



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

[Hoffer Ming Lee]  
[Assistant Professor]

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Experiential Tourism</li><li>● Culture and Heritage Tourism</li><li>● Food and Beverage Tourism</li><li>● Medical, Health and Spa Tourism</li><li>● Tourism, Environment and Sustainability</li><li>● Tourism and Philosophy, Spirituality, Religion</li></ul>	<ul style="list-style-type: none"><li>● Food and Beverage Operations</li><li>● Event Management</li><li>● Tourism Research Method</li><li>● Hotel Management Internship/Practicum</li><li>● Introduction to Hospitality and Tourism Industry</li></ul>

## Qualifications

### [Academic Qualifications]

2008 – 2013 Ph.D / Recreation & Leisure Studies / University of Waterloo, ON, Canada

2005 – 2006 MBA / Hospitality & Tourism Management / University of Guelph, ON, Canada

1997 – 2000 Bachelor / Tourism Management / Thompson Rivers University, BC, Canada

1995 – 1996 Diploma/ Hotel Operation Management/ IMI(Lucerne), Switzerland

### [Professional Qualifications]

2013-Present Assistant Professor /FHTM / Macau University of Science and Technology

2012 - 2013 Lecturer/FHTM / Macau University of Science and Technology

2002 - 2005 Lecturer / America Institute of Technology, Vancouver, Canada

## Publications

### [Journal Articles]

Chen, J., Hsu, F.-C., Y, L., Lee, H.M. & Zhang, Y. (2023). Tourists' food involvement, place attachment, and destination loyalty: The moderating role of lifestyle. *Behavioral Sciences*, 13, 629. DOI: 10.3390/bs13080629

Yang, L., Hu, X., Lee, H. M. & Zhang, Y. (2023). The impacts of Ecotourist's perceived authenticity and perceived values on their behaviors: Evidence from Huangshan World Natural and Culture Heritage Site. *Sustainability*, 15, 1551. DOI: 10.3390/su15021551

Zhang, Y. & Lee, H. (2022). Wine tourism experience effects on co-creation, perceived value and consumer behavior. *Ciência e Técnica Vitivinícola*, 37(2), 159-177.

Lee, H. & Yan, L. (2020). Selling cute destinations to East Asia. *Journal of Hospitality and Tourism Insights*. DOI 10. 1108/JHTI-04-2020-0039

Zhang, H.X., Yan, L., Lee, H. M. & Yang, Q.S. (2020). Social integration of lifestyle migrants: the case of Sanya snowbirds. *Current Issues in Tourism*, DOI:10. 1080/13683500.2020. 1797646

Deng, Y. T. & Lee, H. (2019). Exploring the Dimensions of Bed and Breakfast (B&B) Visitors' Experiences. *International Journal of Tourism Sciences*, 19 (3), 166- 180

Ding, D. & Lee, H. M. (2017). A measurement scale for food festival visitor experience. *International Journal of Tourism Sciences*, 17(3), 180- 197.

Lee, H.M. & Smith, S.L.J. (2015). A visitor experience scale: Historic sites and museums. *Journal of China Tourism Research*, 11(3), 255-277. DOI:10. 1080/19388160.2015. 1083499

#### [Books]

Smith, S. L. & Lee, H. (2010). A typology of “theory” in Tourism. In D.G. Pearce & R. W. Butler (Eds.), *Tourism research: A 20-20 vision* (pp.28-39). Woodeaton, Oxford: Goodfellow Publishing.

#### [Book Review]

Lee, H. (2016). Culture Tourism. *Annals of Tourism Research*. pp. 286-288  
DOI : 10. 1016/j.annals.2015. 12.010

#### [Conference Papers]

Zhang, Y. & Lee, H. M. (2022). Exploring wine tourism experience constructs: A qualitative approach. *Advances in Economics, Business and Management Research*, V648, *Proceedings of the 2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)*(pp.3225- 3230). Atlantis Press International B.V.

Lee, H. & Smith. S.L.J.(2014). Experiential tourism and experiential marketing. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu(Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.780-788). Sichuan University Press.

Lee, H. (2014). Exploring the Relative Uses and Advantages/Disadvantages of Case Studies versus Scale Development as Alternative Research Designs for Studying Tourism Experiences. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu(Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.771-779). Sichuan University Press.

Lee, H., Smith, S.L., & Pan, C. (2011, June). Tourism Innovation: Integrating Ginseng in Spa Development- A Case study of Sunmore Ginseng Health Spa in Kamloops, BC, Canada. Paper presented at the First Annual Student Symposium, 2011 Travel and Tourism Research Association International Conference, London, Ontario.

Lee, H. & Smith, S.L. (2011). Strategic alliances in Ontario culinary tourism. In X.W. Jie, E.M. Xu, & S.A.Zahra (Eds.), *Environment, Low-Carbon and Strategy: Proceedings of 2011 International Conference on Strategic Management* (pp. 125-). Sichuan University Press.

Wei, W. & Lee, H. (2009). Hotel revenue management theories and applications. The proceedings of IEEE International Conference on Business Intelligence and Financial Engineering, July 24-26, 2009, Beijing, China. (pp 853-856). Index by EI CD-ROM.

Lee, H. & Forgacs, G. (2006). Optimizing Hotel Revenue through Value Added Packaging (VAP). The Proceedings of Travel & Tourism Research Association (TTRA) Canada Conference Student Symposium, Oct. 14- 17, 2006, Montebello, QC. (pp 84-88)

## **Research Grants**

Exploring the constructs of wine tourism experience. Funding Scheme: Macau University of Science and Technology; Code: FRG-22-043, MOP30,000; June, 2022 - May, 2023.

The measurement of guest experience in Bed-and-Breakfast Accommodations. Funding Scheme: Macau University of Science and Technology; Code: FRG- 18-014 Amount: MOP30,000; June, 2018 – November, 2019.

The applications of experience economy in hospitality and tourism industries. Funding Scheme: Macau University of Science and Technology; Code: 0377; Amount: MOP 30,000; Period: June, 2014 – June, 2015.

## **Social Academic Service**

### **Ad Hoc Reviewer**

- Asia Pacific Journal of Tourism Research
- Journal of China Tourism Research
- Tourism Analysis
- Journal of Foodservice Business Research

### **Conference Reviewer**

- The 22<sup>nd</sup> Asia Pacific Tourism Association Conference, 2016
- 2015 TOSOK International Tourism Conference

### **Doctoral Student Dissertation External Examiner**

Hong Kong Polytechnic University