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<p><b><u>Academic Qualification</u></b></p>	
<p>Doctor Degree (2014)</p>	<p>Doctor of Hotel and Tourism Management/The Hong Kong Polytechnic University</p>
<p>Master Degree (2008)</p>	<p>Master of Science in Hotel and Tourism Management/The Hong Kong Polytechnic University</p>
<p>Master Degree (2000)</p>	<p>Master of Business Administration/Murdoch University</p>
<p>Bachelor Degree (1992)</p>	<p>Bachelor of Computer Software /Shantou University</p>
<p><b><u>Working Experience</u></b></p>	
<p>2023 present</p>	<p>Macau University of Science and Technology/Professor</p>
<p>2019 2023</p>	<p>City University of Macau/Associate Professor</p>
<p>2014 2019</p>	<p>City University of Macau/Assistant Professor</p>
<p>2016 2018</p>	<p>City University of Macau/ Doctoral Program Coordinator</p>
<p>2012 2013</p>	<p>The Hong Kong Polytechnic University/Research Assistant/Visiting Lecturer</p>
<p>2008 2012</p>	<p>Land V. Limited /Vice General Manager</p>
<p><b><u>Teaching Area</u></b></p>	
<p>Marketing</p>	
<p><b><u>Research Area</u></b></p>	
<p>Urbanization and Tourism Development  Corporate Social Responsibility  Consumer Behavior and Social Media  Entertainment and Cultural Tourism</p>	
<p><b><u>Professional Certification and Awards (If applicable)</u></b></p>	
<p>Certified Hospitality Supervisor (CHS)/American Hotel &amp; Lodging Educational Institute/USA  Certification in Hotel Industry Analytics (CHIA)/Educational Institute Certification Commission/USA</p>	

Professional Conference Management (PCM)/ Singapore Association of Convention and Exhibition Organisers and Suppliers/Singapore

**RESEARCH AWARDS AND HONORS**

2023 **4<sup>th</sup> Scientific Research Excellence Award.**

11. Fan, Y. & **Luo, J.M.** (2021). The Impact of Travel Experience, and Psychological Well-being. *Tourism Management Perspectives*, 42, 100958. **(Corresponding author) (SSCI: Q1)**
12. Zheng, X., **Luo, J.M.**, & Shang, Z. (2022). Effect of Parasocial Relation Destination Attitude and Visit Intention. *PLOS One*, 17 (4), e0265259 **(SCI: Q2)**
13. Shang, Z., **Luo, J.M.** & Kong, A. (2022). Topic modelling for ski resorts: An analysis of experience attributes and seasonality. *Sustainability*, 14(6), 3533. **(Corresponding author) (SSCI: Q2)**
14. Shang, Z. & **Luo, J.M.** (2022). Topic modelling for hiking trail online reviews: Analysis of the Mutianyu Great Wall. *Sustainability*, 14(6), 3246. **(Corresponding author) (SSCI: Q2)**
15. Pan, Y. Xu, B., **Luo, J.M.**, & Law, R. (2022). How fear of COVID-19 affects service experiences and recommendation intentions: Study of theme park visitors. *Frontiers in Psychology*, 13, 809520. **(Corresponding author) (SSCI: Q1)**
16. Yang, J., **Luo, J.M.**, & Yao, R. (2022). How fear of COVID-19 affect the behavioral intention of festival participants – a case of Hanfu festival. *International Journal of Environmental Research and Public Health*, 19(4), 2133. **(Corresponding author) (SSCI: Q1)**
17. Shang, Z. & **Luo, J.M.** (2021). Modeling of the Impact of the Credibility of the Destination Endorser on the Place Attachment of Potential Tourists. *Frontiers in Psychology*, 12, 759207. **(Corresponding author) (SSCI: Q1)**
18. **Luo, J.M.**, Vu, H.Q., Li, G., & Law, R. (2021). Understanding service attributes of robot hotels: A sentiment analysis of customer online reviews. *International Journal of Hospitality Management*, 98, 103032. **(SSCI: Q1)**
19. **Luo, J.M.**, Lam, C.F., & Wang, H. (2021). Exploring the relationship between hedonism, tourist experience, and revisit intention in entertainment destination. *SAGE Open*, 11(4), 21582440211050390. **(SSCI: Q2)**
20. **Luo, J.M.**, Fan, L. & Zhang, Z. (2021). Analysis of critical success factors for entertainment tourism destinations: The supply perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 23 (5), 1159-1182. **(ESCI)**
21. **Luo, J.M.**, Chau, K., Fan, L. & Chen, H. (2021). Barriers to the Implementation of Green Practices in the Integrated Resort Sector. An analysis of urbanization effects on hotel performance in China. *SAGE Open*, 11(3), 21582440211030277. **(SSCI: Q2)**
22. Chen, S.H. & **Luo, J.M.** (2021). Assessing Barriers to the Development of Convention Tourism in Macau. *Cogent Social Sciences*. 7(1), 1928978. **(Corresponding author) (ESCI)**
23. Chau, K., **Luo, J.M.** & Duan, X. (2021). A qualitative investigation of the impact of COVID-19 on the intention to visit Macau. *Journal of Quality Assurance in Hospitality & Tourism*, 1-11. **(ESCI)**
24. Kou, I.T. & **Luo, J. M.** (2021). Determinants of industry identity of entertainment tourism: the case of Macau. *Journal of Tourism Quarterly*, 3(2), 114-129. **(Corresponding author)**
25. Ye, H., Fong, L., & **Luo, J.M.** (2021). The Impact of Social Media Sites: Antecedents and Consequences. *Current Issues in Tourism*, 24(8), 1093-1108. **(Corresponding author) (SSCI: Q2)**
26. Yang, J., **Luo, J.M.** & Lai, I (2021). Construction of leisure consumer loyalty from cultural identity – a case of Cantonese opera. *Sustainability*, 13(4), 1980. **(Corresponding author) (SSCI: Q2)**
27. Fan, Y. & **Luo, J.M.** (2021). Development of a measurement scale for residents' attitudes toward leisure activities in urban parks. *Journal of Outdoor Recreation and Tourism*, 33, 100360. **(Corresponding author) (SSCI: Q3)**
28. **Luo, J.M.**, & Lam, C.F. (2020). Travel Anxiety, Risk Attitude and Travel Intentions in Hong Kong: Effect of the Fear of COVID-19. *International Journal of Environmental Research and Public Health*, 17(21), 7859.

