



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

Name
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 |
| Motivation of Event Volunteers | Cultural Festival Management |

Qualifications

[Academic Qualifications]

2009- 2014

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

2003-2005

MBA in Macau University of Science and Technology

1999-2003

Bachelor of Arts, Business English Major, Nanjing University.

[Teaching Experience]

2014- Faculty of Hospitality and Tourism Management Assistant Professor

2006-2014 Department of College English Lecturer

2003-2006 Department of College English Teaching Assistant

[Editorial Experience]

Editorial Board

Journal of Tourism Studies and Hospitality Research

Ad Hoc Reviewer

International Journal of Tourism and Hospitality
Journal of Hospitality Management and Tourism
Annals of Macao University of Science and Technology

[Professional Qualifications]

The UFI-Exhibition Management Degree (UFI-EMD)

The Certified in Exhibition Management (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.

Research & Publications

[Journal Articles]

Xu. Y. (2022) Impact of cultural proximity on destination image and tourists' perceptions: The case of the Portuguese Cultural festival Lusofonia in Macao. *Journal of Vocation Marketing* 1-13. **(SSCI)**

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. **(SSCI)**

Xu. Y. & Chen, S (2020). Perceptions on Tea Restaurant and Community Based Tourism. *Annals of Macao University of Science and Technology*, 13, 61-71.

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. **(SSCI)**

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*

- 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*.

[Conference Papers]

- Xia. F.Y. & Xu Y. (2022) Exploring Causes and Effects of Event Image in the Post-epidemic Era. 2022 *Inaugural Frontiers in Hospitality and Tourism Symposium*
- 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.

[Research Projects Funded]

- P.I. Feasibility of developing MICE industry and its mode in West Tai-Lake, Changzhou. 2020-2022.
- Member. Street art as alternative attractions. 2017-2019.
- Member. Application of World Creative Gastronomy City, Macao.2016-2017
- Consultant. Five-Year-Action-Plan of the Medium- and Long-term Talents Cultivation of Macao, 2013-2018