



Dr. CAN-SENG OOI, Ph.D

Dr. Can-Seng Ooi, Ph.D, a world renowned academician and researcher in tourism is presently working as visiting Associate Professor of Copenhagen Business School, Denmark. He teaches and does researches in Copenhagen Business School, one of the leading institutions in Europe.

Dr. Ooi has worked in different universities and research environments since 1990, including the National University of Singapore, Glasgow Caledonian University and Copenhagen Business School. Earlier in his career, Dr. Ooi was a researcher in the East and Southeast Asia regional office of the German liberal foundation - the Friedrich Naumann Foundation - and with the Singapore public housing agency - the Housing and Development Board. In his research career, not only has he explored and made use of different research strategies and methodologies, his research projects have also been varied and multi-disciplinary.

Dr Ooi has been conducting research on cultural tourism and tourism strategies since 1996. He is the author of the acclaimed book, *Cultural Tourism and Tourism Cultures: The Business of Mediating Experiences in Copenhagen and Singapore* (see below). In his tourism projects, he looks at the impact of tourism on host societies, tourism mediators and tourism products, the poetics and politics of branding places and varieties of tourism experiences.

Dr Ooi has published in a number of internationally reputed journals, including *Annals of Tourism Research*, *Scandinavian Journal of Hospitality and Tourism*, *CAUCE: Revista de Filologia y su Didactica (Journal of Philology)* and *Indonesia and the Malay World*. He contributes chapters to a number of books, including Teo, P.; Chang, C.T. and Ho, K.C. (ed.) *Interconnected Worlds: Tourism in Southeast Asia* and the forthcoming second edition of *Branding Destinations: Creating the Unique Destination Proposition*, edited by Nigel Morgan, Annette Pritchard and Roger Pride.

Dr. Ooi is also a reviewer for a number of journals, including *Annals of Tourism Research*, *Copenhagen Journal of Asian Studies*, *Journal of*

Organizational Change Management and SOJOURN: Journal of Social Studies in Southeast Asia. He reviews book manuscripts for publishers too.

Currently, Dr. Ooi is working on two tourism projects, all of which have academic and practical relevance. The first is on the branding approaches of different destinations. This project goes behind and beyond the marketing hype usually associated with branding. It examines the poetics and politics of branding destinations, and delves into how destination branding exercises can become sets of useful, as well as, insidious tools for social engineering host societies. Lessons are being drawn from Denmark, Singapore and Scotland. Prof. Fiona McLean of Stirling University, UK, is a partner in this project. The second project is on tourism experiences. This project will test a couple of hypotheses based on Dr Ooi's theory of tourism experiences, as presented in his book and the article published here.

Dr. Can-Seng Ooi was selected by the World Scientists Forum for the "Eminent Scientist of the Year 2003" international award based on his academic excellence and research innovations and unique contributions in the field of tourism.