

University Academic Curriculum Vitae

Personal information

Name: Lingling Huang

Education since leaving school

- 2020-2024
PhD candidate in Economics and Management, Free University of Bozen-Bolzano
- 03-06. 2023
Exchange scholar, Tourism Service and Management, Modul University Vienna
- 2018-2020
Master Degree, Tourism Economics and Management, University of Bologna, with final grade 106/110
- 2011-2013
Bachelor Degree, Business English, Aviation and Astronautical University of Nanjing (China)

Summer/Winter school

- Essex Summer School in Social Science Data Analysis, online, 12-23 July 2021, "Introduction to Quantitative Text Analysis"

This course, taught by Iulia Cioroianu, equipped me with the skills to acquire, manipulate, and preprocess text data. Methodologically, it covered descriptive text methods, automated dictionary methods, as well as supervised and unsupervised learning techniques.

- Essex Summer School in Social Science Data Analysis, online, 11 July 2021, "Introduction to R"

This course, taught by Lorenzo Crippa, enabled me to learn how to import and manage datasets, generate basic plots and summary statistics, and conduct basic statistical analyses.

- GSERM Global School in Empirical Research Methods 2022, online, 10-14 Jan 2022, "Text Mining"

This course, given by Edward Kwartler, allowed me to learn, from scratch, text mining visuals, sentiment analysis, unsupervised methods and supervised Methods.

- Essex Summer School in Social Science Data Analysis, online, 4-8 July 2022, "Introduction to GIS, Geospatial Data and Spatial Analysis"

This course, taught by Nick Bearman, helped me develop

confidence in using QGIS and perform a range of spatial analysis.

- GSERM Global School in Empirical Research Methods 2022, online, 6-10 June 2022, "Data Scraping and Management for Social Scientists with R"

The course, taught by Reho Hofsteffter, provided me with foundational skills in data programming and web scraping using R packages.

- Tourism Research Methods Summer School 2023, online, 10-14 July 2023, "Visual Research Methods for Tourism"

This course, given by a few professors, enabled me to acquire the knowledge and expertise in designing and applying appropriate and novel research methods from drawings, photo-elicitation to AI-based image analysis.

Experience with research methods

- Quantitative
Education:
 - a) the course "Quantitative Research Methods" at UNIBZ, where I learned Regression Analysis, Causal Analysis, Estimation Methods with lab sections on R and Stata;
 - b) the summer school course "Introduction to Quantitative Text Analysis" with lab sections on R
 - c) the course "Network Analysis" at Modul University Vienna with lab sections on R

Project:

PhD working paper "Spatial behavior of Chinese group and independent travelers" (L.L., Huang, Chris Cooper & Rodolfo Baggio)

The tourist flows were analyzed quantitatively using social network analysis, including the centrality metrics and modularity analysis.

- Qualitative
Education:

the course "Qualitative Research Methods" at UNIBZ, where I learned Grounded Theory, Case study, Content Analysis and Thematic Analysis

Project:

Conference paper "Take-home reviews of Chinese semi-independent travelers" (L.L., Huang)

The travel reviews were collected and analyzed using content analysis.

- Experience with Image analysis
Education:

Summer school course "Visual Research Methods for Tourism", where I learned Innovative visual methods (AI-based method) and traditional visual methods (photo elicitation, content analysis,

compositional analysis)

Projects:

- a) The master dissertation "The impact of thermal stress on tourism experience and destination image" (L. L., Huang & Paolo Figini)
Instagram images were scraped and analyzed using sentiment analysis and a probit model.
- b) Conference paper "The Visual Message of Travel Selfies: Examining Chinese Tourists in Europe" (L. L. Huang)
The travel selfies were collected and analyzed using content analysis
- c) PhD working paper "Decision-making processes among Chinese Generation Z for European destinations" (L. L. Huang & Maria Lexhagen)
The interviews were elicited by the participant-found images and analyzed using reflexive thematic analysis. The coding process is assisted by software Atlas.it.

Scholarships

- PhD scholarship, Free University of Bozen-Bolzano, 2020-2024

I am proud to have been the recipient of the PhD scholarship from 2020 to 2024. The scholarship not only acknowledges my past achievements but also recognizes my potential to contribute meaningfully to my research area. Through this funding, I have been able to access advanced research tools, attend relevant conferences, and participate in useful courses, all of which have been instrumental in my academic development.

