

A Review of Research on Information Technology in the Hospitality Industry

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Abstract

This paper audits latest research on data innovation in the friendliness industry. The examination uncovered three expansive research zones: the Internet's impacts on circulation; on valuing; and on shopper collaborations. Like repercussions of the spot com blast, the neighborliness business is understand that data innovation has unintended impacts and prognosticators are frequently off-base. While the inspected articles give sound counsel to neighborliness administrators and a rich stream of future research for scholastics, poor thoroughness and an absence of pertinence all through the checked on diaries underscore a stressing pattern in friendliness investigate.

Keywords: Information technology, hospitality, distribution, Internet, e-commerce

Introduction

Data frameworks shape an entrancing and quickly growing field of study. Neighborliness customarily slacks different areas in receiving data innovation (Buick, 2003) yet this has changed as of late and research into its application has taken action accordingly. This paper speaks to our examination of the data innovation subjects that rose in twelve neighborliness and tourism diaries: Annals of Tourism Research, Cornell Quarterly, Information Technology in Tourism, International Diary of Contemporary Hospitality Management, International Journal of Neighborliness Management, Journal of Hospitality and Leisure Marketing, Journal of Travel and Tourism Marketing, Journal of Travel Research, Journal of Vacation Showcasing, Tourism and Hospitality Research, Tourism Management, and Tourism Survey. We explored their tables of substance from January 2003 to July 2004 and chosen articles addressing data innovation and neighborliness. While by no implies far reaching, this orderly approach concentrated on peer investigated productions and gives a helpful outline of current data innovation topics what's more, dynamic analysts.

Literature Review

Advancements in electronic dissemination are the most intermittent subject all through the period under survey, reflecting topical improvements since it has changed how individuals book lodging rooms. Two articles give valuable reviews.

Carroll and Siguaw (2003) portray the real players associated with appropriation, and feature how financial issues are compelling inns to give expanding measures of stock to outsider middle people. Utilizing economies of scale and degree, the last are bit by bit picking up control over both the offer of the lodging item and the offering cost. Specifically, Carroll and Siguaw feature the development of the "shipper show", which changes the connection amongst delegate and provider. Dissimilar to commission based models, with the trader display delegates decide the offering cost by including a edge to marked down rates given to them by inns. This absence of control is dangerous given the simplicity with which shoppers can look at rates on the Web. Carroll and Siguaw keep up that the appropriation of the trader demonstrate has forced rates downwards, in this way softening lodging productivity and making inns more reliant on middle people later on.

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They push utilizing shipper channels specifically to keep away from commoditization, drafting terms and conditions deliberately to adequately fence rates, furthermore, that lodgings need to endeavor to drive business to their own sites.

O'Connor and Picolli (2003) take after a comparative subject in their review on Emmeretal's great 1993 article *Marketing Hotels Using Global Distribution Systems*. They feature the vital risk postured by online mediators, the perils of over-dependence on the dealer demonstrate, the need to build up a coherent estimating technique also, the need to drive clients to guide sites to help recapture responsibility for shopping knowledge and to accumulate important client information. They gather hoteliers to reevaluate their way to deal with conveyance. At present most utilize a rack space approach – being available on whatever number channels as would be prudent – in the mixed up conviction that more is better. They neglect to understand that as the quantity of channels builds so too does the multifaceted nature of the framework expected to help them. A decent system includes recognizing what channels to incorporate – a topic came back to by *O'Connor and Frew*.

Beneath (2004). They likewise underscore client proprietorship as a key vital issue. Online go-betweens pull in shoppers in light of their comfort, rich list of capabilities furthermore, exceedingly focused costs. Provider destinations can't contend on these measurements and rather need to use their client connections to assemble and hold unwaveringness. They recommend that by utilizing modern CRM methods, inns can battle the on the web delegates. By growing close client connections, they diminish the peril of substitution, in this manner guaranteeing long haul benefit.

