



RESEARCH SEMINAR

The Impact of Technologies on Tourists' Decision-Making, Response and Experience



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Hybrid : PQ703 / Zoom

Abstract

It has been widely recognized that advances in technologies (e.g., smartphones, AI, VR and Metaverse) have significantly changed tourism industry. The use of smartphones has empowered tourists to interact dynamically and socially with multiple actors in physical, virtual and blended spaces. It is argued that these interactions have dramatically influenced tourists' decision-making, response and experience while at a destination.

In this talk, I will present the role of smartphones in tourists' decision-making at a destination. The first part will focus on how tourists use metaheuristics to achieve a near-optimal solution for onsite decisions mediated by smartphones. The second part will focus on how tourists curate travel experiences with different audiences at a destination. In addition, health information technologies which are embedded into smartphones have been changing people's life. Accordingly, the third part will focus on how health information technologies impact tourists' responses and decisions. I will conclude with my future work on algorithm explanation, digital advertising and metaverse.

About the Speaker

Dr Shasha Liu received her PhD from the University of Queensland in 2020. She also completed a postdoctoral research fellowship in Antai College of Economics and Management, Shanghai Jiao Tong University, China in October 2022. Her research interests include decision-making, marketing, AI & marketing, digital advertising, robotic service, and destination marketing and management.