



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

Xu Ye
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Event and Destination Branding	Special Event Management
Interaction Value of Exhibitors	MICE Event and Product Management
Proximity and Authenticity of Festival Perception	Theories and Practice of MICE Management
Motivation of Event Volunteer	Cultural Festival Management

Qualifications

[Academic Qualifications]

2009- 2014

PhD of International Tourism Management, Macau University of Science and Technology

Direction of MICE Management

2003-2005

MBA, Macau University of Science and Technology

Direction of Strategic Marketing Management

1999-2003

Bachelor of Arts, Nanjing University.

Major in International Business English

[Teaching Experience]

2014.9- Faculty of Hospitality and Tourism Management, MUST

2003.9-2014.8 General Studies Department, MUST

[Editorial Experience]

Journal of Hospitality Management and Tourism (JHMT)

Annals of Macao University of Science and Technology

Research & Publications

- Xu, Y. Effect of cultural proximity on visitors' perception of cultural festivals and destination image. *Journal of Vocation Marketing*. In press.
- Liu, J., Lin, H., Hu, B., Zhou, Z., Agyeiwaah, E., & Xu, Y. (2022). Advancing the understanding of the resident pro-tourism behavior scale: An integration of item response theory and classical test theory. *Journal of Business Research*, 141, 113-125.
- Xu, Y. & Chen, S (2020). Perceptions on Tea Restaurant and Community Based Tourism. *Annals of Macao University of Science and Technology*, 13, 61-71.
- Xu, Y. & Zhou, Z (2020). Exploring relationships between tourist-host interaction, guests' perceptions of B & B hosts' service quality, tourists' perceived trust and recommendation intention. International Tourism Studies Association Conference.
- Yan, L., Xu, J.B., Sun, Z., & Xu, Y. (2019). Street art as alternative attractions: A case of the East Side Gallery. *Tourism Management Perspectives*, 29, 76-85
- Xu, Y (2019) Enhancing Macao's tourist destination brand image through cultural festivals. In: Cudny W (ed) *Urban Events, Place Branding and Promotion*. New York, NY: Routledge, pp. 162–177.
- Xu, Y (2019). The Status, Features and Development Trend among Jiangsu Province, Macao and Portuguese Speaking Countries. *Economy and Trading between China and Portuguese Speaking Countries*. Macao Foundation Press.
- Xu, Y. & Li, X (2017). A Justice Framework for Understanding Hospitality Employees' Deviant Behavior. *Annals of Macao University of Science and Technology*. Vol. 11. P.76-90.
- Xu, Y. (2016) A Study on the Interrelationships among Event Perception, Destination Image and Destination Loyalty in Macao. *Annals of Macao University of Science and Technology*. Vol.9. P.133-141.
- Xu, Y. (2014). The Role of Hallmark Events in Shaping Macao's Tourist Destination Image, *Macao Economic Association Annals*.
- Xu, Y. & Wang, Y. F. (2014). Research on the Economy Dynamic Relationship of Guangdong, Hong Kong and Macao in the Pattern of Regional Integration, *Annals of Macao University of Science and Technology*. Vol. 2. P.98-107
- Xu, Y (2014). The Flyleaf Poem. *A Collection of Jiaze Humanities*, Nanjing University Press.
- Xu, Y. (2013). A Reflection on Civil Air-Defense in Peace. *Wu Jin Daily*.

[Research Projects Funded]

2020.6- Feasibility of Developing MICE Program in Jiangsu-Macao Cooperation Zone, Funded by Changzhou City Municipal Government with Mop320,000.

2017.5-2018.11 Art and Tourism, Funded by MUST with Mop 100,000, Cooperated with Faculty Colleagues.

PROFESSIONAL QUALIFICATIONS

The Exhibition Management Degree, issued by the Global Association of the Exhibition Industry (UFI-EMD)

Certified in Exhibition Management, issued by International Association of Exhibition and Events (IAEE-CEM)

Test for English Majors Band Eight, Ministry of Education (TEM 8)

Diploma of Directly Investing in Europe, IEEM

Diploma of Qualitative Researches, Teaching Center, M.U.S.T.

Diploma of Quantitative Researches, Teaching Center, M.U.S.T.

Certificate of High Education Teaching, Teaching Center, M.U.S.T.

Certificate of Participation in the Training Program in Effective PhD/Doctoral Supervision. School of Graduate Studies & Educational Development Centre, M.U.S.T.

Awards Received

Online Teaching Excellence Award, 2020

The Chief Expert Member of Gardening Carnival, China, 2019

The Excellent Member of CPPCC, Changzhou 2018

The Best Paper Award of CPPCC Proposals, Changzhou 2018

The Excellent Member of CPPCC, Wujin, Changzhou, 2017

The Best Paper Award in the Economy Paper Competition, 2014

Excellent Paper Award for Graduate Students, M.U.S.T., 2014