

2023 Tourism Education Student Summit

7 June 2023

Venue: Londoner Macao Level 4 Loulan Ballroom

MORNING SESSION

09:00-09:30 Registration & Sign-in to the Morning Opening Ceremony

09:30-10:15 Venue: Main Ballroom

MC: Mr. Billy Im

Welcome Address:

Dr. Fanny Vong

President

Macao Institute for Tourism Studies

Token of appreciation for 2023 Co-sponsor

Academic Keynote Speaker:

Professor Haiyan Song

Associate Dean and Chair Professor

Mr and Mrs Chan Chak Fu Professor in International Tourism

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

10:30-11:30 Simultaneous Panel Presentation Session (Morning 1)

Venue A: (Breakout Room 1)

Faculty Moderator:

Dr. Catherine Li

Expert Panel Members:

Ms. Joyce Wong, Executive Director, Training, Learning Academy, Melco Resorts & Entertainment

Mr. Stefan Renziehausen, COO, SABA Hospitality

Mr. Cosimo Iong, Director of Operations - Londoner Court, Sands China Limited

| Presenter: | Paper Title: |
|-----------------------------|--|
| KANAGAWA HOTINYAU, KANAGAWA | THE SERVICESCAPE OF PET-FRIENDLY INTEGRATED RESORT IN ENGAGING PET-OWNERS |
| LIN SHUFEN, LINDA | HOTEL OR HOMESTAY WHEN TRAVEL WITH CHILDREN ? A STUDY IN CHINA |
| LU JUNKE, JASON | SENIOR-FRIENDLY NEEDS OF CHINA SENIOR TOURISTS: THE CASE OF MACAO'S INTEGRATED RESORTS |

Venue B: (Breakout Room 2)

Faculty Moderator:

Dr. Ubaldino Couto

Expert Panel Members:

Mr. Jairo Calangi, Founder, MR.J Sports and Entertainment

Mr. Goncalo Monteiro, Vice President of Hotel Operations Londoner, Sands China Ltd

Ms. Mary Mendoza, Managing Director, The Platinum Ltd.

| Presenter: | Paper Title: |
|----------------------|--|
| HUANG BAITAO, PAKTO | THE PERCEIVED DESTINATION IMAGE FROM NON-LOCAL SPORT EVENT PARTICIPANT, THE CASE OF MACAO INTERNATIONAL MARATHON |
| IONG KA TONG, KELLY | EXAMINING THE ANTECEDENTS OF SPONSORED EVENT SUPPORT: THE MEDIATING ROLE OF SELF-CONGRUITY AND EVENT IMAGE |
| GUAN WEIBIAO, SPHINX | EMOTIONAL EXPERIENCE OF LEISURE EVENTS IN THE POST-PANDEMIC PERIOD |

Venue C: (Breakout Room 3)**Faculty Moderator:**

Dr. Vicky Chen

Expert Panel Members:

Ms. Carla Figueiredo, Architect, Cultural Affairs Bureau

Ms. Kate Kwan, Vice President, The Heritage Society (Macao)

Mr. Desmond Yap, Business Development Manager, Moxlink

| Presenter: | Paper Title: |
|-------------------|---|
| CHE XU, JIMMY | IMPACT OF AUTHENTICITY, INTERPRETATION QUALITY AND DESTINATION IMAGE ON TOURIST SATISFACTION: A CASE STUDY OF WORLD HERITAGE SITES IN MACAO |
| LI JIAQIAN, LILY | WHAT MAKES A HERITAGE SITE BEAUTIFUL? DIMENSIONS OF TOURIST'S AESTHETIC JUDGMENTS OF HERITAGE SITES |
| LIU YUFEI, PHOEBE | EXPLORING THE VALUE CHAIN PROCESS OF CREATIVE CLUSTER DEVELOPMENT THROUGH HERITAGE REVITALIZATION - A CASE STUDY OF BEISHAN COURTYARD, ZHUHAI, GUANGDONG, CHINA |

Venue D: (Breakout Room 4)**Faculty Moderator:**

Dr. Joe Zhou

Expert Panel Members:

Ms. Tracy Lou, Director of Rooms, MGM

Ms. Sandy Leong, Executive Vice President, Macau Professional Speaking Association

Mr. Orson Wong, Council Chairman, Macao Cultural Heritage Association

| Presenter: | Paper Title: |
|---------------------|--|
| CHAN WAI IAN, TRACY | IS THE CONSUMPTION VOUCHER EFFECTIVE IN BOOSTING LOCAL CONSUMPTION? A BEHAVIOURAL ECONOMICS PERSPECTIVE |
| DONG YI, DORIS | THE EFFECTS OF PERCEIVED HUMANNESSESS OF VIRTUAL INFLUENCERS ON CONSUMERS' PURCHASE INTENTIONS IN THE FASHION INDUSTRY |
| DUAN HAIKE | RESEARCH ON CONSUMERS' COGNITION AND WILLINGNESS TO PAY OF THE "INTERNET PLUS+LICHEE ADOPTION" MODEL |

11:35-11:55 **Venue: Breakout Room Foyer** **Coffee Break**12:00-13:00 **Simultaneous Panel Presentation Session (Morning 2)****Venue A: (Breakout Room 1)****Faculty Moderator:**

Dr. June Yang

Expert Panel Members:

Ms. Joyce Wong, Executive Director, Training, Learning Academy, Melco Resorts & Entertainment

Mr. Stefan Renziehausen, COO, SABA Hospitality

Mr. Desmond Yap, Business Development Manager, Moxlink

| Presenter: | Paper Title: |
|--------------------------------------|---|
| JOÃO VALENTINO FLORES BUMACTAO, JUAL | ROBOTS WORKING AMONG US: HUMAN EMPLOYEES' RESPONSE TO WORKING WITH SERVICE ROBOTS |
| XU YIXIN, SYLVIA | IMPACT OF ROBOT SERVICE ON CUSTOMER ATTITUDE AND ANTICIPATED OVERALL HOTEL EXPERIENCE |
| LIAO ZHIJIE | EMPIRICAL ANALYSIS OF THE FACTORS INFLUENCING ONLINE SHOPPING INTENTIONS IN E-COMMERCE PLATFORM BASED ON CROSS-BORDER TOURISM AND SHOPPING CONTEXTS |

Venue B: (Breakout Room 2)**Faculty Moderator:**

Dr. Ubaldino Couto

Expert Panel Members:

Ms. Cherry Ma, Director of Learning, The Ritz-Carlton, Macau

Mr. Raven Kou, Executive Manager – Hotel Services, Galaxy Hotel

Ms. Cathina Lei, Senior Manager of Learning & Advancement Wynn Resort Macau

| Presenter: | Paper Title: |
|-------------------|---|
| YE LUYIN, LUVYNA | EXPLORING FACTORS IN TOURISTS' DINING BEHAVIOR AS A SOURCE OF MARKETING STRATEGIES IN TOURISM DEVELOPMENT: A CASE OF MACAO |
| JIANG HANYI, JONO | ACCESSIBILITY OF FACILITIES AT THE MACAO FOOD FESTIVAL (MFF): AN APPLICATION OF LEISURE CONSTRAINT AND FACILITATOR THEORY AND THE UNIVERSAL DESIGN PRINCIPLES |
| ZHOU XINRU | THE IMPACT AND BENEFIT ANALYSIS OF THE FOOD FESTIVAL ON CITY FROM THE PERSPECTIVE OF THE PERCEPTION OF GUANG-FO RESIDENTS |

Venue C: (Breakout Room 3)**Faculty Moderator:**

Dr. Vicky Chen

Expert Panel Members:

Ms. Carla Figueiredo, Architect, Cultural Affairs Bureau

Ms. Kate Kwan, Vice President, The Heritage Society (Macao)

Ms. Sandy Leong, Executive Vice President, Macau Professional Speaking Association

Mr. Orson Wong, Council Chairman, Macao Cultural Heritage Association

| Presenter: | Paper Title: |
|----------------------|---|
| LIU HUANYI, FANNY | SHORTCOMINGS OF THE HERITAGE CONSERVATION LEGAL FRAMEWORK FOR MACAO: LAW, POLICY AND MEASURE |
| WANG KEYUE, FIONA | COMPARING THE ROLES OF TRADITIONAL WAYS OF HERITAGE INTERPRETATION AND AUGMENTED REALITY IN ENHANCING VISITORS' EXPERIENCE AT WORLD HERITAGE SITES: THE CASE OF MANDARIN'S HOUSE IN MACAO |
| ZHANG WEIRAN, SHERRY | IMPACT OF VIRTUAL REALITY APPLICATION ON THE PERCEIVED AUTHENTICITY IN MUSEUM INTERPRETATION |

Venue D: (Breakout Room 4)**Faculty Moderator:**

Dr. Catherine Li

Expert Panel Members:Mr. Cosimo Iong, Director of Operations - Londoner Court, Sands China Limited
Ms. Mary Mendoza, Managing Director, The Platinum Ltd.
Ms. Tracy Lou, Director of Rooms, MGM

| Presenter: | Paper Title: |
|----------------------|---|
| WANG SHUYING, JULIE | APPLICATION OF IMPORTANCE-PERFORMANCE ANALYSIS (IPA) TO MEASURE ESERVICE QUALITY OF ONLINE TRAVEL AGENCIES: THE LENS OF CHINA |
| CHEN XILEI, JOYCE | IMPACTS OF VIDEO CONTENTS ON GASTRONOMIC IMAGE CONSTRUCTION AND TOURISTS' (RE-)VISIT INTENTION OF MACAO – THE CASE OF XIAOHONGSHU |
| TAN JIALONG, KILLIAN | ACCEPTANCE TO SHORT-FORM VIDEO ADS ON TOURISM: A CASE OF DOUYIN |

