



**Zhang Yang**  
Associate Professor

| <u>Areas of Research Expertise</u>  | <u>Areas of Teaching Expertise</u>  |
|---|---|
| <ul style="list-style-type: none"><li>● Cultural tourism</li><li>● Tourism and leisure</li><li>● Tourism migration</li><li>● Social media and tourism</li></ul> | <ul style="list-style-type: none"><li>● Tourism economy</li><li>● Tourism marketing</li><li>● Cultural industry</li><li>● Cultural heritage tourism</li></ul> |

## Qualifications

### [Academic Qualifications]

|           |  |
|-----------|--|
| 2007-2010 | Ph.D. / Cultural heritage conservation and exploitation / Sichuan University |
| 2004-2007 | Master / Cultural tourism / Sichuan University                               |
| 2000-2004 | Bachelor / Tourism management / Sichuan University                           |

### [Professional Qualifications]

#### Editorial roles

|              |   |
|--------------|---|
| 2024-Present | Associate Editor of Journal of Leisure Research |
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#### Editorial board member

|              |   |
|--------------|---|
| 2023-Present | International Journal of Travel Research              |
| 2022-Present | Journal of Macau University of Science and Technology |
| 2021-Present | Journal of Hospitality and Tourism Research           |

#### Ad hoc Reviewer

|              |   |
|--------------|---|
| 2024-Present | Scientific Report                             |
| 2024-Present | Heritage Science                              |
| 2024-Present | Humanities & Social Sciences Communications   |
| 2024-Present | Tourism Geographies                           |
| 2024-Present | Consumption Markets & Culture                 |
| 2024-Present | Journal of Hospitality and Tourism Management |
| 2021-Present | Journal of Gastronomy and Tourism             |

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|--------------|--|
| 2021-Present | Leisure Studies  |
| 2021-Present | Journal of Consumer Marketing                                |
| 2021-Present | Journal of Sustainable Tourism                               |
| 2021-Present | International Journal of Contemporary Hospitality Management |
| 2021-Present | Acta Psychologica  |
| 2021-Present | Journal of Hospitality and Tourism Insight                   |
| 2020-Present | International Journal of Tourism Research                    |
| 2020-Present | Tourism Planning and Research                                |
| 2018-Present | Tourism Management   |
| 2017-Present | Journal of China Tourism Research                            |
| 2017-Present | Geoforum   |
| 2013-Present | Annals of Tourism Research                                   |
| 2013-Present | Theory, Culture and Society                                  |

## Publications

### [Journal Articles]

1. **Zhang, Y.**, Fu, X., Zhang, Y., & Huang, T. (2025). From disruption to normalcy: Co-production public service and destination competitiveness. *Tourism Management*, 106, 104973. [SSCI]
2. **Zhang, Y.**, Zhang, Y., Li, X. Y., & Zhao, C. Y. (2024). Hospitality service aesthetic of luxury hotel front desk and its effect on consumers' willingness-to-pay price premium. *Current Psychology*, 1-21. [SSCI]
3. **Zhang Y.**, Lee, T. J., Cheng H.X. (2024). Can traditional festivals held during pandemics induce happiness for residents? Testing four alternative models, *Journal of Hospitality and Tourism Management*, 58,164-173. [SSCI]
4. **Zhang, Y.**, Zheng, Q., Huang, L., Lee, T. J., & Hyun, S. S. (2023). Alienation and authenticity in intangible cultural heritage tourism. *Journal of Sustainable Tourism*, 1-20. [SSCI]
5. Xia, M., **Zhang, Y.**, & Gu, R. (2023). Creative Tea Beverages as a New Tourism Attraction? Exploring Determinants of Tourists' Repurchase Intention Using Dual Process Theory. *Sustainability*, 15(13), 10642. [SSCI]
6. **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*, 15(6), 5476. [SSCI]
7. **Zhang, Y.**, Xia, M., & Liu, Y. (2023). The Causality and Antecedents of Tourism Small & Medium-Sized Enterprises'(SMEs) Coopetition in Complex Institutional Contexts. *Sustainability*, 15(6), 5156. [SSCI]
8. Liu, S. F., Li, Z. X., & **Zhang, Y.** (2023). Sustainable Operation of Fine-Dining Restaurants: Antecedents and Consequences of Customers' Self-Image Congruity at a Cantonese Michelin-Starred Restaurant Based on the Value- Attitude-Behavior Model. *Sustainability*, 15(3), 2421. [SSCI]
9. Zhang, S., Hsu, F. C., & **Zhang, Y.** (2023). A retrospective study of knowledge management for

