CALL FOR BOOK CHAPTERS & CASE STUDIES

Big Data and Innovation in Tourism and Hospitality:

approaches, techniques and applications

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Book editors

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Scope of the book

The explosive growth of technological channels, the devices to access them and the software applications developed provide firms with unprecedented opportunities to collect and leverage a vast amount of data for innovating the ways they create business and customer value as well as using information to empower and transform their business models (Sigala & Gretzel, 2017). Information is the lifeblood of tourism and so advances in Big Data represent a huge opportunity, game changer and a fuel of innovation in tourism. Indeed, the relation between data and business innovation is heavily recognised in both academic and industry publications. Data has been characterised as the "oil" of the digital economy that will be traded, owned and developed as a production resource that can enable firms to boost their innovation and creativity and achieve a differentiated and competitive advantage. Several studies show the importance of exploiting big data for generating new forms of data-driven strategies and fostering business innovation. For example: research shows the use of big data for data-driven marketing practices such as, recommendations, geo-fencing, search marketing, social Customer Relationship Marketing (CRM), market segmentation, personalisation and marketing-mix optimisation (Wedel & Kannan, 2017; Sigala, in press; Wieneke & Lehrer, 2016). More specifically for the tourism sector, big data has also been identified as one of the most important resources for developing smart tourism (Gretzel et al., 2015). The development of smart tourism services is also associated with the Internet of Things, which again represents a major area of innovating tourism services and experiences through big data. Recent studies also increasingly show how big data analytics can enrich decision-making and market research in tourism in various

areas, such as predicting tourism demand, measuring tourists' satisfaction and designing personalised tourism experiences (Xiang & Fesenmaier, 2017; Liu et al., 2017).

Research and knowledge about how big data can support and foster business innovation is disparate and spans a great variety of disciplines and fields, including data analytics, computer science, business management, programming, mathematics, law and marketing. Hence, there is a need for a reference book and/or a consolidated book to capture the multi-disciplinary nature of this phenomenon. Moreover, although research has extensively debated the role of data as a source of competitive advantage and innovation, there is a lack of research on how firms can develop effective strategies for best capitalising on it (Weineke & Lehrer, 2016; Wedel & Kannan, 2017). Little is also known about how companies and their management should evolve to develop and implement skills and procedures to compete in this new environment. Effective implementation of these strategies requires a diversity of new human skills and capabilities (e.g. analytical, interpretive and business), new organizational structures and governance (e.g. cross-functional teams, corporate wide and open communication, cooperation with third parties and online platforms) and new management philosophies and cultures (Sigala, 2017). There is also limited research about the ethical and legal issues related to big data exploitation, as well as on the impact of big data exploitation on business performance, customers and society as a whole.

Call for chapters and case studies

The aim of this book is to bring together multi-disciplinary research and practical evidence about the role and exploitation of big data in driving and supporting innovation in tourism at: 1) a micro- firm level and macro- destination level; as well as 2) in all strategic and operational value chain operations (e.g. marketing, operations, sales, supply chain, human resource management, crisis management, smart services, smart destinations, customer experiences). To achieve these, the book calls for chapters and case studies that fall within the following four wide themes (the topics of each theme are not limited to the ones provided below):

- INPUTS: chapters in this theme will discuss issues related to the inputs required for exploiting big data, such as data inputs, data sources, technological and organisational resources and capabilities

- PROCESS: chapters that address two major disciplines related with big data exploitation in innovation: 1) managerial approaches (e.g. crowdsourcing, open innovation) and applications in various operations such as, marketing, operations, customer service and new service development; 2) big data analytics and techniques (e.g. netnography, semantic analyses etc.).

- OUTCOMES: chapters discussing and analysing the impacts of big data exploitation in innovation on three major stakeholders: customers (e.g. service, personalisation), firms (e.g. performance, agility-flexibility) and societies (e.g. well-being, social value, entrepreneurship).

- CONTEXT: chapters discussing the context (PESTEL environmental factors) influencing the firms' capabilities to exploit big data for innovation, such as, legal and ethical issues, technological advances, cultural issues, consumer changes.

Submission guidelines and deadlines

Book chapters should be around 5,000 words (including references) and they need to address both the theoretical perspectives as well as the practical implications of the issues that they discuss.

Case studies should be between 500 – 1,000 words (including references), they need to clearly show the business problem and/or issue discuss and provide questions for student discussions at the end.

To submit a book and/or a case study, please use the Easychair platform (under the name Big-Data2017) at the following link:

https://easychair.org/conferences/?conf=bigdata20171

Submission of abstracts: 10 September 2017

Feedback on abstracts: 1 October 2017

Submission of full chapters and case studies: 31 January 2018

Book publication: end of 2018