

旅遊研究前沿 年度論壇

2022年“旅遊+”論壇

2022 Inaugural Frontiers in
Hospitality and Tourism
Annual Research Symposium

2022年10月21日

於澳門大學聚賢樓(N1)舉行
Hosted in N1 Guest House,
University of Macau

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fba.um.edu.mo/zh-hant/hfrontiers2022



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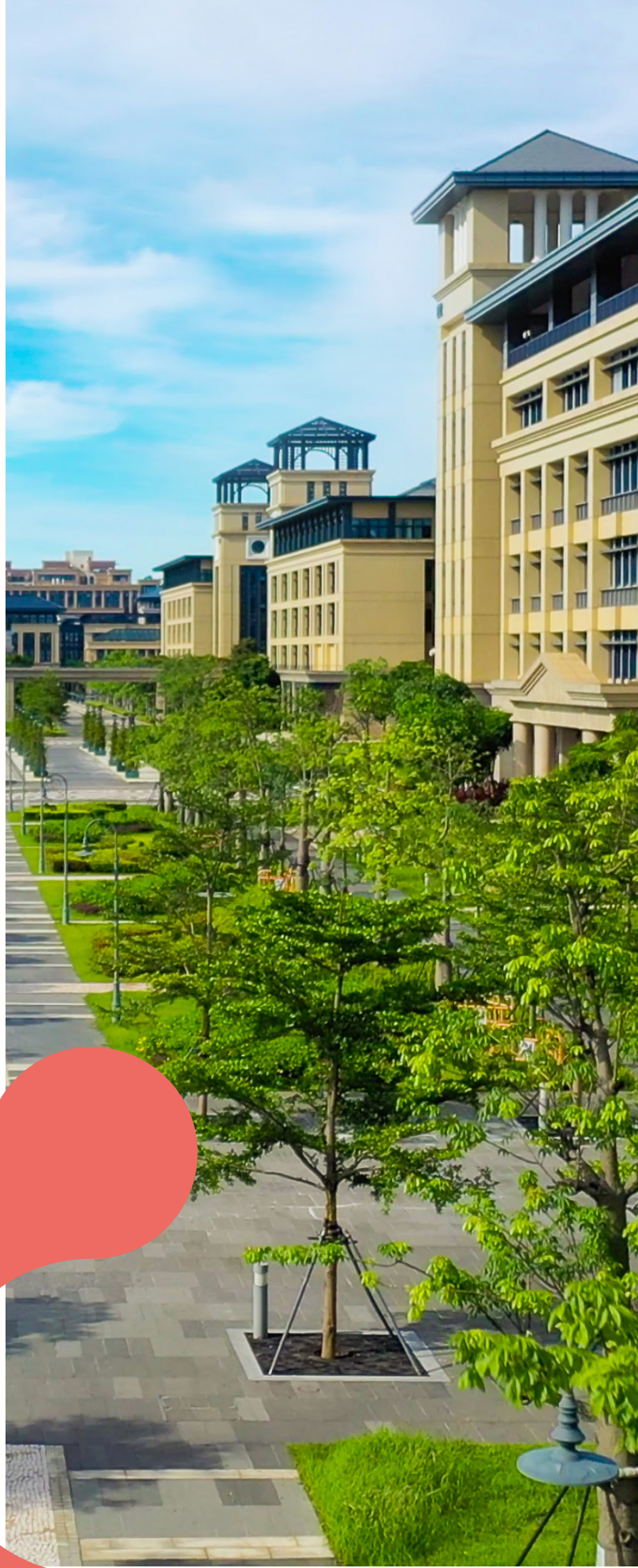
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歡迎詞

WELCOME MESSAGES



**澳門大學校長
宋永華教授
Prof. Yonghua SONG,
Rector of University of Macau**



尊敬的參會者：

大家好！

今天很高興在首屆「旅遊研究前沿年度論壇」上和大家見面，我謹代表澳門大學向致以最熱烈的歡迎！

國家「十二五」規劃綱要及《粵港澳大灣區發展規劃綱要》確立了支持澳門建設成為世界旅遊休閒中心的戰略定位。澳門作為世界級的旅遊目的地，不僅擁有世界級的文化遺產旅遊資源，亦有世界級的大型綜合度假村和酒店，更是款客服務管理及旅遊人才培養基地和前沿研究的搖籃。澳門大學作為澳門一所綜合性公立大學，致力透過人才培育、學術研究，推動不同領域的產學研合作，以迎合澳門、大灣區和國家未來發展所需。綜合度假村與旅遊管理學系作為澳門大學標誌性學科之一，致力培育掌握先進行業知識技能的人才，並積極搭建平台，促進學界與業界人士的交流和合作，為提升綜合度假村行業的競爭力和保持可持續增長作出貢獻。

是次論壇是由澳門大學聯合復旦大學、南開大學及中山大學共同發起，旨於協同學術界及業界搭建交流平台。目前酒店及旅遊業面臨不少挑戰，藉此論壇匯聚來自不同國家和地區的專家學者以及相關領域內人士，聚焦旅遊理論及實踐中亟待探討的重大現實問題、熱點問題和難點問題，共同為相關議題進行學術探討並提出具有協作、創新且可持續性的解決方案。

最後，謹祝賀首屆「旅遊研究前沿年度論壇」成功舉辦，謝謝大家！

宋永華教授
澳門大學校長

Dear participants:

On behalf of the University of Macau (UM), I would like to extend a warm welcome to all of you today at the Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium.

