Call for Book Chapters

Book Title
Eye Tracking in Tourism.

Editors
Mattia Rainoldi and Mario Jooss, Salzburg University of Applied Sciences, Austria.

Publisher
The book will be published by Springer in the series “Tourism on the Verge”.

Topic and objective
Whilst the subject of eye tracking has been increasingly discussed in the literature, a comprehensive work that investigates and demonstrates the potential and application of table-mounted and mobile head-mounted eye tracking solutions in tourism is still missing. Therefore, there is a need for a guide to bridge the gap between the eye tracking and the tourism literature. As the global tourism industry continues to expand and become more complex and competitive, this book aims to provide novel and real insights into tourists’ behaviours and experiences. The book will be a useful resource for tourism businesses, allowing them to adopt proactive approaches in the design of tourism products, services and experiences. The book hopes to inspire both scholars and practitioners to bring together knowledge and ideas that will help to expand previous notions about the application and value of eye tracking in tourism.

Target audience
The manuscript is oriented towards tourism managers who are in search of sound academic guidelines about the concept of eye tracking, its application and value in the field of tourism. The manuscript also aims to provide scholars and students with a comprehensive overview of the theoretical, methodological, empirical and practical contribution of eye tracking research to the creation of a better understanding of tourists’ behaviours and experiences.

Structure of the book
The first section of the book begins with the editors’ overview of the art and practice of eye tracking and its methodological application in tourism. This section will be completed by conceptual contributions from different social science perspectives exploring the capabilities and limitations of eye tracking systems in a tourism context and providing suggestions on how to incorporate eye tracking into tourism research. The second section is dedicated to empirical studies that explore particular aspects of tourism products, services and experiences through the application of the eye tracking methodology. The third section includes case studies illustrating the application and value of eye tracking in tourism with examples from practitioners.

Type of contributions and length
• Conceptual papers: Contributions that synthesise existing studies;
• Full research papers: Both quantitative and qualitative contributions that study a particular application of eye tracking in tourism, e.g. mobile application usability, purchase intention, indoor and outdoor experiences, viewers’ attention and virtual reality. Only completed research will be considered, meaning that research in progress will not be considered to be included in the book;
• Case studies: In-depth reports of eye tracking implementations in the context of tourism.

Conceptual papers and full research papers are typically 15 to 20 pages in length (excluding references) when applying the Springer formatting instructions. Case studies of up to 10 pages are invited. Contributions should be original and not be submitted elsewhere.
Recommended topics

Possible topics relating to the tourism context include (but are not limited to):

• Evaluation, potential and limitations of field applications
• Eye tracking methodology
• Eye tracking and user experience
• Eye tracking, marketing and consumer behaviour research
• Eye tracking, psychological perspectives and emotional responses
• Eye tracking and virtual reality
• Eye tracking and biometric measurements
• Best practices of eye tracking applications
• Lessons learned from studies of failure

Review process

There will be a two-stage review process. In the first stage, potential author(s) will be invited to submit an abstract of 500 words. The editors will review the abstract to evaluate if the proposed book chapter (1) fits the topic of the book, (2) makes a substantial practical or theoretical contribution and (3) is of interest to the target audience. In the second stage the selected author(s) will be invited to submit a full version of the proposed book chapter. It is expected that the book will have 12 to 15 chapters. This full version will be reviewed by a reviewer - who is selected based on the topic of the book chapter - as well as the editors. Based on the outcome of the review process, the author(s) will be requested to revise their book chapter and submit the final version. If the editors are satisfied with the revision of the book chapter, the author(s) will be invited to submit a camera-ready version of the chapter.

Timeline and deadlines:

• March 20, 2017: Submission of abstracts (500 words)
• March 31, 2017: Invitation to submit full paper
• September 1, 2017: Submission of full chapter
• October 2, 2017: Review notification
• October 31, 2017: Submission of revised paper
• November 15, 2017: Final notification of acceptance
• November 21, 2017: Submission of final version

Contributions to the book can be presented in the Eye Tracking special track of the „Brennpunkt eTourism 2018“ conference, which will take place in October 2018 in Salzburg, Austria. Further detailed information about the conference will be communicated together with the acceptance notification of the abstract.

Submission and formatting

Abstracts should be submitted as plain Word file (2010 or higher) by e-mail to mattia.rainoldi@fh-salzburg.ac.at. A brief biographical statement (150-200 words) of each author should be provided alongside the abstract. The abstract should contain:

1) Title of the proposed chapter
2) Author(s) of the chapter (incl. affiliation)
3) Type of contribution (conceptual paper, full research paper or case study)
4) Estimated number of pages (excl. references)
5) Description of the contents and methodology of the book chapter (500 words)
6) Keywords (at least 2 and maximum of 5)

Full book chapters will be submitted through e-mail to mattia.rainoldi@fh-salzburg.ac.at. Full book chapters need to be formatted according the Springer instructions and submitted in Word format (2010 or higher). These formatting instructions will be e-mailed together with the acceptance notification of your abstract.

For further information please contact: Mattia Rainoldi (mattia.rainoldi@fh-salzburg.ac.at) or Mario Jooss (mario.jooss@fh-salzburg.ac.at).