

Dr Aaron Tham is Lecturer in Tourism, Leisure and Events Management within the School of Business at the University of the Sunshine Coast, Australia. He is primarily located at the Southbank, Brisbane campus involved in both teaching and research engagements. Prior to this appointment, Aaron completed a PhD at Monash University, Australia, examining the influence of social media in destination choice. His other research interests are in the areas of medical tourism, disruptive innovation, and culture and heritage branding.

Aaron's other professional commitments are being a conference editor for the eReview of Tourism Research, and also serves as a reviewer on several journals such as Tourism Management, Journal of Travel & Tourism Marketing, and the Journal of Hospitality Marketing and Management. Aaron's research has been published in academic journals such as Tourism Management, International Journal of Tourism Research, Journal of Travel & Tourism Marketing and Information Technology & Tourism.

Aaron enjoys travelling and most sports, and is happy to also identify himself as an Asian tourism scholar having been born, raised and educated in Singapore. He is a proud father to two lovely children and is privileged to be married to his wife of 10 years.