The 12th Five-Year Plan of China and the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area had outlined the strategic positioning of Macao as a world centre for tourism and leisure. As a world-class tourist destination, Macao is equipped with not only world-class cultural heritage as its tourism resources, but also world-class integrated resorts and hotels. The city also serves as a base for the training of professionals and a cradle for cutting-edge research in the field of hospitality and tourism management. As a comprehensive public university in Macao, UM is committed to promoting industry-academia collaboration in different fields through talent development and academic research to meet the future development needs of Macao, the Greater Bay Area, and the country. As one of the iconic departments of UM, the Department of Integrated Resort and Tourism Management strives to nurture industry professionals with advanced knowledge and skills. The department is also actively building a platform to facilitate exchange and collaboration between academics and industry practitioners to contribute to the competitiveness and sustainable growth of the integrated resort industry.

This symposium was jointly initiated by UM, Fudan University, Nankai University, and Sun Yat-sen University. It aims to bring together experts and scholars from different countries and regions as well as practitioners from related fields to zoom in on critical issues, hot topics, and difficult problems in tourism theory and practice. Clearly, these are challenging times for hospitality and tourism, making it all the more imperative for tourism academics and industry practitioners to come together, engage in conversations, and come up with solutions that are collaborative, innovative and sustainable.

Finally, I wish the Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium a complete success! Thank you!

Sincerely,

Prof Yonghua Song
Rector
University of Macau



Organizing Committee

Li Miao, Ph.D

Chair, the Organizing Committee



尊敬的各位來賓：

大家好！正值金秋時節，我們在優美的澳門大學校園迎來了首屆旅遊研究前沿年度論壇，作為本屆論壇的組委會主席，我謹代表澳門大學工商管理學院綜合度假村與旅遊管理學系全體師生，向出席論壇的各位嘉賓和專家學者，表示熱烈的歡迎和並致以誠摯的問候！

我們本次論壇的組委會團隊由學院學術及行政人員組成，致力於為所有來賓打造一場能夠激發思維、促進交流、豐富體驗的多層次學術盛宴。與此同時，本次論壇採取線上線下相結合的方式進行，在校內外設置了內容豐富、形式多樣、體驗多元的活動。希望大家能參加當中的活動，並從中獲得一個充實、美好、難忘的參會經歷。

誠然，新冠肺炎疫情給本次論壇的籌辦工作帶來了諸多挑戰。在此，我由衷感謝各位能夠親臨現場或以線上的方式參加本屆論壇。旅遊業的復蘇與發展需要大家不懈的努力與堅持。而本次論壇的舉行彰顯了我們共促旅遊業恢復，發展及創新的堅定信念和決心。作為本次論壇的主辦方，我和全體組委會成員將竭盡全力為大家提供優質高效的服務。如您在此期間有任何問題，請隨時與組委會成員聯繫。我深信在各方人士的共同參與和大力支持下，本次論壇將為大家帶來一次全新而豐富的體驗，並祝願大家在本次論壇獲益良多！

預祝本屆論壇取得圓滿成功！謝謝大家！

苗莉教授
2022年旅遊研究前沿年度論壇
組委會主席

Dear attendees,

On behalf of the faculty, staff and students in the Department of Integrated Resort and Tourism Management, Faculty of Business Administration at University of Macau, a warm welcome to the Symposium!

Working as a team composed of both academic and administrative staff, we intend to create a multi-layered symposium experience that is intellectually stimulating, socially interactive and experientially enjoyable. While the symposium schedule is packed with a variety of activities that take place in multiple venues on and off campus, we hope that you take time to savor each activity and make the symposium experience you own, rewarding and memorable at the same time.

There is no denying that the uncertainty of the pandemic situation has made the planning for the symposium challenging. We are glad that you are able to join the symposium either in person or online and we appreciate your effort in making this possible. The recovery and rebound of tourism clearly requires resilience and perseverance. The very fact that all of us are here together at the symposium is a testament to that spirit and determination.

Despite of our best effort, there would always be things that we overlooked and ways that we can do better. Please do not hesitate to reach out to one of the members on our team for assistance and cut us some slack when things are less than desirable, knowing that our heart is always in the right place.

We wish you a rewarding and enjoyable experience at the symposium!