**(SSCI: Q1)**

29. **Luo, J.M.**, & Ren, L. (2020). Qualitative analysis of resident behaviour in heritage tourism. *Journal of Hospitality and Tourism Management*. 45, 124-130.

**(SSCI: Q1)**

30. He, X., & **Luo, J.M.** (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. *Administrative Sciences*, 10(3), 56. **(Corresponding author) (ESCI)**
31. **Luo, J.M.**, Vu, H.Q., Li, G., & Law, R. (2020). Topic modelling for theme park online reviews: Analysis of Disneyland. *Journal of Travel and*

48. Vu, H.Q., **Luo, J.M.**, Ye, H., Li, G., & Law, R. (2018). Evaluating Museum Visitor Experiences Based On User-Generated Travel Photos. *Journal of Travel and Tourism Marketing*, 35(4), 493-506. **(Corresponding author) (SSCI: Q1)**
49. Chau, K. Y., Wang, C. H., **Luo, J.M.**, & Huang, S. Z. (2018). A study on structural embeddedness of supply chain and firm performance-based on the moderation of integration mechanism. *Journal of Interdisciplinary Mathematics*, 21(2), 329-339. **(ESCI)**
50. **Luo, J.M.**, & Lam, C.F. (2017). Urbanization effects on hotel performance: A case study in China. *Cogent Business & Management*, 4, 1412873. **(ESCI)**
51. **Luo, J.M.**, Lam, C.F., Chau, K., Shen, H.W., & Wang, X. (2017). Measuring Corporate Social Responsibility in Gambling Industry: Multi-Items Stakeholder Based Scales. *Sustainability*, 9(11), 2012. **(SSCI: Q2)**
52. Shen, H.W., Li, X., **Luo, J.M.**, & Chau, K.Y. (2017). One country, two strata: Implications of social and cultural conflicts of Chinese outbound tourism to Hong Kong. *Journal of Destination Marketing & Management*, 6(3), 166-169. **(SSCI: Q2)**
53. Shen, H.W., **Luo, J. M.**, & Zhao, A. (2017). The sustainable tourism development in Hong Kong. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 45-68. **(ESCI)**
54. **Luo, J.M.**, & Lam, C.F. (2016). A Qualitative Study of Urbanization Effects on Hotel Development. *Journal of Hospitality and Tourism Management*, 29, 135-142. **(SSCI: Q1)**
55. **Luo, J.M.**, Lam, C.F., Li, X., & Shen, H. (2016). Corporate Social Responsibility in Macau Gambling Industry. *Journal of Quality Assurance in Hospitality and Tourism*, 17 (3), 237-256. **(ESCI)**
56. **Luo, J.M.**, Qiu, H., Goh, C., & Wang, D. (2016). An Analysis of Tourism Development in China from Urbanization Perspective. *Journal of Quality Assurance in Hospitality and Tourism*, 17(1), 24-44. **(ESCI)**
57. **Luo, J.M.**, Qiu, H., & Lam, C.F. (2016). Urbanization Impacts on Regional Tourism Development: a Case Study in China. *Current Issues in Tourism*, 19(3), 282-295. **(SSCI: Q2)**
58. **Luo, J.M.**, Tan, S., & Lam, C.F. (2015). An Analysis of the Factors Affecting the New Generation Employee Engagement in the Manufacturing Industry in China. *International Journal of Business and Management*, 10(10), 19-25.
59. Li, X., Yin, A., & **Luo, J. M.** (2015). An Analysis of Cultural Differences Effect on Tourist Behaviors in Macau. *International Journal of Marketing Studies*, 7 (5), 25-32.
60. Lam, K.L., & **Luo, J.M.** (2015). Socially Responsible Investing. *Journal of Business & Management (COES&RJ-JBM)*, 3 (3), 416-425.
61. **Luo, J.M.**, Lee, N., & Qiu, H. (2015). Education for Sustainable Development in Hong Kong: A Case Study. *Public Administration & Policy: An Asia-Pacific Journal*. 18(1), 48-61.
62. Shen, H.W., **Luo, J. M.**, & Lam, C.F. (2015). Evaluating the Quality of Hospitality and Tourism Education in Vocational Institute in China. *International Journal of Marketing Studies*, 7 (3), 12-18.
63. **Luo, J.M.**, Lam, C.F., Qiu, H., & Fan, D. (2015). The Impact of Climate on Outbound Tourism in Hong Kong. *Journal of Management and Sustainability*, 5(2), 31-40.
64. Zhang, H., **Luo, J.M.**, Xiao, Q., & Denizci Guillet, B. (2013). The Impact of Urbanization on Hotel Development: Evidence from Guangdong Province in China. *International Journal of Hospitality Management*, 34, 92-98. **(Corresponding author) (SSCI: Q1)**
65. Zhang, H., Yan, Y, Q., & **Luo, J.M.** (2009). The Facilitating and Inhibiting Factors in Cooperative Tourism Development of the Greater Pearl River Delta (GPRD) China. *Journal of Quality Assurance in Hospitality and Tourism*, 10 (2), 139-152. **(ESCI)**

### **TEXT BOOK**

1. **Luo, J. M.** (2022). *Cultural Tourism and Cantonese Opera*. UK: Routledge. (**Scopus Indexed**)
2. **Luo, J. M., & Lam, C.F.** (2020). *City Integration and Tourism Development in the Greater Bay Area, China*. UK: Routledge. (**2nd Prize Award**) (**Scopus Indexed**)
3. **Luo, J. M., & Lam, C.F.** (2018). *Entertainment Tourism*. UK: Routledge. (**Scopus Indexed**)
4. **Luo, J.M.,** Chau, K. Y., & Shen, H.W. (2017). *The Challenges and Issues of Tourism Development in China*. New York: Nova Science Publishers. (**Scopus Indexed**)
5. **Luo, J.M., & Lam, C.** (2016). *Corporate Social Responsibility and Responsible Gambling in Gaming Destination*. New York: Nova Science Publishers. (**Scopus Indexed**)
6. **Luo, J.M.** (2016). *Urbanization and Tourism Development in China*. New York: Nova Science Publishers. (**Scopus Indexed**)

