and important details. In the text, all illustrations, charts, and maps should be referred to as Figures. Do not incorporate figures and tables within the text body. Include figures, figure legend page(s) and tables as separate pages at the end of the manuscript. Note that font sizes less than 7 point should not be used in tables or figures as they will be unreadable in the final proceedings.

**Footnotes:** Please do not use text footnotes in your manuscript

**Biographical Note:** A short biographical sketch (current position, prior significant professional experience, technical interests, education, important activities and professional affiliations) of the author(s) should be attached as a separate file to the final paper submission.

**Abbreviations and Terminologies:** Abbreviations, acronyms and technical terms should be first spelled out in full and defined on first use in the text.

**Copyright and Originality:** All manuscripts submitted for the conference must be original and should not have been submitted for publication elsewhere. If a manuscript is accepted, all authors must sign the "Transfer of Copyright" agreement before the article can be included in the conference proceedings. This covers the exclusive rights to reproduce and distribute the article in all

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