

Chunxiao Li, Ph.D.

Dr Chunxiao Li is an Associate Professor in Tourism at the College of Tourism and Service Management at Nankai University, China. Her research interests include tourist behaviour and destination marketing. In addition, Li is focusing on the particularities of tourist behaviour.

She has hosted two research grants that supported by National Natural Science Foundation of China (NSFC). With a long-term commitment to tourism research, she has published many high quality papers in *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, and so on.

She is a general board member of the Asia Pacific Chapter of TTRA and she is an associate editor of *Annals of Tourism Research Empirical Insights*.

Here is a more detailed introduction of Dr Li:

<http://en.tas.nankai.edu.cn/2018/0207/c22791a322510/page.htm>

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