### **BOOK CHAPTER**

1. **Luo, J.M.,** Qiu, H. (2022). Rule and Regulation in Tourism. In: Jafari, J., Xiao, H. (eds) *Encyclopedia of Tourism*. Springer, Cham. [https://doi.org/10.1007/978-3-319-01669-6\\_621-2](https://doi.org/10.1007/978-3-319-01669-6_621-2)
2. Vu, H., **Luo, J.M.,** Ye, B., Li, G., & Law, Rob (2020). Evaluating Museum Visitor Experiences Based on User-generated Travel Photos. In Hospitality and Tourism Research Centre (HTRC) (Eds). *Impact 2020: Advancing the Frontier in Hospitality and Tourism Research*. Hong Kong: The Hong Kong Polytechnic University, pp. 36-39.
3. **Luo, J.M., & Lam, C.F.** (2020). Urbanization and its effects on city tourism in China. In , Alastair M. and Coca-Stefaniak, J. Andres (Eds.), *the Routledge Handbook of Tourism Cities*. UK: Routledge, pp. 76-87.
4. Kou, I.T., **Luo, J.M., & Chau, K.Y.** (2018). Impact Factor of Development of Entertainment Tourism in Macau Industry Perspective. In Katsoni, V. and Velandar, K. (Eds.), *Innovative Approaches to Tourism and Leisure*. Switzerland: Springer, pp 391-404.
5. **Luo, J.M., & Zhang, H.** (2016). Rule and regulation, tourism. In Jafari, J and Xiao, H. (Eds.), *Encyclopedia of Tourism*. Switzerland: Springer, pp 531-532.

### **CONFERENCE PAPER**

1. Hu, Z. & **Luo, J.M.** (2023). Seasonal Differences in Urban Park Experience Attributes: Results of UGC Topic Modelling. *Proceedings of the 10th Advances in Hospitality and Tourism Marketing and Management Conference*, Rome, Italy, Jul.
2. Zhou, P., Chen, H. & **Luo, J.M.** (2' )  
1 *Proceedings of the 10th Advances in Hospitality and Tourism Marketing and Management Conference*, Rome, Italy, Jul.
3. Hu, Z. & **Luo, J.M.** (2022). Can Green Knowledge Affect Green Hotel Satisfaction? -Case study Macau Green Hotel Award. *Proceedings of the 11th International Conference on Tourism between Spain-China (ICT2022)*, Macau, China, Nov.
4. Hu, Z. & **Luo, J.M.** (2022). A study of resident leisure activities in urban park during COVID-19 pandemic. *Proceedings of the 11th International Conference on Tourism between Spain-China (ICT2022)*, Macau, China, Nov.
5. **Luo, J.M.** & Pan, Y. (2021). Development of Scale to Measure Tourist Attitude Toward Cantonese Opera in the Greater Bay Area, China. *Proceedings of International Conference on Tourism Management and Hospitality*, Barcelona, Spain, Dec.
6. Kou, I., Yu, Y. & **Luo, J.M.** (2021). Determinants to the Development of Intangible Cultural Heritage: The Case of Cantonese Opera. *Proceedings of International Conference on Tourism Management and Hospitality*, Barcelona, Spain, Dec.

7. Zheng, X., **Luo, J.M.** & Shang, Z. (2021). The effect of para-social relationships on . *Proceedings of Youth Conference Apacchrie 2021 (YCAPCC 2021)*, Singapore, June.