Li Miao, Ph.D
Chair, the Organizing Committee
2022 Inaugural Frontiers in Hospitality and Tourism Annual
Research Symposium



論壇聯合主辦方

Symposium Organizers

親愛的與會者：

十分高興旅遊領域的各界人士在本次論壇上齊聚一堂，共同聚焦旅遊理論及實踐中的重點和熱點問題。

本次論壇由澳門大學綜合度假村與旅遊管理學系、復旦大學旅遊學系、南開大學旅遊與服務學院和中山大學管理學院聯合舉辦。主辦院校在酒店和旅遊教育、研究、領導和服務方面都有著優良的傳統和歷史。本次論壇是各院校在底蘊和傳承的基礎上，做出的一次全新的共同探索和嘗試，旨在共創一個良好的平台以便同行們增進交流，分享前沿研究，促進合作共贏。

我們將論壇命名為“旅遊研究前沿”，志在共同推動旅遊研究、教育和實踐方面，不斷擴展現有邊界，擬定前瞻性的研究議題。我們由衷地希望本次論壇能夠引領學術對話，推動相關研究的發展，並促進酒店和旅遊管理領域的產、學、研的交流和協作。

我們計劃將“旅遊研究前沿論壇”打造成為一年一度的盛會，每年為學術界呈上一系列重要和具有時代意義的議題。每年論壇的承辦單位和地點也會輪換，力求把論壇辦成一個見解獨到、活動多樣、學術體驗豐富的年度旅遊盛會。

再次感謝您的參與以及對本論壇的持續關注！

2022年旅遊研究前沿年度論壇聯合主辦方：



Dear participants,

It is such a delight to see tourism researchers, practitioners and policy makers coming together at this Symposium to exchange insight on issues that are critical and timely to tourism theory and practice.

This symposium is a collaborative effort by four co-hosts including the Department of Integrated Resort and Tourism Management at University of Macau, the Department of Tourism at Fudan University, the College of Tourism and Service Management at Nankai University and the School of Business at Sun Yat-sen University. We take great pride in our respective institutions' long tradition in hospitality and tourism education, research, leadership and service. This symposium is a manifest of that legacy and an attempt to create a collaborative platform to tackle critical issues in tourism, share cutting-edge research and develop networks that lead to further collaborations.

We name this symposium as 'Frontiers in Hospitality and Tourism Research', signifying our collective resolve to push the boundaries of discovery in tourism research, education and practice and set a research agenda that are significant, timely, relevant and impactful. It is our hope that the symposium can serve to lead the scholarly conversations, advance research and promote academic and academia-industry collaborations in the field of hospitality and tourism management.

We intend to make this symposium an annual event featuring a dynamic range of topics that are critical, timely and cutting-edge. We also intend to rotate the locations of the annual symposium to make it a unique, diverse, rich and fulfilling experience each year.

Enjoy the symposium and stay tuned!



尊敬的各位來賓：

大家好！我們謹代表 *Journal of Hospitality and Tourism Research (JHTR)* 歡迎您蒞臨2022年旅遊研究前沿年度論壇。隨著旅遊學科發展日臻成熟，我們需要採用獨特的及跨學科的方法來解決新興問題與挑戰。本次論壇將以此為切入點，展開以“旅遊+”為主題的學術探索和交流，深入探討旅遊行業發展中的最新視角與趨勢，剖析旅遊業與其他產業跨界融合，協同發展的可能性與機遇。

我們十分榮幸 *JHTR* 能夠成為本次論壇的支持期刊。本論壇旨在為研究學者和行業專家搭建一個暢所欲言、交流合作、集思廣益的互動平臺。我們歡迎大家親身感受本次論壇濃厚的學術氛圍和獨特蓬勃的活力，積極進行思想交流、學術切磋、觀點碰撞、創造智慧結晶。

Journal of Hospitality and Tourism Research 是有著悠久歷史的全球知名期刊。我們的主編、副主編、編委會成員代表不同高校，由來自全球二十多個國家的學者組成。*JHTR* 致力於孵化、影響及啟發與全球酒店及旅遊領域相關的前沿研究。您可以通過我們的網站或發送電郵至 jhtr@chrie.org 瞭解更多關於 *JHTR* 的資訊。

我們誠摯地期待您在本次論壇上交流寶貴意見及分享獨到見解。我們相信，資深專家與青年學者均能在這裏聆聽他人的真知灼見、相互交流、收穫更多精彩內容！

Dear Symposium Attendee,

Greetings from the leadership team at the *Journal of Hospitality & Tourism Research (JHTR)*. We are delighted to welcome you to the 2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium. The theme of this symposium, Tourism+, represents an innovative perspective for academic discovery. As our discipline matures, there is a need for unique, interdisciplinary approaches to emerging issues, and this symposium is positioned to be a springboard for such work.

It is our honor and pleasure to represent *JHTR* as a sponsor for this scholarly event. We hope you enjoy rich dialogue with fellow scholars in this region and take the opportunity to build relationships with others who share your passion. We also want you to leave the event feeling energized and inspired by the unique atmosphere of being surrounded by your colleagues and peers in the name of advancing our collective knowledge.

