

Rachel Fu

Chair, Professor at University of Florida

Gainesville, FL, US

Rachel Fu can provide expertise on issues and trends related to tourism, from the emergence of space tourism to COVID-19 impacts on travel.

Biography

Rachel Fu is the chair of and a professor in the Department of Tourism, Hospitality and Event Management in the College of Health and Human Performance. She is the director of the Eric Friedheim Tourism Institute. Rachel's interests include: AI and Data Science in tourism, hospitality and tourism analytics and impacts of climate change on business and communities.

Areas of Expertise

space tourism, Space, AI in hospitality, Artificial Intelligence, Consumer Behavior, Hospitality and Tourism Analytics, Climate Change in Tourism, AI in tourism, COVID-19 and travel, space tourism

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