8. Pan, Y. **Luo, J.M.** & Xu, B. (2021). Research on tourist experience and recommendation intention of visiting theme park in post-COVID 19. *Proceedings of the 4th International Scientific Conference "TOURMAN 2021"*, Thessaloniki, Greece, May.
9. Shang, Z., **Luo, J.M.** )' ) ( 8 the case of the Mutianyu Great Wall. *Proceedings of the 4th International Scientific : 8 )' ) ( , Thessaloniki, Greece, May.*
10. **Luo, J.M.**, Fan, Y. and Shang, Z. (2021). Critical success factors of entertainment tourism in Macau. *Proceedings of the 4th International Scientific Conference "TOURMAN 2021"*, Thessaloniki, Greece, May.
11. Fan, Y. & **Luo, J.M.** )' )' park activities. *Proceedings of the 17th International Conference on Interdisciplinary Social Science Studies (ICISSS 2020 Virtual)*, Oxford, UK, Nov.
12. Fan, Y. & **Luo, J.M.** (2020). Barriers to the implementation of green practices in integrated sector. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (ICT20, Thailand Conference)*, Bangkok, Thailand, Feb.
13. **Luo, J.M.**, Chau, K.Y., & Lam, C.F. (2019). The relationship amongst the motivation, programme evaluation, career attitudes and career aspirations of students in a university industry cooperation programme. *Proceedings of the SIBR 2019*, Osaka, Japan, July. **(Best Paper Award)**
14. **Luo, J.M.** (2019). Exploring the relationship between hedonism, tourist experience, and revisit intention in entertainment destination. *Proceedings of the SIBR 2019*, Osaka, Japan, July.
15. **Luo, J.M.** )' (0 motivation, and visit intention on museum. *Proceedings of the SIBR 2019*, Osaka, July.
16. Fan, Y. & **Luo, J.M.** (2019). The green certification influence on hotel green practices: a case study on the green hotel award in Macau. *Proceedings of the 18th Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Daejeon, South Korea, Jun.
17. He, D. & **Luo, J.M.** (2019). The implementation of an environment management system in integrated resorts: a case study of Sands Macau. *Proceedings of the 18th Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Daejeon, South Korea, Jun.
18. **Luo, J.M.**, Lam, C.F. & Chau, K.Y. (2018). A Measurement Scale of Entertainment Tourism Experience in Macau. *Proceedings of the 8th Advances in Hospitality and Tourism Marketing and Management Conference*, Bangkok, Thailand, Jun.
19. Hu,R., **Luo, J.M.**, Li, Y. Wang, L., Ma, J. & Henriques, D. (2018). A Study of Ecolodge Green Attributes in China A Case of Crosswaters Ecolodge &SPA. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun.**(Best Paper Award)**
20. Xie, S, & **Luo, J.M.** (2018). Study on the attitude and behavior intention of using disposable products in hotel rooms. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun.
21. Wang, L. & **Luo, J.M.** (2018). Study on the Influencing Factor of Bicycle Sharing and User Behavior in Beijing under the Sharing Economy. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun.
22. **Luo, J.M.**, : )' (.

