



*Jose Weng-Chou Wong, Ph.D.*  
Assistant Dean and Associate Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Social media management Memorable Tourism Experiences Special Interest Tourism / Cultural Tourism Hotel and MICE management Tourism Marketing	Research Methods in Tourism Integrated Resort Management Banquet Planning and Management Theories and Practice of MICE

## Qualifications

### [Academic Qualifications]

Ph.D / Management in Hotel Industry / **University of Macau**  
Master / Business Administration / **University of Macau**  
Bachelor / Computer Science and Technology / **Shanghai JiaoTong University**  
Certificate in Professionals training summer study program / **University of Cambridge**  
Certificate in exchange program / International business / **University of British Columbia**

### [Professional Qualifications]

The Exhibition Management Degree (Excellent Grading) / The Global Association of the Exhibition Industry (**UFI-EMD**)  
Certificate in the **MUST** EDC training program Effective Ph.D./ Doctorate Supervision  
Certificate in the **MUST** EDC training program Teaching and Learning in Higher Education  
Certificate in the Research Method workshop PLS-SEM by using SmartPLS 3 / Hamburg University of Technology-Macau University of Science and Technology (**TUHH-MUST**)

### [Award]

**The second and third prize winners (2022)**, The 6<sup>th</sup> Outstanding Achievement Awards for Macao Research in Humanities and Social Sciences, by Macao Foundation and Social Sciences in China Press.  
**LIB Academic Research Award (2020)**, by Macau University of Science and Technology and Luso International Banking.  
**LIB Academic Research Award (2023)**, by Macau University of Science and Technology and Luso International Banking.

### [Related Working Experiences]

2023	Present	Assistant Dean & Associate Professor/ Faculty of Hospitality and Tourism / Macau University of Science and Technology
2020	2023	Associate Professor & Program Director/ Faculty of Hospitality and Tourism / Macau University of Science and Technology
2015	2020	Assistant Professor & Program Director/ Faculty of Hospitality and Tourism / Macau University of Science and Technology
2012	2015	Lecturer/ Faculty of Hospitality and Tourism / Macau University of Science and Technology

