



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



酒店與旅遊管理學院
Faculty of Hospitality and Tourism Management

2025 IECR Conference

The 2nd International Early-Career Researcher Conference in Hospitality and Tourism IECR Conference Program

Conference Organizer:
Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology
Conference Venue:
Macau University of Science and Technology

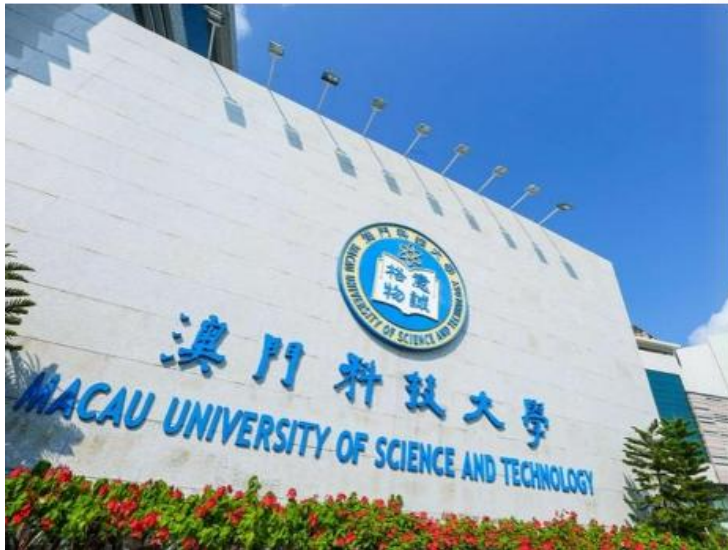
May 9-11, 2025
Macau, China



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Conference Introduction



We are delighted to announce the 2nd International Early-Career Researcher Conference in Hospitality and Tourism (IECR 2025) will be held in Macau University of Science and Technology (MUST) from May 9-11, 2025. We now warmly invite scholars in the field of hospitality and tourism management to actively submit papers to this conference. This conference aims to provide a platform for postgraduate students and early-career researchers to expand their research, network with the excellent scholars, and disseminate knowledge addressing the developmental opportunities and challenges in the global hospitality and tourism management. Whether you are a student, an academic, or a practitioner, this conference offers you a unique opportunity to interact with hundreds of colleagues from around the world.

We value the high-quality research article which investigates the important questions and reports the interesting findings in the field of hospitality and tourism management. We accept both conceptual and empirical articles and welcome both quantitative and qualitative research.

Keynote Speakers



Michael Hall

Professor

Department of Management, Marketing and
Tourism, University of Canterbury
Co-editor, Current Issues in Tourism
Field Editor, Frontiers of Sustainable Tourism



Li Miao

Professor

Head of Department of Integrated Resort
and Tourism Management,
University of Macau
Executive Editor, Journal of Hospitality
and Tourism Research



Ben K. Goh

Professor

Dean of Faculty of Hospitality and tourism
Management, Macau University of Science
and Technology

Forum Speakers



Dr. Michael Lin
Assistant Professor
School of Hotel and Tourism
Management,
Hong Kong Polytechnic University



Dr. Jue Wang
Head of Global Business Dept. (Grad.)/
Assistant Professor
School of Global Studies,
Kyungsung University



Dr. Lu Zhang
Associate Professor
School of Hospitality Business,
Michigan State University



Dr. Siamak Seyfi
Assistant Professor (tenure track)
Geography Research Unit,
University of Oulu, Finland



Dr. Jose Wong
Assistant Dean &
Associate Professor
Faculty of Hospitality and Tourism
Management, Macau University of
Science and Technology



Organizational Structure of IECR Conference

IECR 2025 Conference Organizing Committee

Conference Chairs

Professor Ben K. GOH

Associate Professor Jose Weng Chou WONG

Program Chair

Associate Professor Su-Ying PAN

Hospitality Chairs

Assistant Professor Chieh Yun YANG (Brenda)

Assistant Professor Yan FENG

Committee Members

Associate Professor Chen-Kuo PAI

Associate Professor Juan TANG

Associate Professor Ming LEE (Hoffer)