Dale (2004) gives an examination clarifying why electronic conveyance has moved toward becoming so unpredictable. Utilizing key system hypothesis, he demonstrates how electronic middle people need to frame key partnerships keeping in mind the end goal to succeed. In a focused business condition, autonomously building up the abilities and capacities to protect achievement is a huge assignment, so organizations go into stable between hierarchical connections (for instance, key cooperation's, joint ventures and long terms provider connections) to use the capacities of accomplices. Dale keeps up that building up such virtual bunches prompts "synergistic vital esteem", with each accomplice equally and commonly profiting by the relationship, creating incomparable and non-substitutable system assets. This collaboration helps balance the freshness of the firm and contends with more settled players. Dale distinguishes five classes of connections: Channel, which empowers one organization to get to the conveyance channels of another; Collaborative, where contenders collaborate with each other to accomplish objectives that would be troublesome in confinement; Open, where content from infomediaries advances and increases the value of accomplice sites; Complementary, where organizations strategically pitch items regularly purchased together (e.g. flights and inn rooms); and Converse, where the accomplices circulate inconsequential items, in his manner enabling everyone to get to the appropriation channels of the other in a non-debilitating way. He features how this system clarifies current advancements in movement, where middle people have made countless systems, with each accomplice picking up from the upper hand this brings. He hypothesizes that opposition later on will be directed more by the system of accomplices all in all than by a solitary middle person, and encourages firms to take part in such systems unless they need to be left at a focused disservice. Given that electronic dissemination is probably going to develop more unpredictable, by what method would suppliers be able to choose which of the developing scope of channels to utilize.

O'Connor and Frew (2004) address this issue by building up an assessment system for electronic channels of circulation. Having assessed writing on the assessment of innovation ventures, they contend that current methodologies have real confinements. They consequently utilize a Delphi concentrate to create and organize an arrangement of variables for use in channel reception and proceeded utilize choices. Rather than contemporary writing, which stresses assessing extends on vital, money related and promoting criteria; their discoveries propose that specialized and operational variables should drive the assessment procedure.

While the choice to keep utilizing a specific channel is more multifaceted, innovative what's more, operational issues stay at the fore, recommending that execution ought to be the key determinant. The examination features the unpredictable idea of such assessments, too as how the inexorably complex condition makes the utilization of formal strategy essential.

Tse (2003) features how coordinate web circulation may influence the connection between movement specialists and lodgings. Most lodgings progressively underline coordinate web appointments, frequently charming purchasers by promising best rate ensures or reliability club focuses. Since movement operators remain an imperative wellspring of business, Tse investigates their potential response to this system. Expanding on strife hypothesis, he features two conceivable responses – negative (maybe ending the relationship) or positive (counting useful discourse to discover a win-win arrangement or essentially inactive acknowledgment). Hypothesis conjectures that the response to expect relies upon a few factors, including the view of harm; the harmed gathering's impression of relationship quality before the demonstration being referred to; their recognition in regards to the inspiration driving the demonstration; and the level of relationship between the two gatherings. Applying this structure to the connection amongst lodgings and Hong Kong travel specialists, Tse features how, since the impression of harm is high as it debilitates their extremely survival, lodgings ought to respond adversely. In any case, an observation that current improvements are driven by outside acts (the powerless economy, fear mongering, SARs) rather than just voracity, and the way that specialists and inns remain very related, are recognized as relieving factors. Tse claims this clarifies the generally aloof acknowledgment of inn organization methodologies by movement operators. A few papers feature the velocity with which the inn business is receiving.

Garcés et al. (2004) demonstrate that the lion's share of Aragonese lodgings have received web based business, utilize the Internet to promote their administrations what's more, collect in the vicinity of 2% and 5% of their incomes on the web.

