

Dr. Su Zhang
Assistant Professor

Areas of Research Expertise	Areas of Teaching Expertise
<ul style="list-style-type: none">● Heritage studies: intangible heritage and agricultural heritage● Cultural consumption and production● Critical heritage studies● Food consumption and food waste	<ul style="list-style-type: none">● Marketing● Cultural industries● Tourism geography● Cultural heritage● Cultural tourism

Qualifications

[Academic Qualifications]

2016 PhD/ Urban Design/ University of Newcastle upon Tyne, UK

2012 Master of Social Science/ Sustainable Tourism/ The Chinese University of Hong Kong

2011 Bachelor of International Tourism Management/ International Tourism Management/ Macau University of Science and Technology

[Professional Qualifications]

2018 Post-doctoral Certificate/ Chinese Academy of Sciences

2013 Postgraduate Certificate in Research Training/ University of Newcastle upon Tyne

Publications

[Journal Articles]

- Zhang, S., & Zhang, D. (2024). Factors affecting food waste at food festivals: the moderating effect of "Camera Eats First." Journal of Sustainable Tourism, 1–23. <https://doi.org/10.1080/09669582.2024.2345693> (SSCI)
- Zhang, S. and Lo, Y.-H. (2023), "Tourists' perceived destination image and heritage conservation intention: a comparative study of heritage and film-induced images", International Journal of Tourism Cities
- Su Zhang, Yin-Hsi Lo & Hu Yu (2023) Film-Induced Tourism and Heritage Conservation: A Serial Multiple Mediator Model, Journal of China Tourism Research
- Zhang, Y.; Zhang, S.; Hsu, F.-C. (2023) Crisis Management Performance of Upscale Hotels in the Greater Bay Area, China: A Comparative Study in a Complex Institutional Situation. Sustainability (SCI/SSCI)

- Su Zhang (2022) Agricultural heritage tourism development and heritage conservation: a case study of the Samaba Rice Terraces, Yunnan, China, *Journal of Heritage Tourism*
- Zhang, S., Hsu, F. C., Zhang, Y. (2022). A Retrospective Study of Knowledge Management for Integrated Resorts (IRs) Crisis Preparedness. *International Journal of Contemporary Hospitality Management*. (SSCI)
- Hsu, F. C., Zhang, S., Zhang, Y., & Lee, T. J. (2022). Decision-making behavior in the sustainable development of intangible cultural heritage tourism. *International Journal of Tourism Research*. (SSCI)
- ZHANG, S. 2018. The heritage practices in a Chinese historic neighbourhood: the manifestation of traditional Feng Shui in Langzhong, China. *International Journal of Heritage Studies*, 24, 531-546 (SSCI).
- Kajihara, H.; Zhang, S.; You, W.; Min, Q. Concerns and Opportunities around Cultural Heritage in East Asian Globally Important Agricultural Heritage Systems (GIAHS). *Sustainability* 2018, 10, 1235 (SCI/SSCI).

[Conference Papers]

- Liu, Y & Zhang, S. 2024 "FROM SNAP TO SCRAP: AN SOR THEORY PERSPECTIVE ON THE IMPACT OF FOODSTAGRAMMING ON FOOD WASTE IN INTERNET CELEBRITY RESTAURANTS". ICOHT 2024
- Wang, K. & Zhang, S "Catalyzer or Barrier? The Roles of Identity in Digital Nomads' e-WOM of a Destination: Employing a Behavioral Reasoning Theory". APacCHRIE 2024
- Zhang, S., Intangible cultural heritage in the conservation of agricultural heritage sites: a case study of Huzhou Mulberry Dike Fish Pond System on Yangtze River Delta, Risks to life, heritage, and community on the Yangtze River Conference, 4-6 Dec 2017, Newcastle, UK
- Zhang, S., Sustainable Development of Agricultural Cultural Heritage from the Perspective of Intangible Cultural Heritage Protection: Putting Culture Back to Agriculture, The 4th Cultural Geography Symposium, 8-10 Jun 2018, Nanjing, China

Projects

- Applying the Tool for Agroecology Performance Evaluation in the GIAHS Traditional Dong's Rice-Fish-Duck Agroecosystem in Southeast Guizhou. 項目主持人，聯合國糧食及農業組織，2024
- 探索「相機先吃」旅遊者和食物浪費之間的關係：以從眾購買和沖動購買為中介，項目主持人，澳門科技大學研究基金：項目編號：FRG-21-007-

FHTM，2024

- 大灣區影視旅遊發展研究（第二階段），項目主持人，澳門高等教育基金會：項目編號，TET-MUST-2020-01，2020（已結案）。
- 酒店業應對突發重大公共衛生事件之預警、控制與復甦動態策略之研究項目參與人員，澳門高等教育基金會：項目編號：HSS-MUST-2020-01，2020（已結案）。
- Contested Heritage Practice: The Soul-Summoning Rituals of Hani People in Yunnan, China，項目主持人，澳門科技大學研究基金：項目編號：FRG-21-007-FHTM，2020（已結案）。
- “Underpinning the Resiliency of Agricultural Heritage Systems, Smallholders, Family Farmers and Indigenous Communities” funded by International Fund for Agricultural Development (IFAD) and Bioversity International. 項目聯合主持人，2017（已結案）
- “Assess the roles of GIAHS site in on-farm management of agrobiodiversity in China” funded by Bioversity Beijing. 項目聯合主持人，2017（已結案）