Assistant Professor Ting Pong CHENG (Vincent)

Assistant Professor Jing LIU (Gloria)

Assistant Professor Chao LIU

Assistant Professor Jinkyung KIM (Jenny)

Assistant Professor Amr Al-Ansi

Assistant Professor Xiao HU

Assistant Professor Yihang ZHANG (Kelvin)

Assistant Professor Rui GOU (Gloria)

Assistant Professor Heewon KIM

Dr. Jing YU (Jasper)

Dr. Dimin WANG

Ms. Zhongying OU (Michelle)

Student Helpers

Liu XU

Doctor of Philosophy in Tourism Management

Jiaojiao WANG

Doctor of Philosophy in Tourism Management

Jingye DU

Doctor of Philosophy in Tourism Management

Yingan HUO

Doctor of Philosophy in Tourism Management

Yuxin SONG

Master of International Tourism Management

Shiyi ZHANG

Master of Hotel Management

Conference Instructions

1. Conference agenda

9 May 2025 (Friday)			
TIME	ACTIVITY	DESCRIPTION	VENUE
09:00-10:00	Registration	Check-in and Welcome Registration	N101
10:00-10:05	Opening Session	Emcee Announces the Start Opening Ceremony	
10:05-10:10		Welcome Remark	
10:10-10:15		Souvenir Presentation Session	
10:15-10:20		Group Photo	
10:20-10:30		Promotional Video	
10:30-10:50	Session 1	Keynote Speech by Professor Michael Hall, Department of Management, Marketing and Tourism, University of Canterbury Co-editor, Current Issues in Tourism Field Editor, Frontiers of Sustainable Tourism	
10:50-11:10	Session 2	Keynote Speech by Professor Li Miao, Head of Department of Integrated Resort and Tourism Management, University of Macau Executive Editor, Journal of Hospitality and Tourism Research	
11:10-11:30	Session 3	Keynote Speech by Prof. Ben Goh, Professor, Dean of Faculty of Hospitality and tourism Management, Macau University of Science and Technology	
11:30-12:00	Roundtable Session	Roundtable Forum	

TIME	ACTIVITY	DESCRIPTION	VENUE
12:30-14:30	Lunch Break	Lunch Break	Food Studio at O building
14:30-15:45	Session 1	Presentation Session	O506, O511, O512, O606, B303, B401, O207
15:45-16:15	Tea Break	Tea Break	O205
16:15-17:30	Session 2	Presentation Session	O506, O511, O512, O606, B303, B401
16:15-17:30	SEG-FHTM Funding Report	Presented by: Dr. Su-Ying Pan Dr. Yan Feng	O207

10 May 2025 (Saturday)			
TIME	ACTIVITY	DESCRIPTION	VENUE
9:00-10:15	Session 3	Presentation Session	O404, O405, O406, O409, O410, O411, O412
10:15-10:45	Tea Break	Tea Break	O402
10:45-11:45	Early-Career Researcher Forum	Presented by: Dr. Michael Lin Dr. Jue Wang Dr. Lu Zhang Dr. Siamak Seyfi Dr. Jose Wong	O702
11:45-13:00	Session 4	Presentation Session	O404, O405, O406, O409, O410, O411, O412, O305, O306
13:00-14:30	Lunch Break	Lunch Break	Food Studio at O building
14:30-15:45	Session 5	Presentation Session	O404, O405, O406, O409, O410, O411, O412
15:45-16:15	Tea Break	Tea Break	O402
16:15-17:30	Session 6	Presentation Session	O404, O405, O406, O409, O410, O411, O412, O305
18:30-19:00	Gala Dinner	Start of Gala Dinner	The Grand Lisboa Palace, Macau
19:00-19:05		Speech by Dean of FHTM, Prof. Ben K. Goh	
19:05-19:10		Presentation of Best Paper Award	
19:10-19:15		Group Photo	
19:15-20:30		Enjoy Dinner	

