

CURRICULUM VITAE

Felix Elvis OTOO (Ph.D, CHE)

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SUMMARY

EMPLOYMENT

- 6 October 2022 – 30 June 2024 – **Assistant Professor** – Macau University of Science and Technology, Macau SAR, China.
- 1 September 2022 – 5 October 2022 – **(Part-time) Assistant Professor** – Macau University of Science and Technology, Macau SAR, China.
- 12 January 2022 – 15 May 2022 – **(Part-time) Assistant Professor** – Macau University of Science and Technology, Macau SAR, China.
- 1 September 2021 – 15 December 2021 – **(Part-time) Assistant Professor** – Macau University of Science and Technology, Macau SAR, China.
- 1 September 2020 – 27 January 2021 – **Assistant Professor** – Hospitality and Tourism Institute, Duy Tân University, Vietnam.
- 27 September 2019 – 27 January 2020 – **Research Associate** – School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.
- 1 September 2019 – 25 September 2019 – **Research Assistant** – School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.
- 3 March 2014 – 1 August 2016 – **Lecturer**, Department of Hospitality and Tourism, Christ Apostolic University College, Kumasi - Ghana.
- 12 August 2009 – 31 August 2010 – **Assistant Lecturer**- Department of Hospitality and Tourism Management, University of Cape Coast - Ghana.

EDUCATIONAL BACKGROUND

- Ph. D :** School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong. (August 2016 – September 2019).
Major: Tourism Management
Minor: Research Methodology
Concentration: Visitor behavior and management
- MPhil.:** Department of Hospitality and Tourism Management, University of Cape Coast, Ghana. (August 2010 –September 2012).
Major: Tourism Management
- BSc.:** Department of Hospitality and Tourism Management, University of Cape Coast, Ghana. (August 2005-May 2009).
Major: Tourism
Minor: Hospitality Management

Diploma: Institute of Commercial Management, United Kingdom. (March 2008 - May 2008)
Major: Diploma in Strategic Marketing Management

AWARDS AND HONORS

- July 2022 **Winner of the APJTR Best Paper of the Year 2021**, APTA 2022 Jeju Conference, **Otoo, F. E.**, Kim, S., Agrusa, J., & Lema, J. (2021). Classification of senior tourists according to personality traits. *Asia Pacific Journal of Tourism Research*, 26(5), 539-556.
- September 2022. **Winner of Best Paper** at International Conference on Tourism (ICOT) 2020, Virtual Conference. **Otoo, Felix Elvis** & Kim, Sam. (2020). Are senior tourists distinctive according to personality traits? ICOT Virtual conference, p. 59. (<https://iatour.org/icot2020/wp-content/uploads/2020/09/ICOT2020-BOOK-OF-ABSTRACTS-FINAL-1.pdf>)
- March 2016. Recipient of the **Hong Kong PhD Fellowship Scheme** from the Research Grants Council, Hong Kong.
- March 2014 – August 2016. Have **supervised 9 undergraduate students**. 100% of the students graduated successfully and employed in various realms of the industry.
- October 2009. Recipient of the **Chancellor's Prize for Best Graduating Tourism Student** (2009), 40th Congregation, Award of outstanding academic performance, University of Cape Coast.

PROFESSIONAL CERTIFICATION

January 2024 – to date. Certified Hospitality Educator (CHE).

ARTICLES IN REFEREED JOURNALS

1. Online Publication or Accepted Papers

- Badu-Baiden, F., **Otoo, F. E.**, & Kim, S. (2024). Understanding the role of the shopping experience in explaining tourists' perceived value and behavioral intention in African markets. *International Journal of Tourism Research*, 26: 2749. <http://dx.doi.org/10.1002/jtr.2749>
- Han, H., **Otoo, F. E.**, Kim, S., Radic, A., Quan, W., & Lee, S. M. (2024). Film-induced senior tourism and destination loyalty. *Tourism Recreation Research*, 1-16. <https://doi.org/10.1080/02508281.2024.2362113> **SSCI**
- **Otoo, F. E.**, & Mensah, E. A. (2023). Dark diaspora tourism: experiences and meanings in liminal spaces. *Tourism Geographies*, 1-21. <https://doi.org/10.1080/14616688.2023.2248068>
- **Otoo, F. E.**, Ngwira, C., & Kankhuni, Z. (2022). Understanding urban festival attendees' involvement in Hong Kong dragon boat festival. *International Journal of Tourism Cities*, (ahead-of-print). **UGC CARE. ESCI**
- Kim, S., Choe, J. Y., King, B., Oh, M., & **Otoo, F. E.** (2022). Tourist perceptions of local food: A mapping of cultural values. *International Journal of Tourism Research*, 24(1), 1-17. **SSCI**
- Badu-Baiden, F., Kim, S. S., **Otoo, F. E.**, & King, B. (2022). International tourists' local African food consumption. *Tourism Review*, 77(5), 1333-1348.
- **Otoo, F. E.**, Hwang, Y., Kim, S., & Morrison, A. M. (2021). Understanding the Dimensionality and Underlying Nature of Senior Overseas Travel Motivations. *Journal of Hospitality & Tourism Research*, 45(8), 1513-1538.

- **Otoo, F. E., Kim, S., Agrusa, J., & Lema, J. (2021).** Classification of senior tourists according to personality traits. *Asia Pacific Journal of Tourism Research*, 26(5), 539-556.
- **Otoo, F. E., Kim, S. S., & Styliadis, D. (2021).** Diaspora tourists' emotional experience. *International Journal of Tourism Research*, 23(6), 1042-1058. **SSCI**
- **Otoo, F. E., Kim, S., & Choi, Y. (2021).** Developing a multidimensional measurement scale for diaspora tourists' motivation. *Journal of Travel Research*, 60(2), 417-433. **SSCI**
- **Otoo, F. E., Kim, S. S., & King, B. (2021).** African diaspora tourism-How motivations shape experiences. *Journal of Destination Marketing & Management*, 20, 100565. **SSCI**
- **Agyeiwaah, E., Dayour, F., Otoo, F. E., & Goh, B. (2021).** Understanding backpacker sustainable behavior using the tri-component attitude model. *Journal of Sustainable Tourism*, 29(7), 1193-1214. **SSCI**
- **Mensah, E. A., Agyeiwaah, E., & Otoo, F. E. (2021).** Re-conceptualizing volunteer tourism organizations roles: A host perspective. *Tourism Management Perspectives*, 37, 100785. **SSCI**
- **Otoo, F. E., Senbento, D. L., & Demssie, M. A. (2020).** Social and environmental responsibility among inbound tour operations in Hong Kong. *Journal of China Tourism Research*, <https://doi.org/10.1080/19388160.2020.1798319> **ESCI**
- **Otoo, F. E., Kim, S., & Park, J. (2020).** Motivation-based segmentation of Chinese senior travelers: The role of preferences, sociodemographic, and travel-related features. *Journal of Vacation Marketing*, 26(4), 457-472. <https://doi.org/10.1177/1356766720942550> **SSCI**
- **Otoo, F. E., Kim, S., & Choi, Y. (2020).** Understanding senior tourists' preferences and characteristics based on their overseas travel motivation clusters. *Journal of Travel & Tourism Marketing*, 37(2), 246-257. DOI: 10.1080/10548408.2020.1740136 **SSCI**
- **Otoo, F. E., Kim, S., & Choi, Y. (2020).** Developing a multidimensional measurement scale for diaspora tourists' motivation. *Journal of Travel Research*, 60(2), 417-433. DOI: 0047287519899990. **SSCI**
- **Otoo, F. E., & Kim, S. (2020).** Analysis of studies on the travel motivations of senior tourists from 1980 to 2017: Progress and future directions. *Current Issues in Tourism*, 1-25. DOI: 10.1080/13683500.2018.1540560 **SSCI**
- **Otoo, F. E., Badu-Biaden, F., & Kim, S. (2019).** A qualitative cognitive appraisal of tourist harassment. *International Journal of Tourism Research*, DOI: 10.1002/jtr.2274. **SSCI**
- **Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. (2019):** Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach, *Journal of Travel & Tourism Marketing*, 36(3), 295-313. DOI: 10.1080/10548408.2018.1541775 **SSCI**
- **Han, H., Kim, S., & Otoo, F. E. (2018).** Spatial movement patterns among intra-destinations using social network analysis. *Asia Pacific Journal of Tourism Research*, 23(8), 806-822. DOI: 10.1080/10941665.2018.1493519 **SSCI**
- **Otoo, F. E., & Kim, S. (2018).** Is there stability underneath health risk resilience in Hong Kong inbound tourism? *Asia Pacific Journal of Tourism Research*, 23(4), 344-358. DOI: 10.1080/10941665.2018.1433700 **SSCI**
- **Otoo, F. E., Gyebi, B. & Wireko-Gyebi, S. (2016).** Associated factors of alcohol and alcoholism among tertiary students. *Journal of Substance Use*, 22(1), 20-30. DOI: 10.3109/14659891.2016.1140236 **SCIE, FID**
- **Otoo, F. E., Agyeiwaah, E., Dayour, F., & Wireko-Gyebi, S. (2016).** Volunteer tourists' length of stay in Ghana: Influence of socio-demographic and trip attributes. *Tourism Planning & Development*, 13(4), 409-426. DOI: 10.1080/21568316.2015.1136834 **ESCI**
- **Otoo, F. E., & Amuquandoh, F. E. (2014).** An exploration of the motivations for volunteering:

A study of international volunteer tourists to Ghana. *Tourism Management Perspectives*, 11, 51-57. DOI: 10.1016/j.tmp.2014.04.001 **SSCI**

• **Otoo, F. E., & Amuquandoh, F. E.** (2014). An investigation into the experiences of international volunteer tourists in Ghana. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(3), 431-443. DOI: 10.1080/13032917.2014.903377 **EBSCO HTI, CADI**

• **Otoo, F. E.** (2014). Constraints of international volunteering: A study of volunteer tourists to Ghana. *Tourism Management Perspectives*, 12, 15-22. DOI: 10.1016/j.tmp.2014.07.002 **SSCI**

• Badu-Baiden, F., Boakye, K. A., & **Otoo, F. E.** (2016). Backpackers' views on risk in the Cape Coast-Elmina area of Ghana. *International Journal of Tourism Sciences*, 16(1-2), 1-14. DOI: 10.1080/15980634.2016.1185308 **KCI**

• Badu-Baiden, F., Adu-Boahen, E. A., & **Otoo, F. E.** (2016). Tourists' response to harassment: a study of international tourists to Ghana. *Anatolia*, 27(4), 468-479. DOI: 10.1080/13032917.2016.1193817 **EBSCO HTI, CADI**

• **Otoo, F. E.** (2013). Motivations of American volunteer tourists to Ghana. *African Journal of Hospitality, Tourism and Leisure*, 2(4), 1-13. **DOAJ**

2. International Conference Papers and Presentations

• **Otoo, F. E.,** Haojing HE (Sally), Yulan QIN (Irene), & Xinyue FU (Mary), (May 2024) Ethical Branding of Greater Bay Area from a Moral Obligation Perspective (pp4-5). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

• **Otoo, F. E.,** Linghan ZHOU, Yan QIAN, & Jiayu HUANG (May 2024). Exploring the Role of Moral Obligation on the Pro-Environmental Behaviors of Tourists (p.6). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

• **Otoo, F. E.,** Ziheng JI, Qingyi WANG, & Qian YAO (May 2024). An Exploration of the Influence of Self-Identity on Wellbeing and Destination Revisit (pp7-8). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

• **Otoo, F. E.,** YuShan CHENG, KaiXin ZHOU (May 2024). The Psychological Consequences of the Eco-Crisis: A View of Domestic Tourists within the Greater Bay Area (pp.9). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

• **Otoo, F. E.,** Yuting GU, Yiwei HUANG, Xirui ZHU (May 2024). Understanding the Influence of Self-Identity on Future Intentions: The Role of Green Brand Attitude and Wellbeing (pp.10). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

• **Otoo, F. E.,** Xiaowen ZHUANG, Yueer CHEN, & Yuntong ZOU (May 2024). What is in for Me? A Study of Tourists' Attitudes and Wellbeing toward Loyalty and Revisit Intentions (p.14). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).

https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf

- **Otoo, F. E.**, Yu Chen WU, Yan Tong DONG, & Yi Meng ZHANG (May 2024). Analyzing Consumer Willingness to Support Pro-Environment Tourism: Shaping Sustainable Tourism Brand Loyalty in the Greater Bay Area (pp.29-30). The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program (Macau).
https://www.iecrconference.net/files/ugd/d30289_0ded8a045ee74fde965019dd2cbcbef8.pdf
- **Otoo, F. E.**, and Agyeiwaah, E., (November, 2023). An empirical examination of the value-attitude-behavior model of tourists' sustainability decisions. The 3rd Global Congress of Special Interest Tourism & Hospitality. Paper #86
- NASIRI, H. and **Otoo, F. E.** (November, 2023). An Aesthetic Exploration of Dark Tourism Experiences. The 3rd Global Congress of Special Interest Tourism & Hospitality. Paper #215
- **Otoo, F. E.**, XIE Yangyun, and HUANG Yudan (November, 2023). Examining Structural Relationships among Destination Brand Experience, Destination Brand Authenticity, Destination Involvement, Place Attachment, and Tourists' Future. The 3rd Global Congress of Special Interest Tourism & Hospitality. Paper #74.
- **Otoo, F. E.**, ZHENG Yaoyang, and ZUO Hang (November, 2023). Exploring the Sensory Needs of Tourists in Macau SAR. The 3rd Global Congress of Special Interest Tourism & Hospitality. Paper #75.
- **Otoo, F. E.**, Yutao XIA, and Wenyue WAN (November, 2023). The Effect of Destination Brand Authenticity on Tourists' Intention to Revisit: Mediated by Involvement and Place Attachment. The 3rd Global Congress of Special Interest Tourism & Hospitality. Paper #76
- **Otoo, F. E.**, Kim, S., Agrusa, J., and Lema, J. (July, 2021) APTA 2022 Jeju Conference. South Korea.
- **Otoo, F.**, and Kim, S. International Conference on Tourism (ICOT) 2020, Virtual Conference. Are senior tourists distinctive according to personality traits? ICOT Virtual conference, p. 59. (<https://iatour.org/icot2020/wp-content/uploads/2020/09/ICOT2020-BOOK-OF-ABSTRACTS-FINAL-1.pdf>)
- **Otoo, F.**, and Kim, S. (June 6, 2017). Strategies and implications of funding for volunteer placements overseas. Conference Proceedings of 3rd Global Tourism and Hospitality Conference, Hong Kong (pp. 438-441).
- Hagchin Han, Seongseop Kim, Jaeseok Kim & **Felix Otoo** (December 7, 2017). Comparative study of tourist network in Chinese and Japanese tourists to Korea using social network analysis. TTRA Asia Pacific Chapter Conference, Paper Session II.

3. Book Chapters

- **Otoo, F. E.**, & Kim, S. (2022). Growth of the Senior Tourism Market and Its Implications for Destination Marketers: Understanding Tourism Motivation and Preferences Through Comparison of Seniors in Korea, Mainland China and the USA. In *Tourism Marketing in East and Southeast Asia* (pp. 185-202). GB: CABI.
- **Otoo, F. E.**, & Kim, S. S. (2020). Motivations, preferences, and personality of senior tourists: Cross-cultural comparison between American and Chinese groups. In *Motivations, preferences, and personality of senior tourists: Cross-cultural comparison between American and Chinese Groups*. In Pearce, P. and Correia, A.(Eds), *Tourism's New Markets: Drivers, Details and Directions* (pp. 120-140). Goodfellow Pub Ltd..

