The Tourism Analytics Groups at the Dept. of Tourism, Hospitality and Event Management is looking for self-funded visiting scholars to collaborate on projects described below. If you have interest and competencies to develop this research, together with our faculties Drs. Andrei Kirilenko (andreii.kirilenko@ufl.edu) and Svetlana Stepchenkova (svetlana.step@ufl.edu), please contact us.

PROJECT 1
It seeks to identify specific language for tourists of various interests for development of targeted marketing communications. The data is TripAdvisor or similar platforms. Tourists segments might include adventure seekers; nature lovers; winter sun seekers; etc.

**Competences:** datamining skills, LDA and/or SVM analysis

**Related Projects by the TA group:**
- Tourism research from its inception to present day: Subject area, geography, and gender distributions. AP Kirilenko, S Stepchenkova, PLoS one 13 (11), e0206820.
- Automated sentiment analysis in tourism: Comparison of approaches. AP Kirilenko, SO Stepchenkova, H Kim, X Li, Journal of Travel Research 57 (8), 1012-1025.

PROJECT 2
This research topic is about how cognition and affect interact when tourists process marketing communications and form attitudes toward travel, attractions, and destinations. Involves both physiological (e.g., galvanic skin response, heart rate) and self-reported measures.

**Competences:** experimental research design and data analysis, experience in working with equipment or willingness to learn quickly.

**Related works by the TA group:**
- Assessing the impact of a destination promotional video with self-reported and physiological measures: An experimental study. Rafael Guerrero (visiting scholar from University of Guanajuato, Mexico), Svetlana Stepchenkova, and Andrei Kirilenko.
- Marketing to tourists from unfriendly countries: should we even try? S Stepchenkova, L Su, E Shichkova, Journal of Travel Research 58 (2), 266-282.

PROJECT 3
This project is to continue the work conducted with visiting researcher Juan Hernandez (Institute of Tourism and Sustainable Economic Development (TIDES), University of Las Palmas de Gran Canaria) on the tourism and hospitality networks.

**Competences:** network analysis

**Related works by the TA group:**

Andrei Kirilenko, PhD ([andrei.kirilenko@ufl.edu](mailto:andrei.kirilenko@ufl.edu))

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