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INTEGRATED INFORMATION

International Conference on Integrated Information

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Preface: Proceedings of the International Conference on Integrated Information (IC-ININFO 2011)

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Aims and Scope of the Conference

The International Conference on Integrated Information 2011 took place in Kos Island, Greece, between September, 29 and October, 3, 2011. IC-ININFO is an international interdisciplinary conference covering research and development in the field of information management and integration.

The conference aims at creating a forum for further discussion for an Integrated Information Field incorporating a series of issues and/or related organizations that manage information in their everyday operations. Therefore, the call for papers is addressed to scholars and/ or professionals of the fields of Library and Archives Science (including digital libraries and electronic archives), Museum and Gallery Studies, Information Science, Documentation, Information Management, Records Management, Knowledge Management, Data management and Copyright experts the latter with an emphasis on Electronic Publications. Furthermore, papers focusing on issues of Cultural Heritage Management and Conservation Management are also be welcomed along with papers regarding the Management of Nonprofit Organizations such as libraries, archives and museums.

One of the primary objectives of the IC-ININFO will be the investigation of information-based managerial change in organizations. Driven by the fast-paced advances in the Information field, this change is characterized in terms of its impact on organizations that manage information in their everyday operations.

Grouping emerging technologies in the Information field together in a close examination of practices, problems and trends, IC-ININFO and its emphases on integration and management will present the state of the art in the field. Addressed jointly to the academic and practitioner, it will provide a forum for a number of perspectives based on either theoretical analyses or empirical case studies that will foster dialogue and exchange of ideas.

Topics of general Interest

Library Science, Archives Science, Museum and Gallery Studies, Information Science, Documentation, Digital Libraries, Electronic Archives, Information Management, Records / Document Management, Knowledge Management, Data Management, Copyright, Electronic Publications, Cultural Heritage Management, Conservation Management, Management of Nonprofit Organizations, History of Information, History of Collections, Health Information

Symposia

The Conference offered a number of sessions under its patronage, providing a concise overview of the most current issues and hands-on experience in information-related fields.

- Symposium on Integrated information: Theory, Policies, Tools
- 4th Symposium on Business and Management and Dynamic Simulation Models supporting management strategies

- Session on Open Access Rrepositories: Self-archiving, Metadata, Content policies, Usage
- Session on Evidence-Based Information in Clinical Practice
- Session on Business Management and Communication Strategies supporting Decision Making Process in Tourism Sector
- Session on Electronic Publishing: A Developing Landscape
- Session on Information and Knowledge Management
- Session on Information Content Preservation as Outcome of Conservation of Cultural Heritage: Ethics, Methodology and Tools
- Session on Advances Information for Strategic Management
- Session on Information History: Perspectives, Methods and Current Topics
- Session on Divergence and Convergence: Information Work in Digital Cultural Memory Institutions
- Session on Contemporary issues in Management: Organisational Behaviour, Information Technology, Education & Hospital leadership.

The wide range of aspects that the sessions covered, highlighted future trends in the Information Science.

Paper Peer Review

More than 300 papers had been submitted for consideration in IC-ININFO 2011. From them, 91 were selected for presentation, after peer review in a double blind review process. The accepted papers were presented at IC-ININFO 2011.

Thanks

We would like to thank all members that participated in any way in the IC-ININFO 2011 Conference and especially:

- The famous publishing house Emerald for its communication sponsorship.
- The co-organizing Universities and Institutes for their support and development of a high-quality Conference scientific level and profile.
- The members of the Scientific Committee that honored the Conference with their presence and provided a significant contribution to the review of papers as well as for their indications for the improvement of the Conference.
- All members of the Organizing Committee for their help, support and spirit participation before, during and after the Conference.
- The Session Organizers for their willing to organize sessions of high importance and for their editorial work, contributing in the development of valued services to the Conference.
- PhDc Marina Terzi for her excellent editorial work, contributing in the production of the Conference proceedings.