Buick (2003) discovered large amounts of both PC utilize and utilization of the Web for promoting purposes in little Scottish inns. *Vich-I-Martorell (2004)* analyzed the capability of utilizing the Web to rival visit administrators. Especially in zones dependent on mass tourism, visit administrators have a high level of control over dispersion and ordinarily direct rates, terms and administration levels to providers. Featuring the capability of the Web to break this mastery, he indicates out that proceeding with hesitate would additionally decrease aggressiveness as industry combination implies that providers will need to manage greater, much more effective visit administrators later on. Abridging his exploration among various tourism providers in the Balearic Islands, Vich-I-Martorell sets up that most utilize online business. These he arranges, utilizing bunch investigation, into six gatherings – "Idealistic", "Negative", "Uninvolved", "Positive", "Frightful" and "Idealistic in principle – Indifferent in Practice". Chain lodgings highlight very in the "Idealistic" gathering and are truant from the "Frightful" class, showing their solid position in the fight with visit administrators. Autonomous lodgings, however, highlight exceptionally in the "Idealistic in principle – Indifferent in Practice" also, "Frightful" gatherings, showing their worries about utilizing the Internet as a advertising apparatus. Vich-I-Martorell estimates that this outcomes from fears of a blacklist by visit administrators on the off chance that they use Web appropriation to contend on a more impartial balance.

Enz (2003) likewise addresses the issue of the systems distinguished by Dale (2003) above, which she guarantees are driving down lodging productivity. Taking note of that hoteliers utilize these systems without an unmistakable comprehension of their impact, she asserts that they energize rivalry construct exclusively with respect to cost and desires a reevaluate of such shrouded marking down. Referring to pending examination from the Center for Hospitality Research at Cornell, she indicates how cost has turned out to be to a great extent straightforward and that customers currently book rooms at one value, search at better costs and after that wipe out and rebook.

Instead of yield higher aggregate deals, marking down basically dislodges clients from one conveyance channel to another. Any expansion in volume neglects to balance the income lost from the reducing. Asserting this is valid for all industry portions, paying little mind to inhabitation rates, Enz keeps up that hoteliers should be more particular about the rates they give to outsider locales to safeguard that they are really producing incremental incomes. Bringing up that buyers as often as possible scan various channels for the least expensive cost, and expect less expensive costs on the web.

O'Connor (2003) explores if the conduct of brand lodging fits in with these desires. Utilizing chronicled information, he reviews rates crosswise over five B2C channels to set up in the case of valuing is predictable over channels; regardless of whether one channel is reliably less expensive; and whether the clear valuing procedure is legitimate from both shopper and lodging points of view. His discoveries demonstrate that lodging organizations regularly utilize various appropriation channels, and offer different rates over each channel. No channel reliably offers the least expensive cost in any case the investigation uncovers contrasts in light of market portion. Customers are more liable to discover least expensive costs on coordinate channels (chain site and call focus) at bring down end of the market, and on the other hand through go-betweens at the upper end. In different words, lavish inns seem, by all accounts, to be putting forth their least expensive costs however channels with the most astounding expense of dissemination. O'Connor infers that inn organizations in general complete a poor occupation dealing with their dispersion, and urges them to grow well however out evaluating approaches that would urge purchasers to book through brand sites. Recounted proof would appear to recommend that administrators have taken after this counsel, as prove by the current across the board utilization of "Best Rate Guarantees" on numerous inn sites.

Litvin and Crotts (2003) center on the potential utilization of online arrangement models in friendliness. While yield administration fluctuate costs in respect to request, the rate to singular clients is settled; inns set the cost and potential visitors acknowledge their offer or stay somewhere else. Interestingly, arrangement is typical with aggregate deals (gatherings, traditions, visit gatherings, and corporate travel records), and Litvin and Crotts investigate the appropriateness of contemporary internet business arrangement models to gathering deals. They contend that the "Customer to Computer" display, (purchasers assign a cost, focus on the exchange and have their offer coordinated to potential providers) is wasteful. Just the most astounding offer is acknowledged, other potential clients are cleared out unsatisfied and incremental income is lost as non-winning offers are inescapable. "On the web Solicitations for Proposal" (purchasers detail their prerequisites, which are then sent to potential providers) help beat these constraints, however by and large just encourage coordinating and have no impact over resulting transactions. Litvin and Crott advocate a "Computerized Business-to-Business Negotiation" show, whereby the encouraging organization keeps up a dynamic database of dynamic buy and deal aims, which it cross-analyzes to look for potential exchanges. Once recognized, the arrangement process starts and the framework endeavors to bring purchasers and venders together by including expressed exchange offs as required. As this happens naturally, arrangement can happen at the same time with various accomplices, improving the probability of finding a suitable arrangement. The creators contend that this approach is unrivaled as it balances control differentials through matchmaking, and encourages the whole procedure.

