



CTR WORKSHOP SERIES for Students & Young researchers 2023

Venue: Zoom (Online)

MEET OUR SPEAKERS

1st Session

THURSDAY, 27 JULY
5:00-6:00 PM, JST



Dr Pablo Pereira-Doel
Lecturer in Hospitality Information
Technology, University of Surrey,
UK

2nd Session

TUESDAY, 29 AUGUST
5:00-6:00 PM, JST



**Dr Nurdiyana
Zainal Abidin**
Senior Lecturer,
University Malaya, Malaysia



**Ms Nabilah
Zainal Abidin**
PhD Researcher,
University of Technology
Malaysia, Malaysia

3rd Session

THURSDAY, 5 OCTOBER
5:00-6:00 PM, JST



Dr Husna Zainal Abidin
Lecturer, Center for Tourism
Research, Wakayama University,
Japan

4th Session

MONDAY, 11 DECEMBER
5:00-6:00 PM, JST



Dr Kaede Sano
Associate Professor, Faculty of
Tourism, Wakayama University,
Japan

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1st Session

Experimental research in tourism and hospitality

Thursday, 27 July, 2023 | 5:00-6:00PM (JST, GMT+9)

Experiments, particularly field experiments, are extremely useful in understanding tourist behaviors. Despite this, experimental research accounts for only a small portion of tourism and hospitality research. This workshop is an introductory session on experimental research in the field of tourism and hospitality and will discuss the necessary skills and knowledge to conduct such an approach. Participants will learn the fundamental principles and design considerations of experimental studies, including data collection and statistical analysis techniques commonly employed in experimental research. Practical examples and case studies specific to the tourism and hospitality industry will be provided to illustrate the application of experimental research methods in this context.



Speaker: Dr. Pablo Pereira-Doel

Lecturer in Hospitality Information Technology | Digital Lab Commercialisation Officer | Sustainability Fellow at Institute for Sustainability, University of Surrey, UK

Moderator: Dr. Husna Zainal Abidin



Register: