



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

Chao Liu 劉超
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Knowledge management in tourism● Innovation and creativity● Tourism planning● Destination marketing● Tourism experience	<ul style="list-style-type: none">● Cultural policies and regulations● Introduction to cultural tourism● Tourism geography and environment● Tourism destination management● Environmental management for hotels and tourism destinations

Updated: August 2024

Qualifications

[Academic Qualifications]

- 2013 - 2018 **Doctor of Philosophy** / Tourism Management / University of Surrey / UK
Supervisors: Prof. Allan M. Williams; Prof. Gang Li
- 2011 - 2012 **Master of Science (Distinction)** / Tourism Development / University of Surrey / UK
Supervisor: Prof. Allan M. Williams
- 2007 - 2011 **Bachelor** / Tourism Management / Zhejiang University City College / China

[Professional Qualifications]

- 2022 - **Assistant Professor** / Faculty of Hospitality and Tourism Management / Macau University of Science and Technology
- 2018 - 2021 **Postdoctoral Researcher** / School of Tourism Management / Sun Yat-sen University
Cooperative Supervisor: Prof. Jigang Bao

[Related Working Experiences]

- 2013 - 2021 **Tourism Planning Consultant** / at various top-level tourism planning companies in mainland China (e.g. Tourism Development and Planning Research Center of Sun Yat-sen University, Zhejiang Yuanjian Tourism Developing Group, Zhejiang Tourism Science Research Institute, etc.)
- 2019 - 2020 **Leader of Monitoring Team** / Changshu Team / Monitoring Center for UNWTO Sustainable Tourism Observatories

[Editorial Experience]

Ad-Hoc Reviewer:

Asia Pacific Journal of Tourism Research
Current Issues in Tourism
International Journal of Hospitality & Tourism Administration

Research & Publications

[Journal Articles]

Rao, Y., Zhou, W., **Liu, C.***, & Fu, Y. (2024). Understanding the rationale for chefs' mentorship-based abuse in hospitality firms: A knowledge transfer perspective. *International Journal of Hospitality Management*, 122, 103856. <https://doi.org/10.1016/j.ijhm.2024.103856> [ABS3; SSCI, Q1, IF=9.9]

Li, J., **Liu, C.**, Yuan, J. J., & Zhang, Z. (2024). Understanding Destination Immersion in Rural Tourism: The Effects of Destination Fascination and Resident–Tourist Interaction. *Journal of Travel Research*, 00472875241257269. <https://doi.org/10.1177/00472875241257269> [ABS3; SSCI, Q1, IF=9.7]

Rao, Y., Fang, M., **Liu, C.***, & Xu, X. (2023). Understanding the process of a new product category from birth to maturity in the restaurant market: Maturity a knowledge evolution perspective. *International Journal of Contemporary Hospitality Management*, 36(7), 2290-2310. <https://doi.org/10.1108/IJCHM-12-2022-1568> [ABS3; SSCI, Q1, IF=11.1]

Rao, Y., Fang, M., & **Liu, C.*** (2023). Understanding the FLE-based organizational knowledge creation process in hospitality firms. *Tourism Management*, 94, 104660. <https://doi.org/10.1016/j.tourman.2022.104660> [ABS4; SSCI, Q1, IF=13.788]

Zhang, Z.A., **Liu, C.***, Nunkoo, R., Sunnassee, V.A., & Chen, X.Y. (2022). Rethinking Lockdown Policies in the Pre-Vaccine Era of COVID-19: A Configurational Perspective. *International Journal of Environmental Research and Public Health*, 19(12), 7142. <https://doi.org/10.3390/ijerph19127142> [SSCI, Q1, IF=4.614]

Liu, C., Williams, A.M., & Li, G. (2022). Knowledge management practices of tourism consultants: A project ecology perspective. *Tourism Management*, 90C, 104491. <https://doi.org/10.1016/j.tourman.2022.104491> [ABS4; SSCI, Q1, IF=13.788]