11 May 2025 (Sunday)			
TIME	ACTIVITY	DESCRIPTION	VENUE
09:00-11:00	Campus Tour	Campus Tour	MUST

2. Transportation guidance

I. Zhuhai City

Zhuhai Jinwan Airport→Ports in Zhuhai

· Zhuhai Airport Express :

Use the WeChat mini program "Zhuhai Airport Express" to book or purchase tickets on site, you can choose any of the following three dedicated lines:

Zhuhai Airport-Hengqin Port: Bus 30 RMB/person; Commercial vehicle 45 RMB/person

Zhuhai Airport-Gongbei Port/Qingmao Port: Bus 30 RMB/person; Commercial vehicle 55 RMB/person

· Zhuhai-Zhuhai Airport Intercity Railway (About 17 RMB) :

Purchase tickets through 12306 and you can go directly to Hengqin Port (Hengqin Station), Gongbei Port or Qingmao Port (Zhuhai Station).

· Taxi :

Taking a taxi from Zhuhai Jinwan Airport to Gongbei Port (Qingmao Port) takes about 40 minutes, about 130 RMB.

Taking a taxi from Zhuhai Jinwan Airport to Hengqin Port takes about 30 minutes, about 100 RMB.



Railway Station→Ports in Zhuhai

· Zhuhai Station → Gongbei Port or Qingmao Port: within walking distance

· Hengqin Station→Hengqin Port: within walking distance

II. Macau

Taxi

Radio Taxi : +853 2881 2345

APP hailing a Taxi: 電召PLUS

Note: ① There are additional charges for waiting and luggage;

② It is recommended to prepare cash payment in Macau Pataca (100 MOP ≈ 90 RMB);

③ If you don't have cash in Macau Pataca, you can also pay via WeChat/Alipay, RMB:

HKD: MOP = 1: 1: 1

Bus

Macau bus information

Route information: https://www.dsat.gov.mo/dsat/bus_route.aspx

real time location : <https://www.dsat.gov.mo/bus/site/busstopwaiting.aspx?lang=en>

APP : 巴士報站

Note: ① General buses/urban rails cost 6 MOP per person per trip, routes with the suffix "X" in the name cost 8 MOP per person per trip, please prepare change in advance. A small number of routes support WeChat/Alipay payment, so you need to contact the attendant before getting on the bus;

② To get on the bus, you need to wave to the bus and to get off, you need to press the bell in advance.

Ports in Macau→Macau University of Science and Technology

Taxi

From Gongbei Port : about 25 minutes, about 140 MOP

From Hengqin Port: about 10 minutes, about 45 MOP

From Hong Kong-Zhuhai-Macau Bridge Macau Port: about 25 minutes, about 140 MOP

From Macau International Airport: about 5 minutes, about 40 MOP

Bus

From Gongbei Port: AP1, AP1X, 51A, 51X to Wai Long/M.U.S.T. Station, or 25AX to Est. Do Istmo/ C.O.D. Station, about 40 minutes.

From Hengqin Port: 25B to Est. Baia N. S. Esperança/ Istmo Station, about 20 minutes; 701X to Av. Dr. Henry Fok / C.O.D. Station.

From Hong Kong-Zhuhai-Macau Bridge Macau Port: 101X to La Marina Station, transfer to 51 to M.U.S.T / Terminal De Carga Do Aeroporto Station.

From Macau International Airport: 26, 36, AP1, AP1X, MT1, 51A, 51X, N2 to Wai Long/M.U.S.T. Station, about 5 minutes; take the light rail to M.U.S.T. Station, about 3 minutes.

(1) Bus Stop Map:



(2) MUST Block N-N101 (Conference Venue)



Block N-N101, located on the first floor of the N Library Building at the Macau University of Science and Technology, is a spacious venue suitable for lectures, roundtable meetings, freshman registration, and other activities.

(3) MUST Block O-O702 (Conference Venue)



Block O-O702, located on the seventh floor, is a spacious lecture theatre that accommodates large-scale events.

