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THE-ICE Research Grant Scheme (RGS) 2024 Recipient

Mr Wyett White T Lee

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Faculty Member, College of Tourism and Hospitality Management, University of Santo Tomas, Philippines



Mr Wyett White T. Lee finished his master's on International Hospitality Management with the School of Hotel and Tourism Management at the Hong Kong Polytechnic University in 2019. He is currently a faculty member of the University of Santo Tomas (UST) College of Tourism and Hospitality Management, serving as one of the college's e-learning specialists focused on developing and training for the e-learning practices of the University. He is also a member of the UST Sentro Turismo, the college's research, innovation, and extension services arm focused on bridging the gap between the academe, the public sector and stakeholders of the tourism and hospitality industry through collaborative research projects. He seeks to apply artificial intelligence in tourism and hospitality through an embroadening list of trainings and

certifications under Smith Travel Research and Google, as well as various projects employing the use of AI tools and processes. His research interests include topics on hospitality technology, AI in hotel operations and hospitality marketing. Outside of work, he runs various small enterprises where he acts as an operations manager and business owner.