



MACAU UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
澳門科技大學

Faculty of  
Hospitality and Tourism Management  
酒店與旅遊管理學院

**[Gloria Gou Rui]**

**[Assistant Professor]**

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Nature-based Tourism</li><li>● Protected Areas Management</li><li>● Environmental Attitude and Behaviour</li></ul>	<ul style="list-style-type: none"><li>● Ecotourism</li><li>● Sustainable Tourism</li><li>● Hotel Management</li><li>● Training and Development</li></ul>

## Qualifications

[Academic Qualifications]

- 2020 PhD / Ecotourism / The Education University of Hong Kong
- 2012 Master / Sustainable Tourism / The Chinese University of Hong Kong
- 2010 Bachelor / Tourism Management / The Macau University of Science and Technology
- 2008 Hospitality Program Certificate / The Florida State University

## Publications

[Journal Articles]

- Liu, K.S.W., Gou, G.R. & Cheung, L.T.O.\* (2016). Understanding participants' motivation and willingness to pay for joining ecotourism training courses in HK. *Asian Geographer*, 33 (1), 23-34.
- Cheung, L.T.O., Fok, L., Gou, R. (2016). Students' academic performance in environmental studies: An empirical study of different groups of secondary school graduates. *International Research in Geographical and Environmental Education*, 25, 211-225.
- Wong, F. Y. & Gou, R. (2014). Urban Protected Areas: Basic Structure and Global Experience (in Chinese). *Tourism Planning & Design*, 14, 140-151.

[Conference Papers]

- Gou, R. (2014). Local residents' perception on the impacts of ecotourism development in the Wolong Nature Reserve, China. the International Conference on Sustainable Tourism and Resilience in Urban Environments, Hong Kong.
- Gou, R. (2010). Tourist Motivation and Satisfaction in Linear Cultural Heritage Routes: The Case Study of the Tea-Horse Road, China. The World Leisure Congress, Rimini, Italy.