Ordering a minimum amount of potential purchaser and dealer exchanges has constrained the business achievement, up until this point, of this application. Gursoy and Umbreit (2004) utilize 3,264 reactions from an European Commission study to research social contrasts in how explorers from 15 EU nations scan for data, on the web and disconnected. They discovered five particular market portions and recommend particular advertising correspondence crusades for each portion. For instance, voyagers from Belgium and Italy utilize outer data sources more regularly than different portions, while explorers from Denmark and Finland utilize the Internet most as often as possible. Advertisers require along these lines to adjust their showcasing endeavors to a culture's data seek conduct.

Jeong et al (2003) investigate the part of online data and social aim, featuring the significance of data fulfillment. They assert this is a capable determinant of conduct aims; lodging administrators must guarantee that sites fulfill guests' data needs with a specific end goal to expect online exchanges. Particular site components to note incorporate exact and solid data, and simple route.

Susskind et al. (2003) research how apprehensiveness towards Internet utilizes identifies with data chasing, buy expectation and buy conduct. Drawing on three separate overviews to create and refine two measures, General Web Apprehensiveness (GIA) and Transactional Internet Apprehensiveness (TIA), their outcomes bolster solid connections amongst apprehensiveness and both on the web data chasing and buy.

Card et al (2003) additionally explore the buy choice. Reviewing individuals from the Travel and Tourism Research Association, they found that six out of seven shopped on the web, with carrier tickets the most widely recognized buy, trailed by convenience, travel data, rental autos, occasion tickets, transport or rail tickets and bundle visits. They discovered contrasts amongst customers and non-customers in light of individual attributes, with the previous having a tendency to be feeling pioneers, more imaginative, engaged with data chasing and used to TV shopping. Their outcomes, be that as it may, demonstrated no on trusts amongst customers and non-customers in light of impression of online store attributes.

Fam et al (2004) additionally think about online store attributes, specifically the part of shopper trust. Their investigation of New Zealand on the web convenience suppliers and shoppers proposes an abyss between genuine practice furthermore, shopper needs. The last request altogether more trust highlights – ensures, discounts, organization data, security explanation and email affirmations – than sites at present give.

To represent such contrasts between customer needs and site contributions, lodgings need to think about their web composition. Nonetheless, inquire about on viable accommodation sites is a continuous mission. A few investigations particularly analyzed site format and outline. The initial two present the idea of the experience economy and propose how Web innovations can strengthen the client encounter.

(Dubé, Le Bel, and Sears, 2003; Stamboulis and Skayannis, 2003) Sites, for case, ought to fortify a lodging or resort's situation by going past visual delights on the website and including sexy, passionate and scholarly delights for on the web buyers. *Dubé et al.(2003)*. Different creators investigate the functional and hypothetical issues of how to achieve this, exploring what highlights and capacities friendliness administrators should fuse into their sites. For instance, Jeong et al. attract upon past writing to create six measures of site quality, to be specific data precision, lucidity, fulfillment, ease of utilization, navigational quality, and shading blends. Reactions from 1,743 US respondents propose that site quality is a critical forerunner of data fulfillment, which thusly is an effective determinant of social goal. Of the quality measures proposed, convenience demonstrates the most grounded associations with both data fulfillment and conduct goals.