Journal of Hospitality and Tourism Research is a global journal with a rich legacy. Our associate editors represent universities in 6 different countries and our editorial board members are from 22 countries worldwide. We strive to incubate, influence, and inspire cutting-edge research in the hospitality and tourism fields that is relevant to the global industry. You can learn more about *JHTR* through our website or by sending an email to jhtr@chrie.org.

We challenge you to absorb and reflect on all the discussions you will experience during the symposium. Whether you are a new researcher in the field or a seasoned scholar, we are sure you will be inspired by the spirit of discovery present during the symposium.

With warm wishes,



Dr. Peter Kim
奧克蘭科技大學
新西蘭

Auckland University of
Technology
New Zealand



Dr. Li Miao
澳門大學
中國

University of Macau
China



Dr. Jean-Pierre van der Rest
萊頓大學
荷蘭

Leiden University
The Netherlands

論壇議程

SYMPOSIUM SCHEDULES



議程概覽

2022年旅遊研究前沿年度論壇

地點: 澳門大學聚賢樓 (N1)



論壇議程可能會發生變動，請掃描二維碼以獲取最新信息。

2022 年 10 月 20 日

時間	活動	地點
17:30 – 19:00	歡迎會	N1-G008

2022 年 10 月 21 日

時間	活動	地點
08:30 – 09:00	簽到	聚賢樓(N1) 大堂
09:00 – 09:30	致歡迎詞 中國旅遊教育合作聯盟成立典禮 2022 年旅遊研究前沿年度論壇開幕儀式	N1-G014
09:30 – 10:15	主旨演講 文綺華局長 (澳門特別行政區政府旅遊局局長) 題目: 「旅遊+」在澳門的發展及趨勢	N1-G014
10:15 – 10:30	中場休息 及 論文海報展示	
10:30 – 11:15	主旨演講 戴斌教授 (中國旅遊研究院院長) 題目: 世界旅遊休閒中心的中國視角與國際表達	N1-G014
11:15 – 12:00	主旨演講 錢建農先生 (復星全球合夥人、復星旅遊文化集團董事長兼 CEO) 題目: 旅遊+升級轉型之路, 復星旅文之前沿實踐	N1-G014
12:00 – 14:30	午宴 頒獎典禮 華為河圖智慧文旅分享	澳門銀河綜合渡假城
14:30 – 16:10	分論壇一 旅遊教育高質量發展與建設	N1-G014
	分論壇二 澳門“旅遊+”發展	N1-G018
	分論壇三 Tourism + Video Marketing	N1-1005
	分論壇四 Tourism + Data Mining	N1-1004
16:10 – 16:30	中場休息 及 論文海報展示	
16:30 – 17:30	分論壇五 Tourism Development	N1-G014
	分論壇六 Tourism Marketing	N1-G018
	分論壇七 Tourism + Culture	N1-1005
	分論壇八 Tourism + Special Topics	N1-1004

Symposium Schedule at a Glance

2022 Inaugural Frontiers in Hospitality and Tourism
Annual Research Symposium
Venue: N1 Guest House, University of Macau



This schedule is subject to changes. Please scan the QR code for most updated version.

October 20, 2022

Time	Activity	Venue
17:30 - 19:00	Welcome Reception	N1-G008

October 21, 2022

Time	Activity	Venue
08:30 - 09:00	Open Registration	Lobby, N1 Guest House
09:00 - 09:30	Welcome Speech Establishment Ceremony of China Tourism Education Alliance Opening Ceremony of 2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium	N1-G014
09:30 - 10:15	Keynote Speech Ms. Maria Helena de Senna Fernandes (Director of Macau Government Tourist Office) Topic: The development and trend of "Tourism +" in Macau	N1-G014
10:15 - 10:30	Break & Poster Session	
10:30 - 11:15	Keynote Speech Prof. Dai Bin (President of China Tourism Academy, Director of National Tourism Data Center) Topic: China's perspective and international expression of the world tourism and leisure center	N1-G014
11:15 - 12:00	Keynote Speech Mr. Qian Jiannong (Global Partner of Fosun, Chairman and CEO of Fosun Tourism Group) Topic: Tourism + Upgrade and Transformation - Fosun Tourism Group's Frontier Practice	N1-G014
12:00 - 14:30	Lunch Award Ceremony Sharing Session from Huawei	Galaxy Macau™ Integrated Resort
14:30 - 16:10	Concurrent Session 1 旅遊教育高質量發展與建設	N1-G014
	Concurrent Session 2 澳門“旅遊+”發展	N1-G018
	Concurrent Session 3 Tourism + Video Marketing	N1-1005
	Concurrent Session 4 Tourism + Data Mining	N1-1004
16:10 - 16:30	Break & Poster Session	
16:30 - 17:30	Concurrent Session 5 Tourism Development	N1-G014
	Concurrent Session 6 Tourism Marketing	N1-G018
	Concurrent Session 7 Tourism + Culture	N1-1005
	Concurrent Session 8 Tourism + Special Topics	N1-1004



