



[Hoffer Ming Lee]
[Associate Professor]

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Experiential Tourism● Culture and Heritage Tourism● Food and Beverage Tourism● Medical, Health and Spa Tourism● Tourism, Environment and Sustainability● Tourism and Philosophy, Spirituality, Religion	<ul style="list-style-type: none">● Food and Beverage Operations● MICE Planning and Operation● Strategic Management in MICE● Tourism Research Method● Hotel Management Internship/Practicum● Introduction to Hospitality and Tourism Industry

Qualifications

[Academic Qualifications]

2008 – 2013	Ph.D / Recreation & Leisure Studies / University of Waterloo, ON, Canada
2005 – 2006	MBA /Hospitality & Tourism Management / University of Guelph, ON, Canada
1997 – 2000	Bachelor /Tourism Management / Thompson Rivers University, BC, Canada
1995 – 1996	Diploma/Hotel Operation Management/ International Hotel Management Institute (IMI), Lucern, Switzerland

[Professional Qualifications]

2024/7 -	Associate Professor/ FHTM/ Macau University of Science and Technology, Macau
2013 - 2024/6	Assistant Professor /FHTM / Macau University of Science and Technology, Macau
2012 - 2013	Lecturer/ FHTM / Macau University of Science and Technology, Macau
2007	Tourism Researcher/ Premier Ranked Tourist Destination Project/ City of Toronto, Ontario, Canada
2002 - 2005	Lecturer / America Institute of Technology, Vancouver, BC, Canada
2000-2004	Sales Representative/Air Canada Aeroplan Center, Vancouver, BC, Canada
1996-1997	Food and Beverage Trainee / Hotel de la Paix, Geneva, Switzerland

Publications

[Journal Articles]

Deng, Y., **Lee, H. M.**, Lee, T. J. & Hyun, S.S. (2024). Co-creation of the tourist experience: A systematic assessment scale. *Tourism Management Perspectives*, 51, 101212. DOI:

Zhang, Y., **Lee, H.** * & Ji, K.M.(2023). Measuring winery tourism experience: A holistic scale development study. *Ciência e Técnica Vitivinícola*,38(2), 95-117

Chen, J., Hsu, F.-C., Y, L., **Lee, H. M.** * & Zhang, Y. (2023). Tourists' food involvement, place attachment, and destination loyalty: The moderating role of lifestyle. *Behavioral Sciences*, 13, 629. DOI: 10.3390/bs13080629

Yang, L., Hu, X., **Lee, H. M.** * & Zhang, Y. (2023). The impacts of Ecotourist's perceived authenticity and perceived values on their behaviors: Evidence from Huangshan World Natural and Culture Heritage Site. *Sustainability*, 15, 1551. DOI: 10.3390/su15021551

Zhang, Y. & **Lee, H.** * (2022). Wine tourism experience effects on co-creation, perceived value and consumer behavior. *Ciência e Técnica Vitivinícola*,37(2),159-177.

Lee, H. * & Yan, L. (2020). Selling cute destinations to East Asia. *Journal of Hospitality and Tourism Insights*. DOI 10. 1108/JHTI-04-2020-0039

Zhang, H.X., Yan, L., **Lee, H. M.** & Yang, Q.S. (2020). Social integration of lifestyle migrants: the case of Sanya snowbirds. *Current Issues in Tourism*, DOI:10. 1080/13683500.2020. 1797646

Deng, Y. T. & **Lee, H.** * (2019). Exploring the Dimensions of Bed and Breakfast (B&B) Visitors' Experiences. *International Journal of Tourism Sciences*, 19 (3), 166- 180

Ding, D. & **Lee, H. M.** * (2017). A measurement scale for food festival visitor experience. *International Journal of Tourism Sciences*, 17(3), 180- 197.

Lee, H.M. & Smith, S.L.J. (2015). A visitor experience scale: Historic sites and museums. *Journal of China Tourism Research* . DOI:10. 1080/19388160.2015. 1083499

Note: *Corresponding author

[Book Chapter]

Smith, S. L. & **Lee, H.** (2010). A typology of “theory” in Tourism. In D.G. Pearce & R. W. Butler (Eds.), *Tourism research: A 20-20 vision* (pp.28-39). Woodeaton, Oxford: Goodfellow Publishing.

