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*A **Meta-analysis of Tourism Demand Elasticities***

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Abstract

This study uses meta-analysis to examine the relationship between estimated international tourism demand elasticities and the data characteristics and study features which may affect such empirical estimates. By reviewing 195 studies published during the period 1961-2011, the meta-regression analysis shows that origin, destination, time period, modeling method, data frequency, the inclusion/omission of other explanatory variables and their measures, and sample size all significantly influence the estimates of the demand elasticities generated by a model. Moreover, the demand elasticities at both product and destination levels are generalized by statistically integrating previous empirical estimates. The findings of this meta-analysis will be useful wherever an understanding of the drivers of tourism demand is critically important.

Keywords: tourism demand elasticities, data characteristics, study features, meta-analysis

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A Short Biography of Prof. Haiyan SONG

Prof Song's research area is tourism economics with focus on tourism demand forecasting. He, educated in China and the UK, has extensive research and consultancy experiences in FDI and tourism in China. He was involved in researches on tourism demand forecasting in Asia-Pacific. Two of his co-authored books on tourism forecasting are well received by researchers and practitioners. He writes extensively on tourism forecasting methodologies, many of his work

appearing in various journals such as *Applied Economics*, *Journal of Applied Econometrics*, *Journal of Transport and Economic Policy*, *Journal of Development Economics*, *Journal of Travel Research*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Hospitality and Tourism Research*, *International Journal of Hospitality Management*, *Tourism Economics*, *Tourism Analysis,* and *Journal of Travel and Tourism Marketing*.

Professor Song speaks frequently, as invited speaker and presenter of research papers, at various international conferences on issues related to tourism impact assessment and forecasting. He is a member of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), International Institute of Forecasters (IIF), Travel and Tourism Research Association (TTRA), and Asia Pacific Tourism Association (APTA). He is Editor-in-Chief of *Journal of China Tourism Research*, Associate Chief Editor of *Tourism Tribune*, and Resource Editor of *Annals of Tourism Research*.

Professor Song taught at Dongbei University of Finance and Economics in China, Glasgow Caledonian University, University of Abertay Dundee, and University of Surrey in the UK before joining The Hong Kong Polytechnic University as Chair Professor of Tourism in August 2004. He was honoured by the International Council on Hotel, Restaurant, and Institutional Education with the *John Wiley & Sons Lifetime Research Achievement Award in 2010, and Michael D. Olsen Research Achievement Award* from the University of Delaware in 2014.

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