

CURRICULUM VITAE



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Birthday: 23.11.1962
Nationality: Suisse
Languages: German, French, English
Research domains Tourism and eTourism (online distribution, eService metrics, technology adoption, web 2.0 and mobile technologies in tourism)

ACADEMIC QUALIFICATIONS

1983-1988: Dipl. sci. nat., ETH Zurich
1988-1993: PhD sci. nat., University of Geneva
1994-1995: Post-doc (50%) at University of Geneva
1995-1996: Post-doc at Oxford University (6 months)

PROFESSIONAL EXPERIENCE

Since January 2005 at HES-SO Valais (www.hevs.ch)

Professor at HES-SO Valais Wallis and research coordinator at Institute of Tourism (ITO)

Projects:

<https://www.hevs.ch/fr/rad-instituts/institut-tourisme/collaborateurs/professeure-hes/schegg-758/>, www.tourobs.ch, www.etourism-monitor.ch, www.innovation-touristique.com, www.hotelpower.ch

2000 – 2004 : Ecole hôtelière de Lausanne (EHL)

Research associate at « Lausanne Institute for Hospitality Research LIHR » between 2000 and 2002, professor between 2003 and 2004.

1997 – 2000 : Petroconsultants SA (IHS Energy), Genève

Petroleum geologist and data analyst in the basin analysis group.

1993 – 1997 : Geoform AG (Winterthur)

Service company for applied research projects in the oil industry. Senior geologist.

OTHER ACTIVITIES

Referee for Tourism Management, Tourism Review, Information Technology in the Hospitality Industry (HITA), ENTER (International Federation for IT and Travel & Tourism)

Member of Editorial Board of Journal of Hospitality and Tourism Technology (JHTT) and European Journal of Tourism Research

RESEARCH PROJECTS AND MANDATES IN THE FIELD OF DIGITALISATION IN TOURISM

Distribution studies

2017: Schweizer Hotel Distributionsstudie, hotelleriesuisse
2016: European Hotel Distribution Study, HOTREC & hotelleriesuisse
2015: Schweizer Hotel Distributionsstudie, hotelleriesuisse
2014: European Hotel Distribution Study, HOTREC & hotelleriesuisse
2014: Untersuchung Distributionsstrategie der deutschen Hotellerie, IHA
2013: Schweizer Hotel Distributionsstudie, hotelleriesuisse
2012: Distributionsumfrage DACH (Deutschland, Österreich, Schweiz), hotelleriesuisse, ÖHV, IHA
2010: Verfügbarkeiten und Preise Schweizer Hotels in Distributionskanälen, hotelleriesuisse

Published on eTourism-Monitor (<http://etourism-monitor.ch/downloads/all>)

eTourism Strategies

2013: Strategische Evaluation der Plattform swisshotels.com, hotelleriesuisse
2011: ePlattform Graubünden Strategie-Review und –Ausblick, Graubünden Ferien
2011: Marktstudie zu Destinationsmanagementsystemen im Schweizer Tourismus, STC
2010: Studie zur Strategische Partnerschaft von hotelleriesuisse mit STC, hotelleriesuisse
2009: eCommerce touristique: Etude pour Valais Tourisme, Valais Tourisme
2003: Hotel-Invest-Net: un outil d'aide à la décision d'investissement stratégique dans Internet pour l'hôtellerie suisse, projet HES-SO

eTourism qualification

2005 : eFitness Benchmarking, Interreg Projekt Deutschland, Österreich & Schweiz (zusammen mit ITW, HSLU)

Sharing Economy

2014-2017 : Various studies on Airbnb in Switzerland for the mandate of the Valais Tourism Observatory (www.tourobs.ch):

- 3D Kartographie des Airbnb Phänomens im Wallis und in der Schweiz (2016)
- Airbnb: Beschleunigtes Wachstum in der Schweiz und auch im Wallis (2016)
- Sharing Economy: Starkes Wachstum von Airbnb in der Schweiz und im Wallis (2015)
- Analyse: Bedeutung des Phänomens Airbnb im Wallis und in der Schweiz (2014)