(4) Food Studio (Conference Venue)



The Food Studio, located on the ground floor of Building O at the Macau University of Science and Technology, offers over 900 dining seats and specializes in Asian cuisine, including Southeast Asian dishes and local specialties.

(5) Grand Lisboa Palace (Conference Gala Dinner Venue)



Grand Lisboa Palace is located in Macau's Cotai district, a vibrant hub for entertainment, culture, and luxury. Grand Lisboa Palace Resort Macau unites world-class excellence and visionary aesthetics in one integrated resort. Referencing the Chinoiserie style popular in Europe during the 17th and 18th centuries, Western architectural forms are combined with Chinese symbols such as the dragon, phoenix and lotus, all of which represent blessings highly valued in Chinese culture. Here, you can discover top-tier gastronomy curated by internationally renowned brands. Grand Lisboa Palace, bold and original from Macau, will redefine travelling and leisure experiences, giving new meaning to what's already legendary.

(6) MUST Map



3. Enquiries

For any enquiries, please contact the IECR Conference Committee 2025 by

Tel: +853-88972381 or E-mail: FHTMConference@must.edu.mo

Conference Schedule

10 mins each person, 60 mins presentation +15mins Q&A

9-May	Session 1 (14:30-15:45)	O506	Paper ID No.	108	Construction of the Dietary Cultural Gene Pedigree and Tourism Revitalization Pathways for the Huai'an-Yangzhou Section of the Grand Canal
				105	Can livestreaming affect female tourist sharing behavior and visit Intention? The lens from Macau gastronomy
				169	Visual Stimuli of Destinations under Filters and Tourists' Behavioral Intentions: A Study on the Mediating Roles of Emotion and Trust
				170	To Investigate the Synergy Effects of Integrating Drone Shows with Festival Activities
				Session Chair 1: Dr. Cheng Ting Pong	
		O511	Paper ID No.	103	Unlocking the power of multimodal online reviews: A multisensory perspective
				104	Exploring the impact of virtual reality presented museum tourism on senior tourist: The lens from sensory marketing
				107	Exploring Customer's Brand Experiences within Heritage Hotels: A case of Old Boma Hotel in Tanzania
				Session Chair 2: Dr. Wen Jun	
		O512	Paper ID No.	121	澳門旅遊紀念品的地方性建構及其對遊客情感價值與旅行後幸福感的影響
				125	探究中國寵物主人攜寵物旅遊的出行體驗感
				185	從“共生”到“共創”：數字遊民與旅居地的共生模式與優化路徑研究
				141	美食旅遊中遊客的食物浪費行為：美食目的地形象、相機先吃行為、身份信號和衝動購買傾向的作用
				Session Chair 3: Dr. Wang Dimin	

10 mins each person, 60 mins presentation +15mins Q&A

9-May	Session 1 (14:30-15:45)	O606	Paper ID No.	110	酒吧為休閒空間的探索性研究
				127	為何机会-资源整合在酒店与旅游业中失效? 动态能力理论的扩展视角
				161	心理所有权对聊天机器人服务用户满意度及客户忠诚度的影响研究
				182	包容性领导影响团队绩效的双路径机制：最优独特性理论的解释
				Session Chair 4: Dr. Liu Chao	
		B303	Paper ID No.	148	Investigating the Factors in Creating Destination Intellectual Property A Study of Successful Business Case Replication
				149	Examining Risk Factors Influence Health and Wellness Tourists' Willingness to Travel: The Case of Macau
				162	Research on the Factors Affecting User Loyalty to Chatbot Tools in Travel Apps
				280	Research on the Impact of Artificial Intelligence Technology on Customer Loyalty in the Hotel Industry
				Session Chair 5: Dr. Timothy Lee	
		B401	Paper ID No.	112	The drivers of the restaurant circular market system for packaging and food waste: A study of system stakeholders in New Zealand
				116	Examining the relationship of work-family conflict to job and life satisfaction: A case of hotel frontline employees
				126	Research on Human Resource Practices, Leadership, and Employees' Work - Family Relationships in the Context of Disability Inclusion
				145	Green-washing: the Credit Overdraft Crisis of Green Hotel? An Exploration of Establishing Loyalty of Tourists to Green Hotels
				Session Chair 6: Dr. Lee Soyeun	

