

Call for Papers

ZfTW Vol. 16. 01/2021 - Tourism and Big Data: Challenges and Opportunities

The **Journal of Tourism Science** (Zeitschrift für Tourismuswissenschaft) hereby announces a Call for Papers for issue 01/2021 on "Tourism and Big Data: Challenges and Opportunities". Due to the aim of a wider outreach of this issue the whole issue is planned in English language.

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Coordinators of the issue are

Prof. Dr. Roman Egger, Salzburg University of Applied Sciences and
Prof. Dr. Wolfgang Aschauer, University of Salzburg.

The Special Issue

Although terms such as Big Data, Data Mining or Data Science are often used carelessly and thus have an almost inflationary character, they are changing both the economy and research in the long run. As is well known, Big Data is characterized by its three characteristics "Volume", "Velocity" and "Variety". Thus, in addition to structured data, unstructured data sets in particular represent a new type of data input. It is argued, that Big Data poses fundamental challenges for the industry and academics alike, since new techniques of analysis are extending the classical social- and economic research methods by numerous facets, while at the same time shaking their epistemological foundations. This problem has already been the subject of heated debates, criticising big data investigations to lack theory and to provide only exploratory use of correlative data. At the same time, the new methods open up possibilities for research that were above imagination before. The tourism industry is relying heavily on Big Data to better understand tourism streams, customer behaviour and optimise their target group analysis. Ongoing communication in social networks and customer reviews are evaluated using these new kind of methods, social networks are visualised in order to detect new links between key stakeholders and their role in the tourism system. One of the latest Euromonitor International Industry Reports even names Big Data Analytics as the most important technology for the tourism industry in the next five years.

Those developments call for a special issue to these topics focusing precisely on methodological advancements and limits of big-data approaches.

Full articles or research notes of ongoing projects can deal with the following topics, among others:

- Impact of Big Data on the tourism industry (e.g. challenges, opportunities, business models, innovation)
- Effects of Big Data on the methodological repertoire of tourism research (e.g. epistemological paradigm shift)
- New methodological approaches and their challenges
- Specific Big Data Analytics and their use in tourism research (social media analytics, methods such as image and text analysis etc.)
- Educational and training challenges
- Big Data and Ethics, Security & Data governance

These topic areas just serve as examples and are only intended to outline the thematic focus of the Special Issue. The contributions can be theoretical-conceptual, methodological, reflective or empirical. State-of-the-art art reviews are also possible. At this point, it should be noted that for contributions with empirical findings, the mere presence of large amounts of data that are included in the analysis is not sufficient. An in-depth and analytical examination of big data as a phenomenon is expected.

Submissions can be made for the following sections of the journal:

Submission category	Guidelines	Scope
Impulses and contributions to discussion	Short statements (preferably in English) that stimulate the discussion on central issues in tourism science. In addition, contributions to the discussion can be formulated in response to the impulses. The contributions will be reviewed by those responsible for the issue.	10.000 characters (at maximum)
Full articles	A full article should be structured in a classical way. The article introduces to the relevant research question, it deals with the current state of research and contributes significantly to the development of theory in tourism sciences. Of course, well-founded theory-guided empirical research can also be presented. All submissions will be evaluated in a double-blind procedure by two experts.	20 pages at maximum (including tables, figures, abstract, footnotes and references) In total 56.000 characters
Research notes	Presentation of current empirical projects or studies that are relevant for tourism research. Project reports should provide an overview of the empirical research. The structure should follow classical reports (theoretical introduction, state of the art, questions and hypotheses, study design, results, discussion). The contributions will be reviewed by those responsible for the issue.	10 pages at maximum In total 28.000 characters
Book reviews	Reviews of new books in the field of German and international tourism studies are always welcome.	10.000 characters (at maximum)

Conference reports	Also short reports of tourism conferences can always be published in the Journal of Tourism Science.	10.000 characters (at maximum)
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Deadlines:

For submission, a short outline of an impulse, a full article or a research note (300 words at maximum) should be prepared to document the interest to contribute to this special issue. Please send this document (preferably in Word) until 01.10.2020 to Prof. Dr. Roman Egger and Prof. Dr. Wolfgang Aschauer (roman.egger@fh-salzburg.ac.at; wolfgang.aschauer@sbg.ac.at)

Please note the author's guidelines on the Journals homepage:

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