- Tourism. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (IC17Swiss Conference)*, Zurich, Switzerland, Jul.
23. **Luo, J.M.** (2017). A Study of Hotel Performance under Urbanization in China. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (IC17Swiss Conference)*, Zurich, Switzerland, Jul.
  24. **Luo, J.M.**, Huang, G., Zhang, Y. (2017). The Impact of Industry Attitudes towards Careers in Macau Tourism Industry. *Proceedings of the 3rd Global Tourism & Hospitality Conference*, Hong Kong, China, Jun.
  25. Kou, I.T., **Luo, J.M.**, & Chau, K.Y. (2017) Impact Factor of Development of Entertainment Tourism in Macau Industry Perspective. *Proceedings of 4th International Conference with the theme "Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context"*, Athens, Greece, May.
  26. **Luo, J.M.** (2016). An Analysis of Corporate Social Responsibility Practice in Macau Gambling Industry. *Proceedings of International Tourism Studies Association (ITSA) Biennial Conference*, London, UK, Aug.
  27. Huang, G., & **Luo, J.M.** (2016). A Conceptualizing Model of Barriers in CSR Practice with Special Reference to Macao Gaming Industry. *Proceedings of International Tourism Hospitality and Events Conference*, Guildford, UK, Jul.
  28. Yin, A., **Luo, J.M.**, Shen, H., & Huang, G. (2016). Organizational Culture Impact on CSR Practise in Gaming Industry: A Case Study in Macau. *Proceeding of The 15th Asia Pacific Forum for Graduate Students Research in Tourism*. Hong Kong, China, May.
  29. Huang, G., **Luo, J.M.**, Zhang, F. & Yin, A. (2016). Barriers of CSR in Macau Gaming Industry. *Proceedings of 2nd Global Tourism & Hospitality Conference*. Hong Kong, China, May.
  30. Li, X., **Luo, J.M.**, )' ( , perceived value, satisfaction and intention: a case study in Macau. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
  31. Mars, S., & **Luo, J.M.** (2015). Benefits of Green Practices in Casino Hotel from Asia perspective: a Case Study of the Venetian Macao. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
  32. Yin, A., & **Luo, J.M.** )' ( , 18 : from La Table de Francois, Troyes, France. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
  33. Zhong, X.L., **Luo, J.M.**, & Li, X. (2015). Cultural Difference Effects on Tourist Gaming Behaviors in Macau. *Proceedings of the Gtpp-Asia/China Annual Conference 2015*, Guangzhou, China, Jul.
  34. **Luo, J.M.** : 3 ? )' ( , : of transport: a case study in Hong Kong. *Proceedings of the Gtpp-Asia/China Annual Conference 2015*, Guangzhou, China, Jul.
  35. **Luo, J.M.** (2014). An Exploratory Comparison of Star-rated Hotel Development from Urbanization Perspective in China: Upscale versus Economy and Midscale Hotel. *The 5th International Conference in MICE Tourism Education and Industrial Interaction and Development in the Asian Pacific Region*, Macau, Dec.
  36. Lam, K.L., & **Luo, J.M.** )' ( + 8 8 8 Socially Responsible Investing. *Proceedings of the International Conference on Economics, Finance & Management Sciences*, Singapore, Nov.
  37. **Luo, J.M.**, Qiu, H., & Lam, C.F. (2014). Urbanization impacts on regional tourism development: a case study in China. *Proceedings of the International Conference on*