CONFERENCE DETAILS

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KEYNOTE SPEAKER

Professor Amanda Spink

Professor Amanda Spink has published over 340 scholarly journal articles, refereed conference papers and book chapters, and 6 books. Many of her journal articles are published in the Journal of the American Society for Information Science and Technology, Information Processing and Management, and the Journal of Documentation. She is Editor of the Emerald journal Aslib Proceedings. Amanda's research has been published at many conferences including ASIST, IEEE ITCC, CAIS, Internet Computing, ACM SIGIR, and ISIC Conferences. Her recent books include Information Behavior: An Evolutionary Instinct and Web Search: Multidisciplinary Perspectives, both published by Springer. Amanda's research focuses on theoretical and empirical studies of information behavior, including the evolutionary and developmental foundations. The National Science Foundation, the American Library Association, Andrew R. Mellon Foundation, Amazon.com, Vivisimo. Com, Infospace.com, NEC, IBM, Excite.com, AlltheWeb.com, AltaVista.com, FAST, and Lockheed Martin have sponsored her research. In 2008 Professor Spink had the second highest H-index citation score in her field from 1998 to 2008 [Norris, M. (2008)]. Ranking Fellow Scholars and their H-Index: Preliminary Survey Results. Loughborough University, Dept of Information Science Report].

The Human Factor as a Mediator to the Total Quality in the Tourism Companies. The Impact of Employees' Motivation to Quality Improvements.

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Abstract: *The paper examines the motivation methods used by the hospitality enterprises and how employees perceive quality in their every day operation experience. The aim of the study is to explore the implications of employees' motivation and job satisfaction to the service quality and quality improvements. The contribution is to reveal the specific tools of motivation that work effectively in the hospitality industry.*

Keywords: *Total quality, HRM, Employees motivation, Hotels, Tourism industry*

I. INTRODUCTION

The global labor market is changing and adapted to the new era. The new employee has different aspirations and expectancies which are reflected to the new organization schemes (Efstathopoulos, Ioakimoglou, 2004). This derives from the assumption that the organization productivity is related to the human factor no matter how capital intensive an industry is for example the tourism industry.

The employment conditions have rapidly changed during the last decade and the companies try to ensure the motivation of their employees (Porter *et all*, 2003).

Staff motivation means at the same time commitment to the organization aims and objectives (Berszinn, 1993) which is a prerequisite for total quality management implementation (Hjalager, 2001). The commitment to quality must include senior management and especially in the tourism industry, where that majority of the companies are SME's, not only top management but the owner's commitment (Lo, 2002).

II. QUALITY IN TOURISM

Concerns to quality of tourism services have been shown by various public and private organisations at all levels: international, national, regional and entrepreneurial. However, the increasing number of dissatisfied tourists demonstrates that the recent initiatives aimed at quality improvement in tourism have not been applied effectively.

This leads to a question of the reasons for curre quality problems in tourism, and possible ways quality enhancement in tourism (Augustyn, 1998). answer these questions we will focus on hum parameter which is employed in the tourism companies.

Of course Quality is a global, but not easily definable, concept that applies to tourist destinations, regions or nations, as well as individual private enterprises. Most approaches have focused on individual providers of tourism services, with the aim of helping them understand better the needs of modern tourists, and to develop economically feasible products and processes (Maylor, 2000). Even though the importance of developing quality tourism products has been recognised both by the public and private tourism sectors and despite the fact that the majority of small tourism enterprises appreciate the importance of quality improvement as a means of sustaining competition, they are mainly concerned with upgrading their facilities or inspecting their products. In most cases, however, they do not develop formal quality systems (Augustyn, 1998).

III. SAMPLE AND RESEARCH METHODOLOGY

In this article the sample consists of 110 employees in the Greek tourism sector and especially 74,3% in hotels four and five stars, 11.9% in travel agencies and 13.8% in other tourism companies such as car rentals and restaurants as it is shown in table 1 with the sex of the sample in table 2. The tourism companies are allocated both in continental Greece and in the islands.

The questionnaire with 33 questions was distributed to 839 tourism companies in Greece and the return rate was about 13%.

The research method used was quota sampling as the final sample is coming from all the types of tourism companies and the percentage of its participation differs in its type of company. It is a primary research with a structured closed-end questionnaire with basic aim to indentify those parameters of motivation that affect the quality of the tourism services (Locke, Latham, 2004). The questionnaire was send electronically to the potential respondents and those who replied submitted the complete questionnaire electronically to the sender.

