About the editors

**Professor Songshan (Sam) Huang** is the Vice Chancellor’s Professorial Research Fellow and Professor of Tourism and Services Marketing in the School of Business and Law, Edith Cowan University (ECU) in Australia. Professor Huang is also an adjunct professor in the School of Tourism, Sichuan University, China. He obtained his PhD from the School of Hotel and Tourism Management, The Hong Kong Polytechnic University. Before pursuing an academic career, he was a central government official in Beijing working for the China National Tourism Administration (CNTA) for seven years. He also worked for a United Nations World Tourism Organization (UNWTO) Expert Panel for China’s Best Tourism City Standard formulation project. He was an invited research fellow and policy advisor in the Development Research Center of Anhui Provincial Government in China.

Professor Huang is internationally recognized as a prolific tourism researcher and one of the world’s leading scholars researching China tourism. His publications frequently appear in top tourism, hospitality and business management journals. Professor Huang is a founding fellow of the International Association for China Tourism Studies (IACTS). He is the founder of the Australia-China Tourism Forum (ACTF) and the Australia-China Tourism Research Network (ACTReNet). Professor Huang is a visiting professor at a number of Chinese universities, including Sun Yat-sen University and Jinan University in Guangzhou and Beijing International Studies University. Fluent in Mandarin Chinese and with both industry and academic experiences in mainland China, Hong Kong and Australia, Professor Huang is ideally positioned to bridge the tourism academia and industries between China and Australia.

**Dr Ganghua Chen** is an Associate Professor of Tourism Management in the School of Tourism Management (STM) and a member of the Center for Tourism Planning and Research as well as the Center for Leisure, Tourism and Social Development, Sun Yat-sen University (SYSU), Guangzhou, China. Ganghua obtained his PhD from the School of Tourism Management, Sun Yat-sen University and his master’s and bachelor’s degrees both from Huaqiao University, Quanzhou, Fujian, China. Before joining STM at SYSU in 2015, Ganghua worked as a lecturer at Southeast University’s Department of Tourism Studies for almost three years. He was funded by the China Scholarship Council and worked as a visiting researcher in the School of Sports, Tourism, and Hospitality Management at Temple University, Philadelphia, USA from December 2018 to December 2019.

Dr Chen has a great variety of research interests in tourism marketing and management, including tourist behaviours (with a special focus on backpackers, cultural tourists and vacationers), resort governance strategy, resort environmental restorativeness, and regional tourism development and planning. The National Natural Science Foundation of China and the former China National Tourism Administration (now known as the Ministry of Culture and Tourism) have funded many of his research programmes. He is
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