Chung and Law (2003) build up an execution pointer for lodging sites in light of five measurements of data lavishness – offices, client contact, reservations, encompassing territory and site administration. Measuring the significance of measurements from a study of lodging managers, they break down Hong Kong Hotel Association part sites. Predictable with past research, the level of data innovation application relates straightforwardly to the inn class. Murphy et al. (2003) set that inns focusing on email likewise focus on their sites. Estimating email reactions and evaluating the site highlights of Swiss inns, they contend that lodgings with proficient email reactions likewise lead in the utilization of sites. In light of their discoveries, they recommend that hoteliers center around reasonable highlights that demonstrate a noteworthy relationship to quality email reactions, for example, handout demands, on the web administrations, hyperlinks, and marked URLs. Then again, their outcomes propose that lodgings keep away from sketchy methods, for example, liveliness, as it might mirror a fleeting trend impact instead of include esteem. As in different examinations, they found that lodging size and classification relate specifically to quality email reactions and the nearness of fitting site highlights.

Piccoli and associates (2003) audit the dangers and advantages of client relationship administration (CRM). This theory of cozy client commonality can lower showcasing uses and increment deals through nearer connections and expanded fulfillment. For this to happen, the whole inn network must collaborate in the gathering, administration and scattering of client data – a costly and entangled process. They feature a potential information possession situation caused by the structure of the US lodging industry in which proprietors, administration organizations, furthermore, brands participate in the task of properties. It is naturally troublesome for these three elements to share client information. Notwithstanding participating, they as often as possible contend with each other, which could restrain fruitful CRM usage. Piccoli et al contend that if these troubles could be conquered, CRM would work best at the brand level, a claim bolstered by two contextual investigations of brands with solid CRM programs – Wyndam International (Piccoli et al., 2003) and Harrah's Hotels and Gambling clubs (Magnini, Honeycutt, and Hodge, 2003). The last likewise embodies how effective CRM depends upon information mining. This system applies manmade brainpower what's more, modern measurable systems to client information to perform five undertakings: order, grouping, deviation identification, affiliations and determining, and can be a significant instrument for lodgings looking to better comprehend and foresee visitor conduct.

(Magnini et al., 2003) Two articles examine the execution of a CRM framework. In light of subjective also, quantitative research with Italian lodging administrators, Minghetti (2003) proposes a CRM framework and correlative grid for assessing visitor data, which fill in as a helpful outline for actualizing or assessing the CRM procedure. Louvieris and Driver (2004) propose how the creating XML web standard could empower the CRM procedure. Buyers progressively utilize an assortment of gadgets (for illustration phones, Interactive TV and stands) to get to the web, and need diverse sorts of associations, data and techniques relying upon the relationship arrange. They demonstrate how the present one-estimate fits-all approach is probably not going to be fruitful. Anyway giving the expected personalization to benefit each circumstance is troublesome utilizing current innovation. They propose how the one of a kind attributes of XML, which utilizes content particular instead of complex labels, could help lodging organizations actualize the required gadget particular and dependability level personalization.

At long last, three examinations research a subset of client relationship administration, online client benefit. These utilization comparable philosophies to test Swiss inns (*Frey, Schegg, and Murphy, 2003*), Tunisian inns (*Gherissi-Labben, Schegg, and Murphy, 2003*), and extravagance chain inns (*Schegg, Murphy, et al., 2003*). Swiss lodgings appeared the most astounding email reaction rates at 71% with Tunisian inns at a 45% reaction rate performing most exceedingly awful.

Most respondents, in any case, gave messy and lacking answers, which propose an absence of spotlight on online client benefit. The creators contend that email correspondence is business correspondence and utilize dissemination of advancements. (*Rogers, 1995*). As a hypothetical base to research contrasts accordingly rates and reaction quality. There were no critical contrasts accordingly rates however bigger, higher appraised and subsidiary inns had a tendency to give better quality reactions.