## Publications

### [Journal Articles]

1. **Wong, J.W.C.**, Lai, I. K. W. (2024). Influence of the green certification logo and text on environmental -saving behaviour. *Journal of Travel & Tourism Marketing*. <https://doi.org/10.1080/10548408.2024.2310763> [SSCI]
2. **Wong, J.W.C.**, Lai, I. K. W. (2024). Same-sex romantic cruise experiences: the moderating effect of the personal openness trait. *Leisure Studies*. <https://doi.org/10.1080/02614367.2024.2302358> [SSCI]
3. Bai, W., Lee, T., Wu, F., & **Wong, J.W.C.\*** (2023). How effective are user-generated travel short videos in promoting a destination online? *Journal of Vacation Marketing*, 10.1177/13567667231221816 [SSCI]
4. Wang, S., Lai, I.K.W., **Wong, J.W.C.\*** (2023). The impact of pluralistic values on postmodern tourists' behavioural intention towards renovated heritage sites. *Tourism Management Perspectives*, 49(Nov), 101175 [SSCI, Q1]
5. Bai, W., Lai, I.K.W., **Wong, J.W.C.\*** (2023). Memorable tourism experience research: a systematic citation review (2009-2021). *SAGE Open*, 13(4), 10.1177/21582440231218902 [SSCI]
6. Xia, Q., Wang, S., **Wong, J.W.C.\*** (2023). pro-environmental behavior: the case study of Zhejiang Yiwu International Intelligent Manufacturing Equipment Expo. *PLOS One*. <https://doi.org/10.1371/journal.pone.0294502> [SSCI]
7. Zhou, X., **Wong, J. W.C.\***, Xie, D., Liang, R. & Huang, L. (2023). What does the audience really care about? The power of information quality in travel vlogs on travel intention. *Total Quality Management & Business Excellence*, DOI: <https://doi.org/10.1080/14783363.2023.2246908>. [SSCI]
8. Cao, J., Liu, J., & **Wong, J. W. C.\*** (2023). JD-R model on job insecurity and the moderating effect of COVID-19 perceived susceptibility. *Current Psychology*, 1-15. <https://doi.org/10.1007/s12144-023-04646-6> [SSCI]
9. Ng, K. S. P., Zhang, J., **Wong, J.W.C.\***, Luo, K.K. (2023). Internal factors, external factors and behavioral intention toward food delivery apps (FDAs). *British Food Journal*, DOI: 10.1108/BFJ-07-2022-0586. [SCI-E]
10. **Wong, J. W. C.**, Pan, S.Y. (2023). Different emotional and behavioral reactions to customer mistreatment among hotel employees: A multilevel moderated mediation model. *Journal of Hospitality and Tourism Management*, 54(March), 221-230. [SSCI, Q1]
11. Lai, I. K. W. & **Wong, J. W. C.\*** (2023). Comparing the Effect of Emotional Solidarity and -of-Mouth Intentions. *Journal of Travel Research*, 10.1177/00472875221143504. [SSCI, Q1]
12. Lai, I. K. W., **Wong, J. W. C.\***, and Hitchcock, M. (2022) A study of how LGBTQ tourist options of darity perspective. *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2022.2130339 [SSCI, Q1]
13. **Wong, J. W. C.**, Lai, I. K. W. (2022) The mechanism influencing the reser port of the government policy for accelerating tourism recovery under COVID-19. *Journal of Hospitality and Tourism Management*, 52(Sept.), 219-227. [SSCI, Q1]
14. Zhou X, **Wong, J.W.C.\*** and Wang, S (2022) Memorable Tourism Experiences in Red Tourism: The Case of Jiangxi, China. *Frontiers in Psychology* 13:899144. doi:10.3389/fpsyg.2022.899144 [SSCI, Q1]
15. Wang, S., Lai, I.K.W., **Wong, J.W.C.\*** (2022). An Exploratory Study of Pandemic-Restricted Travel A New Form of Travel Pattern on the during- and Post- COVID-19 Era. *International Journal of Environmental Research and Public Health*, 19(7):4149. <https://doi.org/10.3390/ijerph19074149> [SSCI]
16. Ng, K. S. P., **Wong, J. W. C.** & Xie, D. M. (2022). Form the attributes of smart tourism technologies to loyalty and WOM via user satisfaction: the moderating role of switching costs. *Kybernetes*. <https://doi.org/10.1108/K-09-2021-0840> [SCI-E]
17. Yang, C. Y., Xie, D., & **Wong, J. W. C.** (2021). CHALLENGES AND BENEFITS OF EXPERIENTIAL LEARNING: THE CASE OF OVERSEAS EXCHANGE PROGRAMS. *Advanced Education*, 8 (19), 79-88. [ESCI]
18. **Wong, J. W. C.**, Lai, I. K. W. (2021) Gaming and non-gaming memorable tourism experiences: How do

- they influence young and mature tourists' behavioural intentions? *Journal of Destination Marketing and Management*, 21(Sept), 100642. [SSCI, Q1]
19. **Wong, J. W. C.**, Lai, I. K. W. (2021) Effect of government enforcement actions on resident support for tourism recovery during the COVID-19 crisis in Macao, China. *Asia Pacific Journal of Tourism Research*, 26(9), 973-987. [SSCI]
  20. Lai, I. K. W., & **Wong, J. W. C.\*** (2021) From exhibitor engagement readiness to perceived exhibition performance via relationship quality. *Journal of Hospitality and Tourism Management*, 46(March), 144-152. [SSCI, Q1]
  21. Wang, S , Li, Y , **Wong, J. W. C.** (2021). Exploring Experiential Quality in Sport Tourism Events: The Case of Macau Grand Prix. *Advances in Hospitality and Tourism Research*, 9(1), 78-105. [ESCI]
  22. Lai, I.K.W. & **Wong, J. W. C.\*** (2020). Comparing crisis management practices in the hotel industry between initial and pandemic stages of COVID-19. *International Journal of Contemporary Hospitality Management*, 32(10), 3135-3156. [SSCI, Q1]
  23. **Wong, J. W. C.**, Lai, I.K.W., & Tao, Z. (2020), Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. *Current Issues in Tourism*, 23(14), 1773-1787. [SSCI, Q1]
  24. Xie, Philip Feifan, Lee, Maria Younghee & **Wong, J. W. C.** (2020), Assessing community attitudes toward industrial heritage tourism development, *Journal of Tourism and Cultural Change*, 18(3), 237-251. [SSCI]
  25. **Wong, J. W. C.**, Lai, I. K. W., & Tao, Z. (2019), Memorable ethnic minority tourism experiences in China: a case study of Guangxi Zhuang Zu. *Journal of Tourism and Cultural Change*, 17(4), 508-525 [SSCI]
  26. **Wong, J. W. C.**, & Lai, I. K. W. (2019). The effects of value co-creation activities on the perceived performance of exhibitions: A service science perspective. *Journal of Hospitality and Tourism Management*, 39(June), 97-109. [SSCI]
  27. **Wong, J. W. C.**, Lai, Ka Wai (Ivan) (2018). Evaluating Value Co-creation Activities in Exhibitions: An Impact-Asymmetry Analysis. *International Journal of Hospitality Management*, 72(June), 118-131 [SSCI, Q1]
  28. **Wong, J. W. C.**, Kong, S.H. (2017). \_\_\_\_\_ of Chinese managers tell us about their management values, thoughts and practices? An ethnographic study. *Asia Pacific Business Review*, 23 (5), 625-640. [SSCI]
  29. **Wong, J. W. C.**, Wu, H.C. and Cheng, C.C. (2015). An Empirical Analysis of Synthesizing the Effects of Festival Quality, Emotion, Festival Image and Festival Satisfaction on Festival Loyalty: A Case Study of Macau Food Festival. *International Journal of Tourism Research*, 17(6), 521-536. [SSCI]
  30. Wu, H.C., **Wong, J.** & Cheng C.C. (2014). An Empirical Study of Behavioral Intentions in the Food Festival: The Case of Macau. *Asia Pacific Journal of Tourism Research*, 19(11) 1278-1305. [SSCI]
  31. **Wong, J.** & Kong, S.H. (2014). The Mainland Chinese Managerial Behaviors and Assumptions since the Economic Reform: The Literature Review and Research Proposition. *Open Journal of Business and Management*, 2(1) 24-32.
  32. Mohi, Z., Wu, H.C. & **Wong, J.** (2013). A Study of Food Festival Loyalty. *Journal of Tourism, Hospitality & Culinary Arts*, 5(2), 30-43.

### [Book Chapters]

1. Loi, K.I. & **Wong, J.W.C.** (2023), Technology trends and trip planning. In A.M. Morrison & D. Buhalis (Eds.), *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand* (pp 189-198). Taylor & Francis.
2. Wang, S. & **Wong, J.W.C.\*** (2022), Hospitality and tourism under COVID-19: A bibliometric analysis. In X. Huang & F. Zhang (Eds.), *Economic and Business Management* (pp 126-129). CRC Press.

### [Conference Proceedings]

1. Li, J. & **Wong, J.\*** (2023), The Authenticity of original and re-created heritage sites: A Two-Site Investigation , Global Congress of Special Interest Tourism & Hospitality (Macao, China)

2. Zhang, J. & **Wong, J.\***  
Satisfaction and Well- Asia Pacific Tourism Association Conference 2023 (Chiang Mai).
3. Han,X. & **Wong, J.\***  
) on destination competitive  
sia Pacific Tourism Association Conference 2023 (Chiang  
Mai).
4. Xu, B., **Wong, J.** & Rao, Y. (2023),'Exploring tourists' hedonistic perceptions and revisit intentions from  
minority ethnic cultural activities: the case of Lugu Lake',The First Guangdong-Hong Kong-Macao Greater  
Bay Area Tourism Postgraduate Annual Academic Conference (Guangzhou).
5. Xie, D. & **Wong, J.\*** (2022), Tourist storytelling behavior and revisit intention as explained through flow  
experience and patriotism of red tourism , The 11st International Conference on Tourism and Hospitality  
between China and Spain (Macao S.A.R.).
6. Xu, R. & **Wong, J.\*** (2022), Exploring the impacts of tourists with disabilities (TWDs) constraints on their  
behavioral intentions: the case of Guangdong-Hong Kong-Macao Greater Bay Area , The 11st International  
Conference on Tourism and Hospitality between China and Spain (Macao S.A.R.).
7. **Wong, J.** (2021), The development and trend of Integrated Resort in Macau , presented in the 1<sup>st</sup> Joint  
Conference on Integrated Resort Research with MUST and Toyo University (Tokyo).
8. Zhang, J. & **Wong, J.** (2019),  
orporate social res  
i BAMI 2019 Business Administration and Marketing Innovation Conference Proceedings  
(Kaohsiung).
9. Bai, X. & **Wong, J** (20 xploring the factors influencing reference to healthy restaurants: the  
case of Shanghai, C ess Administration and Marketing Innovation Conference  
(Kaohsiung)
10. **Wong, J.** & Hitchcock, Michael (2019), Tourist s experience in emotional solidarity with residents in  
Macau , GLOSITH 2019 Conference Proceedings (Taipei)
11. **Wong, J.** & Ma, Ruona (2016), The Role of Transactional Satisfactions and Overall Travel Satisfaction on  
Tourist s Revisit Intention , APTA 2016 Conference Proceedings (Beijing).
12. **Wong, J.**(2013), examination of the managerial assumptions and behaviors in Chinese private-owned  
firms', The 4th Asia-Pacific Business Research Conference Proceedings (Singapore)
13. **Wong, J.** & Wu, Hung-Che Jonathan (2013), 'Visitor Behavioral Intentions in Relation to Service Quality  
and Visitor Satisfaction in the Food Festival', The 3rd International Conference on Applied Social Science  
Proceedings (Taiwan)
14. **Wong, J.**(2013), 'Discussion of Effec ity Industry', The 4th  
International Conference on Engineering and Business Management Proceedings (Wuhan, China).
15. **Wong, J.** nfluence of the economic reform on Mainland Chinese man Shanghai  
International Conference on Social Science 2011 Proceedings.(Shanghai, China)
16. **Wong, J.** and Liao Xueyan (201 ooking ahead: buil  
Administration in 21st Century: Opportunities and Challenges International Conference Proceedings.  
(Macao, China)

## Editorial and Academic Service

2022	Present	Editorial Board Member-- Journal of Hospitality and Tourism Research (SSCI Indexed)
2022	Present	Editorial Board Member-- Journal of Vacation Marketing (SSCI Indexed)
2023	Present	Associate Editor / Editorial Board Member    Humanities & Social Sciences Communications (SSCI Indexed)
2021	Present	Associate Editor    Cogent Social Sciences-Leisure and Tourism section (ESCI Indexed)
2021	Present	Editorial Advisory 692.74 425.23 29.16 re G[( )] TJETQq1W* nBT1 0 0 1 188.33 682.42

2024	Present	Technological Forecasting & Social Change (SSCI Indexed)
2023	Present	Cities (SSCI Indexed)
2021	Present	SAGE Open (SSCI Indexed)
2023	Present	Total Quality Management & Business Excellence (SCI Indexed)
2021	Present	Kybernetes (SCI Indexed)
2023	Present	International Journal of Disaster Risk Reduction (SCI Indexed)
2021	Present	Heliyon (SCI Indexed)
2023	Present	Scientific Reports (SCI Indexed)
2023	Present	PLOS One (SCI Indexed)
2021	Present	Sustainability (SSCI Indexed)
2019	Present	Journal of Hospitality and Tourism Insights (ESCI Indexed)
2023	Present	Anatolia (ESCI Inde

## Research Grants/Projects

2020	2021	The perceptions of Greater Bay Area tourists and residents at different stages under COVID-19	Phrase 1 & Phrase 2 (Principle Investigator)
	2019	The study of film tourism in Greater Bay Area	(CO-Investigator)
2014	Present	Study of City Clean-up Operation in Macau	(Principle Investigator)
2017	2018	E	behaviors in value co-creation (Principle Investigator)
	2016	The consulting service of Macau's application for "The UNESCO City of Gastronomy "	(CO-Investigator)
	2016	Macao MICE development blueprint	(Senior Consultant)
	2016	The Planning of Macao middle and long-term talents	(Senior Consultant)

## Academic and Professional Membership

Shanghai Jiao Tong University Alumni Association of Macao	President
Macao Tourism and Hospitality Association	Vice President
Asia Pacific Association for Gambling Studies	Deputy Director-General
Associação de Desenvolvimento dos Estudiosos de Macau	Vice Director General
International CHRIE	Member
Asia Pacific Tourism Association (APTA)	Member
Macao Association for Promotion of Science and Technology	Member

# Postgraduate Student Supervision

## [Ph.D. Students]

1. WANG, Shan (2019 2022)
2. BAI, Xiaopeng (2020 2024)
3. XIE, Dengming (2020 2023)
4. ZHANG, Jiru (2021 Present)
5. LI, Jiong (2022 Present)
6. LIN, Yangpeng (2022 Present)
7. XU, Liu (2023 Present)

## [Master Students]

### 2015/2016:

1. PENG, Manling
2. FAN, Zixuan
3. CHEN, Qianhong
4. MA, Ruona

### 2016/2017:

5. WANG, Qun
6. ZHAO, Tingting
7. ZHANG, Ruoxuan
8. ZHOU, Yuexi
9. LIU, Rui

### 2017/2018:

10. RONG, Zheng
11. ZENG, Yunjian
12. YANG, Hanxi
13. HUANG, Lipian
14. FAN, Rong
15. HUANG, Honghui

### 2018/2019:

16. YANG, Guangming
17. LUO, Zhiyao
18. LIN, Chuyin
19. ZHOU, Xuefei
20. XIE, Weiyan
21. CHEN, Fangshu

### 2019/2020:

22. ZHANG, Jiru
23. BAI, Xiaopeng
24. GE, Wanyu
25. LIU, Yu

### 2020/2021:

26. RAO, Yun
27. WANG, Yuqi
28. YANG, Xiangyu
29. SONG, Yuqing
30. BAI, Yilei
31. XU, Bo

### 2021/2022:

32. WU, Fan
33. TANG, Zhengjia
34. LIU, Jinghan
35. XU, Siyuan
36. CAO, Jie
37. ZHOU, Yilin
38. ZHOU, Yichun
39. LI, Haiqing

### 2022/2023:

40. RUI, Xinrui
41. WANG, Kaijing
42. GAN, Dongyi
43. CHAN, Ka Ion
44. GUO, Yiqing
45. WANG, Qianxi
46. ZHANG, Jiayi
47. XU, Ran
48. JIANG, Yuhua

### 2023/2024:

49. ZHANG, Qun
50. HUANG, Huiming
51. WANG, Jiaojiao
52. PENG, Liuyi
53. YOU, Jialin
54. SHU, Qi
55. HAN, Xingyu
56. ZHANG, Chenrui
57. WANG, Junshi
58. LU, Xiuping