- integrated resorts (IRs) crisis preparedness. *International Journal of Contemporary Hospitality Management*, 35(7), 2496-2526. [SSCI]
10. 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*, 24(6), 800-812. [SSCI]
  11. **Zhang, Y.**, Xu, X. H., Lee, T. J., & Li, Z. X. (2022). Assessing the impact of perceptions of hygiene on tourists' attitudinal loyalty to ethnic food. *British Food Journal*, 124(12), 4847-4867. [SSCI]
  12. **Zhang, Y.**, Lee, T. J., & Xiong, Y. (2022). The contribution of animal-based cultural ecosystem services to tourist well-being at cultural heritage sites. *Journal of Travel Research*, 61(7), 1631-1647. [SSCI]
  13. Xia, M., & **Zhang, Y.** (2022). Linear and nonlinear relationships: a hybrid SEM-neural network approach to verify the links of online experience with luxury hotel branding. *Journal of Hospitality and Tourism Insights*, 5(5), 1062-1079. [ESCI]
  14. **Zhang, Y.**, & Lee, T. J. (2022). Alienation and authenticity in intangible cultural heritage tourism production. *International Journal of Tourism Research*, 24(1), 18-32. [SSCI] (**Wiley Top Cited Article 2022-2023**)
  15. Bai, Z., & **Zhang, Y.** (2021). Sustainability of Ski Tourism in China: An Integrated Model of Skiing Tourists' Willingness to Pay for Environmental Protection. *Sustainability*, 13(16), 8883. [SSCI]
  16. **Zhang, Y.**, Shi, K. X., & Lee, T. J. (2021). Chinese girlfriend getaway tourism in Buddhist destinations: Towards the construction of a gendered spirituality dimension. *International Journal of Tourism Research*, 23(1), 1-12. [SSCI]
  17. **Zhang, Y.**, Xiong, Y., Lee, T. J., Ye, M., & Nunkoo, R. (2020). Sociocultural Sustainability and the Formation of Social Capital from Community-based Tourism. *Journal of Travel Research*. [SSCI]
  18. **Zhang, Y.**, & Xiong, Y. (2020). A culture-oriented model of consumers' hedonic experiences in luxury hotels. *Journal of Hospitality and Tourism Management*, 45, 399-409. [SSCI]
  19. **Zhang, Y.**, Lin, Z. X., & Lee, T. J. (2020). Wellness-oriented seasonal tourism migration: A field relationship study in China. *International Journal of Tourism Research*. [SSCI]
  20. Sheng, F. Q., **Zhang, Y.**, Shi, C., Qiu, M., & Yao, S. (2020). Xi'an tourism destination image analysis via deep learning. *Journal of Ambient Intelligence and Humanized Computing*, 1-10. [SCI-E]
  21. Yang, L., & **Zhang, Y.** (2020). Research on Shunde residents' perception of local food tourism value. *Journal of Researches on Dietetic Science and Culture*, 4, 27-34. [Level 2]
  22. **Zhang, Y.**, Lee, T. J. (2019). A conflict resolution model for sustainable heritage tourism. *International Journal of Tourism Research*, 21(4), 478-492. [SSCI]
  23. **Zhang, Y.**, Lee, T. J. (2019). From comrades to Bodhidharma: A Bourdieusian analysis of the spiritual experience of Chinese seasonal tourist. *International Journal of Tourism Research*, 21(6), 801-812. [SSCI]
  24. Xiong, Y., **Zhang, Y.** & Lee, T. J. (2019). The rural creative class: An analysis of in-migration tourism entrepreneurship. *International Journal of Tourism Research*, 22(1), 42-53[SSCI]
  25. **Zhang, Y.**, Lee, T. J. & Xiong, Y. (2019). Residents' perception of the influence of luxury chain hotels on ethnic tourism communities. *Journal of Tourism and Cultural Change*, 17, 432-448. [SSCI]
  26. Huang, Y. F., **Zhang, Y.** & Quan, H. (2019). The relationship among food perceived value, memorable

