

# Professor Sam Huang

SBL Professorial Research Talk, 10 March 2017

## Profile

Professor Sam Huang is a Professorial Research Fellow of Tourism and Services Marketing in the School of Business and Law. He is internationally recognised as a prolific tourism researcher and one of the world leading scholars on Chinese tourism. He has published extensively in well regarded tourism, hospitality, and business management journals such as *Tourism Management*, *Journal of Travel Research*, *Annals of Tourism Research*, *International Journal of Hospitality Management*, *Information and Management*, and *Cornell Hospitality Quarterly*.

Professor Huang is a founding fellow of the International Association for China Tourism Studies (IACTS), and the founder of the Australia-China Tourism Forum. He has been an invited Research Fellow for the Policy Research Centre of the People’s Government of Anhui Province in China, and worked with the World Tourism Organisation (UNWTO) expert panel, advising on the China Best Tourism City Project.

Professor Huang is a visiting professor to a number of Chinese universities including Sun Yat-Sen University and Jinan University in Guangzhou, and Beijing International Studies University in Beijing. As a native Mandarin speaker and with both his industry and academic experiences from China, Hong Kong and Australia, Sam is ideally positioned to bridge the gap between tourism academic and industries between China and Australia.

## Chinese outbound tourism and its implications to Australia

Chinese outbound tourism has developed phenomenally in the past decade and significantly contributes to the world travel economy. In Australia, visitor arrivals from China reached a record high of 1.2 million in 2016. Chinese tourism offers the potential to revive the Australian economy in the downturn of its mining boom. In this talk, Sam will highlight the development of Chinese outbound tourism and discuss the implications of Chinese tourism to Australia.

