



SHORT BIO – Professor Ulrike Gretzel

Ulrike Gretzel is a Professor of Tourism in the Business School at the University of Queensland and a member of the Smart Tourism Research Center at Kyung Hee University, South Korea. She held previous appointments at the University of Wollongong and Texas A&M University. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign and holds a Masters degree in International Business from the Vienna University of Economics and Business Administration.

Prof. Gretzel has published widely in tourism, e-commerce and computer science journals. Her research focuses on persuasion in human-technology interaction, information search and processing, big data, adoption and use of social media, interorganizational information systems, and other issues related to the development and use of intelligent systems in tourism. Her research has been funded by the Australian Research Council, the US National Science Foundation, the US National Endowment for the Humanities, the US National Park Service, TripAdvisor, the Bush Presidential Library and Museum, and a number of national, regional and local tourism organizations in North America, Europe, Australia and Asia.