



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

Name: **Xu Ye** 徐 曄  
Assistant Professor 助理教授

<u>Areas of Research Expertise 研究方向</u>	<u>Areas of Teaching Expertise 教學領域</u>
Destination Image 目的地形象	Event Management 活動管理
Festival Authenticity 節慶本真性	MICE Operational Management 會展運營管理
Intergenerational Tourism 代際旅遊	Theories and Practice of MICE 會展理論與實踐
Event Volunteer Management 活動志願者管理	Cultural Festival Management 文化節慶管理

## Qualifications

### [Academic Qualifications] 教育背景

2009- 2014

PhD of International Tourism Management in Macau University of Science and Technology

2003-2005

MBA in Macau University of Science and Technology

1999-2003

Bachelor of Arts, Business English Major, Nanjing University.

### [Teaching Experience] 教學背景

2014- Faculty of Hospitality and Tourism Management Assistant Professor

2006-2014 Department of College English Lecturer

2003-2006 Department of College English Teaching Assistant

### [Professional Qualifications] 專業資格證書

The UFI-Exhibition Management Degree (UFI-EMD) 高級會展管理國際認證

The Certified in Exhibition Management (IAEE-CEM) 註冊會展經理

Test for English Majors Band Eight, Ministry of Education (TEM 8) 全國高校英語專業八級證書

Diploma of Qualitative Researches, Teaching Center, M.U.S.T. 定性研究培訓證書

Diploma of Quantitative Researches, Teaching Center, M.U.S.T. 定量研究培訓證書

Certificate of High Education Teaching, Teaching Center, M.U.S.T. 高校教師培訓證書

## Research & Publications 研究成果

### [Journal Articles] 期刊論文

- Xu, Y\*, Xia, F., & Fu, X. (2024). The Mechanism of Stimulating Resident tourists' Place Attachment via Festivals. *Journal of China Tourism Research*, 1-22.
- Xia, F., Xu, Y\*, & Zhang, X. (2024). Inspiring sport event volunteer engagement and sense of pride: the importance of organisational environmental factors. *Leisure Studies*, 1-17.
- Xia, F., & Xu, Y\*. (2023). Constructing influencing factors of sport event image and their consequential effect on tourists. *Journal of Sport & Tourism*, 1-20.
- Xu. Y\*. (2022) Impact of cultural proximity on destination image and tourists' perceptions: The case of the Portuguese Cultural festival Lusofonia in Macao. *Journal of Vocation Marketing* 1-13.
- Liu. J., Lin. H., Hu, B., Zhou, Z., Agyeiwaah, E., & Xu. Y. (2022). Advancing the understanding of the resident pro-tourism behavior scale: An integration of item response theory and classical test theory. *Journal of Business Research*, 141, 113-125.
- Xu. Y. & Chen, S (2020). Perceptions on Tea Restaurant and Community Based Tourism. *Annals of Macao University of Science and Technology*, 13, 61-71.
- Yan. L., Xu, J.B., Sun, Z., & Xu. Y. (2019). Street art as alternative attractions: A case of the East Side Gallery. *Tourism Management Perspectives*, 29, 76-85.
- Xu. Y (2019) Enhancing Macao's tourist destination brand image through cultural festivals. In: Cudny W (ed) *Urban Events, Place Branding and Promotion*. New York, NY: Routledge, pp. 162–177.
- Xu. Y (2019). The Status, Features and Development Trend among Jiangsu Province, Macao and Portuguese Speaking Countries. *Economy and Trading between China and Portuguese Speaking Countries*. Macao Foundation Press.
- Xu. Y. & Li. X (2017). A Justice Framework for Understanding Hospitality Employees' Deviant Behavior. *Annals of Macao University of Science and Technology*. Vol. 11. P.76-90.
- Xu, Y. (2016) A Study on the Interrelationships among Event Perception, Destination Image and Destination Loyalty in Macao. *Annals of Macao University of Science and Technology*. Vol.9. 133-141.
- Xu, Y. (2014). The Role of Hallmark Events in Shaping Macao's Tourist Destination Image, *Macao Economic Association Annals*.
- Xu. Y. & Wang, Y. F. (2014). Research on the Economy Dynamic Relationship of Guangdong, Hong Kong and Macao in the Pattern of Regional Integration, *Annals of Macao University of Science and Technology*. Vol. 2. P.98-107
- Xu, Y (2014). The Flyleaf Poem. *A Collection of Jiaze Humanities*, Nanjing University Press.
- Xu. Y. (2013). A Reflection on Civil Air-Defense in Peace. *Wu Jin Daily*.
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## **[Conference Papers] 國際會議論文**