2015 : Strategic monitoring of the private accommodation's sector, HOTREC

Social Media

2014-2017 : Various studies and benchmarks on Social Media use by DMOs in Switzerland for the mandate of the Valais Tourism Observatory (www.tourobs.ch):

- Integration von «Smart Destination» Technologien: Wo stehen die Schweizer Tourismusorganisationen? (2016)
- Social Media Nutzung Schweizer Tourismusorganisationen im Vergleich zu DMOs in Frankreich und Belgien (2016)
- Analyse der Kundenbewertungen Schweizer Hotels: Freundliche Hotels, zufriedene Gäste, profitable Betriebe (2015)
- Die Qualität der Walliser und Schweizer Hotellerie aus Kundensicht: Auswertung TrustYOU Daten (2015)
- Social Media Benchmark: KPIs von Tourismusorganisationen in der Schweiz und international (2015)

2011 : Auswertung der TrustYOU Daten für die Schweizer Hotellerie, *hotelleriesuisse*

2009: L'impact des nouveaux médias sociaux sur le comportement des acheteurs de produits touristiques, HES-SO

Mobile technologies

2016 : Bündner Destinationen in 3D, Amt für Wirtschaft und Tourismus Graubünden (AWT)

2016 : Etude de marché : benchmark des applications mobiles sur tablettes présentes dans le secteur hôtelier, Elite SA

2005: Guide virtuel sur pocket-pc pour la clientèle de l'hôtellerie suisse, projet HES-SO

Websites

2007 : H-DEMANDIT, eine ASP-basierte Online-Entwicklungsplattform für den Webauftritt und zur Abbildung kritischer Geschäftsprozesse von Hotels. KTI Projekt zusammen mit ITW (HSLU)

SCIENTIFIC PUBLICATIONS

ResearchGate

www.researchgate.net/profile/Roland_Schegg

Google Scholar

https://scholar.google.com/citations?hl=en&user=m7Mr1aUAAAAJ&view_op=list_works&sortby=pubdate

2019

Calvaresi D., Leis M., Dubovitskaya A., Schegg R., Schumacher M. (2019). Trust in Tourism via Blockchain Technology: Results from a Systematic Review. In: Pesonen J., Neidhardt J. (eds) Information and Communication Technologies in Tourism 2019. Springer, Cham

Larpin B., Mabillard J., Scaglione M., Favre P., Schegg R. (2019). An Analysis of Regional Developments of Airbnb in Switzerland: Insights into Growth Patterns of a P2P Platform. In: Pesonen J., Neidhardt J. (eds) Information and Communication Technologies in Tourism 2019. Springer, Cham

2018

Laesser, Ch.; Schegg, R.; Bandi Tanner, M.; Liebrich, A.; Lehmann Friedli, T.; Fux, M; Stämpfli, A. (2018). Digitalisierung im Schweizer Tourismus: Chancen, Herausforderungen, Implikationen. Bericht im Auftrag des Staatssekretariats für Wirtschaft SECO.

Bern: SECO. Marchiori, E., Scaglione, M., Schegg, R. and Cantoni, L. (2018). Research Agenda for Analysing Online Climate and Weather Information in the Process of Vacation Planning. e-Review of Tourism Research (eRTR), Vol. 9, <https://ertr.tamu.edu>

Grèzes, V., Schegg, R. & Perruchoud, A. (2018). Crowdsourcing for Tourism Ventures. In: The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality (Ed. Marios Sotiriadis), p. 331-349, Emerald Publishing Limited, ISBN: 9781787435308.

