

W. JAMES WHYTE VISITING RESEARCH FELLOWSHIP

Associate Professor Astrid Kemperman - visiting fellow 2018

An Associate Professor of Urban Planning & Quality of Life at Eindhoven University of Technology, Astrid Kemperman recently visited our tourism academics as part of the James Whyte Fellowship.

Her first time back at The University of Queensland (UQ) Business School since 2015, Astrid was eager to be back amongst some of the world's best tourism academics.

"It was a great experience to visit this tourism group again with so many excellent researchers. In the Netherlands and in many other European countries it is rare to find such a centre of excellence in the tourism domain," said Astrid.

"This makes it especially attractive and productive to visit UQ Business School and to interact with the lively tourism research community that has been built over years."

Her time here at UQ Business School was extremely productive with Astrid producing multiple research outputs with our academics.

During her stay at UQ Business School, Astrid worked closely with Dr Melanie Randle and UQ Business School's Professor Sara Dolnicar on a study to describe and predict the effect of differently framed communication messages.

The study related to messages about corporate social responsibility initiatives on choice of expensive services, specifically holiday homes for different market segments.

Additionally, Astrid worked on finalising a paper to determine empirically the relative importance of a set of ten key drivers of online survey participation for both entire respondent populations as well as segments of respondents.

Ideas for new research were also developed with Dr Randle, Professor Dolnicar and Professor

Brent Ritchie including a potential new research project on tourist preference for carbon offset options for airlines.



These research collaborations continued even after her return to Eindhoven University of Technology in the Netherlands.

"We have continued to work long distance and constructed stated choice experiments and developed surveys for both studies," said Astrid.

With Astrid planning to return to UQ Business School in the coming years, she found her time here highly productive and beneficial in interacting and collaborating with our tourism academics.

"The fellowship has afforded me the opportunity to interact and work on research projects with the excellent faculty and PhD students in tourism at UQ Business School, and to develop new promising research projects with faculty," 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 are 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, and serves as a Curator for the Annal's Virtual Special Issue (VSI) 'Choice modelling in tourism'. She is also 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 in tourism and other fields.