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Where Is 'Tourism and Technology' Research in the Information Systems Discipline?

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Title: Where Is 'Tourism and Technology' Research in the Information Systems Discipline?

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Abstract:

Information Systems (IS) has emerged as a reference discipline in its own right (Baskerville & Myers, 2002). Given the ubiquitous nature of technology in every aspect of our social and work lives, the IS discipline has much to offer tourism researchers. Despite this, many tourism academics continue to publish their technology-related research in specific tourism and technology related books and journals. Therefore, we believe that there is an opportunity for tourism academics to submit their tourism and technology related research to IS journals. It is the responsibility of tourism scholars to promote tourism research, and publishing research in another discipline is a good opportunity to foster serious treatment of the tourism field, and the impact tourism has in today's society.

Based on a keyword search of "tourism" within key IS journals from 1988 to 2015, we found only 11 papers. In an analysis of diversity and inter-disciplinary discourse in IS journals (Bernroider, Pilkington, & Córdoba, 2013), tourism does not get mentioned. Therefore, we believe there is an opportunity for tourism and technology research to be submitted to IS journals.

A key element to be key considered when publishing in IS journals is the role of theory. In IS research, theorising about the technological artefact must take priority (Orlikowski & Iacono, 2001), while the tourism element of the research becomes the context.

Based on an analysis of technology papers in tourism journals we found that many of the topics researched could have been submitted to IS journals, for example: Evaluation of IS in a tourism organisation: e.g. Lin (2016); Users or user expectations: e.g. Huang, Backman, Backman, and Moore (2013); Database and tracking requirements: e.g. Zheng, Huang, and Li (2017); Decision support systems: e.g. Woeber and Gretzel (2000).

In this conference presentation, we also identify potential areas suitable for tourism and IS academics to collaborate. We hope this initiative will help tourism to gain deserved attention from other disciplines, and gain respect for tourism as a research object of interdisciplinary research (Darbellay & Stock, 2012). By showcasing research outcomes to a broader audience, this can also help to emphasise the significance of tourism's impact in today's society.

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