



SBL PROFESSORIAL RESEARCH TALK

Professor Sam Huang on Chinese outbound tourism and its implications to Australia

The SBL Professorial Research Talk is an event organised by SBL Research office for our Professors to share their research insights with staff and research students at the School and the University.

It also provides an ideal platform to promote our School's research capacity, and introduce our Professors to their fellow academics and the wider community. In each one-hour talk, there will be a presentation by one of our Professors, followed by an interactive discussion. Attendees will have the opportunity to network and engage with our Professors over refreshments.

On this occasion, we feature one of the world's leading researchers in Chinese tourism, Professor Sam Huang.

When: Friday, 10 March 2017

Where: JO.1.447 Council Chambers,
Joondalup Campus

Time: 14:45 - 15:45

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://sblprofresearchtalk.eventbrite.com.au>

I warmly invite you to join us for an exciting and sociable gathering.

***Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law***

Chinese outbound tourism has developed phenomenally in the past decade and significantly contributed to the world travel economy. In Australia, visitor arrivals from China amounted to a record high of 1.2 million in 2016. Chinese tourism represents a critical factor to revive the Australian economy in the downturn of its mining boom. Professor Sam Huang has been researching Chinese outbound tourism since his PhD study in 2003. As a world leading expert on the topic, he will highlight the development of Chinese outbound tourism and discuss the implications of Chinese tourism to Australia. Based on prior and ongoing projects, research insights applicable to Australian tourism-related industries will be provided for discussion.

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.

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.