

RESEARCH SEMINAR

**VR the World: Investigating the Effectiveness of Virtual Reality for Tourism Marketing through
Presence, Emotion, and Intention**

Yung Ryan

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Research Seminar Coordinator: Prof. Giacomo Del Chiappa



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Via Muroni, 25 | Sassari

21 January 2020

Room: B5, 2nd Floor

11:00 -13:00

Brief bio

Ryan Yung is a PhD Candidate and sessional lecturer primarily based in the Department of Tourism, Sport, and Hotel Management of Griffith University's Business School. He is also affiliated with the IDEA Lab from Griffith's School of ICT. Currently, his research focuses on Virtual Reality, Emotions, and Destination Marketing. Before deciding on a return to academia, Ryan held various positions in the hotel industry as well as being a freelance copywriter, having lived and worked in Malaysia, Singapore, Japan, and New Zealand. Apart from being the Media Engagement Editor for Tourism Management Perspectives, he has also spoken about emerging tech for destination marketing at industry events such as the DestinationQ Forum VR/AR Masterclass 2018 and was recently part of the team who developed the Queensland Tourism Digital Workforce Development and Training Plan. Furthermore, he has been appointed as one of the student judges for the Queensland tourism industry awards.