~ Lunch Break ~

AFTERNOON SESSION**14:00-14:30 Registration & Sign-in to the Afternoon Opening Ceremony****14:30-15:00 Venue: Main Ballroom****MC: Mr. Billy Im****Industry Keynote Speaker:****Mr. Goncalo Monteiro****Vice President of Hotel Operations****Londoner, Sands China Ltd.****15:10-16:10 Simultaneous Panel Presentation Session (Afternoon 1)****Venue A: (Breakout Room 1)****Faculty Moderator:**

Dr. Xiangping Li

Expert Panel Members:Ms. Vanessa Choi, Senior Hospitality Services Training Manager, MGM MACAU
Ms. Sonia Chan Prado, President of Executive Board, Macao Association for the Promotion of Exchange between Asia-Pacific and Latin America

| Presenter: | Paper Title: |
|----------------------|---|
| ZHANG ZILU, RUBY | EXPLORING VIS PROMOTES TOURIST DESTINATION - THE ROLE OF PARASOCIAL RELATIONSHIP, ANTHROPOMORPHISM AND CONGRUITY |
| MAI JIAMING, MICHAEL | MAINLAND CHINESE TOURISTS' ATTITUDES TOWARDS HOMOSEXUAL THEMES ADVERTISEMENT OF DESTINATION |
| ZHOU XINGPU, ARLEN | LEISURE MOTIVATIONS, CONSTRAINTS AND THEIR IMPACT ON SUBJECTIVE WELL-BEING AMONG THE DIASPORA POPULATION IN MACAU |

Venue B: (Breakout Room 2)**Faculty Moderator:**

Dr. Irene Chan

Expert Panel Members:Ms. Mary Mendoza, Managing Director, The Platinum Ltd.
Mr. Desmond Yap, Business Development Manager, Moxlink
Mr. Terence Lee, Association Co-founder, Sustainable Development Association

| Presenter: | Paper Title: |
|------------------------|---|
| ZHANG CHENFENG, CORAL | HOW TOURISTS' COGNITION INFLUENCES THEIR FOOD WASTE [FW] CONSERVATION BEHAVIOR IN DESTINATION RESTAURANTS? THE ROLE OF GENDER |
| SOFIA LAM HUANG, SOFIA | 3D FOOD PRINTING TECHNOLOGY FROM FOOD INDUSTRY STAKEHOLDERS' PERSPECTIVES |

Venue C: (Breakout Room 3)**Faculty Moderator:**

Dr. Abdel Fattah Ahmed Fouad

Expert Panel Members:Ms. Kate Kwan, Vice President, The Heritage Society (Macao)
Mr. Andrew Lai, Assistant Vice President, Revenue Optimization and Distribution, Sands China
Mr. Orson Wong, Council Chairman, Macao Cultural Heritage Association

| Presenter: | Paper Title: |
|---------------------|---|
| YU HAOCHEN, VICKY | THE MOTIVATION AND BEHAVIOUR OF RELIGIOUS TOURISTS: A CASE STUDY OF TIBET, CHINA |
| ZHOU HUIZI, CHLOE | HOW TECHNOLOGY IMPROVES VISITOR EXPERIENCE AMONG DIFFERENT AGE GROUPS IN MUSEUMS |
| LU JINGTING, MELODY | AUTHORIZED HERITAGE DISCOURSE FROM THE PERSPECTIVE OF RESIDENTS: A CASE STUDY OF THE BELIEF AND CUSTOMS OF NA TCHA IN MACAO |

Venue D: (Breakout Room 4)**Faculty Moderator:**

Dr. Virginia Lau

Expert Panel Members:Mr. Jairo Calangi, Founder, MR.J Sports and Entertainment
Ms. Dorothy Loi, Director of Events, Inside Asian Gaming
Ms. Sandy Leong, Executive Vice President, Macau Professional Speaking Association

| Presenter: | Paper Title: |
|-------------------|--|
| MA JIAMEI, MARMER | THE INFLUENCE OF DIGITAL MARKETING ON EVENT ATTENDANCE AMONG COLLEGE STUDENTS |
| WANG ZHENG | AN ANALYSIS OF THE RELATIONSHIP BETWEEN INTERNATIONAL COMPETITIVENESS OF CHINA'S EDUCATION SERVICE TRADE AND TOURISM |
| ZHAO ZIHAO | UNDER THE COMPREHENSIVE CROSS-BORDER ECOMMERCE PILOT ZONE OPPORTUNITIES FOR INBOUND TOURISM DEVELOPMENT |