*Experiential Learning in Hospitality and Tourism*, Macau, May.

38. Lee, N., **Luo, J.M.**, & Zhang, H. (2013). Competitiveness and Sustainability: A Review of : ? *Proceedings of the 2<sup>nd</sup> International Conference on Advancement of Development Administration 2013 – Social Sciences and Interdisciplinary Studies*, Bangkok, Thailand, May.
39. **Luo, J.M.**, Zhang, H., Goh, C., & Lam, C.F. (2013). The Impact of Urbanization on Tourism Development in China. *Proceedings of World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013*, Bangkok, Thailand, May.
40. **Luo, J.M.**, Zhang, H., & Lam, C.F. (2012). The Impact of Urbanization on Hotel Development: Evidence from Guangdong Province in China. *Proceedings of the 18<sup>th</sup> Asia Pacific Tourism Association Annual Conference*, Taipei, Taiwan, Jun.
41. Lee, S., Xiao, Q., & **Luo, J.M.** )' ' 0 : Responsible Activities. *Proceedings of the 15<sup>th</sup> Asia Pacific Tourism Association Annual Conference*, Incheon, Korea, Jul.
42. **Luo, J.M.**, & Yan, Y.Q. (2007). Can Pearls Be Pals? An Analysis of Tourism Cooperation in the Greater Pearl River Delta, China: Evidence from Focus Group Interviews of Tourism Authority Officials. *Proceedings of the 6<sup>th</sup> Asia Pacific Forum for Graduated Student Research in Tourism*, Xiamen, China, Sep.

### **RESEARCH PROJECT**

1. )' )) : 18 Animated Service Avatar Design in Hotel. The Hong Kong Polytechnic University. (CI)
2. 2022 Research on the Cantonese Opera generativity and innovation in promoting the integration of culture and tourism in the Greater Bay Area. Guangdong Provincial Philosophy and Social Sciences.(GD21LN14)
3. 2021 Development of Scale to Measure Tourist Attitude toward Cantonese Opera as Cultural Brand of the Greater Bay Area, China. Macao Foundation. **(PI)**
4. 2021 Research on Authenticity Perception of Tourists in the Grand Canal cultural heritage sites. *Department of Education of Zhejiang Province*.
5. 2020 Development of Scale to Measure Tourist Attitude toward City Integration in Greater Bay Area, China. *Macao Foundation*.**(PI)**
6. 2019 An investigation of tourist attitude and behavior toward world heritage list and museum in Macau. *Macao Foundation*. **(PI)**
7. 2018 Macau Franchise Industry Market Analysis 2017. *Macao Chain Stores and Franchise Association*.
8. 2018 Sustainable development of the mainland tourism market in Macao from a social and economic perspective. *Macao Foundation*.
9. 2017 Development of Scale to Measure Entertainment Tourism Experience in Macau. *Macao Foundation*.**(PI)**
10. 2016 Developing the Macau Corporate Social Responsibility Index for Gaming Industry *Macao Foundation*.**(PI)**
11. 2015 An Analysis of Cultural Differences and Perceived Value Effect on Tourists Gaming Behaviors. *Macao Foundation*.
12. 2013 The Impact of Climate Change on Tourism Seasonal Demand for Hong Kong Tourism Industry. *The Hong Kong Polytechnic University*.
13. 2008 Developing the U.S. Hospitality Corporate Social Responsibility Index. *The Hong Kong Polytechnic University*.

### **SERVICE ON COMMITTEES**

2021 – 2023 *Member of Faculty of International of Tourism and Management Academic Committee, City University of Macau*

2020 2021 *Member of University Academic Committee, City University of Macau*  
2016 2018 *Member of Faculty of International of Tourism and Management  
Academic Committee*