Schegg, R. & Stangl, B. (2018). Special section on recommendations and analytics in tourism. Journal of Information Technology & Tourism. p. 1-4. <https://doi.org/10.1007/s40558-018-0109-8>

2017

Schegg, R. and Stangl, B. (2017). Information and Communication Technologies in Tourism 2017. Proceedings of the International Conference in Rome, Italy, January 24-26, 2017. Publisher: Springer International Publishing, ISBN: 978-3-319-51167-2

Schegg, R. (2017). Starkes Online-Plus bei Schweizer Hotel-Buchungen. Tourismus Wissen – quarterly, Ausgabe 8, April 2017, 132-133.

Schegg, R. (2017). Social Media Nutzung von Schweizer DMOs 2016. Tourismus Wissen – quarterly, 9 (Juli), 225-227.

Wölfle, R. & Schegg, R. (2017). Transformation im Übernachtungsgewerbe. In: Wölfle, R. & Leimstoll, U.: E-Commerce-Report Schweiz 2017. 9. Ausgabe, Fachhochschule Nordwestschweiz FHNW, Hochschule für Wirtschaft, Institut für Wirtschaftsinformatik, Basel.

Wozniak, T., Stangl, B., Schegg, R. & Liebrich, A. (2017). The return on tourism organizations' social media investments: preliminary evidence from Belgium, France, and Switzerland. Information Technology & Tourism, March 2017, 1-26. doi:10.1007/s40558-017-0077-4

2016

Beritelli, P. and Schegg, R. (2016). Maximizing online bookings through multi-channel-strategy. – Effects of interdependencies and networks. International Journal of Contemporary Hospitality Management, 28, 1, 68-88. <http://dx.doi.org/10.1108/IJCHM-07-2014-0326>

Bonazzi, R. and Schegg, R., An Alternative to Online Travel Agencies for Retention of Hotel Customers (September 8, 2016). Available at SSRN: <https://ssrn.com/abstract=3282253>

Inversini, A. and Schegg, R. (2016). Information and Communication Technologies in Tourism 2016. Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016. Publisher: Springer International Publishing, ISBN: 978-3-319-28230-5, DOI: 10.1007/978-3-319-28231-2

Phillips, P., Zigan, K., Barnes, S.J. and Schegg, R. (2016). Understanding the Impact of Online Reviews on Hotel Performance: An Empirical Analysis. Journal of Travel Research, 56(2), 235-249 DOI: 10.1177/0047287516636481

Scaglione, M. & Schegg, R. (2016). Forecasting the Final Penetration Rate of Online Travel Agencies in Different Hotel Segments. In: Information and Communication Technologies in Tourism 2016. Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016, Publisher: Springer International Publishing, pp.709-721.

Stangl, B., Inversini, A. and Schegg, R. (2016): Hotels' dependency on online intermediaries and their chosen distribution channel portfolios: Three country insights. *International Journal of Hospitality Management* 01/2016; 52:87-96. DOI:10.1016/j.ijhm.2015.09.015

Thomas Wozniak, T., Stangl, B., Schegg, R. and Liebrich, A. (2016). Do Social Media Investments Pay Off?. Preliminary Evidence from Swiss Destination Marketing Organizations. In: *Information and Communication Technologies in Tourism 2016. Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016*, Publisher: Springer International Publishing, Editors: Alessandro Inversini, Roland Schegg, pp.267-280.

2015

Phillips, P., Zigan, K., Santos, M.M. and Schegg, R. (2015). The interactive effects of online reviews on the determinants of Swiss hotel performance: A neural network analysis. *Tourism Management*, Volume 50, October 2015, Pages 130–141. doi:10.1016/j.tourman.2015.01.028

Scaglione, M. & Schegg, R (2015): The Case of Switzerland During the Last 20 Years. In (Harald Pechlaner & Egon Smeral, Eds.). *Tourism and Leisure. Current Issues and Perspectives of Development*. Springer Fachmedien, Wiesbaden. ISBN: 978-3-658-06659-8 doi: 10.1007/978-3-658-06660-4_12

