Report: Seminar on the Application of Experimental Design and Big Data in Tourism Research

Date: December 4, 2023.

Introduction:

On, December 4, 2023 Silk Road International University of Tourism and Cultural Heritage had the privilege of hosting a seminar on the dynamic and evolving field of “Application of Experimental Design and Big Data in Tourism Research”. The seminar was hosted by Dr. Professor Tong Qian Zou -Vice-Rector for Scientific Research and Innovation, and was personally sponsored from the research project fund under his leadership. The distinguished guest lecturer for the seminar was Dr. Associate Professor Hengyun (Neil) Li from The Hong Kong Polytechnic University.

Seminar Overview:

The seminar aimed to provide a comprehensive exploration of the application of experimental design and the utilization of big data in the realm of tourism research. Dr. Hengyun Li, an esteemed expert in the field, brought a wealth of knowledge and experience to enlighten our academic community on the latest trends, methodologies, and opportunities in tourism research.

Key Topics Covered:

Experimental Design in Tourism Research:

Dr. Li delved into the principles and methodologies of experimental design, emphasizing its relevance and application in the context of tourism studies.

The presentation covered the design of controlled experiments, data collection strategies, and the interpretation of results in the field of tourism.

Big Data Analytics in Tourism:

The seminar explored the significance of big data in shaping contemporary tourism research.

Dr. Li provided insights into harnessing big data for understanding traveler behavior, market trends, and the development of data-driven strategies in the tourism industry.

Case Studies and Applications:

Dr. Li shared relevant case studies and practical applications to illustrate how experimental design and big data analytics have been successfully employed in tourism research.

Attendees gained valuable insights into real-world scenarios, enhancing their understanding of the methodologies discussed.

Audience Engagement:

The seminar attracted a diverse audience, including faculty members, researchers, and students from various disciplines within the university. Attendees actively participated in Q&A sessions, engaging with Dr. Li to deepen their understanding of the presented concepts.

Networking Opportunities:

The event provided an excellent platform for networking and collaboration among attendees. Participants had the opportunity to interact with Dr. Li, exchanging ideas and fostering connections with colleagues who share an interest in advancing tourism research.

Closing Remarks:

The seminar on the Application of Experimental Design and Big Data in Tourism Research was a resounding success, thanks to the expertise and engaging presentation style of Dr. Hengyun Li. This event not only expanded the knowledge base of our academic community but also facilitated meaningful discussions that will undoubtedly contribute to the advancement of research in the field of tourism.

Acknowledgments:

We extend our sincere gratitude to Dr. Hengyun Li for sharing his expertise and to all attendees for their active participation in making this seminar a valuable and enriching experience.