- tourism experiences and behavior intention: the case of the Macao food festival. *International Journal of Tourism Sciences*, 19, 258-268. [Level 2]
27. **Zhang, Y.**, & Xie, P. F. (2018). Motivational determinants of creative tourism: a case study of Albergue art space in Macau. *Current Issues in Tourism*, 1-12. [SSCI]
  28. Xia, M., **Zhang, Y.**, & Zhang, C. (2018). A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective. *Journal of Destination Marketing & Management*, 8, 259-270. [SSCI]
  29. **Zhang, Y.**, & Xiong, Y. (2017). Interdisciplinary understanding of place in tourism education: An approach of participatory learning in China. *Journal of Hospitality and Tourism Management*, 30, 47-54. [SSCI]
  30. **Zhang, Y.**, & Hitchcock, M. J. (2017). The Chinese female tourist gaze: a netnography of young women's blogs on Macao. *Current Issues in Tourism*, 20(3), 315-330. [SSCI]
  31. **Zhang, Y.**, & Long, M. (2015). The role of Yum Cha (Cantonese morning tea) in the integration process among interprovincial migration in China, *Leisure Studies*, 34(1), 59-66. [SSCI]
  32. **Zhang, Y.**, & Long, M. (2014). A research of the effects of anti-poverty by community participation of tourism development, *Agricultural Economy*, 5, 48-50.
  33. Salazar, N. B., & **Zhang, Y.** (2013). Seasonal lifestyle tourism: the case of Chinese elites. *Annals of Tourism Research*, 43, 81-99. [SSCI]
  34. **Zhang, Y.** & Pang, C. L. (2012). From home food to Macanese cuisine? Historical development, tourist branding and cultural identity. *Sociology Study*, 2(1), 143-151.
  35. **Zhang, Y.**, Ji, M. J., & Huang, G. Q. (2011). The attitude of local residence to medical tourism development: A research based on stakeholder theory, *Journal of Macao University of Science and Technology*, 5 (2), 8-18. [Level 2]
  36. Huang, G. Q. & **Zhang, Y.** (2011). A research of the tourism poverty alliance model of reservoir region: case study of the Three Gorge of Chongqing, *International Core Journal of Scientific Research & Engineering Index*, 2(1), 21-23. [EI]
  37. **Zhang, Y.** (2010). A study of the eco-culture and sustainable development-case study of the tourism exploitation of Laojun Mountain in Xinjin. *Religious Studies*, 2, 218-220. [CSSCI]
  38. **Zhang, Y.** (2009). A research of the perception of community residence to the conservation and exploitation of historical buildings- Case study of Groot Begijnhof of Leuven. Belgium, *Social Science Research*, 6, 102- 105. [CSSCI]
  39. **Zhang, Y.** (2006). A study of Chinese ancient official travel and its realistic values. *Forum on Chinese Culture*. 1, 60-63.
  40. **Zhang, Y.** (2006). A research of the deep exploitation of Chinese movie & TV series induced tourism through the wave of Korean TV series induced tourism. *Journal of Beijing International Studies University*. 9, 80-86.
  41. **Zhang, Y.** (2006) A study of the regional culture of Ancient mansion of Chengdu and the exploitation. *Journal of Xihua Normal University*. 3, 72- 76.

[Conference Proceedings]