Scaglione, M. & Schegg, R (2015): The Impact of Attribute Preferences on Adoption Timing of Hotel Distribution Channels: Are OTAs Winning the Customer Race? *Information and Communication Technologies in Tourism 2015*, Edited by Iis Tussyadiah, Alessandro Inversini, 01/2015: chapter 49: pages 681-693; Springer International Publishing., ISBN: 9783319143422. doi: 10.1007/978-3-319-14343-9_49

2014

Scaglione, M. & Schegg, R (2014): Substitution Effects Across Hotel Distribution Channels. *Information and Communication Technologies in Tourism 2014*, Chapter: 58, Publisher: Springer International Publishing, Editors: Zheng Xiang, Iis Tussyadiah, pp.801-812

2013

Duerr, M., Nicole Küng, Roland Schegg and Brigitte Stangl (2013). eFitness of Destination Websites - Still more to go. *Proceedings of the International Student Conference in Tourism Research ISCONTOUR*, p. 116-126.

Scaglione, M. & Schegg, R. (2013). Forecasting the Final Penetration Rate of Online Travel Agencies in Swiss Hotels. 63rd AIEST Conference, Izmir

Scaglione, M., Schegg, R., & Trabichet, J.-P. (2013): Analysing the Penetration of Web 2.0 in Different Tourism Sectors From 2008 to 2012. *Information and Communication Technologies in Tourism 2013*, pp 280-289.

Schegg, R., Stangl, B., Fux, M. & Inversini, A. (2013). Distribution Channels and Management in the Swiss Hotel Sector. *Information and Communication Technologies in Tourism 2013*, pp 554-565.

2012

Kullmann, P. & Schegg, R. (2012). Neue Studie zeigt erstmals Hintergründe der Schweizer Luxushotellerie auf. Wer besitzt unsere Fünfsterne-Hotels? *Hotelier*, 10, 58-62.

2011

Klimek, K., Scaglione, M., Schegg, R. & Matos, R. (2011). Marketing and Sustainable Tourism in Alpine Destinations. In: Keller, P. & Laesser, C. (eds.): *New Challenges for Tourism*

Promotion: Tackling High Competition and Multimedia Changes. *International Tourism research and Concepts (AIEST)*, 6, 155-169.

Varini, K., Scaglione, M. & Schegg, R. (2011). Distribution channel and efficiency: An Analytic Hierarchy Process approach. *Proceedings of the ENTER Conference 2011*, Innsbruck, Austria, Rob Law, Matthias Fuchs & Francesco Ricci (eds.): *Information and Communication Technologies in Tourism 2011*, Springer-Verlag, Wien-New York, 547-558.

2010

Mungall, A. Schegg, R. & Courvoisier, F. (2010). Exploring communication and marketing strategies for senior travelers, in Professor Joseph Chen (ed.). *Advances in Hospitality and Leisure*, 6, 59-82.

Murphy, H., Centeno Gila, E.A. & Schegg, R. (2010): An Investigation of Motivation to Share Online Content by Young Travelers - Why and Where. *Proceedings of the ENTER Conference 2010*, Lugano, Switzerland, Ulrike Gretzel, Rob Law and Matthias Fuchs (eds.): *Information and Communication Technologies in Tourism 2010*, Springer-Verlag, Wien-New York, 466-478.

Schegg, R. & Fux, M. (2010): Die Bedeutung des Online-Vertriebs in der Schweizer Hotellerie. *Jahrbuch der Schweizer Hotellerie, hotelleriesuisse und Schweizerische Gesellschaft für Hotelkredit*, 101-104.

Schegg, R. & Fux, M. (2010). A Comparative Analysis of Content in Traditional Survey versus Hotel Review Websites. *Proceedings of the ENTER Conference 2009*, Lugano, Switzerland, Ulrike Gretzel, Rob Law and Matthias Fuchs (eds.): *Information and Communication Technologies in Tourism 2009*, Springer-Verlag, Wien-New York, 429-440.