Rao, Y., Lao, L., & **Liu, C.*** (2021). How do front-line employees make decisions on whether to hide their knowledge from co-workers in hospitality firms?. *International Journal of Contemporary Hospitality Management*, 33 (5), 1532-1553. <https://doi.org/10.1108/IJCHM-09-2020-1071> [ABS3; SSCI, Q1, IF=8.646]

* = Corresponding Author

[Research Projects Funded]

- 2024 - **Principal Investigator** / MUST Faculty Research Grants
- 2023 - 2024 **Principal Investigator** / MUST Faculty Research Grants
- 2020 - 2021 **Principal Investigator** / Horizontal Consultancy Project
- 2019 - 2021 **Principal Investigator** / Sun Yat-sen University Young Teacher Training Program

[Other Publications]

Gou, R. & **Liu, C.** (2022). Leadership styles that work in the ‘new normal’. *Times Higher Education*, <<https://www.timeshighereducation.com/campus/leadership-styles-work-new-normal>>

Teaching & Supervising

[Student Awards - supervising students in competitions]

Year 2024

<u>First Prize</u>	第十四屆全國大學生紅色旅游創意策劃大賽全國初賽 – 時代閃耀隊
<u>First Prize</u>	第十四屆全國大學生紅色旅游創意策劃大賽全國初賽 – 紅色傳承隊
<u>First Prize</u>	第十四屆全國大學生紅色旅游創意策劃大賽全國初賽 – 築夢大師
<u>First Prize</u>	第十四屆全國大學生紅色旅游創意策劃大賽全國初賽 – MUST 4.0
<u>Second Prize</u>	第十四屆全國大學生紅色旅游創意策劃大賽全國初賽 – RED MUST
<u>Best Paper</u>	The 1 st International Early-Career Researcher Conference in Hospitality and Tourism
<u>Champion</u>	2023 PATA Student Talk Macao Competition - Supernova
<u>Popularity</u>	2023 PATA Student Talk Macao Competition - Supernova

Year 2023

<u>Excellence</u>	『農行杯』珠海第二屆鄉村振興直播電商大賽 – MUST 感覺很隊
<u>Silver Prize</u>	IDEA-CATION 2023 創新旅遊策略·推動區域發展競賽 – 溪山濠江團隊
<u>Excellence</u>	首屆全國旅遊院校旅遊產品策劃大賽 – 超級飛俠
<u>Excellence</u>	首屆全國旅遊院校旅遊產品策劃大賽 – 秉文隊
<u>Excellence</u>	首屆全國旅遊院校旅遊產品策劃大賽 – 閩海探福隊
<u>Excellence</u>	首屆全國旅遊院校旅遊產品策劃大賽 – 廚藝不排隊
<u>First Prize</u>	第十三屆全國大學生紅色旅游創意策劃大賽全國初賽 – 築夢之旅
<u>First Prize</u>	第十三屆全國大學生紅色旅游創意策劃大賽全國初賽 – 紅星閃耀時
<u>Second Prize</u>	第十三屆全國大學生紅色旅游創意策劃大賽全國初賽 – 秉文隊
<u>Second Prize</u>	第十三屆全國大學生紅色旅游創意策劃大賽全國初賽 – 葡撻不排隊
<u>Second Prize</u>	第十三屆全國大學生紅色旅游創意策劃大賽全國初賽 – 茶馬古道游澳隊
<u>Champion</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽全國總決賽 – 南角海韻隊
<u>Top Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 南角海韻隊
<u>Second Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 關東組
<u>Second Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 文陸周李隊
<u>Third Prize</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 海南總動員
<u>Excellence</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 想吃椰子雞
<u>Excellence</u>	『旅投杯』全國大學生海南自由貿易港旅遊產品創新大賽（華南賽區）– 小島猛兔隊

Year 2022

<u>Second Prize</u>	2022 年粵澳大學生旅游產品策劃與定制大賽 – 澳門科技大学一队
<u>First Prize</u>	IDEA-CATION 2022 創業創新大賽 – 探途小組
<u>Second Prize</u>	全國大學生粵港澳海洋旅游創新大賽（華南賽區）– 澳門在逃大学生
<u>Second Prize</u>	全國大學生粵港澳海洋旅游創新大賽（華南賽區）– 星期八小島