10 mins each person, 60 mins presentation +15mins Q&A					
9-May	Session 1 (14:30-15:45)	O207	Paper ID No.	150	Engagement Wars in the Hotel Ballroom: Are Personalized Virtual Influencers Stealing the Spotlight from Humans?
				155	The Impact of Perceived Value on Satisfaction and Revisit Intentions Using the Experiential Economy Model: A Focus on Heytea Experience Customers
				154	The Impact of Gamified Experiences on Tourist Emotions and Behaviour Abstract
				200	Exploring the ESG impact of Macau gaming companies: A comparative analysis from the perspective of employees and customers
				Session Chair 7: Dr. Pan Yu	
	15:45-16:15	O205	Tea Break		
	Session 2 (16:15-17:30)	O506	Paper ID No.	167	The Differential Impact of AI- and Firm-generated Content on Tourists' Visit Intention in Tourism Destination: based on the Trust Transfer Theory
				168	"From Traditional to Creative": The Development and Validation of the Wet Market Tourism Experience Scale for Generation Z Tourists
				113	Technology-empowered ICH Performances: A Study of Generational Differences in Tourists Experience and Cultural Identity -- A Case study on Macau 2049
				Session Chair 1: Dr. Wang Dimin	
		O511	Paper ID No.	136	Transformation of Urban Tourism: Text-mining on Robotaxi Adoption
				137	Exploring Postmodern Authenticity in Hyper-Realistic Tourism: Emotional Engagement and Behavioral Impacts at The Venetian Macao
				138	Decoding digital engagement in the museum: a three-factor asymmetry analysis
				Session Chair 2: Dr. Timothy Lee	

10 mins each person, 60 mins presentation +15mins Q&A					
9-May	Session 2 (16:15-17:30)	O512	Paper ID No.	143	Senior Travelers' Intention to Use Trains: An Extended Theory of Planned Behavior Approach Integrating Service Quality, Accessibility, and Facility Convenience
				189	To Try or to Avoid: An Exploration of the Relationship between Food UGC and Destination Image
				217	The effect of similarity between reviews and business profiles on travel review usefulness
		Session Chair 3: Dr. Zhang Yang			
		O606	Paper ID No.	152	Effects of perceived tourism impacts on residents' support for tourism development: Evidence from overtourism in Macau
				246	Niche Destinations: Tourism Consumption Behavior in County-Level Regions
				171	Exploring the Effects of Technology Agent Quality on Tourists' Intention to Use in a Destination
				172	The Influence of “Grocery Store Tourism” Experience on Revisit Intention and Recommendation Intention: The Mediating Role of Destination Image
		Session Chair 4: Dr. Yu Jing			
		B303	Paper ID No.	210	Hindrance or Challenge: Supervisors Unraveled by Employee Nostalgia
				255	The impact of smart tourism technology in restaurants on customer attitudes and word-of-mouth
				258	Digital Innovation Process of Hotels: An Actor-Network Theory Perspective
		Session Chair 5: Dr. Kim Jinkyung, Jenny			

10 mins each person, 60 mins presentation +15mins Q&A					
9-May	Session 2 (16:15-17:30)	B401	Paper ID No.	192	Road Connectivity and Evolution of Tourist Destinations ——The Changes of Benzilan Town of Yunnan Province
				193	The impact of social media on honeymoon travel decisions and experiences
				229	Visual spaces and eWOM in hotel YouTube videos: A deep learning analysis grounded in media richness theory
			Session Chair 6: Dr. Lee Ming		