Weber, J. & Schegg, R. (2010): Der Einsatz mobiler Dienste im Wander- und Fahrradtourismus: Resultate einer empirischen Studie im deutschsprachigen Raum. In: Roman Egger & Mario Jooss (Eds.). *mTourism: Mobile Dienste im Tourismus. Technologien – Einsatzfelder – Strategien*, 209-222.

2009

Fritsch, A., Schneider, G. Liebrich, A. & Schegg, R. (2009). eFitness Benchmarking: Erfahrungsbericht zur Rolle von Benchmarking und Qualifizierungsinitiativen in der Nutzung der neuen Informations- und Kommunikationstechnologien im Tourismus. *Zeitschrift für Tourismuswissenschaft* 2(1), 190-196.

Ismail, A.D.; Hashim, N.H.; Schegg, R. & Murphy, J. (2009). Internet Implementation Leapfrogging and Website Performance, Australian & New Zealand Marketing Academy Conference, Melbourne, December.

Mungall, A., Schegg, R. & Courvoisier, F. (2009): Shaping the future communication and marketing strategies for the senior citizen travelers: Implications of an exploratory study for Swiss tourism and hospitality service providers. *I-CHLAR International Conference on Hospitality & Leisure Applied Research*, 16th & 17th July 2009, The Hague Hotel School, Netherlands.

Scaglione, M, Schegg, R & Murphy, J. (2009): The impact of website adoption on enterprise performance: The case of Valais hospitality industry. *Technovation*, 29(9), 625-631.

Scaglione, M, Schegg, R, Trabichet, J.-P. & Murphy, J. (2009): Mass Media in the Web 2.0 era. *International Telecommunication Society, 4th Africa-Asia-Australasia Regional Conference*, Perth, Western Australia, August 16-18, 2009.

Scaglione, M, Schegg, R, Trabichet, J.-P. & Ismail, A.D. (2009): Web 2.0 implementation: A comparison of tourism versus online newspapers. *Second Arab International Conference for*

eTourism and eCommere, Journal of Information Technology and Tourism (JITT) Workshop
El Gouda, Egypt, December 15, 2009

Schegg , R & Fux, M. (2009): Klassische und Social Media Marktforschung im Vergleich – eine Fallstudie mit Daten von Hotelbewertungsplattformen. In: Social Web im Tourismus, Roman Egger & Tourismuszukunft – Amersdorffer Bauhuber Oellrich GbR, LID-Verlag (in press)

2008

Schegg , R, Liebrich, A, Scaglione, M & Syed Ahmad, S.F. (2008): An Exploratory Field Study of Web 2.0 in Tourism, Proceedings of the ENTER Conference 2008, Innsbruck, Austria, Peter O'Connor, Wolfram Höpken and Ulrike Gretzel (eds.): Information and Communication Technologies in Tourism 2008, Springer-Verlag, Wien-New York, p. 152-163.

2007

Murphy, J., Schegg, R. & Olaru, D. (2007) Quality Clusters: Dimensions of Email Responses by Luxury Hotels. *International Journal of Hospitality Management*, 26, 743–747.

Murphy, J., Schegg, R., Olaru, D. & Hofacker, C.F. (2007): Exploring Email Service Quality (EMSQ) Factors. Proceedings of the ENTER Conference 2007, Ljubljana, Slovenia, Sigala, M., Murphy, J. & Mich, L. (eds.): *Information and Communication Technologies in Tourism 2007*, Springer-Verlag, Wien-New York, p. 425-434.

Scaglione, M., Schegg, R & Murphy, J (2007): The impact of website adoption on enterprise performance: The case of Valais' hospitality industry. Travel & Tourism Research Association(TTRA) European Chapter, Nice, France (23-25 avril 2007) in Dimanche, Frédéric Ed. *Tourism, Mobility and Technology, Proceedings of the Travel Research Association Europe 2007*, CERAM, p. 199-208 .

