

W. JAMES WHYTE VISITING RESEARCH FELLOWSHIP

Associate Professor Astrid Kemperman – Visiting Fellow 2019

Associate Professor Astrid Kemperman returned to The University of Queensland (UQ) Business School for a third time through the James Whyte Fellowship.

“It was great to be back at UQ, at one of the world’s best tourism groups with so many excellent researchers. I was glad to continue my work with several of the faculty, building on my earlier visits over the past years. It was a very inspiring and productive visit” said Astrid.

During her time here, Astrid presented an insightful seminar on Stated Choice Experiments in Tourism Research.

“The presentation led to fruitful discussions with several other researchers and PhDs from the UQ Business School, leading to new interesting ideas for research,” said Astrid.

The major impact from Astrid’s visit was revising a paper on ‘Maximising participation from online survey panel members’ for the International Journal of Market Research, which has now been accepted for publication.

Astrid also used her time here to work with Professor Brent Ritchie and Professor Sara Dolnicar on a paper on the types of appeals that lead to maximum voluntary carb offsetting for flights.

“After the progress that was made during my visit, we have continued to work long distance, and the paper can be finalised for submission to an academic journal,” said Astrid.



She also saw an outcome from her previous visit come to light, with a publication in Tourism Management.

“Based on my visit in 2018, a paper with Sara Dolnicar and Melanie Randle was recently published in Tourism Management (Making cause-related corporate social responsibility (CSR) count in holiday accommodation choice in Tourism Management, 75, 66-77),” said Astrid.

Even on her third visit through the fellowship, she found her experience to be just as enlightening as the previous ones.

“This fellowship has afforded me the opportunity to work together with excellent researchers from the UQ Tourism Discipline leading to high impact publications,” said Astrid.



Profile

Astrid Kemperman is Associate Professor of Urban Planning & Quality of Life at Eindhoven University of Technology (TU/e). Her area of expertise focuses on smart urban environments to promote healthy living and well-being. In her research she introduces advanced ICT systems in people's activity patterns to address societal challenges such as physical inactivity, social isolation, and loneliness. She investigates how technological devices, systems and spatial environments can be integrated most effectively to support tourists' and residents' activity patterns. This integration supports more active, healthier and livable communities. Research topics also include the development of smart tourist and leisure activity systems.

Astrid is an associate editor of *Annals of Tourism Research*, an editorial board member of the *European Journal of Tourism Research* and has acted as a reviewer for many other journals. She has published widely in international peer-reviewed journals.