16:10-16:25**Venue: Breakout Room Foyer****Coffee Break**

16:30-17:30 Simultaneous Panel Presentation Session (Afternoon 2)**Venue A: (Breakout Room 1)****Faculty Moderator:**

Dr. Xiangping Li

Expert Panel Members:

Mr. Andrew Lai, Assistant Vice President, Revenue Optimization and Distribution, Sands China

Mr. Desmond Yap, Business Development Manager, Moxlink

Ms. Connie Chio, Vice President of Venetian Hotel, The Venetian Macao

| Presenter: | Paper Title: |
|-------------------|--|
| DENG JIAHAO, RYAN | VISITORS' IDENTIFICATION OF ACCEPTABLE WAITING TIMES IN A MULTI-STAGE SYSTEM OF THEME PARKS |
| YU CHENLU, AIMEE | FACTORS AFFECTING COLLABORATIVE DESTINATION MARKETING FROM THE ORGANIZATIONAL VIEW: THE CASE STUDY OF ZHUHAI AND MACAO |
| HUI KAIQI, CATHY | TOURISM NEGATIVE IMAGE PERCEPTION RESEARCH OF MACAO: A CASE STUDY OF CTRIP |

Venue B: (Breakout Room 2)**Faculty Moderator:**

Dr. Irene Chan

Expert Panel Members:

Ms. Vanessa Choi, Senior Hospitality Services Training Manager, MGM MACAU

Mr. Orson Wong, Council Chairman, Macao Cultural Heritage Association

Mr. Terence Lee, Association Co-founder, Sustainable Development Association

| Presenter: | Paper Title: |
|--------------------|---|
| ZHANG RUIYUAN, RAE | EXPLORING THE MEASURES MITIGATING THE TOURIST ATTITUDE-BEHAVIOUR GAP TOWARDS SUSTAINABLE TOURISM DESTINATION DEVELOPMENT —THE CASE OF MACAO |
| MO HUILIN, MOIRA | INVESTIGATING THE PERCEPTIONS OF THE APPLICATION OF VIRTUAL REALITY TECHNOLOGY IN HIGHER EDUCATION |

Venue C: (Breakout Room 3)**Faculty Moderator:**

Dr. Abdel Fattah Ahmed Fouad

Expert Panel Members:

Mr. Goncalo Monteiro, Vice President of Hotel Operations Londoner, Sands China Ltd

Ms. Kate Kwan, Vice President, The Heritage Society (Macao)

Ms. Mary Mendoza, Managing Director, The Platinum Ltd.

| Presenter: | Paper Title: |
|-------------------|--|
| AN YUCHEN, ERIKA | THE INFLUENCE OF LIVE STREAMING ON SOCIAL MEDIA ON CONSUMPTION BEHAVIOR OF GENERATION Z |
| LIAO KAIXIAN | RESEARCH ON THE INFLUENCE OF TOURISM DEVELOPMENT ENVIRONMENT ON DIGITAL ECONOMY |
| HUANG YILIN | IMPLICATIONS OF FACTORS INFLUENCING CONSUMERS' REPURCHASES INTENTION ON CROSS-BORDER E-COMMERCE PLATFORMS FOR ONLINE CROSS-BORDER SALES OF TOURIST GOODS |

Venue D: (Breakout Room 4)**Faculty Moderator**

Dr. Virginia Lau

Expert Panel Members:

Ms. Dorothy Loi, Director of Events, Inside Asian Gaming

Ms. Sonia Chan Prado, President of Executive Board, Macao Association for the Promotion of Exchange between Asia-Pacific and Latin America

| Presenter: | Paper Title: |
|----------------------|---|
| HONG HUILIN, CYNTHIA | BRANDING AND JOB INTERESTS IN HOSPITALITY INDUSTRY FROM THE POTENTIAL EMPLOYEES PERSPECTIVE |
| LIN YIHUA, EVA | ROLES OF PLACE IDENTITY IN BETWEEN PUBLIC-PRIVATE PARTNERSHIP AND SUSTAINABLE LIVELIHOOD DEVELOPMENT IN HISTORIC VILLAGES: THE CASE OF CANGDONG VILLAGE |
| CHEN ZEXUAN, ZENAS | TRADE FLUCTUATION ANALYSIS OF CHINA'S CERAMIC EXPORTS TO INDIA BASED ON INDUSTRIAL TOURISM PERSPECTIVE |

17:30-18:00**Venue: Main Ballroom****MC: Mr. Billy Im****Best Paper Certificate Awards Presentation****TEd Summit 2023 Official Group Photo**

~ Thank you for your participation ~