Scaglione, M., Schegg, R & Doctor, Marut (2007). Does the number of visitors to a tourism regional WebSite show any link with weather conditions? *Proceedings of International Telecommunications Society Africa-Asia-Australasia*, Regional Conference 2007 Perth, Western Australia, August 26–28 Corporate Strategy and the Path to a New Economy.

Schegg, R., Scaglione, M., Liebrich, A. & Murphy, J. (2007). Internet Use by Hospitality SMEs in Alpine Destinations. Proceedings of the ENTER Conference 2007, Ljubljana, Slovenia, Sigala, M., Murphy, J. & Mich, L. (eds.): *Information and Communication Technologies in Tourism 2007*, Springer-Verlag, Wien-New York, p. 469-480.

2006

Murphy, J.; Schegg, R. And Qiu, M. (2006): An Investigation of Hotel Room Rates across Direct Channels. *Journal of Information Technology and Tourism*, 8(2), 105-119.

Murphy, J.; Schegg, R. & Olaru, D. (2006): Investigating the evolution of hotel Internet Adoption. *Journal of Information Technology and Tourism*, 8(3), 161-177.

Murphy, H. & Schegg, R. (2006). Information Requirements of Hotel Guests for Location Based Services: Identifying Characteristic Segments. Proceedings of the ENTER Conference 2006, Lausanne, Switzerland, Hitz, M., Murphy, J. & Sigala, M. (eds.): *Information and Communication Technologies in Tourism 2006*, Springer-Verlag, Wien-New York, 248-259.

Scaglione, M., Schegg, R.; & Murphy, J. (2006). Investigating website performance in Valais' hospitality industry. In: Keller, P. & Bieger, T. (eds): *Marketing Efficiency in tourism. Coping with volatile demand*. International Tourism Research and Concepts, Erich Schmidt Verlag, Berlin, 1, 131-142.

Schegg, R., Liebrich, A., Liu, F. & Murphy, J. (2006). eService by Swiss and Austrian Hotels: Does Language Matter? Proceedings of the ENTER Conference 2006, Lausanne, Switzerland,

Hitz, M., Murphy, J. & Sigala, M. (eds.): *Information and Communication Technologies in Tourism 2006*, Springer-Verlag, Wien-New York, 357-368.

2005

Perruchoud-Massy, M.-F.; Scaglione, M.; Schegg, R. & Murphy, J. (2005). Adoption of Innovation by Swiss Hotels: Exploring Internet Strategies and Dynamics. Proceedings of the 55th Aiest congress “*Innovation in Tourism – Creating Customer Value*”, 28th August - 1st September 2005, Brainerd/Minnesota (USA), 171-185.

Scaglione, M., Schegg, R.; Baggio, R.; Steiner, T. & Murphy, J. (2005). Exogenous factors related to the adoption of an innovation: Domain Name Registration in the Swiss hospitality industry. Proceedings of the 55th Aiest congress “*Innovation in Tourism – Creating Customer Value*”, 28th August - 1st September 2005, Brainerd/Minnesota (USA), 186-198.

Scaglione, M., Schegg, R.; Steiner, T.; and Murphy, J. (2005): Investigating Domain Name Diffusion across Swiss Accommodation Enterprises. Proceedings of the ENTER Conference 2005, Innsbruck, Austria, Frew, A. (ed.): *Information and Communication Technologies in Tourism 2005*, Springer-Verlag, Wien-New York, 360-370.

Schegg, R.; STEINER, T.; Gherissi-Labben, T. and Murphy, J. (2005): Using Log Files to Analyse Visitor Behaviour on Hospitality Web Sites. Proceedings of the ENTER Conference 2005, Innsbruck, Austria, Frew, A. (ed.): *Information and Communication Technologies in Tourism 2005*, Springer-Verlag, Wien-New York, 566-576.

Weber, N., Murphy, H., Schegg, R. and Murphy, J. (2005): E-Satisfaction and E-Loyalty. Proceedings of the ENTER Conference 2005, Innsbruck, Austria, Frew, A. (ed.): *Information and Communication Technologies in Tourism 2005*, Springer-Verlag, Wien-New York, 452-462.

