

# Critical Tourism Studies Proceedings

---

Volume 2019

Article 31

---

2019

## Where Is ‘Tourism and Technology’ Research in the Information Systems Discipline?

Brad McKenna

*University of East Anglia, UK*

Wenjie Cai

*University of Greenwich, UK*

Follow this and additional works at: <https://digitalcommons.library.tru.ca/cts-proceedings>



Part of the [Tourism and Travel Commons](#)

---

### Recommended Citation

McKenna, Brad and Cai, Wenjie (2019) "Where Is ‘Tourism and Technology’ Research in the Information Systems Discipline?," *Critical Tourism Studies Proceedings*: Vol. 2019 , Article 31.

Available at: <https://digitalcommons.library.tru.ca/cts-proceedings/vol2019/iss1/31>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact [apaterson@tru.ca](mailto:apaterson@tru.ca).

**Title:** Where Is ‘Tourism and Technology’ Research in the Information Systems Discipline?

**Authors:**

Brad McKenna

University of East Anglia, UK

Wenjie Cai

University of Greenwich, UK

**Abstract:**

Information Systems (IS) has emerged as a reference discipline in its own right (Baskerville & Myers, 2002). Given the ubiquitous nature of technology in every aspect of our social and work lives, the IS discipline has much to offer tourism researchers. Despite this, many tourism academics continue to publish their technology-related research in specific tourism and technology related books and journals. Therefore, we believe that there is an opportunity for tourism academics to submit their tourism and technology related research to IS journals. It is the responsibility of tourism scholars to promote tourism research, and publishing research in another discipline is a good opportunity to foster serious treatment of the tourism field, and the impact tourism has in today’s society.

Based on a keyword search of “tourism” within key IS journals from 1988 to 2015, we found only 11 papers. In an analysis of diversity and inter-disciplinary discourse in IS journals (Bernroider, Pilkington, & Córdoba, 2013), tourism does not get mentioned. Therefore, we believe there is an opportunity for tourism and technology research to be submitted to IS journals.

A key element to be key considered when publishing in IS journals is the role of theory. In IS research, theorising about the technological artefact must take priority (Orlikowski & Iacono, 2001), while the tourism element of the research becomes the context.

Based on an analysis of technology papers in tourism journals we found that many of the topics researched could have been submitted to IS journals, for example: Evaluation of IS in a tourism organisation: e.g. Lin (2016); Users or user expectations: e.g. Huang, Backman, Backman, and Moore (2013); Database and tracking requirements: e.g. Zheng, Huang, and Li (2017); Decision support systems: e.g. Woeber and Gretzel (2000).

In this conference presentation, we also identify potential areas suitable for tourism and IS academics to collaborate. We hope this initiative will help tourism to gain deserved attention from other disciplines, and gain respect for tourism as a research object of interdisciplinary research (Darbellay & Stock, 2012). By showcasing research outcomes to a broader audience, this can also help to emphasise the significance of tourism’s impact in today’s society.

Baskerville, R. L., & Myers, M. D. (2002). Information systems as a reference discipline. *MIS Quarterly*, 26(1), 1-14.

CTS 2019

- Bernroider, E. W., Pilkington, A., & Córdoba, J.-R. (2013). Research in information systems: a study of diversity and inter-disciplinary discourse in the AIS basket journals between 1995 and 2011. *Journal of Information Technology*, 28, 74-89.
- Darbeyay, F., & Stock, M. (2012). Tourism as complex interdisciplinary research object. *Annals of Tourism Research*, 39(1), 441-458.
- Huang, Y.-C., Backman, S. J., Backman, K. F., & Moore, D. (2013). Exploring user acceptance of 3D virtual worlds in travel and tourism marketing. *Tourism management*, 36, 490-501.
- Lin, S.-W. (2016). The critical success factors for a travel application service provider evaluation and selection by travel intermediaries. *Tourism management*, 56, 126-141.
- Orlikowski, W. J., & Iacono, C. (2001). Research commentary: Desperately seeking the “IT” in IT research - A call to theorizing the IT artifact. *Information Systems Research*, 12(2), 121-134.
- Woeber, K., & Gretzel, U. (2000). Tourism managers’ adoption of marketing decision support systems. *Journal of Travel Research*, 39(2), 172-181.
- Zheng, W., Huang, X., & Li, Y. (2017). Understanding the tourist mobility using GPS: Where is the next place? *Tourism management*, 59, 267-280.
- 
-