4. Fellowship

Recipient of the **Hong Kong PhD Fellowship Scheme** from the Research Grants Council, Hong Kong.

TEACHING EXPERIENCE

1. Contribution to teaching

- 17 January 2019. **Professor for a Day** “Planning and development of events in an African context”. Special Topics in Convention and Events II. Invited by Prof. Sam Kim (The Hong Kong Polytechnic University).
- 17 January 2019. **Professor for a Day**. “Special Topics in Convention and Events II: Stakeholders involvement in festival planning in Ghana”. Invited by Prof. Sam Kim (The Hong Kong Polytechnic University).

2. Teaching assignments

- 1 January 2024 – May 2024– **Assistant Professor** – “Tourism Geographies”, Macau University of Science and Technology, Macau SAR, China.
- 1 September 2023 – 14 December 2023 – **Assistant Professor** – “Introduction to Tourism and Hospitality Business”, Macau University of Science and Technology, Macau SAR, China.
- 1 January 2023 – May 2023– **Assistant Professor** – “Tourism Geographies”, Macau University of Science and Technology, Macau SAR, China.
- 1 September 2022 – 14 December 2022 – **Assistant Professor** – “Introduction to Tourism and Hospitality Business”, Macau University of Science and Technology, Macau SAR, China.
- 12 January 2022 – 15 May 2022 – **(Part time) Assistant Professor** – “Tourism Marketing”, Macau University of Science and Technology, Macau SAR, China.
- 1 September 2021 – 15 December 2021 – **(Part time) Assistant Professor** – “Tourism Law”, Macau University of Science and Technology, Macau SAR, China.
- 7 December 2020 to 24 January 2021– **Assistant Professor** “Commercial Recreation Management”, Hospitality and Tourism Institute, Duy Tân University, Vietnam.
- 7 December 2020 to 24 January 2021– **Assistant Professor** “Programming in Recreation Services and Tourism”, Hospitality and Tourism Insitute, Duy Tân University, Vietnam.
- September 2018 – December 2018. **Tutor** “Freshman seminar”. The Hong Kong Polytechnic University. Student Feedback Questionnaire (111 students, score not available).
- September 2017 – December 2017. **Tutor** “Freshman seminar”. The Hong Kong Polytechnic University. Student Feedback Questionnaire (104 students, score 3.7 out of 5).
- August 2016 – December 2016. **Lecturer** “Travel and tour operations management”. Christ Apostolic University.
- January 2016 – May 2016. **Lecturer** “Principles of tour guiding”. Christ Apostolic University
- January 2016 – May 2016. **Lecturer** “Social and psychological aspects of tourism” Christ Apostolic University.
- August 2015 – December 2015. **Lecturer** “Alternative tourism”. Christ Apostolic University.
- August 2015 – December 2015. **Lecturer** “Leisure activities and hospitality”. Christ Apostolic University.
- August 2015 – December 2015. **Lecturer** “Gender and tourism”. Christ Apostolic University.

- January 2015 – May 2015. **Lecturer** “Tourism planning and development”. Christ Apostolic University.
- January 2015 – May 2015. **Lecturer** “Issues in community participation”. Christ Apostolic University.
- January 2015 – May 2015. **Lecturer** “Eco-tourism”. Christ Apostolic University.
- January 2015 – May 2015. **Lecturer** “Sustainable tourism”. Christ Apostolic University.
- January 2015 – May 2015. **Lecturer** “Leisure and disability”. Christ Apostolic University.
- August 2014 – December 2014. **Lecturer** “Tour packaging and operations”. Christ Apostolic University.
- August 2014 – December 2014. **Lecturer** “Parks management”. Christ Apostolic University.
- August 2014 – December 2014. **Lecturer** “Thematic geography of Ghana”. Christ Apostolic University.
- August 2014 – December 2014. **Lecturer** “Tourism and the physical environment”. Christ Apostolic University.
- August 2014 – December 2014. **Lecturer** “Principles and practices of hospitality and tourism”. Christ Apostolic University.

