



Chao Liu 劉超

Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> ● Knowledge management in tourism ● Innovation and creativity ● Tourism planning 	<ul style="list-style-type: none"> ● Cultural policies and regulations ● Introduction to cultural tourism ● Tourism geography and environment ● Tourism destination management ● Environmental management for hotels and tourism destinations

Updated: October 2023

Qualifications

[Academic Qualifications]

- 2013 - 2018 **Doctor of Philosophy** / Tourism Management / University of Surrey / UK
Supervisors: Prof. Allan M. Williams; Prof. Gang Li
- 2011 - 2012 **Master of Science (Distinction)** / Tourism Development / University of Surrey / UK
Supervisor: Prof. Allan M. Williams
- 2007 - 2011 **Bachelor** / Tourism Management / Zhejiang University City College / China

[Professional Qualifications]

- 2022 - **Assistant Professor** / Faculty of Hospitality and Tourism Management / Macau University of Science and Technology
- 2018 - 2021 **Postdoctoral Researcher** / School of Tourism Management / Sun Yat-sen University
Cooperative Supervisor: Prof. Jigang Bao

[Related Working Experiences]

- 2013 - 2021 **Tourism Planning Consultant** / at various top-level tourism planning companies in mainland China (e.g. Tourism Development and Planning Research Center of Sun Yat-sen University, Zhejiang Yuanjian Tourism Developing Group, Zhejiang Tourism Science Research Institute, etc.)
- 2019 - 2020 **Leader of Monitoring Team** / Changshu Team / Monitoring Center for UNWTO Sustainable Tourism Observatories

[Editorial Experience]

Ad-Hoc Reviewer:

- Asia Pacific Journal of Tourism Research
- Current Issues in Tourism
- International Journal of Hospitality & Tourism Administration

Journal of Hospitality and Tourism Management
Journal of Macau University of Science and Technology
Social Science & Medicine
Tourism Geographies

Research & Publications

[Journal Articles]

Rao, Y., Fang, M., **Liu, C.***, & Xu, X. (2023). Understanding the process of a new product category from birth to maturity in the restaurant market: Maturity a knowledge evolution perspective. *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-12-2022-1568> [ABS3; SSCI, Q1, IF=11.1]

Rao, Y., Fang, M., & **Liu, C.*** (2023). Understanding the FLE-based organizational knowledge creation process in hospitality firms. *Tourism Management*, 94, 104660. [ABS4; SSCI, Q1, IF=13.788]

Zhang, Z.A., **Liu, C.***, Nunkoo, R., Sunnassee, V.A., & Chen, X.Y. (2022). Rethinking Lockdown Policies in the Pre-Vaccine Era of COVID-19: A Configurational Perspective. *International Journal of Environmental Research and Public Health*, 19(12), 7142. [SSCI, Q1, IF=4.614]

Liu, C., Williams, A.M., & Li, G. (2022). Knowledge management practices of tourism consultants: A project ecology perspective. *Tourism Management*, 90C, 104491. [ABS4; SSCI, Q1, IF=13.788]

Rao, Y., Lao, L., & **Liu, C.*** (2021). How do front-line employees make decisions on whether to hide their knowledge from co-workers in hospitality firms?. *International Journal of Contemporary Hospitality Management*, 33 (5), 1532-1553. [ABS3; SSCI, Q1, IF=8.646]

* = Corresponding Author

[Research Projects Funded]

2023 - **Principal Investigator** / MUST Faculty Research Grants
(Idea generation practices in tourism product development: a knowledge-management perspective)

2020 - 2021 **Principal Investigator** / Horizontal Consultancy Project
(世界花卉主題公園發展評估)

2019 - 2021 **Principal Investigator** / Sun Yat-sen University Young Teacher Training Program
(文旅融合背景下新時代革命文化資源研學旅行教育模式研究)

[Other Publications]

Gou, R. & **Liu, C.** (2022). Leadership styles that work in the 'new normal'. *Times Higher Education*, <https://www.timeshighereducation.com/campus/leadership-styles-work-new-normal>

Teaching & Supervising

[Student Awards - supervising students in competitions]

Year 2023

Excellence	首屆全國旅遊院校旅遊產品策劃大賽 – 超級飛俠
Excellence	首屆全國旅遊院校旅遊產品策劃大賽 – 秉文隊
Excellence	首屆全國旅遊院校旅遊產品策劃大賽 – 閩海探福隊
Excellence	首屆全國旅遊院校旅遊產品策劃大賽 – 廚藝不排隊
<u>First Prize</u>	第十三屆全國大學生紅色旅遊創意策劃大賽初賽 – 築夢之旅
<u>First Prize</u>	第十三屆全國大學生紅色旅遊創意策劃大賽初賽 – 紅星閃耀時
<u>Second Prize</u>	第十三屆全國大學生紅色旅遊創意策劃大賽初賽 – 秉文隊
<u>Second Prize</u>	第十三屆全國大學生紅色旅遊創意策劃大賽初賽 – 葡撻不排隊
<u>Second Prize</u>	第十三屆全國大學生紅色旅遊創意策劃大賽初賽 – 茶馬古道游澳隊
<u>Champion</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽全國總決賽-南角海韻隊
<u>Top Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-南角海韻隊
<u>Second Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-關東組
<u>Second Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-文陸周李隊
<u>Third Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-海南總動員
Excellence	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-想吃椰子雞
Excellence	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）-小島猛兔隊

Year 2022

<u>Second Prize</u>	2022 年粵澳大學生旅遊產品策劃與定制大賽-澳門科技大学一队
<u>First Prize</u>	IDEA-CATION 2022 創業創新大賽-探途小組
<u>Second Prize</u>	全國大學生粵港澳海洋旅遊創新大賽（華南賽區）-澳門在逃大学生
<u>Second Prize</u>	全國大學生粵港澳海洋旅遊創新大賽（華南賽區）-星期八小島