- Xu. Y., Xia. F.Y., Yuan. X.Z., Zhang H.N., Li Y.Y.(2024) The congruence of foodie and gastronomy city: A Case Study in Macao. APacCHRIE 2024.
- Xia. F.Y., Xu Y., Yuan. X.Z. (2023) Exploring the psychological mechanism of irrational consumption among blind box enthusiasts. The 3rd Global Congress of Special Interest Tourism & Hospitality Conference.
- Xia. F.Y. & Xu Y. (2022) Exploring Causes and Effects of Event Image in the Post-epidemic Era. 2022 *Inaugural Frontiers in Hospitality and Tourism Symposium*
- Xu. Y. & Zhou, Z (2020). Exploring relationships between tourist-host interaction, guests' perceptions of B & B hosts' service quality, tourists' perceived trust and recommendation intention. International Tourism Studies Association Conference.

## **Research Projects Funded 科研項目**

- P.I. The research of promoting leadership efficiency of female entrepreneurs, 2024.6-  
項目負責人 如何提升女企業家領導力的研究
- P.I. The research of high-quality development of hotel industry of Wujin, Changzhou, 2024.4-  
項目負責人 常州市武進酒店業商會高質量發展研究
- P.I. The sustainable development of the chain dining restaurants, Yuyuan Group, 2023.12-  
項目負責人 豫園集團高管培訓項目
- P.I. The training program of executive managers in MICE industry, PICO Group, 2022.4-2023.8  
項目負責人 會展精英培訓項目
- P.I. Feasibility of developing MICE industry and its mode in West Tai-Lake, Changzhou. 2020.3-2022.3  
項目負責人 常州西太湖發展會展業的可行性研究
- Consultant The research of the sustainable development of old communities in Taipa of Macao. 2024.5-2024.8  
項目顧問 澳門氹仔舊城區社區旅遊經濟與可持續發展研究
- Member. Form of Community Based Tourism of Macao, 2024  
項目成員 2024 澳門社區營建論壇
- Member. Street art as alternative attractions for tourists. 2017-2019.  
項目成員 街頭藝術對遊客吸引力研究
- Member. Application of World Creative Gastronomy City, Macao.2016-2017  
項目成員 澳門加入“世界美食之都”的申報研究
- Consultant. Five-Year-Action-Plan of the Medium- and Long-term Talents Cultivation of Macao, 2013-2018  
項目顧問 《澳門中长期人才培养计划—五年行动方案》
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## **Social Service and Award 社會服務及榮譽**

General Consultant of the 2024 Household Horticultural Exhibition, China

2024 中國家庭園藝展覽會暨中國花園節 展會策劃運營總顧問

Best Poster Award of Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium 2022

旅遊研究前沿年度論壇 2022 最佳海報論文獎

Youth Ambassador of Friendship of Jiangsu Province Foreign Affairs Office of Jiangsu Provisional People's Government

江苏省人民政府外事办公室頒授之江蘇省青年友好使者

Representative of Jiangsu-Hong Kong-Macao Youth Forum

蘇港澳青年精英論壇代表

Best Paper Award of Macao Economic Association

澳門經濟學會最佳論文獎

Consultant of St. Lazarus 10 Fantasia Creative Park

澳門瘋堂斜巷創意園區旅遊顧問

Excellent Member of CPPCC Changzhou

常州市政協頒授之優秀政協委員

Excellent Member of CPPCC Changzhou, Wujin District

常州市武進區政協頒授之優秀政協委員

Chief Consultant of Tourism Planning and Management of Jiaze of Changzhou

常州市嘉澤鎮旅遊規劃及管理之首席顧問

General person in charge of Changzhou Intangible Cultural Products Exhibition in Macao

常州非物質文化精品展澳門場活動總負責人

Consultant of the 9<sup>th</sup> International Infrastructure Investment and Construction Forum

第九屆基建高峰論壇策劃管理顧問

General Planner of China Horticultural Carnival and Macao-Jiangsu Horticultural Art Week Event

中國園藝嘉年華暨澳門-江蘇園藝文化周活動總策劃師

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