PROFESSIONAL AFFILIATIONS OR CONTRIBUTIONS

- 13 March 2020 – to date. **ApacCHRIE (Member)**
- August 2008 - August 2009. **Academic Liaison** (Association of Tourism Students). University of Cape Coast.
- August 2007 - August 2008. **Member** (Association of Tourism Students). University of Cape Coast.

VOLUNTEER SERVICES

1. Keynote Speaker/Seminar Host/ Invited Speaker/Session Chair

- 11 May 2024. **Session Chair** for “The 1st International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference” Program (The Macau University of Science and Technology, Macau SAR).
- 11 November, 2023. **Session Chair** for “**The 3rd Global Congress of Special Interest Tourism & Hospitality Paper Presentation.**” Session 9. The Macau University of Science and Technology, Macau SAR.
- 11 November, 2023. **Session Chair** for “**The 3rd Global Congress of Special Interest Tourism & Hospitality Paper Presentation.**” Session 11. The Macau University of Science and Technology, Macau SAR.
- 1 March 2019. **Invited Seminar Speaker.** “Investigation of motivations as perceived by mature diaspora tourists: preliminary results.” The Hong Kong Polytechnic University.
- 17 January 2019. **Invited Guest Speaker.** “Special Topics in Convention and Events II”. The Hong Kong Polytechnic University.
- 17 January 2018. **Invited Guest Speaker.** “Special Topics in Convention and Events II”. The Hong Kong Polytechnic University.
- 22 September 2017. **Invited Seminar Speaker.** “Harassment of tourists: a sequential mixed methods approach.” The Hong Kong Polytechnic University.

- 5 June, 2017. **Conference Plenary Session Chair.** Session II. 3rd Global Tourism & Hospitality Conference. The Hong Kong Polytechnic University.
- 5 June, 2017. **Moderator for Conference Paper Presentation.** Session I. 3rd Global Tourism & Hospitality Conference. The Hong Kong Polytechnic University.
- 4 June, 2017. **Moderator for Conference Paper Presentation.** Session II. 3rd Global Tourism & Hospitality Conference. The Hong Kong Polytechnic University.

2. Academic Journal Peer Reviewer:

- *Ad hoc reviewer – Journal of Travel and Tourism Marketing*
- *Ad hoc reviewer – Tourism Geographies*
- *Ad hoc reviewer – Annals of Tourism Research Empirical Insights*
- *Ad hoc reviewer – Tourism Planning and Development*
- *Ad hoc reviewer – Journal of Tourism, Culture and Communication*
- *Ad hoc reviewer – Anatolia: An International Journal of Tourism and Hospitality Research*
- *Ad hoc reviewer – Tourism Management Perspective*
- *Ad hoc reviewer – Current Issues in Tourism*
- *Ad hoc reviewer – Journal of China Tourism*
- *Ad hoc reviewer – Journal of Global Research in Education and Social Science*

3. Conference Paper Reviewer

- 7-23 February 2019. **Paper Reviewer.** 2019 APacCHRIE & EuroCHRIE Joint Conference. Hong Kong.
- 1-5 May 2017. **Paper Reviewer.** 2017 3rd Global Tourism & Hospitality Conference. Hong Kong

4. School Committee or Work

- September 2023-June 2024- Academic mentor BITM 22DE5
- August 2008 – August /2009. **Academic Liaison.** Association of Tourism Students. University of Cape Coast.
- August 2007 - August 2008. **Executive member.** Association of Tourism Students. University of Cape Coast.