1. Liu, S. F., Li, Z. X., & **Zhang, Y.** (2024). The Dialogue Between Mind and Palate: Exploring the

- Happiness and Loyalty of Young Tourists in Vegetarian Cuisine at Buddhist Temple, Tourism Tribune China Tourism Research Annual Conference 2024, Xiamen, China (October).
2. Li, Z. X., Liu, S. F., & **Zhang, Y.** (2024). The role of foodscape and food well-being in wellness tourism: Evidence from SEM and fsQCA, The 1st International Symposium on Gastronomy and Sustainable Tourism, Bangkok, Thailand (August).
  3. Wang, Z. Q. & **Zhang, Y.** (2024). Exploring Consumer Experience with Eco-branding Fine Dining and Its Effect on Responsible luxury Behavior: An Empirical Study of Macao Michelin Green Star Restaurants, 2024 ISGST: The 1st International Symposium on Gastronomy and Sustainable Tourism, Bangkok, Thailand (August).
  4. Liu, S. F., Li, Z. X., & **Zhang, Y.** (2024). Youthful Travelers' Pursuits of Happiness: Embracing Buddhist Vegetarianism in Temples, The 1st International Symposium on Gastronomy and Sustainable Tourism, Bangkok, Thailand (August).
  5. Zhou, Z. Y., Yin, Y., & **Zhang, Y.** (2024) Animation fandom-driven lifestyle migration: A longitudinal authentic experience analysis, The 10<sup>th</sup> International Conference on Hospitality and Tourism Management 2024, Colombo, Sri Lanka (July).
  6. Tao, J. F., Yin, Y., **Zhang, Y.**, & Ai Y. Q. (2024) Can money buy happiness? The impact of moral disengagement on pro-environment behavior and well-being, The 10<sup>th</sup> International Conference on Hospitality and Tourism Management 2024, Colombo, Sri Lanka (July).
  7. Han L. Y., **Zhang Y.**, & Yin Y. (2024). Exploring Young Tourists' Willingness to Pay a Premium in Traditional Chinese Medicine Tourism: The Role of Consumers' Ethical Perceptions and Therapeutic Landscape, The 10<sup>th</sup> International Conference on Hospitality and Tourism Management 2024, Colombo, Sri Lanka (July).
  8. Song, T. Z. & **Zhang, Y.** (2024). Perception and Intentions to Red Tourism Attractions in the Post-PRC Establishment Era among Post-millennials University Tourists, The 10th International Conference on Hospitality & Tourism Management 2024, Colombo, Sri Lanka (July).
  9. Tao, J. F., Zhang, Y., Yin, Y., **Zhang, Y.**, Wang, Z. Q., & Li, D. C. (2024), Digital Governance in Border Tourism: A Neo-Institutional Approach, The 2<sup>nd</sup> World Conference on Smart Tourism. Kyung Hee University in Seoul, Korea (July).
  10. Wang, Z. Q., Yu, Z. Q. & **Zhang, Y.** (2024). A Bite of Green Star in Macao: Consumers' Experience among Eco-branding Fine dining and its effect on responsible luxury behavior, 2024 CBTS:Transforming Tourism Through More Sustainable Consumer Behaviour, Breda, Netherlands (June).
  11. Li, X. Y. & **Zhang, Y.** (2024). Tourism Destination Pricing Governance: Configurations, Performance, Sustainable Competitive Advantage, CBTS 2024 Transforming Tourism Through More Sustainable Tourism Behaviour Breda, Netherlands (June).
  12. Chen, X. & **Zhang, Y.** (2024). Tourists' Intention to Participate in Mountain Tourism: Based on Tourists' Cognitions of Travel Insurance and Natural Disasters, the 2024 International Academic Conference on Sustainable Development of Mountain Tourism and National Parks, Chengdu, China (April).
  13. Ai. Y. Q., Yin, Y., & **Zhang Y.** (2023) Does Hotel Landscape and the Way of Presentation Affect Customers'/ Visiting Intention? Comparison between Classical and Modern Garden Hotels, The 12<sup>th</sup>