Paper Presentation Schedule

fba.um.edu.mo/htfrontiers2022/schedule

分論壇一 | Concurrent Session 1

14:30 — 16:10

N1-G014

旅遊教育高質量發展與建設

1.1 旅遊教育高質量發展與建設

賈 榮, 成都銀杏酒店管理學院

張輝輝, 成都銀杏酒店管理學院

趙 萍, 成都銀杏酒店管理學院

王毓梅, 成都銀杏酒店管理學院

1.2 國際化平臺賦能下旅遊管理人才的素養構建與培養路徑研究

史 達, 東北財經大學薩里國際學院

劉茜昀, 東北財經大學旅遊管理學院

嶽丹妮, 東北財經大學薩里國際學院

1.3 供需匹配視角下旅遊數字化人才：需求特徵與培養模式

王彩彩, 天津財經大學商學院

康 月, 天津財經大學管理科學與工程學院

張行發, 南開大學旅遊與服務學院

徐 虹, 南開大學旅遊與服務學院

1.4 中職嶺南醒獅研學旅行課程開發的影響因素——來自廣州的跨組織調研分析

王曉宇, 暨南大學管理學院

張 可, 澳門大學亞太經濟與管理研究所及工商管理學院

韓佳鈺, 暨南大學深圳旅遊學院

章 牧, 暨南大學深圳旅遊學院

申文燦, 暨南大學深圳旅遊學院

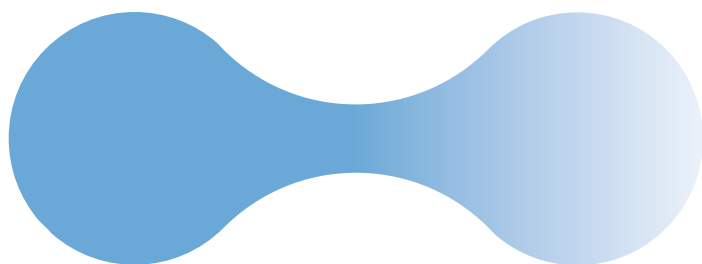
1.5 旅遊職業教育高質量發展：現實困境、邏輯理路與實踐路徑

張 偉, 長春大學旅遊學院



請掃描二維碼以獲取最新信息。
Please scan the QR code for most updated version.

分論壇二
Concurrent session 2



分論壇二 | Concurrent Session 2 14:30 — 16:10 N1-G018

澳門“旅遊+”發展

2.1 粵港澳大灣區融合下澳門世界旅遊休閒中心的發展路徑

周金泉, 澳門理工學院博彩旅遊教學研究中心

何文晉, 北京理工大學珠海學院

2.2 自願碳交易視角下基於減碳增匯的粵澳深度合作區旅遊產業低碳化建設思路

張貝樂, 南開大學旅遊與服務學院

2.3 讓澳門再上征途

陳永健, 廣東省粵港澳合作促進會資訊科技委員會及澳門大灣區人工智能學會

司徒志輝, 澳門大學及澳門科技大學

2.4 建設澳門世界旅遊休閒中心

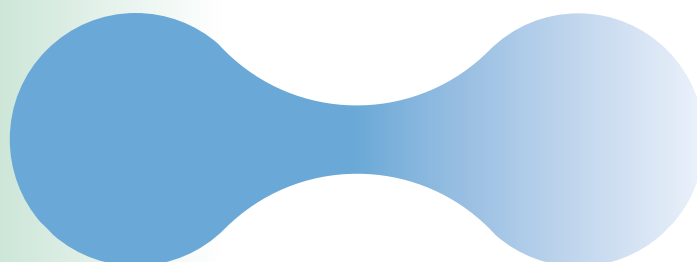
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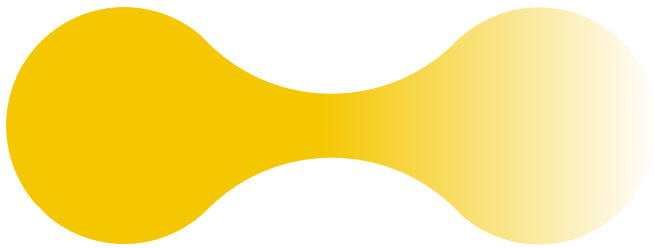
Paper Presentation Schedule