2004

Murphy, J. & Schegg, R., (2004). The Best Rate: Pricing Practices in Swiss Hotels' Direct Distribution Channels. Proceedings of the Hospitality Information Technology Industry Association Conference (HITA04), 20-21 June 2004, Dallas, USA, 201-215.

Scaglione, M., C., Schegg R., & Murphy J., (2004). Internet Adoption by Swiss Hotels: The Dynamics of Domain Name Registration. Proceedings of the ENTER Conference 2004, Cairo, Egypt, Frew, A. (ed.): *Information and Communication Technologies in Tourism*, Springer-Verlag, Wien-New York, 479-488.

Scaglione, M., Schegg R., & Steiner, T. (2004): The Diffusion of Domain Names by Small and Medium-Sized Swiss Hotels, Proceedings of the Aiest congress “*The Future of SME's in Tourism*”, 19th - 23rd September 2004, Petra, Jordan.

Schegg, R., Marchand, C., Shabander-Welch, T. & Murphy J. (2004): Online versus Offline Pricing Practices by Swiss Hotels: An Empirical Study. Proceedings of the ENTER Conference 2004, Cairo, Egypt, Frew, A. (ed.): *Information and Communication Technologies in Tourism*, Springer-Verlag, Wien-New York, 537-545.

Steiner, T., Montani, B. & Schegg, R. (2004). Towards Evolutionary Software Processes in Small- and Medium-sized Tourism Enterprises, Proceedings of the Aiest congress “*The Future of SME's in Tourism*”, 19th - 23rd September 2004, Petra, Jordan.

2003

Frey, S., Schegg, R. and Murphy, J. (2003). E-mail Customer Service in the Swiss Hotel Industry. *Tourism and Hospitality Research*, (4)3, 197-212.

Gherissi-Labben, T., Schegg, R., Murphy, J. (2003). E-Mail Customer Service in the Tunisian Hotel Industry, *Tourism Review*, 58(2), 18-26.

Leuenberger R., Schegg R. & Murphy J., (2003). E-Mail Customer Service by Upscale International Hotels. Proceedings of the ENTER Conference 2003, Helsinki, Finland, *Information and Communication Technologies in Tourism*, Springer-Verlag, Wien-New York, 20-28.

Murphy J., Olaru D., Schegg R. & Frey S., (2003). The Bandwagon effect: Swiss Hotels' Website and E-mail Management. *Cornell Hotel and Restaurant Administration Quarterly*, 44(1), 71-87.

Schegg, R. & Murphy J. (2003). Five star treatment? E-mail Customer Service by International Luxury Hotels. *Journal of Information Technology and Tourism*, 6 (2), 99-112.

2002

Frey S., Schegg, R. & Murphy J. (2002). Guten Tag? Bonjour? Buon Giorno? Bun di? Electronic Customer Service in the Swiss Hotel Industry. *Proceedings of the 2002 CAUTHE conference*, "Tourism and Hospitality on the Edge", Fremantle, WA, February 6th to 9th 2002, 1-17.

Frey S., Schegg, R. & Steiner T. (2002). Benchmarking Internet Use for the Marketing of Swiss hotels. Proceedings of the ENTER Conference 2002, Innsbruck, Austria, Wöber, K.W., Frew, A.J. & Hitz, M. (eds.): *Information and Communications Technologies in Tourism*, Editor, Springer-Verlag, Wien-New York, 294-302.

Gherissi, T. L.; Schegg, R. & Murphy, J. (2002). The State of Electronic Customer Service in the Tunisian Hotel Industry. *Proceeding of the 7th Association Information Management Conference* in Hammamet, Tunisia.

Schegg, R., Steiner T., Frey S. & Murphy J. (2002). Benchmarks of Website Design and Marketing by Swiss Hotels. *Journal of Information Technology & Tourism*, 5(2), 73-89.