

Oscar (Hengxuan) Chi

Assistant Professor at University of Florida

Gainesville, FL, US

Oscar (Hengxuan) Chi studies the impact of technology, especially AI, on the delivery of services in hospitality and tourism.

Biography

Oscar (Hengxuan) Chi is an assistant professor in the Department of Tourism, Hospitality and Event Management in the College of Health and Human Performance. He is interested in the impact of technology, especially artificial intelligence, on the delivery of services. His research focuses on preserving and promoting well-being and sustainability in hospitality and tourism service environments. His long-term research objective aims to seek a balance between technology and human contribution in the service industry.

Areas of Expertise

Well-being and Sustainability, AI in event services, AI in hospitality, Artificial Intelligence, AI in tourism, Customer Behavior, Information Processing

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