- International Conference on Tourism and Hospitality between China and Spain. Shenzhen, China (November).
14. Liang L., Lin Z. X. & **Zhang Y.** (2023) The Role of User-generated Content in the Pro-environment Rationality framework of Surfing Tourists, The 12<sup>th</sup> International Conference on Tourism and Hospitality between China and Spain. Shenzhen, China (November).
  15. Liu, S. F. & Li, Z. X., & **Zhang, Y.** (2023). Exploring the Antecedents and Consequences of tourists' artistic conception perception based on the cognitive-affective-conative framework, The 3rd Global Congress of special Interest Tourism & Hospitality Conference, Macau, China (November).
  16. Huang, Y. X & **Zhang, Y.** (2023). Would Anxious People Accept Cyberpilgrimage? The Role in Happiness and Intention to Religious Tourism Sites, 2023 The 12th International Conference on Tourism and Hospitality between China-Spain, Shenzhen, China (November).
  17. Li, Z. X., Liu, S. F., & **Zhang, Y.** (2023). How the dining mode influence consumers' willingness to pay for dishes of luxury restaurant, The 3rd Global Congress of special Interest Tourism & Hospitality Conference, Macau, China (November).
  18. Wei, T.M., & **Zhang, Y.** (2023). The Role of Government in Senior Tourists' Wellness Experience: A Dual-processing Mechanism, Macau, 2023, 3th GLOSITH, Macau (November)
  19. Wang, Z. Q. & **Zhang, Y.** (2023). The Impact of Cultural Mixing in Restaurant Atmosphere on Bicultural Consumers' Behavior: An Experimental Study in China, 2023 Asia Pacific Tourism Association Conference, Chiang Mai, Thailand (July).
  20. **Zhang, Y.**, Zhang. S., Hsu, F., Yin, Y., Liang, L., & Huang, Y. X. (2022). Crisis Management Performance of Upscale Hotels in the Greater Bay Area, China: A Comparative Study in a Complex Institutional Situation. The 11<sup>th</sup> International Conference on Tourism and Hospitality between China and Spain. City University of Macau in Macau, China (Online conference in October).
  21. Huang, X., & **Zhang, Y.** (2022). Detecting hot spring tourism in post COVID-19 pandemic: Compensatory travel experiences and its restorative effect, 52nd Annual Travel and Tourism Research Association International Conference (Online conference in June).
  22. Li, Z. X., Liu, S. F., & **Zhang, Y.** (2022). Staycation in the Pandemic: A Multi-level Casual Modeling of Psychological Wellbeing, APacCHRIE 2022 Conference (Online conference in May).
  23. Huang, X., & **Zhang, Y.** (2022). Assessing the Wellness Spa tourists perceived restorative quality and the effect of perceived benefits in context of post COVID-19 pandemic, APacCHRIE 2022 Conference (Online conference in May).
  24. Li, Z. X., Liu, S. F., & **Zhang, Y.** (2022) Staycation in the Pandemic: A Multi-level Casual Modeling of Psychological Wellbeing, APacCHRIE 2022 Conference (Online conference in May).
  25. Yin, Y., Xia, M. L., & **Zhang, Y.** (2022) Tourism middle & small size firms' (TMES) coopetition in complex institutional context: Antecedents and its effect on sustainable competitive advantage, APacCHRIE 2022 Conference (Online conference in May).
  26. Han, Y. T., & **Zhang, Y.** (2021) TEA AS THE TOURISM SOUVENIR IN CHINA: PURCHASE EXPERIENCE AND ITS ANTECEDENTS, The 8th International Conference on Hospitality & Tourism Management (ICOHT) (Online conference in November).
  27. Yin Y., & **Zhang, Y.**, (2021) Why we want to go outside in the pandemic world? Travel motivation and its consequences in social crisis, APacCHRIE 2021 Conference and The 4th SHATEC Hospitality

