

Wang Yongqiang



Position : Assistant Professor
Faculty : Faculty of Hospitality and Tourism
Management
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Teaching and Research Areas :

Hotel Marketing 、 Gambling Tourism 、 Tourism
Forecasting 、 Hong Kong and Macau Economy

Academic Qualifications

2005 - 2010 Ph.D. in Management / Hospitality Management / Macau University of Science and Technology
2002 - 2005 MBA / Tourism Enterprise Management / Zhongnan University of Economics and Law
1988 - 1992 Bachelor of Economics / Hospitality Management / Sun Yat-Sen University

Teaching Experiences

2010 - Present Assistant Professor / Faculty of Hospitality and Tourism Management / Macau University of Science and Technology
2005 - 2010 Part-time Lecturer / Faculty of International Tourism / Macau University of Science and Technology
2000 - 2002 Lecturer / Tourism College / Hainan University

Representative Publications

Journal Articles:

- 1、 Wang,Y.Q.,and Fu,Y.(2010).The Analysis of the Supervision of Macao Gambling in the Future Orientation: the Comparison between Macao and Nevada,USA.Journal of Macao Gambling Magazine,07(01),27-32.(in Chinese)
- 2、 Wang,Y.Q.,and Feng,J.(2010).An Exploration into the Sustainable Development of the Homestay Tourism in Hainan.Journal of Co-Operative Economy & Science,388(3),29-30.(in Chinese)
- 3、 Wang,Y.Q.(2009).The Revelation and Experience on the Development of Occident Countries Promoting Rural-tourism.Journal of Zhengzhou Institute of Aeronautical Industry Management,99(3),50-52.(in Chinese)
- 4、 Wang,Y.Q.,and Hu,H.H.(2009).The Study on the Competition and Cooperation Relations for Zhuhai and Macao Hotel Industry.Journal of Hubei College of Finance and Economics,104(6),17-20.(in Chinese)

- 5、 Wang,Y.Q.,Feng,J.,and Wang,Y. G.(2009).Developing Situation and Problems of Listed Tourism Companies.Journal of Science and Management,159(6),49-50.(in Chinese)
- 6、 Wang,H.,and Wang,Y.Q.(2007).The Analysis on the System of the Increasing Profits of Macao Gambling Industry after Gambling Opening-up Policy,Journal of Macao Gambling Magazine,05(01),23-33.(in Chinese)
- 7、 Zeng,Zh.L.,and Wang,Y.Q.(2006).A Study on Tourism Trend of Mainland Tourists.Journal of Macau Studies,35(08),48-52.(in Chinese)

Academic Books / Monographs:

Wang,Y.Q.(2008).In Wang,Y.Q.(eds.).The Management and Operations of Travel Agencies.Beijing:University of International Business & Economics Press.(in Chinese)

Book Chapters:

- 1、 Wang,Y.Q.(2011).Disruption Management.In Liu F.B.(eds.).The Ocean Bay Hot Spring Handbook of Management Practices.Guangzhou:Sun Yat-Sen University Press.(in Chinese)
- 2、 Wang,Y.Q.(2007).Hotel Preparation and Construction,Hotel Financial management.In Guo,Q.(eds.).The Principles and Practice of Hotel Management.Beijin:China Travel & Tourism Press.(in Chinese)
- 3、 Wang,Y.Q.(2005).Procurement Management,Financial management.In Ji,J.Ch.Q.(eds.).The Management and Operations of Travel Agencies.Guangzhou:South China University of Technology Press.(in Chinese)

Conference Proceedings:

- 1、 Wang,Y.Q.,and Feng,Yan.(2013).The Study on the Tourist Experience, Satisfaction and After-travel Behavior Intention in Casino Hotels.China Tourism and China Hotel-Branding Forum 2013.
- 2、 Wang,Y.Q.,and Yang,G.(2010).Construction of the Gravity Model of Tourism Demand on the Basis of the System Theory.2010 International symposium on Tourism Resources and Management, PP136-148. Beijing,China,May,2010.
- 3、 Wang,Y.Q.,and Wang,H.(2009).The Relationship Between the System Reform and the Increasing Profits of Tourist Industry & Gambling Industry in Macao.The Colloquium of the Sixth International Academic Conference on Gambling Industry & Public Welfare Service. Beijing, China.Dec,2009.(in Chinese)
- 4、 Fu,Y.,Han,L.,and Wang,Y.Q.(2009).The Analysis and Prediction of the Tourist Market on Gambling Industry in Macao.The Colloquium of the Sixth International Academic Conference on Gambling Industry & Public Welfare Service.Beijing,China.Dec,2009.(in Chinese)
- 5、 Wang,Y.Q.,and Pan, F.(2006).The Revelation of Hainan Flowage of Personal Betrothal Gifts.The Colloquium of the 2006 International Academic Conference on Gambling Industry & Public Welfare Service. Beijing,China,Nov,2006.(in Chinese)

Research Grants/Projects

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|-------------|--|
| 2012 - 2013 | The Study on the Relation of Tourist Experience and Satisfaction in Macau Theme Casino Hotels.Funded by Macau Foundation |
| 2009 - 2010 | The Studies of Strategy on the Construction of International Leisure and Tourism Resort in Zhuhai City |

Academic and Professional Membership

A Committee Member of Tourism Standardization of Technology Committee, Hainan Province
An Expert (a quiz setter and checker) and Examiner of National Qualification Certificates for
Tourist Guides, Guangdong Province

A Consultant of China Guangzhou Western Food Association and Professional Committee of
Academic

A Member of Macau Economic Association

A Member of Macau Gaming Research Association

Professional Qualifications and Awards

Certificate (Senior Level) for International Air Transport Association (IATA) and Universal
Federation of Travel Agents Association(UFFTA)

Qualification Certificate for Selling Agents of Civil Air Transport

Qualification Certificate for the National Economy Profession (Senior Economic Engineer in
Tourism)