



**CALL FOR PAPERS FOR A SPECIAL ISSUE ON:
SERVICE EXPERIENCE INNOVATION IN HOSPITALITY & TOURISM**

Guest Editors

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Purpose

Service experience is at the core of any service offering and service design, and it encompasses all the customer's cognitive and emotional responses during the production and delivery of a service. Enhancing and innovating the service experience are widely recognized among the current priorities for researchers and practitioners in the service industry. Particularly in tourism and hospitality, service experience innovation is at the top of firms and destinations priorities to gain a sustainable competitive advantage. Increasingly, most of them are placing the customer service experience at the core of their strategic advantage seeking processes of innovation and service design. However, many substantial challenges remain on how to innovate customer-centric service experiences across the entire customer journey, including different offerings, touch points, and channels. The purpose of this special issue is to bring together the state-of-the-art research on service experience innovation and to analyze its future directions for researchers and practitioners in the hospitality and tourism industry. We particularly welcome studies that apply wider theoretical lenses and rigor methodologies in order to better capture the complexity of service experience innovation in the hospitality environment.

Submissions related to the following topics are particularly welcome

- Role of tourists and visitors in service experience for innovation
- IT-enabled innovation of customer's service experience
- Employees' involvement in service experience innovation
- Research & Development practices, techniques and tools for service experience innovation
- Key capabilities for managing service experience innovation
- Service experience innovation in tourism Micro, Small and Medium Enterprises
- Approaches and methods for research on innovation in the service experience
- Experience innovation impacts upon tourists' satisfaction and behaviours
- Innovation on the service experience and emotional design
- Service innovation and value co-creation processes
- Network perspectives to service experience innovation
- Performance indicators for successful innovation

General Information for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. We are open to receiving research that represents different methods and styles. These include but are not limited to new frameworks using multidisciplinary and interdisciplinary explanations. We also are interested in research that is based on compelling case studies of single or multiple destinations and organizations. For more details and manuscript guidelines, please visit the official website at:

http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=ijchm

Submission Procedure

Prospective authors are strongly encouraged to contact the special issue editors regarding potential topics of interest or any questions/suggestions regarding the special issue. Abstracts (up to 750 words) can be submitted directly to the guest editors via email (specialissueijchm@iriss.cnr.it) by 31 October 2017. Abstracts must be concise and to the point, with appropriate references. Full papers must be submitted by 30 November 2017 through ScholarOne Manuscripts, the online submission and peer review system. Please select the correct issue to submit to: “**Service experience innovation in Hospitality & Tourism**”. Registration and access is available at:

<http://mc.manuscriptcentral.com/ijchm> Author guidelines for IJCHM can be found at:

http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=ijchm

Review Process

Each paper submitted to this special issue will be subject to the following review procedures:

1. It will be reviewed by the guest editors for general suitability for this special issue.
2. If it is judged suitable, three reviewers will be selected for a rigorous double-blind review process.
3. Based on the recommendation of the reviewers, the guest editors and the Editor-in-Chief will decide whether the particular paper should be accepted as it is, revised and re-submitted, or rejected.

Timeline

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| Abstracts Submissions: | 31 October 2017 (Email to specialissueijchm@iriss.cnr.it) |
| Abstract Decisions: | 30 November 2017 |
| FULL Paper Submissions: | 30 March 2018 |
| Revisions and Decisions: | July-December 2018 |
| Publication: | January 2019 |