[Book Review]

Lee, H. (2016). Culture Tourism. *Annals of Tourism Research*. pp. 286-288
DOI : 10. 1016/j.annals.2015. 12.010

[Industry Report]

Tourism Researcher, Toronto's Premier-ranked Tourist Destination Project Research Report, December 2007, Prepared for City of Toronto, Ontario, Canada

[Chinese Journal Article]

2020 刘馨柳，李明 红色旅游体验的测量——以昆仑关战役遗址为例, *Tourism Overview*, Vol.18, 52-55.

[Conference Paper]

Zhang, Y. & Lee, H. M. (2022). Exploring wine tourism experience constructs: A qualitative approach. *Advances in Economics, Business and Management Research*, V648, *Proceedings of the 2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)*(pp.3225- 3230). Atlantis Press International B.V. (Indexed by CPCI-SSH)

Lee, H. & Smith, S.L.J.(2014). Experiential tourism and experiential marketing. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu (Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.780-788). Sichuan University Press. (Indexed by CPCI-SSH)

Lee, H. (2014). Exploring the Relative Uses and Advantages/Disadvantages of Case Studies versus Scale Development as Alternative Research Designs for Studying Tourism Experiences. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu(Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.771-779). Sichuan University Press. (Indexed by CPCI-SSH)

Lee, H., Smith, S.L., & Pan, C. (2011, June). Tourism Innovation: Integrating Ginseng in Spa Development- A Case study of Sunmore Ginseng Health Spa in Kamloops, BC, Canada. Paper presented at the First Annual Student Symposium, 2011 Travel and Tourism Research Association International Conference, London, Ontario.

Lee, H. & Smith, S.L. (2011). Strategic alliances in Ontario culinary tourism. In X.W. Jie, E.M. Xu, & S.A.Zahra (Eds.), *Environment, Low-Carbon and Strategy: Proceedings of 2011 International Conference on Strategic Management* (pp. 125-). Sichuan University Press. (Indexed by CPCI-SSH)

Wei, W. & Lee, H. (2009). Hotel revenue management theories and applications. The proceedings of IEEE International Conference on Business Intelligence and Financial Engineering, July 24-26, 2009, Beijing, China. (pp 853-856). (Indexed by EI)

Lee, H. & Forgacs, G. (2006). Optimizing Hotel Revenue through Value Added Packaging (VAP). The Proceedings of Travel & Tourism Research Association (TTRA) Canada Conference Student Symposium, Oct. 14- 17, 2006, Montebello, QC. (pp 84-88)

Research Grants

Exploring the constructs of wine tourism experience. Funding Scheme: Macau University of Science and Technology; Code: FRG-22-043, MOP30,000; June, 2022 - May, 2023. (Principal Investigator)

The measurement of guest experience in Bed-and-Breakfast Accommodations. Funding Scheme: Macau University of Science and Technology; Code: FRG- 18-014 Amount: MOP30,000; June, 2018 – November, 2019. **(Principal Investigator)**

The applications of experience economy in hospitality and tourism industries. Funding Scheme: Macau University of Science and Technology; Code: 0377; Amount: MOP 30,000; Period: June, 2014 – June, 2015. **(Principal Investigator)**

Certification/Diploma

International Air Transport Association Certified Teacher
Certified Doctoral Student Supervision Training Program, Macau University of Science and Technology

Membership

Macau Higher Education Development Promotion Association
University of Guelph Alumina Association
University of Waterloo Alumina Association

Ad Hoc Reviewer for

- Asia Pacific Journal of Tourism Research
- International Journal of Contemporary Hospitality Research
- International Journal of Tourism Research
- Tourism Review
- Journal of China Tourism Research
- Tourism Analysis
- Journal of Hospitality and Tourism Insights
- Sustainability
- Journal of Foodservice Business Research

Conference Reviewer

- The 22nd Asia Pacific Tourism Association Conference, 2016
- TOSOK International Tourism Conference 2015

Conference Services

Conference moderator, IECR Conference in Hospitality and Tourism, Macau, May 17-18, 2024

Conference moderator, the 3rd conference of the Global Congress of Special Interest Tourism & Hospitality (GLOSITH), Macau, November 10-12, 2023

Committee member, The 2014 International Conference on Experience Learning in Hospitality And Tourism (ELHT), Macau, May 22-23, 2014

PhD Thesis External Examiner

- Lu wentao, (DHTM, 2022, School of Hotel and Tourism Management, Hong Kong Polytechnic

University): Embodied Cognition in Heritage Tourism Experience