分論壇三 Concurrent Session 3	14:30 — 16:10	N1-1005
Tourism + Video Marketing		
3.1 The roles of contents, parasocial relationship, involvement and inertia on the short travel video		
Li LIN, University of Malaya		
Rongteng (Renata) ZHANG, University Putra Malaysia		
Hamed Bin Mohd ADNAN, University of Malaya		
3.2 Value co-creation in travel live streaming: A moderating quasi-experiment on customer and supplier interaction		
Xinyi LIU, Sichuan University		
Ying ZENG, Sichuan University		
Zhiyong LI, Sichuan University		
3.3 Are you a tourism live-stream buyer? An application of stimulus-organism-response paradigm		
Chun LIU, Beijing International Studies University		
Qi ZHAO, Beijing International Studies University		
Hong ZHENG, Beijing International Studies University		
3.4 Linking livestreaming to travel information usage intention based on the SOR model		
Jinyi XU, Zhejiang Gongshang University		
Guanghui QIAO, Zhejiang Gongshang University		
3.5 Effects of multisensory cues on audience engagement in food travel vlogs		
Yuqing XING, The Hong Kong Polytechnic University		
Ying WANG, Sichuan University		

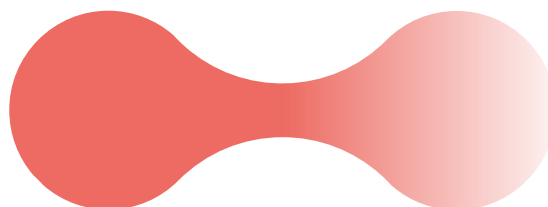




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分論壇四 Concurrent Session 4	14:30 – 16:10	N1-1004
Tourism + Data Mining		
4.1 Assessing property performance of nonlocal hosts in vacation rental markets: Evidence from Airbnb		
Jianwei LIU, Dalian University of Technology		
Yunlong SUN, Fudan University		
Karen XIE, University of Denver		
4.2 “Tourism + LARP”: A co-constructed form of tourism		
Lianping REN, Macao Institute for Tourism Studies		
Cora Un In WONG, Macao Polytechnic University		
Xiaojuan LI, Macao Institute for Tourism Studies		
Yanping FENG, Macao Institute for Tourism Studies		
4.3 Uncovering tourist sentiments towards ethnic ecotourism destinations through neural network deep learning		
Fei XIE, Dali University		
Liping A. CAI, Purdue University		
Yunlong SUN, Fudan University		
Zhenxing QIAN, Fudan University		
Qiusi CHA, Zhejiang University		
Jianyu YANG, Dali University		
4.4 Hotel demand forecasting with review topics: Dynamic topic modeling and deep learning		
Shiteng ZHONG, Sun Yat-sen University		
Doris Chenguang WU, Sun Yat-sen University		



Paper Presentation Schedule

分論壇五 | Concurrent session 5 16:30 — 17:30 N1-G014

Tourism Development

5.1 The impact of digital economy on urban tourism development: Evidence from a panel data of 284 prefecture-level and above cities in China

Jianxiong TANG, Hunan Normal University

Chaoyue CAI, Hunan Normal University

Jiaxiang SUN, University College London

5.2 Measurement and determinants of smart tourism destinations' sustainable performance based on the DEA-Tobit model

Dongdong WU, Nankai University

Hui LI, Nankai University

Qing HUANG, Nankai University

Chunlin LI, Nankai University

Sai LIANG, Nankai University

5.3 Salient health goal, salient restoration? A transformative model of wellness tourism

Guoquan WANG, Nankai University

Lianping REN, Macao Institute for Tourism Studies

Hanqin QIU, Zhejiang University City College

Yanbo YAO, Nankai University





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分論壇六、七
Concurrent session 6-7

分論壇六 | Concurrent session 6 16:30 — 17:30 N1-G018

Tourism Marketing

6.1 Traveling again post-Covid-19: How does customer knowledge contribute to value creation in the customer sphere?

Zhi JIANG, University of Padua

Di Maria ELEONORA, University of Padua

Xianfang ZENG, CUNY Brooklyn College

Shuang WU, Rowan University

6.2 Closing the deal: A survival analysis of purchase behavior in online hotel booking

Chenyu CAO, Sun Yat-sen University

Doris Chenguang WU, Sun Yat-sen University

分論壇七 | Concurrent session 7 16:30 — 17:30 N1-1005

Tourism + Culture

7.1 Chinese folk music and its tourism appeals

Yulan FAN, Sun Yat-sen University

IpKin Anthony WONG, Sun Yat-sen University

Zhiwei (CJ) LIN, Sun Yat-sen University

7.2 Do tourists prefer dialectal service? Experimental evidence based on cultural learning theory

Danni SUN, Sun Yat-sen University

IpKin Anthony WONG, Sun Yat-sen University

Xiling XIONG, Sun Yat-sen University

Qi LIAN, Sun Yat-sen University

7.3 Exploring value co-creation mechanism between tourists and stakeholders : A case study of liquor industry heritage sites