9-May	Session 2 (16:15-17:30)	O207	SEG-FHTM Funding Report Presented by: Dr. Su-Ying Pan Dr. Yan Feng		
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10 mins each person, 60 mins presentation+15min Q&A					
10-May	Session 3 (9:00-10:15)	O404	Paper ID No.	191	Based on the S-O-R model: exploring how service quality and place attachment drive revisit and sustainable behavior of tourists in rural tourism
				195	Authenticity and Sustainable Tourism Behavior in Rural Tourism Destinations: The Mediating Role of Memory Impressions and the Moderating Role of Destination Image
				198	A Study on the Emotional Influence of Dragon Boat Sports Tourism Destinations on Youth Participation —— Taking Jiujiang Dragon Boat Activity in Nanhai, Foshan, China as an Example
				201	Green Awakening after Realizing Ecological Paralysis: Cognitive-Affect-Conation Mechanisms of Tourists' Environmental Transformation in Macau
			Session Chair 1: Dr. Felix Elvis, Otoo		
		O405	Paper ID No.	209	“小院经济”助推新兴文旅业态拓展路径开发 ——以山东省济宁市为例
				212	旅游业如何实现高数字创新绩效 ——基于数字创新生态系统的动态QCA分析
				213	探討海洋康養旅遊中遊客感知目的地恢復質量對重訪意圖的影響
				325	生成式人工智能（GenAI）在旅遊教育中的接受度研究：基於UTAUT模型對學生採納意願關鍵影響因素探析
			Session Chair 2: Dr. Zhang Yang		

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 3 (9:00-10:15)	O406	Paper ID No.	218	歸因風格視角下酒店及旅遊領域創業者心理健康差異及干預路徑研究
				219	基于CIPP模型的红领巾儿童红色研学旅游评价指标构建研究
				220	酒店服务机器人的拟人化对顾客使用意愿的影响
				223	虛擬現實體驗因素對遊客滿意度和重遊意願的影響：基於TAM模型的分析
				285	数字“增”绿：数字化转型与旅游企业碳排放效率
			Session Chair 3: Dr. Chau Shuk Mun		
		O409	Paper ID No.	233	The influence of food culture marketing on tourists' travel intention, moderated by travel expectation - A case study of Japanese
				234	The Mechanism of the Quality of User-Generated Content (UGC) on Tourists' Willingness to Visit Tourist Destinations: Taking Qingdao Online Marine Tourism as an Example
				235	Camera bullying: power dynamics and digital violence in social media and reverse gaze
				236	Research on the influence mechanism of social media user generated content on tourist destination image construction --- Empirical analysis based on Xiaohongshu platform
			Session Chair 4: Dr. Gao Xiongbin		
		O410	Paper ID No.	227	基于刺激-有机体-反应模型—AI生成旅游短视频对消费者旅游意向的影响研究
				228	澳門“花園城市”與“城市花園”身份的雙重探索：從歷史遺產到現代生態建設的演變
				270	旅遊商業化中文化迷失：原真性視角下傳統服飾體驗評價研究
				146	酒店行業高學歷實習生——在實習過程中的資質過剩感、對員工的影響以及管理策略
			Session Chair 5: Dr. Chen Yujie		



10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 3 (9:00-10:15)	O411	Paper ID No.	119	探究「網紅城市」的營銷與管理——以山東省淄博市為例
				188	目的地文化與酒店的融合對遊客選擇影響因素研究——以麗江和府洲際度假酒店為例
				250	高密度城市的旅游韧性重构——基于澳门可持续与负责任旅游的概念辨析
		Session Chair 6: Dr. Zhang Yulan			
		O412	Paper ID No.	144	Immersive Spirituality: Exploring Temple Stay as a Unique Form of Tourism Experience
				180	Analysis of the success factors of DMO in creating a "Wanghong City" --Taking Harbin and Zibo as examples
				226	Effects of DMO-Generated and Tourist-Generated Social Media Content on Heritage Protection Attitudes
				124	The Role of Internship in Shaping Students' Perception and Career Expectation of the Hospitality Industry: A Case Study in Macau
				131	Research on the influence of digital tourism on tourists' behavior intention
		Session Chair 7: Dr. Cheng Ting Pong			
	10:15-10:45	O402	Tea Break		
	10:45-11:45	O702	Early-Career Researcher Forum Presented by: Dr. Michael Lin Dr. Jue Wang Dr. Lu Zhang Dr. Siamak Seyfi Dr. Jose Wong		

