Online reputation management in tourism and hospitality conference

Florence, Italy 13th April – 14th April 2023

"Internet and communication technologies (ICT) in tourism hospitality"

Call for Papers

Many countries and economies depend on tourism.

Tourism and hospitality generate revenue, produce thousands of jobs, improve infrastructure, and foster cultural interchange between tourists and locals.

During the coronavirus, tourism was the most affected industry and will be the last sector to recover from the pandemic (Kvitkova et al., 2021). As a consequence, to improve recovery, the development and implementation of new digital technologies (Marrucci et al., 2022) and Information and communication technologies (ICT; Antti Pesonen, 2013) to enhance online reputation management (ORM; Cillo et al., 2021) in the tourism and hospitality industry (Li et al., 2022) have accelerated at an unprecedented rate (Hu et al., 2023). Whereas on the one hand, digital technologies such as mobile technologies, VR/AR, and contactless payment has changed the dynamics of hospitality and tourism; on the other hand, the importance of online reputation management (ORM) in the tourism and hospitality industry is to recognize as growing at the same pace. Managers at a hotel or a tourist attraction are starting to realize the significance of their establishment's or location's reputation (Rialti et al., 2023). Due to tourism's dependence on digital technology, this situation is widespread. The tourism and hospitality industry's fast expansion and the constant pursuit of strategic advantage and operational excellence create a significant danger of underestimating digital technology's larger benefits (Syed et al., 2023). Marrucci et al. (2022) noticed how similar technical pathways converge on a single technology that may help any context. In difficult circumstances, adopting a new technology may make the difference between success and failure.

Since digitization, tourism and hospitality have focused on online reputation management. In today's technologically competitive world, more individuals read, monitor, and share content that may harm businesses and create heavy losses, making online reputation management crucial for tourism. A corporation must build website quality, information quality, favourable recommendations, and prevent damages (Filieri et al., 2015), data processing, data facilitation, data sharing, data communication, data selection, and data-driven innovations in tourism marketing, energy monitoring, and waste management (Nguyen & Nguyen, 2022). Understanding the significance of their online and offline reputations, businesses must take into account customer feedback, criticism, and recommendations (Perez-Aranda et al., 2019) from customers as being of value and endeavour to create and develop a robust reputation. Guest and tourist interaction in this digital world creates several hospitality and tourism opportunities. In response to these difficulties, the tourist sector has integrated reputation management into its strategic planning. The use of information and communication technology (ICT) in the contemporary tourist sector has also grown significantly. The way tourist businesses operate, connect with customers and value their stakeholders has been radically altered.

In such a context, hotel and tourist organizations must learn how to use such technology and capitalize on potential while addressing industry difficulties, especially post-COVID-19. However, research on hospitality and tourism online reputation management and its future effects is scarce. Thus, researchers should create meaningful models to evaluate how practitioners might utilize such technologies into ORM tactics and how visitors are reacting in these aspects. In such a regard, the aim of the conference is to collect paper on digital technologies and their application in hospitality and tourism online reputation management. Potential manuscripts for this conference issue may include, but are not limited to, the following topics pertaining to one of the four tracks of the conference:

- **The impact of ICT on visitor behavior**
- **Technology adoption in tourism hospitality: an organizational perspective**
- **Digital technology for strategic marketing and marketing communications in tourism and hospitality**
- **ORM by museum and destinations**

Important Dates

The online submission has opened. For submission of the paper, please visit the submission section. The submission deadline is April 2nd, 2023. The expected decision notification is April 7th, 2023.

We are very much, looking forward to meeting you in Florence, Italy, at the 2023 Conference.

Requirements for paper:

Please pay attention to the following guidelines when you prepare your manuscript:

1. Abstract of no more than 1500 words, including references
2. Joint abstracts need at least one of the authors attending the conference in their presence if the proposal is accepted.
3. To facilitate the blind review process, submit a blind paper and a title page including all authors identifying information, including acknowledgements from the text, and document/file properties as separate files. Please, write the title on both of them.
4. Manuscripts should be formatted for A4-sized paper.
5. Set the page margins to 1 inch (2.54 cm) all the way around.
6. For the body text, use the Times New Roman font, size 12 pt., 2pts line spacing.
7. Do not number the headings. Use capitals, Times New Roman font, size 14 pt., and Aligned text left for primary headings, Times New Roman font, size 12 pt., and Aligned text left for subheadings.
8. Use APA formatting when citing literature in the text and at the end of the manuscript.
9. All the files must be sent in Word format.

Publication Opportunity:

The most impactful abstract from the conference (once developed into a full paper) will be considered for a fast-track submission in:

- Journal of Current issue and Research in Advertising

Successive full papers may also be invited and considered for International Journal of Advertising, International Journal Consumer Studies, and Spanish journal of Marketing – ESIC.