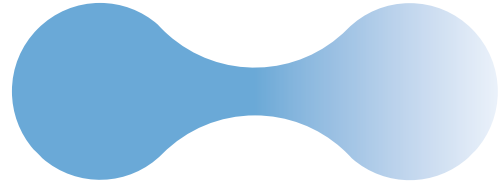
Qiushi GU, Southeast University

Xiangfei ZHENG, Southeast University

Seongseop (Sam) KIM, The Hong Kong Polytechnic University



Paper Presentation Schedule



分論壇八 | Concurrent session 8 16:30 — 17:30 N1-1004

Tourism + Special Topics

8.1 Reimagining tourism with non-fungible tokens (NFTs): A golden ticket to the web 3.0 wonderland

Katsy Jiaxin LIN, University of Macau

Rob LAW, University of Macau

8.2 Dopamine responses related to gastronomic tourism: A multidisciplinary review and prospect

Ming LEI, Beijing International Studies University

Yingying ZHANG, Beijing International Studies University

8.3 Visual attention, technology acceptance and tourism experience: An eye-tracking experiment of virtual museum

Yuan LI, Xiamen University / Fujian Key Laboratory of Sensing and Computing for Smart City

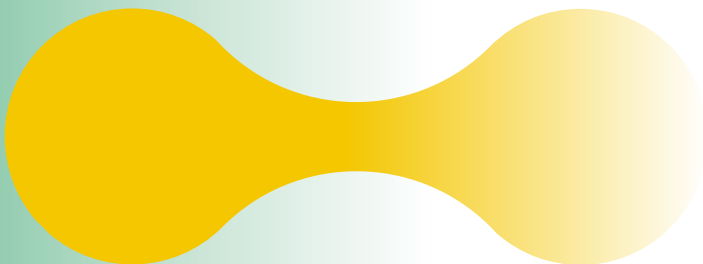
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Jiongiong Huang, Tsinghua University

Mengsheng Yang, Xiamen University / Fujian Key Laboratory of Sensing and Computing for Smart City

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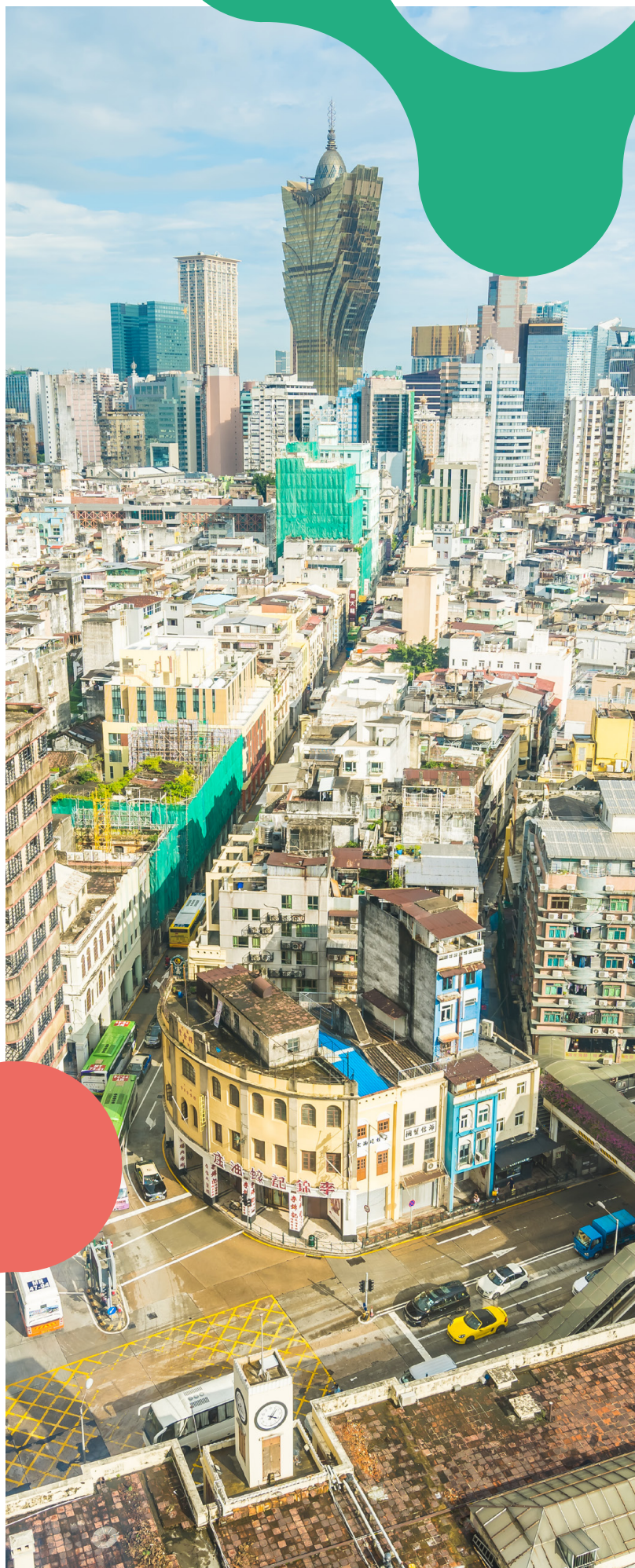
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論壇背景