- "L'ASSEGNAZIONE DI PREMI DI MERITO PER STUDENTI", University of Bologna, 2019/2020
I was honored to receive the "L'Assegnazione di Premi di Merito per Studenti" award from the University of Bologna for the academic year 2019/2020. This prestigious recognition highlights my dedication to my consistent performance throughout my studies. It served as a motivating milestone, encouraging me to pursue my PhD with the same level of commitment and passion.
- Scholarship for participation in "ACEEPT Project Week" held at Breda University of applied sciences, University of Bologna, 2019

I was fortunate to receive a scholarship to participate in the "ACEEPT Project Week" hosted at Breda University of Applied Sciences, sponsored by the University of Bologna in 2019. This opportunity allowed me to engage with peers and experts from diverse backgrounds, fostering collaboration and knowledge exchange. It was a valuable experience that broadened my perspective and knowledge on the topic of overtourism.

Publications

- Paper Published
Huang, L., Volo, S., & Scott, N. (2024). How tourism markets change: insights from Chinese outbound group and independent travellers. *Current Issues in Tourism*, 1–21. <https://doi-org.libproxy.unibz.it/10.1080/13683500.2024.2376892>

I am delighted to announce that our paper has been published in *Current Issues in Tourism*, a prestigious journal ranked as an A-level journal on the ANVUR list.

- Conference Proceedings:
These conference proceedings, including presentations on various aspects of tourist behavior and preferences, demonstrate my dedication to advancing knowledge in the field of tourism research.
 - a) "Tourists' movement in space: comparing independent to group travelers", 20- 21 October 2023, SIM Conference, ISBN 978-88-947829-0-5
 - b) "Spatial and Temporal Behavior of Chinese Tourists in Europe", June 2022, online proceeding, 52nd TTRA
 - c) "Preliminary Analysis of Customized Tourism Experiences: Chinese Tourists in Europe", July 2022, online proceeding, 52nd TTRA
 - d) "A systematic literature review of Chinese outbound group and independent tourists", Iscontour"2022 Tourism Research Perspectives, ISBN: 978-3- 7557-7685-7
 - e) "I am not travelling there!" Tourists' changing preferences amid COVID-19, Tourman, 21-23 May 2021, ISBN: 978-618- 84798-9-0

Presentations at Conferences

During my doctoral studies, I actively engaged with the academic community by participating in a total of 9 international and national peer-reviewed conferences. These conferences provided invaluable opportunities for me to present my research papers, exchange ideas with fellow scholars, and receive constructive feedback from experts or colleagues in my field. Through these enriching experiences, I not only showcased my research enthusiasm but also expanded my professional network and stayed abreast of the latest developments in my area of study.

Id	Conference	Paper Title
1	Tourman, online, 21-23 May 2021	"I am not travelling there!" Tourists' changing preferences amid COVID-19
2	6th World Research Summit, 14-15 Dec 2021	Take-home reviews of Chinese semi-independent tourists
3	8th International Association for Tourism Economics, 28 June -01 July 2022, Perpignan, France	The impact of thermal stress on tourism experience and destination image
4	International Student Conference in Tourism Research, 16-17 May 2022, Innsbruck, Austria	A systematic literature review of Chinese outbound group and independent tourists
5	52nd Travel and Tourism Research Association (TTRA), online, 13-16 June 2022	Preliminary Analysis of Customized Tourism Experiences: Chinese Tourists in Europe

		Spatial and Temporal Behavior of Chinese Tourists in Europe
6	TTRA European Chapter, 24-26 April 2023, Dijon, France	The Visual Message of Travel Selfies: Examining Chinese Tourists in Europe
7	10th Advances in hospitality and tourism marketing and management, 03-07 July, Rome, Italy	A Brief Review of Chinese Travelers' Activities in Time and Space Using Geo-tagged Data
8	XX SIM Conference, 20 - 21 Ottobre 2023, Florence, Italy	Tourist movement in space: comparing independent to group travelers
9	5th Conference on Managing Tourism Across Continents, May 1-4, 2024, Istanbul, Turkey	Decision-making processes among Chinese Generation Z for European destinations

Other activities

Paper Reviewer for CAUTHE 2023 Conference

Paper Review for Consumer Behavior in Tourism and Hospitality

It is indeed an honor for me to be selected as a paper reviewer for both the CAUTHE 2023 Conference and the Consumer Behavior in Tourism and Hospitality journal. I am deeply grateful for the opportunity to contribute to the scholarly community by evaluating and providing feedback on research submissions.

Language competence

English: C1

Italian: B2

