

W. JAMES WHYTE VISITING RESEARCH FELLOWSHIP

Dr Zheng Xiang - visiting fellow 2018

Visiting UQ Business School to work specifically with one of our tourism academics, Dr Zheng Xiang spent two weeks here at UQ to what he describes as very enjoyable and highly productive.

During his visit, Dr Xiang had the opportunity to meet with Mr Jim Whyte himself, for whom the fellowship is named after.

"I was very happy to have the opportunity to meet with Mr Jim Whyte, who was visiting UQ during my time! I was fortunate to be able to chat with him and thank him for his support in person" says Dr Xiang.

Dr Xiang's main purpose for visiting UQ was to work with Associate Professor Pierre Benckendorff. Together, the two academics spent a significant amount of time updating and revising the Tourism Information Technology textbook.

"This is the only textbook with a comprehensive view of information technology and its applications in the tourism industry. I was honoured to be invited to work on the third edition, and was very happy to get most of the job done during my visit at UQ" said Dr Xiang.

One of many highlights that Dr Xiang took away from his trip was being able to present his research on two occasions to both tourism academics and postgraduate students.

Throughout his time here, Dr Xiang was offered many opportunities to discuss at length with academics and students, sharing ideas and opinions on various tourism topics.

"I have fond memories of talking to some of the faculty and students over coffee, lunch, and dinner.



For this, I would like to thank my colleagues at UQ for their hospitality and professionalism. I learned a lot from them" said Dr Xiang.

He highly valued learning about the tourism programs at UQ Business School, saying that it gave him the opportunity to discuss potential research collaborations with UQ tourism academics.

By the end of his time at UQ, Dr Xiang felt that the fellowship had afforded him the opportunity to engage with colleagues, providing him with the opportunity to expand his research horizons. avenues of research with colleagues in a department that is consistently ranked among the best globally."



Profile

Dr Zheng Xiang is an Associate Professor in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University (aka Virginia Tech) in the US. His research interests include travel information search, social media marketing, and business analytics for the tourism and hospitality industries. He is a recipient of the Emerging Scholar of Distinction award by the International Academy for the Study of Tourism. He served as a board member for the International Federation for IT and Travel & Tourism (IFITT) from 2014–2018.

He is currently editor-in-chief of the Journal of Information Technology & Tourism and serves as editorial board member of several international journals including Journal of Business Research, Journal of Travel Research, and Journal of Hospitality and Tourism Research.