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Innovative approaches to researching consumer experience

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Abstract

As researchers, we are encouraged to engage in projects that will advance tourism and hospitality research beyond business-as-usual. These include projects that adopt innovative research methods and seek triangulation of conventional self-report data with other types of data, e.g., physiological measures of consumer experiences. This seminar presents several cases of methodological triangulation based on Dr Ying Wang's recent publications in the Journal of Travel Research and Tourism Management. These include an eye-tracking study of responses to tourism photo stimuli, a study of Chinese package tour experience using a hybrid design that incorporates dual analytic autoethnography and blog analysis, and an analysis of Australia as a food and cuisine destination from multiple stakeholder perspectives. Dr Ying Wang will reflect on her experiences in these projects, particularly in relation to the benefits and challenges presented by such methodological designs.

Date: 30 October, 2018 (Tuesday)
Time: 11:00~12:30
Venue: Faculty of Business Administration, E22-3014

A Short Biography of Dr. Ying WANG

Dr Ying Wang, PhD (Tourism), is a Senior Lecturer of Sustainable Tourism at the Department of Tourism, Sport and Hotel Management, Griffith University. She currently serves as the

department's Higher Degree Research Program Convenor (Gold Coast Campus) and Tourism Management Discipline Leader.

Dr Ying Wang obtained her PhD degree in 2008 at Griffith University focusing on Chinese outbound tourism to Australia. She has published more than 30 papers in peer reviewed journals such as *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management*. She sits on the editorial board for *Journal of Travel Research*, and is an ad hoc reviewer for reputable journals such as *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Hospitality and Tourism Research*. Her fields of research expertise include destination/hotel management and marketing, sustainable business practices, travel technologies, and Chinese tourism. She has taught courses at undergraduate and postgraduate levels and into the tourism, hospitality and event management majors at Griffith University. Prior to academia, she worked in the business and hotel sectors in China.

ALL ARE WELCOME!