# Tourism Analytics

Juan M. Hernandez, Ph.D.

Dr. Juan M. Hernandez is Associate Professor University of Las Palmas de Gran Canaria, Institute of Tourism and Sustainable Economic Development (TIDES), Spain. His main line of research has been the application of dynamical models to represent complex systems in nature-based industries, such as tourism and fisheries. Recently, he is particularly interested in the application of the social network analysis to tourism, from the theoretical and empirical point of view.

- Hernández, J. M., Kirilenko, A. P., & Stepchenkova, S. (2018). Network approach to tourist segmentation via user generated content. Annals of Tourism Research, 73, 35-47.

- Kirilenko, A. P., Stepchenkova, S. O., & Hernandez, J. M. (2019). Comparative clustering of destination attractions for different origin markets with network and spatial analyses of online reviews. Tourism Management, 72, 400-410.

Rafael Guerrero-Rodríguez, Ph.D.
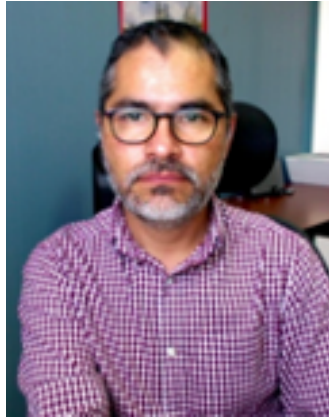
Rafael Guerrero-Rodríguez, Ph.D. is an Associate Professor in the School of Business and Economics at Universidad de Guanajuato, Mexico. He holds a Ph.D. in Development Studies from the University of East Anglia (UK). He has published several refereed papers related to the field of tourism exploring the context of Mexico mainly. Rafael is member of the National System of Researchers (SNI) of the National Council of Science and Technology (CONACYT). Thanks to the Fulbright-Garcia Robles funding through the visiting scholar's program, he was able to conduct this research at University of Florida. His current research interests focus on tourism development and the impact of technology on the travel experience.

• Guerrero-Rodríguez, R., Stepchenkova, S., & Kirilenko, A. (2020). Experimental investigation of the impact of a destination promotional video with physiological and self-reported measures. Tourism Management Perspectives, 33, 100625.

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- Mehraliyev, F., Kirilenko, A. P., & Choi, Y. (2020). From measurement scale to sentiment scale: Examining the effect of sensory experiences on online review rating behavior. Tourism Management, 79, 104096.

Xiangyi Dai, Ph.D.

Xiangyi Dai is Associate Professor in Tourism Management in the College of Resource Environment and Tourism, Capital Normal University, Beijing, China. He obtained his PhD in Human Geography in Peking University in 2012. His research interests include tourism geography, heritage conservation, and transformation of communities.

- Stepchenkova, S., Dai, X., Kirilenko, A. P., & Su, L. (2019). The Influence of Animosity, Ethnocentric Tendencies, and National Attachment on Tourists' Decision-Making Processes during International Conflicts. Journal of Travel Research, 0047287519880012.

- Su, Lijuan, Svetlana Stepchenkova, & Xiangyi Dai (2020). The Core-Periphery Image of South Korea on the Chinese Tourist Market in the Times of Conflict over THAAD. Submitted to Journal of Destination Marketing & Management.

- Completed Project: Kirilenko, A.P., Stepchenkova, S.O., & Dai, X. (2020). Automated Topic Modeling of Tourist Reviews: Does the Anna Karenina Principle Apply? Submitted to Tourism Management.

- Current Project: Willingness of Chinese tourists to visit U.S. in the time of conflict between the two countries.

Humeyra Dogru-Dastan

Humeyra Dogru-Dastan is a visiting scholar at UF. She is a doctoral candidate and a research assistant at the Dept. of Tourism Management, Faculty of Business at Dokuz Eylul University, Turkey. She has worked in online travel industry in the areas of online marketing and customer relations. Her current research focuses on tourist behavior, tourism marketing, and user-generated contents.

• Dogru-Dastan, H., Stepchenkova, S., & Kirilenko, A. P. (2020). Effect of Crowdedness, Personality Type, and Covid-19 on Tourist Experience: Experimental Photo-Elicitation. Submitted to Tourism Management.