

# CTR WORKSHOP SERIES

## for Students & Young researchers 2023

Venue: Zoom (Online)

### MEET OUR SPEAKERS

#### 1st Session

"Experimental research in tourism and..."  
**Finished!**  
27 JULY  
5:00-6:00 PM, JST



**Dr Pablo Pereira-Doel**  
Lecturer in Hospitality Information Technology, University of Surrey, UK

#### 2nd Session

"Archival research methods & 3-Dimensional reconstruction of heritage..."  
**Finished!**  
29 AUGUST  
5:00-6:00 PM, JST



**Dr Nurdiyana Zainal Abidin**  
Senior Lecturer, University Malaya, Malaysia



**Ms Nabilah Zainal Abidin**  
PhD Researcher, University of Technology Malaysia, Malaysia

#### 3rd Session

"Using biometrics in tourism and hospitality..."  
**Finished!**  
11 OCTOBER  
5:00-6:00 PM, JST



**Dr Husna Zainal Abidin**  
Lecturer, Center for Tourism Research, Wakayama University, Japan

#### 4th Session

"Conducting consumer research in Japan"  
MONDAY, 11 DECEMBER  
5:00-6:00 PM, JST



**Dr Kaede Sano**  
Associate Professor, Faculty of Tourism, Wakayama University, Japan

# CTR WORKSHOP SERIES

## for Students & Young researchers 2023



#### 4th Session

### Conducting consumer research in Japan

Monday, 11 December, 2023 | 5:00-6:00PM (JST, GMT+9)

This workshop session focuses on providing postgraduate and early career researchers with insights and guidance on conducting consumer research, specifically in the context of tourism and hospitality in Japan. Participants will gain an understanding of the unique characteristics and preferences of Japanese consumers and the cultural factors that influence their decision-making processes. The session will cover various research methods and tools commonly employed in consumer research, including surveys, interviews, and observational techniques, tailored to the Japanese market. Participants will also learn about specific considerations when collecting and analysing data in cross-cultural research. Real-world examples and case studies will be discussed to help participants gain practical knowledge and strategies for conducting effective consumer research in the Japanese tourism and hospitality industry.



**Speaker: Dr. Kaede Sano**

Associate Professor, Faculty of Tourism | Center for Tourism Research Wakayama University, Japan

**Moderator: Dr. Husna Zainal Abidin**

Register:

