

## Professor Dr. Aliana Leong Man Wai

**Title:**

Associate Vice President (International Affairs)  
 Macau University of Science and Technology  
 Dean & Professor

**Faculty/Department:**

School of Liberal Arts,  
 Macau University of Science and Technology

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**Areas of Teaching & Research:**

Leisure Management, Education Studies, Hotel &  
 Tourism Management, Tourism Education, Gemology  
 and Jewelry Studies



<b>學歷 Academic Qualifications:</b>	
Doctor of Education Studies	Central Queensland University, Faculty of Education and Creative Arts, Australia Major: Higher Education
Master of Arts	Hospitality Management, University of Birmingham, UK Major: Hotel Management
Master of Arts	Ball State University, Teacher’s College, Indiana, USA Major: Adult Education (GPA 4.0 ) Minor: Computer Education
Master of Science	Royal Agricultural University, Cirencester, UK Major: International Real Estate
Bachelor of Business	Edith Cowan University, Faculty of Business Administration, Australia Major: Tourism Management
<b>教學科目 Teaching Areas</b>	
Leisure Management, Tourism and Hospitality Management, Education Administration related subjects, PhD and Master supervisor	

<b>研究方向 Research Areas</b>	
Leisure Management, Tourism Education, Tourism & Hospitality Management, Training & Development, Gemology & Jewelry Studies	
<b>工作經驗 Working Experiences</b>	
Jul., 2022 to Now	Associate Vice President (International Affairs) & Professor, Macau University of Science and Technology. Assisting the University to strengthen international, mainland China, and local networks. For example: academic cooperation, exchange students, university rankings, and etc.
Mar., 2020 to Now	Founding Dean & Professor, School of Liberal Arts, Macau University of Science and Technology.
Sep., 2019 to Feb, 2020	Dean, School of Continuing Studies (SCS), Macau University of Science and Technology. Professor. To assist the University to reorganize the School of Continuing Studies and to establish the School of Liberal Arts.
Sep., 2016 to Aug. 2019	Vice Chairperson, University Council, City University of Macau. Chair Professor. Doctoral students supervisor for Tourism Management and Education Studies
Sep. 2011 to Aug. 2016	Vice Rector, City University of Macau; Professor of Tourism Management; Founded and took charge of the Faculty of International Tourism and Management, Faculty of Education, School of Continuing Studies, Institute of Macau Development and Institution of Tourism and Gaming
Sept. 2009 to Aug. 2011	Professor of Tourism Management, Dean, Faculty of International Tourism; Director, School of Continuing Studies, Macau University of Science and Technology
Jul. 2007 to Aug. 2009	Professor of Tourism Management , Director, School of Continuing Studies; Associate Dean, Faculty of International Tourism, Macau University of Science and Technology
Feb. 2003 to Jul. 2007	Director, School of Continuing Studies; Associate Professor and Head of the Department of International Tourism Management, Faculty of Management and Administration, Macau University of Science and Technology

Feb. 2002 to Feb. 2003	Associate Professor and Coordinator of the Associate Degree Program – Hospitality Management , Director, Institute of Professional Studies, Macau Millennium College
Feb. 1998 to Feb. 2002	Director, Center for Continuing Education and Special Programs and Visiting Assistant Professor, Faculty of Social Sciences and Humanities, University of Macau
Sept. 1993 to Feb. 1998	Assistant Professor of Tourism, Director of Tourism and Librarian, Institute For Tourism Studies, Macau
<p><b>學術成果 Selected Academic Publications</b></p> <p>Independently and collaboratively responsible for the following publications (monographs, edited books, chapters in books, papers in academic journals, and paper in conference proceedings, etc.)</p>	
<p><b>Paper in Refereed Journals:</b></p>	
<p>Yeh, Shih-Shuo; Leong, Aliana Man Wai; Hung, Chien-Wen ; Huan, Tzung-Cheng * (2024), Destination authenticity influence on tourists' behavioral intentions, involvement, and nostalgic sentiments , <i>Tourism Review</i> , Accepted to be published.</p>	
<p>Anil Bilgihan, Aliana Man Wai Leong*, Fevzi Okumus, Jingyi Bai (2024), Proposing a Metaverse Engagement Model for Brand Development, <i>Journal of Retailing and Consumer Services</i> (SSCI, Q1). Accepted to be published.</p>	
<p>Aliana Man Wai Leong , Zhiwei (CJ) Lin , YiTing Zhou , IpKin Anthony Wong* (2024) , Healing the mind and soul through meditation pilgrimage: Understanding recreation specialization, attention restoration, and emotion regulation, <i>Journal of Tourism Management Perspectives</i>. Vol 50 (SSCI, Q1).</p>	
<p>Aliana Man Wai Leong, Kuan-Ying Chen , Hung-Bin Chen , Tai-En Chiang, Tzung-Cheng Huan,* (2023, June), Exploring the effects of customers’ assessments of a restaurant’s atmospherics and emotional assessments on a fine-dining experience and intentions to return. <i>Journal of Tourism Management Perspectives</i>. Vol 47 in progress (SSCI, Q1).</p>	
<p>Zhao, X., Wang, J., Mattila, A. S., Leong, A. M. W., Cui, Z., Sun, Z., Yang, C., and Chen, Y. (2023). Examining the cross-level mechanisms of the influence of supervisors' job crafting on frontline employees' engagement and performance, <i>International Journal of Contemporary Hospitality Management</i>, 1-23. <a href="https://doi.org/10.1108/ijchm-08-2022-1028">https://doi.org/10.1108/ijchm-08-2022-1028</a>. (SSCI, Q1).</p>	
<p>Wen, HuiJun; Wong, IpKin Anthony; Fan, Yuland Yolanda; Leong, Man Wai. (2022). When festivity meets heritage site: Co-developed experience through the lens of situated cognition. <i>Journal of Travel &amp; Tourism Marketing</i>. 39(5), 516-533. (SSCI, Q1).</p>	

<p>Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Lin Fan, Tzung-Cheng Huan. (2020), The effect of cuisine creativity on customer emotions, <i>International Journal of Hospitality Management</i>. (SSCI, Q1).</p>
<p>IK Anthony Wong; Veronica Hoi In Fong; Aliana MW Leong; X Jacky Li. (2019). Predicting event participants gambling decision: The cross-level role of casino hotel brand equity. <i>International Journal of Contemporary Hospitality Management</i>. (SSCI, Q1).</p>
<p>M Ji, IKA Wong, A Eves, Aliana MW Leong(2018), A multilevel investigation of China's regional economic conditions on co-creation of dining experience and outcomes, <i>International Journal of Contemporary Hospitality Management</i> 30 (4), 2132-2152 (SSCI, Q1)</p>
<p>Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Chen Hsiao, Tzung-Cheng Huan. (2015). Nostalgia as Travel Motivation and Its Impact on Tourists' Loyalty, <i>Journal of Business Research</i>. (SSCI, Q1)</p>
<p>Aliana Man Wai Leong, Li-Hui Chang, Shih-Shuo Yeh. (2015). Nostalgic Tourism in Macau: The Bidirectional Causal Relationship between Destination Image and Experiential Value, <i>Journal of Hospitality and Tourism Technology</i>. (SSCI)</p>
<p>Leong, M. W. (2015), The Strategic Exploration of the World Cultural Heritages and the Theme Tourism Development of the Macau Heritage, <i>Macau Studies</i>, Vol. 4, No. 79, pp. 6-9.</p>
<p>Leong M. W. Aliana &amp; Li X. (2012.4). A Study of English Teaching Improvement based on Stakeholders' Needs and Wants: The Case of Faculty of International Tourism in Macau University of Science and Technology, <i>Journal of Hospitality, Leisure, Sport &amp; Tourism Education</i>, ISSN: 14738376. (SSCI).</p>
<p>Wu C.W., Leong M.W., Huan T.C. (2011) Perspectives on tourism management as covered by Woodside and Martin, <i>Journal of Business Research</i>, Elsevier Science, ISSN: 0148-2963. (SSCI)</p>
<p><b>Research Projects (Chief investigator, group member)</b></p>
<p>Group Member. Tourist experience management in the context of integrated culture &amp; tourism. Funded by National Natural Science Foundation of China, 2023-Present, RMB 1,650,000 (approximately USD 230,000).</p>
<p>Chief Investigator. Research on the Identity and Incentive Mechanism of "Foreign Workers" in Macau Tourism Industry. Funded by Macau Foundation 2023-2024(In progress)</p>
<p>Chief Investigator. The Role that Co-creation Played in Regard to Macau's Cultural Tourism funded by the University Fund, Macau University of Science &amp; Technology in 2022 (In progress)</p>
<p>Chief Investigator. The Prescription of Dutch Disease Caused by Gambling in Macau and the Construction of Economic Diversification Mechanism. Funded by the University Fund, Macau University of Science &amp; Technology in 2022 (Completed)</p>

Chief Investigator. A Study on the Reuse of Human Resources after the Impact of the "New Coronavirus" in the Risk Society-forward-looking and Coping Perspectives funded by Macao Higher Education Fund in 2020 to 2021. . (Completed)
Chief Investigator. An Advanced Study on the Effect of Corporate Investments on the Performance of College Students' as Part-time Workers. Funded by Macao Professional Development Association in 2016-17. (Completed)
Chief Investigator. A Study on the Fresh Secondary Graduates' Willingness to Study in Macao and Its Policy Planning. Funded by Macao Foundation in 2015-16. (Completed)
Chief Investigator. A Study on the Relationship between Creative Restaurants and Macau Tourists' Behavioral Wishes. Funded by Macao Foundation in 2015-16. (Completed)
Chief Investigator. A Study of the Macau Residents' Appeals and the Protection of their rights along the Development of Macau Tourism. Funded by the Macau Foundation in 2014-2015
Chief Investigator. The Impact of Nostalgia on Tourists' Behavioral Intention toward Macau. Funded by the Macau Foundation in 2013-14. (Completed)
Chief Investigator. The Strategy of Macau MICE Industry, on the Basis of Economic Impact Evaluation. Funded by the Macau Foundation in 2013. (Completed)
Chief Investigator. Current Situation and Environment Optimization Strategies of Vocational Careers of Macau Tour Guides. Funded by the Macau Government Tourist Office in 2013. (Completed).
Chief Investigator. Research of Taiwanese Tourists Visiting Macau. Funded by the Macau Government Tourist Office in 2013 (Completed).
Chief Investigator. A Preliminary Study on Mechanism of Macau MICE Economic Impacts. Funded by Macau Foundation in 2012( Completed)
Chief Investigator. A Comprehensive Study on the Interactive Strategic Development between MICE and Gaming Industry in Macau-Towards an Innovative Mechanism. Funded by the Macau Foundation in 2012. (Completed)
Chief Investigator. A Primary Study on the Serving Adults' Overseas Learning Preferences, Learning Experience and Learning Characteristics in Cross-Strait Region. Funded by the Macau Foundation in 2012. (Completed)
Chief Investigator. A Integrated Study on the Innovative Development Strategies and Security System in Macau Continuing Education. Funded by the Macau Foundation in 2012. (Completed)

Chief Investigator. The innovative development strategies and security system in Macau Continuing Education. Funded by the Macau Foundation in 2011. (Completed).
Chief Investigator. The Feasibility Studies on the Development of Business Leisure Medical Tourism in Macau. Funded by the Macau Foundation in 2011. (Completed).
Chief Investigator. A Study on the Strategies for the Optimization of the Tourism Service System at Macau Border Districts funded by Tourism Development Committee in 2010. (Completed)
Chief Investigator. A Primary Study on the Interactive Strategic Development between MICE and Gaming Industries in Macau—Towards an Innovative Mechanism. Funded by the Macau Polytechnic Institute in 2010. (Completed)
Chief Investigator. Achieving a Successful Career in the Gaming Industry: A Situation Analysis of Young Gaming Practitioners in Macau funded by the Bureau of Education and Youth in 2010. (Completed).
Chief Investigator. A Study on the Enhancement of English Competencies of BITM Students in the SCS, FT, and MUST funded by the Macau Foundation in 2009. (Completed)
Chief Investigator. A Strategic Study on the Control of Rush-hour Traffic at the Border Crossing. Funded by Bureau of Education and Youth, Bureau of Security & Police and eight other governmental departments in Macau in 2010. (Completed)
Chief Investigator - A Primary Study on the Strategic Development for Business Leisure Tourism in Macau and the Development of Heng Qin Island, funded by Macau Foundation in 2009. (Completed)
Chief Investigator - A study on franchising business and its interactive development with medium and small enterprises in Macau funded by Macau Trade and Investment Promotion Institute, 2009. (completed)
Chief Investigator - A comparative study of online self-regulated learning and its effect on adult literacy in the cross-strait regions, funded by the Macau Foundation in 2008. (Completed)
Chief Investigator - Macau Tour Guide Situation Analysis, funded by the Macau Government Tourist Office in 2009. (completed)
Chief Investigator – An integrated study on the interactive strategies for cultural heritage tourism and Macau city development, funded by the Macau Foundation in 2008. (Completed)
Chief Investigator - A primary study on the interactive strategies for cultural heritage tourism and city development: A case study on Macau, funded by the Macau Foundation

in 2007. (completed)
Chief Investigator - A study on the development of internationalization and localization for Macau tourism education, funded by the Macau Foundation in 2006. (completed)
Chief Investigator - A study on the collaborative development of continuing education among universities in Mainland China, Hong Kong, Macau and Taiwan, funded by the Macau Foundation in 2005. (completed)
<b>Books/Monographs:</b>
Leong, M. W. & Wang, C. Y. (2022), <i>Redevelopment of human resources in a post-epidemic risk society</i> , Liwen Cultural Group, Taipei, Taiwan.
Leong, M. W.(2022). <i>Comparative study on food safety across the Strait</i> , Liwen Cultural Group, Taipei, Taiwan.
Leong, M. W. (2017). <i>An advanced study on the impact of enterprises on the resources of higher vocational part-time students in their work performance</i> . Macao Professional Development Association. ISBN978-99965-772-1-5
Leong, M. W. (2016). <i>The Interactive Studies on Macau MICE and Gaming Industries</i> . Beijing: Social Science Press. ISBN: 978-7-5161-8630-5
Leong, M. W. (2016). <i>Issues on Tourism and MICE Developments</i> . Beijing: Social Science Press. ISBN: 978-7-5161-7988-8
Leong, M. W., & Wang, C. Y. (2015). <i>A Comparative Study on Cross-Strait Region Adults' Interests, Preferences, and Decisions on Overseas Studies</i> . Beijing: Tsing Hua University Press. ISBN: 978-7-302-38661-2.
Leong, M. W. (2013). <i>A Study on the Innovative Development Strategies and Protective System in Macau Continuing Education</i> . Peking: Social Science Press. ISBN: 978-7-51-613689-8.
Leong, M. W., et al (2011). <i>A Study of Basic Human Rights and Interests of Macao Residents</i> . Macau: Macao Polytechnic Institute Press.
Leong, M. W., & Wang, C. Y. (2011). <i>Comparative Study of Online Self-Regulated Learning and its Effect on Adult Literacy in the Cross-Strait Regions</i> . Tsing Hua University Press, Beijing, China, Impress
Leong M. W. & Ma Y. (2010). <i>Macau Cultural Heritage Tourism and the Interaction of City Development</i> . Science Press, Beijing, China. ISBN 978-7-03-029109-7

<p>Leong, M. W., &amp; Ma, Y. (2008). <i>A study on the internationalization and localization for Macau tourism education</i>. Science Press, Beijing, China</p>
<p>Leong, M. W., &amp; Ma, Y. (2007). <i>A review of current issues on MICE tourism education in the Asia-Pacific region</i>. Tsing Hua University Press, Beijing, China.</p>
<p>Leong, M. W., &amp; Wang, C. Y. (2007). <i>A study on the collaborative development of continuing education among universities in the greater China region</i>. Tsing Hua University Press, Beijing, China</p>
<p>Leong, M. W. (2005). <i>A review of current issues on adult education and lifelong learning</i>, volume I. Macau: School of Continuing Studies, Macau University of Science and Technology &amp; Macao Association for Adult Education Press.</p>
<p><b>Book Chapters:</b></p>
<p>Leong, M. W ( 2020 ) . The development and challenges of MICE economics in Macau, <i>in</i> Wu Z. L. (Editors) <b>Macau Blue Book</b>. Peking: Social Science Press.</p>
<p>Leong M. W. (2018). Reform, opening up and the Development of Higher Education in Macao in Wu Zhiliang (ed.), <b>Reform, Opening up and Macau Development</b>, Macau Foundation and the Social Science Academic Press, Beijing. ISBN:978-7-5201-3507-8</p>
<p>Leong M. W. (2013). A preliminary study on the correlation mechanism of interactive development in the MICE and Gaming industry. In Jin Zhun (ed.), <b>The frontier research report series on Economic Management - Tourism Economics</b>. China: Economic Management Press, pp.171-181.</p>
<p>Shih S. Y., Leong M. W. Aliana &amp; Fan Y. Z.(2012). Visitors' Perception of Theme Park Crowding and Behavioral Consequences. In Joseph S. Chen (ed.), <b>Advances in Hospitality and Leisure (Advances in Hospitality and Leisure, Volume 8)</b>, Emerald Group Publishing Limited, pp.63-83</p>
<p>Li X. and Leong M. W.(2011). Model Analysis and Development Strategy on Building an Industrial Research and Development (R&amp;D) Centre - Shanghai's Practice and Inspiration. In Pablos P. et al (Editors), <b>Electronic Globalized Business and Sustainable Development through IT Management: Strategies and Perspectives</b>, IGI Global Publishing, USA. Impress.</p>
<p>Leong MW, Aliana, &amp; Li X. (2011). A study on tourism management in China on radio Frequency identification (RFID) technology, in Lytras M , Pablos P et al (Editors), <b>Digital Culture and E-Tourism: Technologies, Applications and Management Approaches</b>, IGI Global Publishing, USA.</p>
<p>Leong M. W (2011). Culture Innovation Industry: New Measures for the Moderate Diversification Development of Macao Industry. In Hao Y. F. &amp; Wu Z. L (Editors). <b>Macau Blue Book 2011</b>. Peking: Social Science Press. Impress</p>



<p>Leong, M. W. (2009). The evolution of MICE economics in Macau, in Hao Y. F. and Wu Z. L. (Editors) <i>Macau Blue Book</i>. Peking: Social Science Press.</p>
<p>Leong, M. W., &amp; Ma, Y. (2008). A study on the interactive strategies for cultural heritage tourism and city development of Macau. <i>Formation of City Cultural Image</i>. Macau Foundation.</p>
<p>Leong, M. W. (2007). Positioning Macao as a MICE destination: Prospects and realities. In M. W. Leong (Ed.), <i>A review of current issues on MICE tourism education in the Asia-Pacific region</i>. China, Beijing: Tsing Hua University Press.</p>
<p>Leong, M. W. (2007). Some considerations on the study on the collaborative development of continuing education among universities in the cross-strait region. In <i>Social Science and Humanities in Macau</i>. Macau Foundation.</p>
<p>Leong, M. W. (2006). Lifelong learning and adult education. In M. Bray &amp; R. Koo (Eds.), <i>Education and society in Hong Kong and Macao – Comparative perspectives on continuity and change</i>. People's Education Press.</p>
<p>Leong, M. W. (2006). Sustaining the competitive advantages of Macao MICE industry strategic development of human resources. In H. Jin &amp; W. J. Zhang (Eds), <i>Commentary on China and foreign convention &amp; exhibition</i>. China, Shanghai: Shanghai Renmin Press.</p>
<p>Leong, M. W. (2005). Lifelong learning and adult education – Comparison of Hong Kong and Macau. In M. W. Leong (Ed.), <i>A review of current issues on adult education and lifelong learning</i>. Macau: School of Continuing Studies, Macau University of Science and Technology &amp; Macao Association for Adult Education.</p>
<p>Leong, M. W. (2005). Lifelong learning and adult education. In M. Bray &amp; R. Koo (Eds.), <i>Education and society in Hong Kong and Macao – Comparative perspectives on continuity and change</i>. Comparative Education Research Centre, The University of Hong Kong &amp; Kluwer Academic Publishers. (Chinese Version)</p>
<p>Leong, M. W. (2005). Lifelong learning and adult education. In M. Bray &amp; R. Koo (Eds.), <i>Education and society in Hong Kong and Macao – Comparative perspectives on continuity and change</i>. Comparative Education Research Centre, The University of Hong Kong &amp; Kluwer Academic Publishers. (English Version)</p>
<p>Leong, M. W. (2004). The competitiveness of Macao MICE industry and its human resources development considerations. In Z. L. Wu (Ed.), <i>Macao 2004</i>. Macau Foundation.</p>
<p>Leong, M. W. (2002). Prospects of Macau tourism development in the new economy era. In Z. L. Wu (Ed.), <i>Macao 2002</i>. Macau Foundation.</p>

Refereed Papers in Conference Proceedings:

Leong M. W. (2015, Nov.). *Creating a New Situation of Cultivating Talents in Macao 's Tourism Related Industries by the Mode of Combination of Industrial Partnership - An Empirical Analysis of Macao City University*. The paper was presented in the "2015 Channel Tourism Alliance Annual Conference and Cross-Strait Tourism Seminar", Taiwan, China.

Leong M. W. (2015, May). *The Structure and Promotion of Macau Lifelong Education System*. Prepare presented as a keynote speech at the "International Conference on Lifelong Learning and the Aging Industry 2015" in the Chaoyang University of Science and Technology, Taiwan, China

Leong, M. W. (2014, July). *A comparative study on Cross Strait Region adults' interests, preference and perspectives on overseas studies*. Paper presented at The Learner-Twenty-First International Conference on Learning", New York, USA.

Leong, M. W. (2014, May). *Innovative modes of developing professionals to enhance sustainable competitiveness of tourism*. Paper presented at Global Tourism & Hospitality Conference and Asia Tourism Forum held at Hong Kong Polytechnic University, Hong Kong, China.

Leong, M. W. (2013, November). *A comparative study on Cross-Strait Region adults' interests, preferences, and perspectives on overseas studies*. Paper presented at the Continuing Education Branch of China Higher Education Association 2013 Academic Exchange Annual Conference Proceedings, Chong Qing, China. China.

Leong, M. W. (2013, October.). *A preliminary study on Macau sustainable development strategies based on green education*. Paper presented at the Tenth Annual Conference of 2013 Asian Education Forum, Cheng Du, China.

Leong, M. W. (2013, April). *The Mechanism of Interactive Development and Innovative Strategies in MICE and the Gaming Industry: Macau Perspectives*. Paper presented at International Conference on Service Innovation 2013, Taiwan, China.

Leong, M. W. (2012, December). *Australian higher education reforms & quality control experience: Implications to Macau*. Paper presented at the Conference Series on Quality Assurance in Higher Education, Macau, China.

Leong, M. W. (2012, November). *Management innovation as a strategy in the development of continuing education in Macau*. Paper presented at the Fourth Continuing Education Branch of China Higher Education Association Member Congress & 2012 Academic Exchange Annual Conference, Nan Jing, China.

**Invited Speeches & Refereed Paper Presentations:**

Leong M. W. (2019, May). “ The Appreciation and Collection of Jadeite” . Keynote Speech in the MICE Center of the Fishmen’ s Wharf, Macau.

Leong M. W. (2018, January). “Color Gems, the unexplored treasure” Keynote speech in Ball Room, Landmark Hotel, Macau.

Leong M. W. (2017, December.). “Trends, Approaches, Contradictions and Innovative Modes of Developing Tourism Professionals in Macau” . Theme presentation in the International Forum of Tourism Education – Global Tourism Education Changes, Challenges and Prospects held in the Sun Yat-Sen University, Guangzhou from November 30 to Dec 2, 2017

Leong M. W (2017, October). “Enhancing the Quality of Tourism Education through International Certifications”, invited keynote speech in the Alexandria University, Alexandria, Egypt.

Leong M. W (2017, October).”Hospitality and Tourism College Curriculum Reform - Case Study of Convention and Festival Management”. Keynote Speech at the School of Hotel Management, University of Alexandria, Alexandria, Egypt

Leong M. W. (2017, April). "Advanced Research on the Impact of Enterprises on Investing Resources on the Part Time Workers and Their Work Performances for the University Students in Macau". Bank of China Building, Macau, China.

Leong M. W. (2016, Dec.). *A Case Study of Continuing Education Collaboration among the Cross- Straits, Hong Kong and Macao*” Keynote Speech at " Taiwan 2016 Educational Administration Academic Group Annual Conference and Postmodern University President 's Summit ", Cheng Kung University, Taiwan, China.

Leong M. W. (2016, Nov.) "The Collaborative Development of the MICE Industry in the Pearl River Delta under the " keynote speech at the he Background of Belt and Road ", keynoted speech delivered in the “Chinese and foreign MICE Hall", South China University of Technology, Guangzhou, China.

Leong M. W. (2016, Sept.), *Constructing the Promotion Strategy of Macao as a Learning Society*. Keynote Speech at the "Macao Non-Higher Education System", Macau, China.

Leong M. W. (2016, Jun), *Innovation of Pan - Pearl River Delta Regional MICE Industry and Talent Training Cooperation Model*. Keynote Speech at the Pan-Pearl River Delta City Convention and Exhibition Alliance hosted by the "exhibition of education personnel training cooperation innovation conference", Guangdong, China.

<p>Leong M. W. (2016, May). <i>Research on the Training Mode and Performance Evaluation of Tourism Applied Talents Based on the Industrial Partnership</i>. Keynote speech delivered in the "National Tourism Management Applied Undergraduate Education Development Forum" hosted by Kunming Institute of Tourism, Kunming, China, organized by the Ministry of Education Tourism Teaching Guidance Committee of the Ministry of Education and the National Association of Applied Undergraduate Tourism Colleges and Universities.</p>
<p>Leong M. W. (2015, Nov.). <i>Innovation of Tourism Higher Education Development Model under New Economic Development</i>. Keynote Speech at the Second Meeting of the Teaching Guidance Committee of the Tourism Management Specialty of the Ministry of Education in 2015 and the Joint Meeting of the Dean (Dean) of the National College Tourism Institute, Shanghai, China.</p>
<p>Leong M. W. (2015, Nov.). <i>Creating a New Situation of Cultivating Talents in Macao 's Tourism Related Industries by the Mode of Industrial Partnership - An Empirical Analysis of Macao City University</i>. The symposium was held at the "2015 Channel Tourism Alliance and the Cross-Strait Tourism Seminar", Taiwan, China.</p>
<p>Leong M. W. (2015, Jun.). <i>A Study on the Strategy of Tourism Development in Heritage and Macao</i>. Keynote Speech at the 10th Anniversary of the Appreciation of the Historic City in Macao and the First Anniversary of the Manuscripts, Macau, China.</p>
<p>Leong M. W. (2014, Sept). <i>Industry Partnership: Tourism Education Model Innovation "</i>. Keynote Speech at the 2014 Annual Meeting of the Straits Tourism Education Alliance and Cross-Strait Tourism Seminar, Fuzhou, China.</p>
<p>Leong M. W. (2014, Jul). <i>A Comparative Study on the Interests, Propositions and Opinions of Overseas Learners in Cross-Strait, Hong Kong and Macau</i>. Speech Delivered at The Learner's Twenty-First International Study Seminar "Twenty-First International Conference on Learning", New York, USA.</p>
<p>Leong, M. W. (2014, May). <i>Development of international tourism education: Implications to Macau</i>. Keynote speech in Academic Exchange Seminars in Zhaoqing University, Zhaoqing, China.</p>
<p>Leong, M. W. (2014, January). <i>Research of 2013 Taiwanese tourists visiting Macau</i>. Research completion report in the Annual Conference of Global Market of Macau Government Tourist Office, Macau, China.</p>
<p>Leong, M. W. (2013, December). <i>A study on the innovative development strategies and Protective system in Macau continuing education</i>. Keynote speech in 2013 Advanced Training Program for Deans of Schools of Continuing Studies in China, Macau, China.</p>

<p>Leong, M. W. (2013, November). <i>A comparative study on Cross-Strait Region adults' interests, preferences, and perspectives on overseas studies</i>. Keynote speech in the Continuing Education Branch of China Higher Education Association 2013 Academic Exchange Annual Conference Proceedings, Chong Qing, China.</p>
<p>Leong, M. W. (2013, October). <i>A preliminary study on Macau sustainable development strategies based on green education</i>. Keynote speech in the 10th Annual Conference of 2013 Asian Education Forum, Cheng Du, China.</p>
<p>Leong, M. W. (2013, October). <i>Interactive development between Macau cultural heritage tourism and urban development</i>. Keynote speech in The Tourism Cognition Series - Tourism Cognition of Cultural Heritage Seminar, Macau, China.</p>
<p>Leong, M. W. (2013, August). Special guest at the 2nd China-EU Tourism Forum, Ning Bo, China.</p>
<p>Leong, M. W. (2013, June). <i>Internationalization and localization strategy of Macau tourism education</i>. Speech at the Silver Lake Lecture Series of Wuhan Polytechnic University, Wuhan, China.</p>
<p>Leong, M. W. (2013, June). <i>A comparative study on Cross-Strait Region adults' interests, preferences, and perspectives on overseas studies</i>. Speech at the Academic report of Hubei University, Hubei, China.</p>
<p>Leong, M. W. (2013, June). <i>Interactive mechanism of Macau MICE and gaming industry</i>. Tourism and MICE Industry Seminar for Portuguese-speaking Countries, Macau. China.</p>
<p>Leong, M. W. (2013, April). <i>The Mechanism of Interactive Development and Innovative Strategies in MICE and the Gaming Industry: Macau Perspectives</i>. Paper presented at the International Conference on Service Innovation 2013, Taiwan, China.</p>
<p>Leong, M. W. (2013, April). <i>Implications of international tourism education in Macau tourism education</i>. Speech at Dongjiang auditorium of HZU, Huizhou, China.</p>
<p>Leong, M. W. (2012, December). <i>A study on the college youth volunteer's perception of social support and sustainable participation in volunteer service</i>. Speech at the Research Seminar of Macau Youth Social Research Funding Scheme, Macau, China.</p>
<p>Leong, M. W. (2012, December). <i>Australian higher education reforms &amp; quality control experience: Implications to Macau</i>. Speech at the Conference Series on Quality Assurance in Higher Education, Macau, China.</p>
<p>Leong, M. W. (2012, December). <i>Innovate personnel training model and enhance the sustainable competitiveness of tourism</i>. Speech at Regional Conference Series of UNWTO. Keynote speech at Indonesia Bandung Tourism College, Indonesia .</p>

<p>Leong, M. W. (2012, November). <i>Management innovation as a strategy in the development of continuing education in Macau</i>. Keynote speech at the 4th Continuing Education Branch of China Higher Education Association Member Congress &amp; 2012 Academic Exchange Annual Conference, Nan Jing, China.</p>	
<p>Leong M. W. (2012, October). <i>The Correlation Mechanism of Interactive Development in the Mice and Gaming Industry: The Perspective of Stakeholders</i>. Speech at the International Journal of Arts &amp; Sciences, Rome, Italy.</p>	
<p>Leong M. W. (2012, October). <i>Innovate personnel training model and enhance the sustainable competitiveness of tourism</i>. Speech at the 6th forum of Tourism Education and Sustainable Development of Coastal Tourism, Hainan, China.</p>	
<p>Leong M. W. (2012, August). <i>The direction and path of Macau to build world tourism and leisure center</i>. Speech at the Macau World Tourism and Leisure Center Forum, Macau, China.</p>	
<p>Leong M. W. (2012, July). <i>The status, opportunities and challenges of Macau continuing education</i>. Speech at the 11th Salon of Continuing Education and Lifelong Learning, Hong Kong, China.</p>	
<p>Leong M. W. (2012, June). <i>Work-integrated learning development-A new vision on the education of tourism and hospitality industry in Macao</i>. Keynote speech at the 2nd China Hotels New Vision Peak Forum, Macau, China.</p>	
<p><b>專業認證與獎項 Professional Certification and Awards</b></p>	
<p>TedQual Program Auditor</p>	<p>United Nations World Tourism Organization (UNWTO)</p>
<p>Certified Hospitality Educator (CHE)</p>	<p>American Hotel &amp; Lodging Educational Institute (AHLEI)</p>
<p>Fellow of Gemological Association (FGA)</p>	<p>The Gemological Association and Gem Testing Laboratory of Great Britain</p>
<p>Graduate Gemologist (GG)</p>	<p>Gemological Institute of America (GIA), USA</p>
<p>Certified in Exhibition Management (CEM)</p>	<p>International Association for Exhibition and Event (IAEE) and China Council for the Promotion of International Trade (CCPIT)</p>
<p>Certified Gambling Councilor (CGC)</p>	<p>Canadian Council of Professional Certification (CCPC)</p>

Exhibition Management Degree (EMD)	The Global Association of the Exhibition Industry (UFI) and University of Cooperative Education, Ravensburg, Germany
Advanced Joint Certificate in Fashion & Prestige Management	Bocconi School of Management, Italy, and Fudan University School of Management
The Global Negotiator: Reaching Agreement Across Borders and Cultures	Harvard Business School, USA
Master Certificate in the Essentials of Hospitality Management	School of Hotel Administration, Cornell University, USA
Diamond Member of the Gemology Association (DGA)	The Gemological Association and Gem Testing Laboratory of Great Britain
Certified Diamond Grader	"Hoge Raad voor Diamant" (HRD), Antwerp, Belgium
Graduate Color Stones Diploma	GIA, USA
Graduate Diamonds Diploma	GIA, USA
Graduate Pearls Diploma	GIA, USA
Certified Applied Jewelry Professional (AJP)	GIA, USA
Certificate in Gemmology	The Gemological Association of Great Britain, London, UK
Diploma of Jadeite Jade	The Hong Kong Institute of Gemology, Hong Kong, SAR of China
Rough Diamond Grader	International Gemological Institute (Dubai)
Jewelry Design	International Gemological Institute (Shanghai)
Certificates in Colored Gem Professional – Level 1, 2 & 3	Gubelin Academy, Lucerne, Switzerland
<b>獎項 Awards</b>	
Monograph , " The Interactive Studies on Macau MICE and Gaming Industries " won the 3 <sup>rd</sup> place in the 5 <sup>th</sup> Macao Humanities and Social Sciences Research Outstanding Achievement Award (organized by the Macao Foundation, China Social Sciences magazine, Guangdong Province Social Science Federation), Sep., 2019	

<p>Academic Paper “Nostalgia as Travel Motivation and Its Impact on Tourists 'Loyalty' awarded First Place at the Outstanding Achievement Paper of the Macao Society for Humanities and Social Sciences (sponsored by the Macau Foundation, the Chinese Social Science Journal, the Guangdong Provincial Federation of Social Sciences), Nov., 2015</p>
<p>Monograph , "Macao Sustainable Education Innovation and Development Strategy and Protection System" 4th place at the Macao Humanities and Social Sciences Research Outstanding Achievement Award (organized by the Macao Foundation, China Social Sciences magazine, Guangdong Province Social Science Federation), Nov., 2015</p>
<p>Awarded "Moving China - Hotel Industry Special Contribution Award" at the China Hotel Investor Alliance Annual Meeting in 2015</p>
<p>Best paper awarded by the Continuing Education Branch of Chinese Higher Education 2013 Academic Exchange Annual Conference, hosted by the Continuing Education College of Southwest University, 2013, Chongqin, China</p>
<p>Best paper awarded by the 4th conference on membership of the Chinese Continuing Education Association and the academic annual meeting of 2012, hosted by Continuing Education College of Nan Jing University, 2012</p>
<p>Influential Figure of China Hotel Industry awarded by China Hotel Magazine, 2012</p>
<p><i>A comparative study of the Effects of Online Self-regulated Learning on Adult Learners in the Cross-strait Region</i> won Third Place in the 3rd Outstanding Achievement Award for Humanities and Social Sciences Researches. (organized by the Macau Foundation, Social Sciences in China Magazine and Guangdong Social Sciences Association). December, 2012.</p>
<p>Second prize paper awarded by the Continuing Education Branch of Chinese Higher Education 2011 Academic Exchange Annual Conference, held at the Beijing National Convention Center, 2011.</p>
<p>Top Ten Most Influential Tourism and Hospitality Educator, 2010-2011, awarded by the China Hotel Association and China State Education Commission</p>
<p>Top Ten Most Influential Tourism and Hospitality Educator 2009-2010, awarded by the China Hotel Association and China State Education Commission</p>
<p>Top Ten Most Influential Tourism and Hospitality Educator in China, 2008-2009, awarded by the China Hotel Magazine</p>
<p>Best Conference Paper Award (Orlando 2009), International Journal of Arts &amp; Sciences Conference, hosted by the Northwest Missouri State University, USA. 2009</p>



Excellent Paper awarded by the 3rd Continuing Education Branch of Chinese Higher Education Association Congress & 2008 Academic Exchange Annual Conference Proceedings, hosted by Continuing Education College of Gui Zhou University. 2008	
Top Ten Most Influential Tourism and Hospitality Educator in China, 2007-2008, awarded by the China Hotel Association and China State Education Commission	
Scholarship awarded for doctoral studies by the Macau Government, 1997	
Dean's Citation for academic excellence and perfect GPA 4.0 awarded by the Post Graduate School of Ball State University, USA, 1992	
<b>專業學會資格 Professional Society Memberships</b>	
2017 –date: Fellow of British Gemology Association)	
2016- 2018: Member of the SKAL International (Macau)	
2016- date: Member of the Executive Committee, Strait and Hong Kong and Macao Union	
2015- date: Member of the Basic Law Promotion Association of Macau	
2014- date: Member of the Hong Kong and Macao Research Association	
2010- date: Vice President of Hong Kong and Macao Regional Cooperation Group, China Higher Education Association Continuing Education Branch	
2007- date: Member, International Association for Exhibition and Event (IAEE)	
2007- date: Member, Canadian Council of Professional Certification (CCPC)	
2004 - date: Member, American Hotel & Lodging Educational Institute (AHLEI)	
2002- date: Vice Chairperson, Executive Committee, Macau Fair and Trade Association	
1996- date: Vice Chairperson, Executive Committee, Macau Adult Education Association	
<b>其他 Others</b>	
<b>Consultancy</b>	
2021 -date	University Advisory Committee Member, Macao University of Science & Technology

2013- date	Honorary adviser to the International Association of Jewelry Mechanize Planning Professionals
2005- date	Adviser to the Macau Human Resources Association
March 2002- March 2003	Adviser to the Center for Continuing Education and Special Programs (CCESP), University of Macau
2001- date	Adviser to the Merchant of Property Management Association
<b>Editorial Responsibilities:</b>	
2023-date	Invited to be the Editorial Board Member of “ <i>International Journal of Contemporary Hospitality Management</i> ” ( SSCI, Q1 )
2017- date	Invited Paper Reviewer for the Journal of Hospitality, Leisure, Sport & Tourism Education (SSCI)
2017- date	Invited Editorial Board Member for Macau Studies.
2011- date	Invited Paper Reviewer for the Annals of Tourism Research (SSCI)
2009- date	Invited Paper Reviewer for the Journal of Sustainable Tourism (SSCI)
2008	Invited Guest Editor of the International Journal of Learning, Volume 14
2006 – date	Paper Review Committee of the MUST Journal
2004	Editorial Committee Member. Introduction to MICE. Higher Education Press. (Chinese Version)
2004	Editorial Committee Member (2004). MICE Design and Layout. Higher Education Press. (Chinese Version)
2004	Editorial Committee Member (2004). MICE Organization and Management. Higher Education Press. (Chinese Version)
1996 - date	Editor: Journal of Macau Adult Education
2004 - date	Board of Editors: Meeting and Exhibition Education Series

<b>Social Services</b>	
2021-present	Member of Consultative Committee, Macau University of Science and Technology
2019-present	Member of Consultative Committee, Institute of Financial Services, AMCM, Macau
2019-present	Honorary President, Macau Jewelry Design Association
2015-present	Honorary President of Macau Professional Development Association
2015-present	Honorary President of Macao International Science and Technology Industry Development Association
2015-2018	Honorary President of the Macao Leong 's Association
2013-2017	The twelfth CPPCC Macao District invited members, Guangzhou
2014-present	Judge, 2014 Junior Writers Award
2009-present	Visiting professor, QiongZhou University, Hainan, China
2007-present	Honorary Professor, Chongqing Normal University, China
2006-present	Doctoral Dissertation External Examiner for Sydney University of Technology, Australia
2005-present	Resource Person, UNESCAP
2003-2009 December	Program Manager (Macau District), Master of Arts in Hospitality Management, University of Birmingham, UK
<b>Academic Conferences and Events Organized</b>	
2015 December 1-4	Chairperson of the Organizing Committee of the 9th Adult Education & Social Development International Conference Series, graduate students' forum
2014 May 20-22	Chairperson of the Organizing Committee of the 2nd Asia-Pacific Contemporary Service Industry Development Summit Forum

2013 December 3-5	Chairperson of the Organizing Committee of the 8th Adult Education & Social Development International Conference Series, graduate students' forum, and 2013 advanced training program for Deans of Schools of Continuing Studies in China
2013 July 10-12	Chairperson of the Organizing Committee, 2013 International Conference on ICT in Teaching and Learning
2013 May 14-16	Chairperson of the Organizing Committee, 4th International Conference on MICE Tourism Education and Industrial Development in the Asia-Pacific Region
2012 March 31-April 1	Chairperson of the Organizing Committee, the Macau, Hong Kong, Guangdong, and Sichuan Childhood Education Forum
2011 November 28-30	Chairperson of the Organizing Committee, 7th Adult Education & Social Development International Conference
2010 November 9-11	Chairperson of the Organizing Committee, 1st Summit Forum on Contemporary Service Industry Development in the Asia Pacific Region
2009 October 22-24	Chairperson of the Organizing Committee, 3rd International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region
2009 October 19-22	Chairperson of the Organizing Committee, China Continuing Education Conference 2009
2008 November 24-25	Chairperson of the Organizing Committee, 6th International Conference on Adult Education and Social Development
2007 November 27-28	Chairperson of the Organizing Committee, 2nd International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region
2006 August 1-3	Chairperson of the Organizing Committee, 5th International Conference on Adult Education and Social Development

2005 August 18-19	Chairperson of the Organizing Committee, International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region
2004 November 26-29	Chairperson of the Organizing Committee, 4th International Conference on Adult Education and Social Development
2002 November 29	Chairperson of the Organizing Committee, 3rd Conference of Adult Education and Social Development
<i>Last updated: Jan. 2024</i>	