Theme

Tourism is an information-based business. Tourism businesses are rapidly evolving into a smart networked business based on recent growing man-machine and peer-to-peer interactions. Tourism business with digital networks is now transforming the tourism industry and travelers’ experience. Information Technology (IT) & Management have traditionally played for the acquisition, processing, analysis, storage, retrieval, dissemination, and application of information in manufacturing activities, service pursuits, and employment et al. and operated information processing for decision making at various levels in organizations. Tourism industry associated with IT & Management has evolved boundlessly based on Smartphones with the open application programming interface (API), which generates creative tourism business models in the mobile age. This particular, to tourism markets which have changed the entire industries as a re-named ‘smart tourism’. What is ‘smart’ and why is it important? We can state that smart means ‘optimized for a specific need’ in a specific context either on demand or real-time base. This trend leads to the emergence of “Generative Smart Tourism.” While this concept has not yet been explored and defined, generative smart tourism can be explained as providing personalized, location-based, and context-aware travel information services on demand based on the generative process of state-of-art information technologies and management engaging in human and machines. A generative process can be conceptualized by using the biological notion of genotype and phenotype. The genotype invariably acts to structure a pre-specified form, whereas the phenotype indicates the creation process through the travelers’ engagement. If the genotype specification includes mechanisms which are responsive to environmental feedback, travelers or businesses can also ‘interact’ with the phenotype and potentially influence future outcomes of the system. Theoretically, creatively emergent systems overcome this restriction as environmental feedback can induce structural change and the creation of new primitives. Experience-based modification of genotype and enacting mechanisms are the key to the creation of inexhaustible and variable phenotype possibilities. Information management embedded in smartness indicates that the network of cooperating businesses can create better results intelligently than others. To be generative and smart in tourism, tourism business needs to be designed to bridge all of the fields’ components by collaborating with a man-machine system and management, which enables users not only to design their own personalized tour itinerary but also to get new tour experience by themselves. Genotypic tourism specification and digital generative process can be implemented by the
open-ended dynamics of data and chemical transformation of human experience and machine sensory data, thereby leading to the change of the existing traditional facilities, agents, players, and processes. Despite the fact that this concept is difficult to define and has not been demonstrated in the area of tourism, it seems that this concept is associated with the digitally networked man-machine that can produce innovative and successful smart tourism instrumental systems. The systems implemented in a speedy network can be accessible by anyone, at anytime, and from anywhere. In sum, “Generative Smart Tourism” can be a new driving force for innovation in tourism by making organizations and tourists more interactive using man-machine systems. It means that the generative smart tourism can produce value-added goods and services for tourists by way of a systematic organism that is composed of tourism related systems, data, machines, devices, tourists, suppliers, and tourism companies. We believe that potential tourism products and services will be creatively generated by open-ended dynamics of the digital swarm. Therefore, this special issue attempts to identify the concept and practice of “generative smart tourism and management” where participants in the tourism network are linked to each other through man-machine systems that make the tourism network more effective, the relationships among components in tourism more flexible, and the generative intelligence in smart tourism more feasible.

Topics
The special issue’s particular interest lies on papers that focus on (1) People: smart tourists’ behavior, (2) Organization: smart business management, (3) Man-Machine Technology: smart contents, products, devices, and process innovations interacting with systems. From a tourism perspective, understanding the changes in travelers’ attitudes/behaviors and their interactions with intelligent systems, host communities, and travel businesses in smart tourism could provide both theoretical and practical implications for tourism industry. Possible topics of papers may include (but they are not limited):

- Generative machines
- Generative smart tourism
- Smart technologies & management in tourism
- Electronic brokerage and marketplaces for tourists, agencies, and vendors
- Electronic marketplaces through social network services
- IT architectures and models for smart tourism (e.g., e-tourism and smart services)
- The role of IT in smart tourism business models
- Managerial and technical barriers of interoperability and standards
- Acceptance, adoption, diffusion, and assimilation of technologies, products, and services in tourism
- Privacy and security issues in smart tourism infrastructures
- The effect of smart technologies on traditional tourism
- Policy, strategy, management of smart tourism
- Smart tourism business processes and their innovation
- Value chain analysis in the networked tourism industry
- Business intelligence applicable for smart tourism
- Theoretical and methodological development to understand smart tourism related phenomena

Important deadlines
Submission Deadline: 30 August 2015
1st Decision: 21 Oct 2015
Submission for 2nd round of review: 22 Nov 2015
2nd Decision: 29 Nov 2015
Submission for last round of review: 1 Dec 2015
Final Decision and Notification: 30 Jan 2016