SYMPOSIUM BACKGROUND



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UNIVERSITY OF MACAU



工商管理學院
FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION



澳大旅遊學+ 綜合度假村及旅遊管理學系
DEPARTAMENTO DE GESTÃO DE RESORTS INTEGRADOS E TURISMO
DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT

澳門大學工商管理學院綜合度假村及旅遊管理學系

綜合度假村及旅遊管理學系(DRTM)於2019年3月正式成立，前身是國際綜合度假村管理課程，是澳門大學工商管理學院內一個獨特的學術單位。本系是一個年輕且充滿活力的學系，現時開設理學士（國際綜合度假村管理）學位課程、理學碩士（國際綜合度假村管理）學位課程、以及哲學博士（工商管理）學位課程——款客服務管理及博彩管理主修專業。

Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau

The Department of Integrated Resort and Tourism Management (DRTM) was officially established in March 2019, laying a solid foundation for it to scale new heights. The young and vibrant department is now offering the Bachelor of Science (BSc) Degree Programme of International Integrated Resort Management, the Master of Science (MSc) Degree Programme of International Integrated Resort Management, and the Doctor of Philosophy (PhD) Degree Programme in Business Administration with specialization in Hospitality and Gaming Management.

<https://fba.um.edu.mo/drtm/>



復旦大學 旅游學系

THE DEPARTMENT OF TOURISM, FUDAN UNIVERSITY

復旦大學旅遊學系

復旦大學旅遊學系旅遊管理專業旨在培養具有國際視野和服務創新精神，能在文旅產業發展中發揮領先作用，適應新時代文旅需求的複合型人才。辦學定位：國內前茅，世界著名。復旦大學旅遊學系旅遊管理專業在2020年度國家級一流本科專業建設點名單中順利入選，成為獲批的國家級一流本科專業建設點。根據2021年QS世界大學學科最新排名，本專業位列全國第三。

The Department of Tourism, Fudan University

<http://tourism.fudan.edu.cn/main.htm>





南開大學旅遊與服務學院

南開大學旅遊與服務學院成立於2010年，設有旅遊管理、會展經濟與管理兩個國家級一流本科專業，及旅遊目的地管理、大數據與旅遊管理工程、旅遊協同創新與創新管理、旅遊新業態研究、旅遊教育創新與知識管理五個學科建設方向，擁有現代旅遊業發展省部共建協同創新中心、中國旅遊市場與目的地營銷研究中心、旅遊交叉學科研究中心、文旅鄉村振興研究中心、南開大學數字化教學研發中心，南開大學第一智慧書院、旅遊實驗教學中心、全域旅遊研究所、全國紅色旅遊創新發展研究基地、中國海洋旅遊研究中心、休閒農業與鄉村旅遊研究中心、絲路旅遊研究中心、全國MTA教育指導委員會秘書處、中國太平洋學會海洋旅遊專業委員會等多個重要研究平台，在旅遊教育創新、國家旅遊形象、旅遊扶貧、旅遊產業融合、國家公園、MTA教育、入境旅遊、紅色旅遊與旅遊外交、海洋旅遊、旅遊行業協會治理等領域積累了豐富的研究成果。

College of Tourism and Service Management, Nankai University

In 1981, Nankai University started to offer the Tourism Management Bachelor's Degree, becoming a forerunner of the tourism higher education in the key comprehensive universities in China. In 1982, the Department of Tourism at Nankai University was established and was granted the right to confer master's and doctoral degrees in tourism management. In 2010, with the support of the Ministry of Education and the National Tourism Administration, the College of Tourism and Service Management (CTSM) of Nankai University was officially established. Looking back at the history, the College of Tourism and Service Management has had 40 years development of tourism education in China and a well-established academic leader in offering bachelor, Master, and PhD degrees in tourism management.

<https://entas.nankai.edu.cn/>



中山大学管理学院
SCHOOL OF BUSINESS
SUN YAT-SEN UNIVERSITY

中山大學管理學院

中山大學管理學院成立於1985年，是國內最早成立的專門從事工商管理教育和研究的學院之一。自成立以來，依託中山大學深厚的文化傳統和學術底蘊，並得到香港何氏教育基金會、霍英東基金會、培華教育基金會等海內外基金的大力支持，現已成為一所國內頂尖、國際知名的商學院。

School of Business, Sun Yat-sen University

Founded in 1985, School of Business, Sun Yat-sen University is one of the earliest institutions established in China for business administration education and research. Since its establishment, relying on the profound cultural tradition and academic background of Sun Yat-sen University, and supported by the Hong Kong Ho's Education Foundation, Fok Ying Tung Foundation, Pei Hua Education Foundation and other domestic and overseas foundations, our school has become a top renowned business school in China and the world.

<https://bus.sysu.edu.cn/en>



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Industry Partners and Supporting Units

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Galaxy Entertainment Group

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旅遊科学 Tourism Science

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Centre for Tourism and Integrated Resort Studies (CTIRS)

旅遊及綜合度假村研究中心

<https://ctirs.fba.um.edu.mo/?lang=zh-hant>

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