



Yan Feng  
Program Director  
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>• Niche Tourism</li><li>• Well-being Tourism</li><li>• Relationship Quality</li></ul>	<ul style="list-style-type: none"><li>• Club Management</li><li>• Travel Agency Management and Operation</li><li>• Professional English</li></ul>

## Qualifications

### [Academic Qualifications]

- 2012 - 2017 Ph.D/ Tourism Management / Macao University of Science and Technology
- 2008 - 2009 Master / International Hotel Management / The University of Queensland, Australia
- 2004 - 2008 Bachelor / International Business / Guangdong University of Foreign Studies

### [Professional Qualifications]

- 2023 Certified in the **Certified Hospitality Educator (CHE)**, by American Hotel and Lodging Educational Institute
- 2020 Certified in the **Effective Ph.D./ Doctorate Supervision**, by Macau University of Science and Technology Education and Development Centre
- 2016 **Teaching Excellence Award**, by Macau University of Science and Technology
- 2013 **PATAcademy**, Certified Asia Pacific Visitor Economy Expert, by PATA Education and Training Committee
- 2011 Propell Teacher Workshop for the **TOEIC** Listening & Reading Test
- 2010-2011 Certified in the Teaching and Learning in Higher Education, by Macau University of Science and Technology Education and Development Centre

## Working experiences

- 2017- Present Assistant Professor/ Faculty of Hospitality and Tourism Management / Macau University of Science and Technology

2015- Present Program Director/ Faculty of Hospitality and Tourism Management /  
Macau University of Science and Technology  
2010- 2017 Lecturer/ Faculty of Hospitality and Tourism Management / Macau  
University of Science and Technology

## **Publications**

### [Journal Articles]

1. Ng, K.S.P., **Feng, Y.** & Lai, I. K. W. (2024). How customer knowledge management helps retain fitness club members: A mediating effect of relationship quality. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-07-2023-0136>. (SSCI)
2. Kim, J. S., Jo, W. M., Oh, H. H. & **Feng, Y.** (2024). The effect of job stress on the quality of life of commercial pilots: Testing the mediating effects of mindfulness and job satisfaction. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2638>. (SSCI)
3. Kang, N., **Feng, Y.**, & Lin, J. (2023). Why do Chinese glampers recommend it? the role of original ecology environment in a glamping experience. *Journal of China Tourism Research*, 1-19
4. Chen, S. X., **Feng, Y.**, Li, X., & Liu, J. (2022). Response of travel agencies in China to COVID-19: disaster sensemaking, adaptation, and resilience. *Current Issues in Tourism*, 1-16. (SSCI, Q1)
5. **Feng, Y.**, Chen, X., & Lai, I. K. W. (2020). The effects of tourist experiential quality on perceived value and satisfaction with bed and breakfast stays in southwestern China. *Journal of Hospitality and Tourism Insights*. 4(1), 121-135
6. Chen, X., Mak, B., & **Feng, Y.** (2020). An existential psychological perspective on Chinese career gap travel. *Tourist Studies*. 21(2), 178–197. (SSCI)

### [Conference Proceedings]

1. Kang, N., & Dang, Z. & **Feng, Y.** (2023). *A Study on the Relationship Among Tourist Experience Economy, Spiritual Well-being and Eudaimonia*. Paper presented at the 3<sup>rd</sup> Global Congress of Special Interest Tourism & Hospitality (GLOSITH) 2023, Macau.
2. Sheng, M. & **Feng, Y.** (2023). *How does over-service behavior affect customers' revisit intention? An empirical study*. Paper presented at the 3<sup>rd</sup> Global Congress of Special Interest Tourism & Hospitality (GLOSITH) 2023, Macau.
3. Kang N., & **Feng, Y.** (2023). *The Development of A Conceptual Model of Ambassador Behaviour in the Cultural Festivals Sector*. Paper presented at the Asian Pacific Tourism Association Conference (APTA) 2023, Chiang Mai.

4. **Feng, Y.**, Chen, X., &Huang, Z. (2021). *A Review on Crisis Management for Small and Medium-sized Travel Companies Under the COVID-19*. Paper presented at The Sixth International Conference on Economic and Business Management (ICEBM).
5. **Feng, Y.**, & Lai, I. K. W. (2016). *Literature Review on Relationship Quality between Customers and Service Providers*. Paper presented at the TOSOK (Tourism Science Society of Korea) International Tourism Conference 2016 , Pyeongchang.
6. Chu, R., Ma, E., **Feng, Y.**, & Lai, I. K. W. (2015). *Massive Open Online Courses*, Paper presented at the 8th International Conference of Hybrid Learning, ICHL 2015, Wuhan, China. (EI Compendex list)
7. **Feng, Y.**, Worrachananun, M. &Lai, I. K. W. (2015). *Smartphone Education Applications*. Paper presented at the International Symposium on Educational Technology 2015, Wuhan. (EI Compendex list)
8. Worrachananun, M, **Feng, Y.**,& Bi, Z. (2015) *A Qualitative Assessment of Student-Centered Approach: High-Level Question Assessment Method among Chinese and Macanese Students in Macao*. Paper presented at the International Conference of Educational Innovation Through Technology 2015, Wuhan.
9. **Feng, Y.** (2015). *International Joint Program in Macau*. Paper presented at the The Second International Forum on Tourism Education and Training, Guilin.
10. **Feng, Y.**, Lai, I. K. W., & Zhou, J. (2013). *The Influence of Relationship Quality and Exhibition Brand Image on Customer Loyalty: a Conceptual Model*. Paper presented at the The 2nd IBSM International Conference on Business, Management and Accounting, Chiang Mai. (the Best Paper)
11. Wang, Y. Q., & **Feng, Y.** (2013). *The Study on the Significance of Difference Between Demographics and Tourist Experience in Macau Casino Hotels*. Paper presented at 2013 International Syposium on International Marketing Science and Information Technology , Nanning.
12. Wang, Y., & **Feng, Y.** (2013). *The Study on the Difference Between Themed Casino Hotel and Non-themed Casino Hotel on the Tourist Experience, Satisfaction and After-travel Behavior Intention in Macau*. Paper presented at the China Tourism & China Hotel-Branding Forum 2013, Hong Kong.

#### **Research Grants/Projects**

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| 2023-2024 | The Study on the Development of Medical Tourism in Macau   |
| 2020-2021 | The Study on the Difficulties and Countermeasures of Small and Medium Sized Tourism Companies in the Greater Bay Area of Guangdong, Hong Kong and Macau under the COVID-19 |

- 2012-2013 The Study on the Relationship between Tourist Experience and Tourist Satisfaction in Casino Hotels of Macau
- 2012-2013 The Study on the Strategic Development of Exhibition Industry in Macau