



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

Ng Shiu Pong, Kenneth
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Intelligent tourism● Tourism Education● Tourism Service Quality	<ul style="list-style-type: none">● Hotel Management subjects● Service Quality and Management subjects● Food and Beverage subjects● MICE Management subjects● Tourism Quality Subjects

Qualifications

PhD in International Tourism Management (Intelligent Tourism), City University of Macau

Msc (Hons) Marketing in National University of Ireland, Dublin

B.A (Hons) Hospitality, major in Marketing in The University of Derby

Higher Diploma ,International Hotel Management in Hotel Institute Montreux (Switzerland)

Research & Publications

1. Kenneth Shiu Pong Ng, Jose Weng Chou Wong, Dengming Xie, Jingyan Zhu (2022), " From the attributes of smart tourism technologies to loyalty and WOM via user satisfaction: the moderating role of switching costs ", **Kybernetes (SCI)** .
2. Kenneth Shiu Pong Ng, Ivan Ka-Wai Lai, Kwan-Keung Ng (2022), " The Acceptance of the Online Gamification Learning Platform by Higher Education Students in Hospitality and Tourism ", **International Journal of Innovation and Learning (ESCI)** .
3. Kenneth Shiu-Pong Ng, Ivan Ka-Wai Lai, Kwan-Keung Ng (2020), "Online Gamified Learning Platforms (OGLPs) for Participatory Learning", In the Proceedings of the 13th International Conference on Blended Learning, Thailand, August 24-27, 2020. **(EI INDEXED)**
4. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K. (2019), "Using Wine Appreciation Apps for Students to Study Wines", **International Journal of Services and Standards**, 12(3-4), 243–260
5. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K., Lyu, Q.X. (2019), "Online Gamified Learning Platforms (OGLPs)

- for Experiential Learning”, In the Proceedings of the 4th International Conference on Technology in Education, Guangzhou, March 15-17, 2019. **(EI INDEXED)**
6. Ng, S.P. Kenneth, Lai, K.W. Ivan. (2019)“The acceptance of on-demand transportation service applications for tourists planning their travel in Macao” In the Proceedings of Global Travel and Tourism Partnership(GTTP) Annual Conference, Macao, June 3-8, 2018
 7. Ng, S.P. Kenneth, Lai, K.W. Ivan, Ng, K.K. (2018), “Wine appreciation apps: Tools for mobile learning and ubiqi-tous learning”, In the Proceedings of the 3rd International Conference on Technology in Education, Hong Kong, Jan-uary 9-11, 2018. **(EI INDEXED)**
 8. Ng, S.P. Kenneth, Li, X (2013), “The education need in gaming industry in Macau” 8th Adult Education & Social Development International Conference, Macao, December 3-5, 2013.

Professional Qualifications

Certified Hospitality Educator (CHE), American Hotel and Lodging Association

WEST level 2

Professional Certificate in Public Relations and Public Relations Writing

澳門智慧旅遊協會會長

Awards Received

Hong Kong Hospitality & Tourism Academy

Outstanding Teacher Award, 2010

Professional Experience in Business and Hospitality Industries

- 中葡論壇「2020 葡語國家旅遊, 會展管理研修班」內部培訓師
- 澳門太陽城集團內部培訓導師 (2018 年起)
- 澳門基金會資助「澳門旅客與澳門居民在情感相互的體驗研究」項目顧問
- Content Writer in Food and Beverage (2017-2018), the Quality Enhancement Support Scheme (QESS) project (2015-2018) - 「Development of Effective Pedagogical Practices and a Cross-Institutional Online Sharing Platform for Hong Kong’s Vocational Education and Training (VET)」, a cross-institutional project involves four parties (VTC, OUHK, and CBCC), HKSAR Education Bureau, HKD 20,956,580.00
- 香港政府教育局 [質素提升支援計劃] 網上教育平臺餐飲管理作者 (2017-2018). **HKD 20,956,580.00**
- 澳門基金會資助「訪澳遊客對澳 智慧旅遊滿意度研究」項目負責人, 2014
- 「中葡論壇 2014 - 葡語國家旅遊, 會展管理研修班」承辦方活動統籌主任