Table 1
Companies of the Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	81	73,6	74,3	74,3
	Travel Agency	13	11,8	11,9	86,2

	Other Tourism Company	15	13,6	13,8	100,0	
	Total	109	99,1	100,0		
Missing	System	1	,9			
Total		110	100,0			

Table 2
Sex Allocation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	51	46,4	47,2	47,2
	Woman	57	51,8	52,8	100,0
	Total	108	98,2	100,0	
Missing	System	2	1,8		
Total		110	100,0		

I. IV. RESULTS

After the statistical elaboration of the collected data (Table 3) the research results are as followed:

1. The employees believe that there is equity to their salary and bonuses.
2. There limited staff discrimination and the employees are treated on an equal basis and this is considered a very important parameter for the employees' relations.
3. To ensure good health and safety conditions for the employees it is a very important parameter for their willingness to carry out their duties and the reliability of the service delivered to the customers.
4. The activation of the employees in a department to improve the level of quality is related to their perception of the quality offered by the company to its customers.
5. The staff performance is strongly related to their job enrichment.
6. The employee moral must be acknowledged by their superiors as it is strongly related to the quality of the service offered.

Table 3
Crosstab Results

q9a	q22	q24	q25	q26	q29a	q29b	q30
				0,268	*0,255*	*0,238*	
q9b	q22	q24	q25	q26	q29a	q29b	q30
				0,183	*0,229*	*0,238*	
q11a	q20*	q22*	q23*	q25*			
			YES				
q11b	q20*	q22*	q23*	q25*			
			YES				
q11c	q20*	q22*	q23*	q25*			
			YES				
q14	q22	q24	q29a	q29b	q30		
		0,307	*0,215*	*0,311*			
q15	q20	q24					
		0,258					
q21	q29a	q29b	q30				
		0,152	*0,186*				
q26	q30						
	0,513						
q27	q26	q28	q29a	q29b	q30		
	0,262				*0,229*		

II. V. RECOMMENDATIONS

Based on the above results and data analysis we believe that the tourism companies which want to boost their activities and establish a sustainable competitive advantage based on quality and human capital must:

1. Adjust payment to employees' performance in order to ensure that the company gets the maximum from its employees and the employees feel that the company rewards their effort and sacrifices (Denny, 2002).
2. Objectively evaluation of employees' performance by the company so as the employee continuously strive to improve the quality of service offered by doing his best every time.
3. Offer the best possible working conditions especially the physical working environment as a priority and additionally the psychological environment of their work (Herzberg, 1996).
4. Supply to employees the necessary equipment and infrastructure for the targeted level of quality in order to ensure that there will be a regular work flow without interruptions and delays to the customer service.
5. Use the appropriate number and quality of the staff without overestimating the potential of each employee by overcharging him in duties. This has nothing to do with the challenging jobs but to the human limits and physical stamina. This parameter is considered of a pivotal importance of the level of quality perceived by the tourist and general the

customer. Of course the overexploitation of the human beings from other human beings in order to create wealth for the one part and misery to the other part is a relevant analysis with negative implications for the society at least on long term basis.

6. Invest in job enrichment and employees' empowerment (Fried, Slowin, 2004) is a strong motivation tool with positive results to the service quality. This has also positive implications to the employees' skills development (Crosby, 1979) and it is used as training tool for quality improvements.
7. Avoid overcharging one department with a lot of obligations on an unequal basis compared to other departments in the same company. It creates a coercion feeling to do the job and eliminates the opportunity to create the feeling of loving the job which a prerequisite for those company which promote quality.
8. Acknowledge and reward those employees who contribute to quality improvements by participating in decision making and take initiatives that solve quality problems and lower the cost of quality (Juran, 1998). These employees become more responsible in the future and are good paradigms to their colleagues. On the other hand there must a "punishment" for those employees who destroy the efforts of building a quality tourism company.
9. Use formal periodical surveys of quality and find out measurable results in order to manage better the quality aspects of the tourism company.
10. Train and listen the frontier staff of the hotel to identify and communicate the parameters of quality that matter to the tourists. How tourist value quality can be very useful information for the quality function deployment and the house of quality. Also the tourists' expectations can be used as an input to the quality planning of a hotel and also a useful tool for the quality control and customer satisfaction surveys. The staff in this case is very important resource for the hotel and must be managed accordingly.
11. Monitor staff motivation on a continuous basis as it is proved that the motivation relates strongly to quality in the hotel and general the tourism sector. The human factor is very sensitive in these types of companies and thus it must be treated on a contingency base so as to maximize its potential and keep tourists happy. Both the tourists and the employees of a company are customers from the viewpoint of quality so both must be kept satisfied if it for the company to survive (Eraqi, 2006).

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