



Haiyan Song

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Professor Haiyan Song is an accomplished scholar with a background in Economics, specializing in tourism demand modelling and forecasting, time-varying parameter modelling, and tourist sentiment analysis and forecasting. He has published extensively on applied econometrics and tourism forecasting methodologies, with his research appearing in leading academic journals such as the *International Journal of Forecasting*, *Economic Modelling*, *Journal of Applied Econometrics*, *Annals of Tourism Research*, *Tourism Management*, and *Journal of Travel Research*. Professor Song has served as a consultant for prominent organizations including UN Tourism, the World Travel and Tourism Council, the Asia Pacific Travel Association, and the World Economic Forum, contributing his expertise in tourism demand forecasting and the development of travel and tourism indices. He is a former Board Director of the International Institute of Forecasters (IIF) and an elected Fellow of the International Academy for the Study of Tourism (IAST), the International Association for China Tourism Studies (IACTS), and the Chinese Economic Association (UK/Europe).

Professor Song's contributions to the field have been recognized with numerous honors, including the John Wiley & Sons Lifetime Research Achievement Award and the Lifetime Achievement Award from the International Council on Hotel, Restaurant, and Institutional Education (IACHRIE) in 2010 and 2023, respectively. He is also a recipient of the Michael D. Olsen Research Achievement Award from the University of Delaware in 2014.