- Conference (Online conference in June).
28. Huang, T., & **Zhang, Y.**, (2021) An Extended Attitudinal Loyalty Modeling of Roots Tourism in China: The Mediating Role of Sense of Sacredness and Belonging, 4<sup>th</sup> International Scientific Conference “TOURMAN 2021- Restarting tourism, travel and hospitality: The day after” (Online conference in May).
  29. Yu, H., Huang, T., & **Zhang, Y.**, (2020). A study of the social impact of the development of integrated resort in Macao, 35th Annual Conference of Japan Institution of Tourism research (Online conference in December).
  30. Bai, Z. J. & **Zhang, Y.** (2018). Perceive linear authenticity and its impact on tourists’ experience in heritage corridors: Case Study of The Three-Gorges in China, Global Conference on Business, Hospitality and Tourism Research, Ho Chi Minh City, Vietnam (October).
  31. Xu, X. H. & **Zhang, Y.** (2018). Chinese middle class’s food tourism: discussion based on documentary involvement, Global Conference on Business, Hospitality and Tourism Research, Ho Chi Minh City, Vietnam (October).
  32. Lin, Z. X. & **Zhang, Y.** (2018). Residents’ perception of Seasonal Tourism Migration and Associated Development in Sanya, China, 2018 International Conference on Hospitality, Leisure, Sports, and Tourism, Tokyo, Japan (July).
  33. **Zhang, Y.** & Liang, Y. Q. (2017). The tourists’ defective behavior of souvenir shop: case study of panda house in Chengdu, International Conference of Tourism Research, Chiang Mai, Thailand (June).
  34. Shi, K. X. & **Zhang, Y.** (2017). Measure of tourism Experience for spiritual tourists: scale development and validation, 5th Annual Conference on Tourism and Hospitality Research, Singapore (December).
  35. Wang, Y. H. & **Zhang, Y.** (2017). Impact of the effects of self-congruity on seasonal tourism destination loyalty: A case study of Sanya City, 5th Annual Conference on Tourism and Hospitality Research, Singapore (December).
  36. Sheng, Z. H. & **Zhang, Y.** (2016). A research of Chinese outbound tourists’ hot spring tourism experience in Japan, 2016 International Conference on Hospitality, Leisure, Sports, and Tourism, Kyoto, Japan (July).
  37. Xia, M. L., & **Zhang, Y.** (2015). A structural equation model of the effect of booking apps towards on hotel brand image: a smartphone user's perspective. The 21st Asia Pacific Tourism Association (APTA) Annual Conference, Kualalumpur, Malaysia (May).
  38. **Zhang, Y.**, & Xiong, Y. (2015). An Empirical study of user’s experiential value impact user’s continuance intention in tourism weblog context, The 21st Cross Strait Conference on Information Management Development and Strategy, Macao (August).
  39. **Zhang, Y.**, & Zhang, Y., (2014). The study of the relationship between residents’ perceptions of the intangible cultural heritage preservation, place attachment and willingness to pay, The 2014 International Conference of Tourism, Dalian, China (June).
  40. **Zhang, Y.**, & Hitchcock, M. J. (2013). The Chinese female tourist gaze: A netnography of young women’s blogs on Macau. The 2013 International Conference of Tourism, Cyprus (June).
  41. **Zhang, Y.**, & Du, Y. (2013). Experiential value of Chinese cuisine the case of European tourists’ dining experience in Szechuan (SEM approach), The 6th International Conference of Service Management, Cyprus (June).

42. **Zhang, Y., & Ji, M. J.** (2012). An importance- performance analysis of food service quality in Macao. THoR2012: Annual International Conference on Tourism and Hospitality Research, Singapore (July).
43. **Zhang, Y., & Ji, M. J.** (2012). Macanese cuisine in Chinese visitors' blog: thematic analysis. The 18th APTA Conference, Taipei, Taiwan (June).
44. **Zhang, Y.** (2010). A research of the relationship of urban transformation and medical tourism- case study of Chengdu, Sichuan province, Forum for contemporary service industry development in the Asia Pacific region, Macao (November).

#### [Book Chapters]

1. **Zhang, Y., & Xie, P.** (2017). Creative cultural tourism development: A tourist perspective. In S. Carson, M. Pennings (Eds.) *Performing Cultural Tourism: Communities, Tourists and Creative Practices*, 99-114, Routledge.
2. **Zhang, Y., & Xiao, Y. W.** (2015). Literature Creation of Tourist Imaginary: A Case of *Peach Blossom Fan*, China, In M. Kozak & N. Kozak (Eds.) *Destination Marketing: An International Perspective*, 31-39, Routledge.
3. **Zhang, Y., & Pang, C. L.** (2010). Beyond 'Chocolate and Brussels'? An exploratory analysis of cross cultural perception and travel experience of Chinese student tourists in Flemish cities, In W.G. Arlt & G. R. Zhang (Eds.) *Yearbook of China Outbound Tourism 2010*, 76-94, Munich: Martin Meidenbauer Verlag.

#### Awards Received

- **Zhang, Y., & Lee, T. J.** (2024). Wiley Top Cited Article 2022-2023.
- Han L.Y., **Zhang Y.**, & Yin Y. (2024). Best Student Presenter of the 10<sup>th</sup> International Conference on Hospitality and Tourism Management 2024, Colombo, Sri Lanka (July).
- Tao J. F., **Zhang, Y.**, Yin, Y., Zhang, Y., Wang, Z. Q., & Li, D. C. (2024). The third place of Best Research Paper Award of the 2<sup>nd</sup> World Conference on Smart Tourism, Seoul, Korea (August).
- Chen, X. & **Zhang, Y.** (2024). "Outstanding Presentation" at the 2024 International Academic Conference on Sustainable Development of Mountain Tourism and National Parks, Chengdu, China (April).
- **Zhang, Y.** & Hitchcock, M. (2019). Prize of Excellent Paper of 5<sup>th</sup> of the Macao Social and Human Sciences Studies Prize, Macao (January).
- Lin, Z. X. & **Zhang, Y.** (2018). Distinguish Paper Award of the 2018 International Conference on Hospitality, Leisure, Sports, and Tourism, Tokyo, Japan (July).
- **Zhang, Y.** & Hitchcock, M. (2013). Best Paper Award of the 2013 International Conference of Tourism, Cyprus (June).
- Du, Y. & **Zhang, Y.** (2013). Tourism Analysis Best Paper Award of the 6th International Conference of Service Management, Cyprus (June).
- **Zhang, Y.** (2021) The 2020/2021 LIB Academic Research Award by Luso International Banking (LIB) LTD.



