



[Gloria Gou Rui]
[Assistant Professor]

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Nature-based Tourism● Protected Areas Management● Environmental Attitude and Behaviour● Environmental education and training	<ul style="list-style-type: none">● Ecotourism● Sustainable Tourism● Hotel Management (revenue, service and training)● Theories and Practice of MICE

Qualifications

[Academic Qualifications]

- 2020 PhD / Ecotourism / The Education University of Hong Kong
- 2012 Master / Sustainable Tourism / The Chinese University of Hong Kong
- 2010 Bachelor / Tourism Management / The Macau University of Science and Technology
- 2008 Hospitality Program Certificate / The Florida State University

[Professional Practices](Selective)

- Research Assistant & Project Coordinator / Department of Social Science / The Education University of Hong Kong / Jun.2014-Mar.2016
- Research Assistant / Centre for Environmental Policy and Resource Management / The Chinese University of Hong Kong / Aug.2012-Aug.2013
- Hospitality & Tourism Industry Related Experience
 - Operation Officer / The Hongkong-Asia Exhibition (Holdings) Company / Aug.2013-May2014
 - Front Office Agent / Wynn Macau / Feb.-Aug.2011
 - International College Intern / Walt Disney Company(FL, US) / Aug.2007-Jan.2008

Publications

[Journal Articles]

- GR Gou, W Fang, LTO Cheung*, L Fok, ASY Chow, K Zhang (2024). Understanding the Determinants of Geologically Responsible Behaviour among Geotourists: A Multi-Destination Analysis. *Tourism and Hospitality* 5 (1), 1-15
- W Fang, GR Gou, LTO Cheung *, L Fok *, ASY Chow, K Zhang (2024). An investigation of willingness-to-pay for geopark management and conservation: A case study of geotourists in the Greater China Region. *Resources* 13(2), 24
- GOU, GR. & LIU, C. (2022). Leadership styles that work in the 'New normal'. *Times Higher Education*, Retrieved from <https://www.timeshighereducation.com/campus/leadership-styles-work-new-normal>
- Liu, K.S.W., Gou, G.R. & Cheung, L.T.O.* (2016). Understanding participants' motivation and willingness to pay for joining ecotourism training courses in HK. *Asian Geographer*, 33 (1), 23-34.
- Liu, K.S.W., Gou, G.R. & Cheung, L.T.O.* (2016). Understanding participants' motivation and willingness to pay for joining ecotourism training courses in HK. *Asian Geographer*, 33 (1), 23-34.

- Cheung, L.T.O., Fok, L., Gou, GR. (2016). Students' academic performance in environmental studies: An empirical study of different groups of secondary school graduates. *International Research in Geographical and Environmental Education*, 25, 211-225.
- Wong, F. Y. & GR Gou (2014). Urban Protected Areas: Basic Structure and Global Experience (in Chinese). *Tourism Planning & Design*, 14, 140-151.

[Conference Papers]

- Gou, GR. (2014). Local residents' perception on the impacts of ecotourism development in the Wolong Nature Reserve, China. the International Conference on Sustainable Tourism and Resilience in Urban Environments, Hong Kong.
- Gou, GR. (2010). Tourist Motivation and Satisfaction in Linear Cultural Heritage Routes: The Case Study of the Tea-Horse Road, China. The World Leisure Congress, Rimini, Italy.