Conclusion

Assembling this survey of research on friendliness data innovation has been for us a valuable and edifying activity. On an individual premise, the articles considered for consideration make a commitment, yet thinking about the aggregate arrangement of writing, two repeating issues become exposed – meticulousness and importance. Like past critiques on cordiality look into (*Johns and Pine, 2001; Lynn, 2002; Okumus 2002*) this survey featured the requirement for creators, editors and commentators to try to raise the nature of research in our field. Numerous 2003-2004 articles, especially those intentionally discarded from this survey, were feeble methodologically. A few were absolutely engaging. A considerable lot of the others showed an over-dependence on the study technique, unrepresentative and accommodation testing, shallow investigations, misinterpretations of information, and an inclination to make inferences and influence wide speculations without satisfactory to prove.

With specific exemptions, commitments to hypothesis were powerless. Moreover, there has all the earmarks of being an absence of met knowledge in the matter of what different specialists are doing, with the outcome that numerous investigations reproduced each other with minor distinction in center or geological zone. Hardly any form on each other to broaden information. That papers managing cordiality IT are rare in the main diaries in our field mirrors a need to "increase current standards". Our inclination is that editors and analysts need to enhance the survey procedure, not by dismissing articles, yet, by requesting progressively and giving valuable criticism and direction to urge creators to address this quality issue. Besides, creators should address a more extensive research plan. As the above investigation shows, specialists are right now concentrating on a constrained (might we venture to state "elegant") scope of issues and overlooking vital territories. For instance, friendliness organizations every year burn through a great many dollars on data innovation, yet few articles tended to the administration of the IT asset. Additionally, there is a woeful absence of investigate on the utilization of data innovation in industry fragments other than inns. For instance, advancements in data innovation drastically influence eatery what's more, nourishment benefit administration, yet not a solitary article showed up in a high caliber scholastic diary regarding the matter in the previous year and a half. Foodservice and lodgings confront comparable IT issues, including: designating assets; assessing activities; and estimating how the reception of big business wide data frameworks influences the administration and structure of cordiality organizations. In our people intensive business, how does the presentation of innovation impact staff adequacy, profitability and good? What mechanical abilities, assuming any, do representatives need to exploit the quickly changing mechanical scene. Ought to administration concentrate less on essential abilities, for example, great client benefit, with a specific end goal to update representatives mechanically. We think not. Most workers are likely more capable with new advancements than their chiefs, yet there is no exact research to help our contention. In spite of the fact that there is experimental research in our field, a lot of this examination is spellbinding. Future cordiality research would profit by different procedures such as field investigations to indicate causality, and depending upon real conduct as opposed to expected conducts. There is a yawning hole between an accommodation test of respondents rounding out a shape saying they mean to buy on the web and what accommodation customers really buy on the web. Server log documents, promoting flag click rates, email reaction rates, online costs and CRM databases outline rich information sources that measure real conduct by accommodation ventures and customers. Looking into the distributed articles likewise featured (maybe as a result of the trouble in doing it effectively) that purchaser look into is to a great extent truant however urgently required.

Utilizing the topics recognized in this article as a guide, such examinations could help illuminate an imperative scope of inquiries, for example, what persuades a shopper to utilize one dissemination channel as opposed to another. How value, accommodation, web architecture, and site content urge shoppers to change from lookers into bookers. How viably do visit visitor programs pull in, hold and construct client devotion. These recommendations, yet not the slightest bit definitive, outline a scope of rich and intriguing future research questions ready for industry cooperation and tending to purchaser conduct issues that reach out past the neighborliness business. In general, our decision is that examination in this field – including our own – needs more creativity in both the themes tended to and the exploration strategies utilized. Having considered most of the associate evaluated articles distributed on the theme this year, we can't help suspecting that our concentration is right now much excessively tight and that a more extensive research motivation would make our work more important to industry professionals. Furthermore, we, as analysts, need to address thoroughness and significance issues in the event that we are to propel our validity with scholastic and industry partners.

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