- **Zhang, Y.** (2021) 10 Years of Service Award in Recognition and Appreciation of Service to the Macau University of Science and Technology
- **Zhang, Y.** (2020) Outstanding Performance Award in Online Teaching
- **Zhang, Y. & Hitchcock, M. J.** (2019). The 5<sup>th</sup> Macau Humanities and Social Sciences Research Achievement Award by Fundação Macau and Social Sciences in China Press.

## Research Project Experience

|   |              |   |
|---|--------------|---|
| 1 | Project code | <b>MF-U-2012-006 (0252C)</b>  |
|   | Duration     | 2012/09/01-2013/08/31   |
|   | Institution  | Fundação Macau  |
|   | Project name | Research on the Urban Image of Macau Based on Online Text Analysis  |
|   | Role         | Principal Investigator (PI)   |
| 2 | Project code | <b>OSO-16-002-FHTM</b>  |
|   | Duration     | 2015/12/17-2016/12/17   |
|   | Institution  | Pacific Asia Travel Association (PATA)  |
|   | Project name | Sustainable Tourism in YongDing's World Heritage Site: Capacity, Personal value and Social capital as the Mechanism               |
|   | Role         | Principal Investigator (PI)   |
| 3 | Project code | <b>1225</b>   |
|   | Duration     | 2019/03/14-2019/08/31   |
|   | Institution  | INSTITUTO CULTURAL do Governo da Região Administrativa Especial de Macau  |
|   | Project name | Assisting the Cultural Affairs Bureau in the Preparation of Intangible Cultural Heritage Management                               |
|   | Role         | Principal Investigator (PI)   |
| 4 | Project code | <b>51/DCCT/DS/ES/20</b>   |
|   | Duration     | 2020/09/01-2022/07/30   |
|   | Institution  | Macau Higher Education Fund   |
|   | Project name | Research on Early Warning, Control, and Recovery Strategies for the Hotel Industry in Response to Major Public Health Emergencies |
|   | Role         | Principal Investigator (PI)   |
| 5 | Project code | <b>55/DCI/DSES/2019</b>   |
|   | Duration     | 2019/09/01-2019/12/31   |
|   | Institution  | Macau Higher Education Fund   |
|   | Project name | Research on Film-Induced Tourism in the Greater Bay Area (Phase I)  |
|   | Role         | Principal Investigator (PI)   |
| 6 | Project code | <b>55/DCI/DSES/2019</b>   |
|   | Duration     | 2019/09/01-2019/12/31   |
|   | Institution  | Macau Higher Education Fund   |

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|---|--------------|---|
|   | Project name | Research on Creative Culinary Tourism in the Greater Bay Area (Phase I)   |
|   | Role         | Principal Investigator (PI)   |
| 7 | Project code | <b>55/DCI/DSES/2019</b>   |
|   | Duration     | 2019/09/01-2019/12/31   |
|   | Institution  | Macau Higher Education Fund   |
|   | Project name | Research on the Coopetition of the Tourism Industry in the Guangdong-Hong Kong-Macao Greater Bay Area: the Perspective of Regional Tourism Integration (Phase I)  |
|   | Role         | Principal Investigator (PI)   |
| 8 | Project code | <b>TET-MUST-2021-02</b>   |
|   | Duration     | 2021/09/01-2022/09/31   |
|   | Institution  | Macau Higher Education Fund   |
|   | Project name | Research on the Coopetition of the Tourism Industry in the Guangdong-Hong Kong-Macao Greater Bay Area: the Perspective of Regional Tourism Integration (Phase II) |
|   | Role         | Principal Investigator (PI)   |