

New Business Models and Digital Disruption in Tourism Industry

Organized by

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Advances in technology offer new capabilities for all the industries (Chen et al., 2012). Now, we are in the midst of a new revolution driven by the power of digital technology and the Internet (Schwab, 2017). These developments have enormous implications for every aspect of tourism (accommodation, hospitality, catering, transportation, entertainment, events, attractions, leisure, information and services) (Zhou, 2004; Lee & Yuan, 2018). Traditional tourist companies are facing a new economy that includes competition from machines and global outsourcing. Unless they fundamentally change their revenue, more efficient automation can destroy these tourist companies (Vanhove, 2017).

New business models exploit technology and globalization by matching consumers's needs with cut and sliced services and products (AirBnB, Uber) (Kenney, 2017). New terms such as travel technology, tourism technology, hospitality automation, e-travel, e-tourism emerged. Global competition, tourist process outsourcers, changing regulatory requirements, rapid mergers and dissolutions, and alternative fee arrangements have shifted the tourism industry into one of seemingly constant evolution (Susskind & Susskind, 2015). The new models are reducing costs, breaking away from old patterns of fee arrangements, and increasing efficiency through unique structuring and use of technology (Baden-Fuller & Mangematin, 2013). A great example of this evolution can be found in the pressure is placed on aviation companies to deliver services at lower costs (Franke, 2004; Wensveen & Leick, 2009). On one hand, companies are being asked to re-evaluate processes from back - end operations to matter - based project management, while on the other they're being expected to create and implement new strategies on everything from budget forecasting to reducing costs (Baden-Fuller & Morgan, 2010; Casadesus-Masanell & Heilbron, 2015).

Digital disruption is the effect that changes the fundamental expectations and behaviors in a culture, market, industry or process—caused by, or expressed through, digital capabilities, channels, or assets (Bower & Christensen, 1995). Advancing technology and globalization are the main causes for digital disruption (Dunning, 2014). The markets are shaken up, mainly because of innovations (Christensen et al., 2004). Existing business models are becoming worthless and there is a need for new ones. Expectedly, there will be a great relevance for the tourism industry in the near future (Adey et al., 2014). The emergence of business models may be the end of current business models for Tourism (Horner & Swarbrooke, 2016); not because of Internet or computing, but mainly because of strategic choices, organizational issues and an attitude of infallibility.

We invite contributions that adopt an interdisciplinary perspective on new business models and digital disruption in tourism industry with a special focus on the emerging issues and challenges related to it, to advance knowledge about good practices, as well as to stimulate discussion and exchange new ideas. The special session will seek papers that attempt to present research which is both case study oriented and theoretical, and address the following key issues, including (but not limited to) the following themes:

- Digital transformation of tourism
- Disruptive Innovation in Tourism (theoretical and empirical grounds)
- Future trends, professions, tasks and activities to serve new business models in tourism
- Application of technology in various tourism settings
- Safety and Security for tourist in the digital technologies
- Intelligent automation of travel jobs
- Mobile disruption in hospitality, travel and transport

Abstracts of no more than 350 words should be submitted electronically by **15/05/2018** to Associate Professor Stavros Valsamidis (e-mail: svalsam@teiemt.gr). For further enquiries regarding conference fees and program, recommended accommodation, and registration form, please visit the following website: <http://iatour.org>

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