

Media release

For immediate release: **Wednesday, 4 November 2015**

Pre-eminent tourism experts to visit Tasmania

Two of the world's leading thinkers on tourism will be in Hobart this week as part of their collaboration with the cutting-edge Sensing Tourist Travel in Tasmania research project.

Professor Bob McKercher and Dr Dan Wang, both from Hong Kong Polytechnic University, will be here to advise and consult on the project, which aims to track the movements of 600 tourists around Tasmania via smartphone technology over the coming summer season.

Professor McKercher is an expert on tourist behaviour and tourist movement to, from and around destinations. His research has uncovered how and why tourists move through tourist destinations, the potential impacts of climate change upon tourism and tourists and motivation for travel.

Dr Wang specialises in new technologies and tourism, with a particular interest in the influences of smartphones on tourist behaviour and decision-making. Her research has explored how we communicate via our smart phones while travelling and how the tourism industry can effectively capitalise on using technology via smartphones.

The visit by Professor McKercher and Dr Wang will allow the Tasmanian tourism industry and researchers from the University of Tasmania to gain unprecedented insights into how Tasmania can maximise its understanding of the way in which tourists move through the State and how they make decisions. In doing so, their visit will enhance Tasmania's goal to improve the visitor experience and help achieve its aim of being a leading tourism destination.

Professor McKercher and Dr Wang will be sharing their latest research at a seminar entitled Tourism, Distance and Decision-Making this Thursday, 5 November, from 12pm to 2pm, in the Harvard Lecture Theatre, Tasmanian School of Business and Economics, Centenary Building, Sandy Bay Campus, University of Tasmania. All are welcome to attend.



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About Sense-T

sense-t.org.au

Sense-T is a data research project which collects and analyses data from a range of different public and private sources, particularly from sensors. Information can then be given back to industry, governments, researchers and communities to help them to make better decisions and find practical solutions to real-world problems. Sense-T is a partnership between the University of Tasmania, the Tasmanian Government and CSIRO, and is also funded by the Australian Government.