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 4 (11:45-13:00)	O404	Paper ID No.	274	乡得意彰：基于LDA和扎根理论的永州乡村旅游地意象研究
				275	消费者环境责任感对绿色酒店溢价支付意愿的影响
				281	解码旅游直播“种草”：双路径驱动与组态效应下的购买意愿生成机制
				284	生态旅游体验要素对感知价值及行为意图的影响 - 以环境意识的中介作用为中心
			Session Chair 1: Dr. Lee Ming		
		O405	Paper ID No.	289	欠发达地区旅游发展与居民生活质量的耦合协调及交互效应研究
				290	基於服務設計理論下影響Brunch餐廳服務體驗分析
				296	社区营造视角下旅游型城市公共空间可持续发展理论框架构建——中、韩旅游型城市公共空间案例对比
				298	如何做好賓客關係維護提升賓客對酒店的滿意度與忠誠度——以桂林雁山宋品酒店為列
		Session Chair 2: Dr. Pan Wen			
		O406	Paper ID No.	306	机器人类型和服务情境塑造减少餐盘浪费意愿
				308	基于GIS-ML的广西民族旅游空间异质性与发展机制研究
				311	节庆活动故事叙述的选择属性与品牌资产，品牌态度，满足度，行动意图间的影响关系研究——以苏州端午节活动为例
				321	深度休闲视角下大熊猫粉丝休闲行为影响过程与机制
		Session Chair 3: Dr. Xu Ye			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 4 (11:45-13:00)	O409	Paper ID No.	215	What Makes Ethnic Restaurants Feel Authentic?
				216	Symbiosis or Substitution? A study of the impact of human-robot collaboration on job insecurity and job sustainability of frontline employees in high star hotels under self-determination theory
				221	A Study on ESG Awareness and Implementation Among Hotel Industry Employees in Taiwan
				249	Embracing or Resisting AI: Managerial Challenges in Adopting Artificial Intelligence in Vietnam's Hospitality Industry
				214	Granparents' perceptions, attitudes, and behavioral intention regarding grandtravel
			Session Chair 4: Dr. Kim Yongjoong, James		
		O410	Paper ID No.	197	气温上升对滑雪旅游需求的影响
				237	整合型TOD-文化遗产复兴框架：车站-城市语境下的空间重构、数字沉浸与多元主体治理的文化遗产活化
				313	網紅動物的旅遊吸引力及其對目的地行銷的驅動機制作用研究——以上海動物園“紅糖寶寶”為例
				305	Revisiting the Norm Activation Model: A multidimensional analysis of eco-friendly hotel consumer behavior with socio-cultural extensions
			Session Chair 5: Dr. Zhu Yanni		
		O411	Paper ID No.	157	Loyalty Customers Illustration A Study of Luxury Hotel Brand Loyalty Customers Based on the Strategic Experience Module and Q Methodology - A Case Study of Four Seasons Hotel in China
				158	Spatial Reconstruction of cultural Tourism driven by "Her Needs": A Study on the Construction of female-friendly Tourism Destinations -- A Case Study of Chengdu
				159	Exploring the impart of awe on tourists' prosocial behavior in religious tourism: The Moderating effect of Religiosity
				292	Mediating effect of trust in stimulating consumers' pro-behaviors towards humanoid service robots
			Session Chair 6: Dr. Kim Jinok, Susanna		

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 4 (11:45-13:00)	O412	Paper ID No.	165	Factors Influencing Community Residents' Attitudes Toward Community-Based Tourism
				166	Willingness of elderly users to use Intelligent Voice Assistant while traveling based on Technology Acceptance Model
				181	Polluted Atmosphere: Regional Discrimination and Tourists' Pro-social Behavior
				183	Work or Play? Exploring the Dual Impact of Work–Nonwork Interface on Leisure Travelers' Emotional Well-being.
		Session Chair 7: Dr. Ermias Kifle Gedecho			
		O305	Paper ID No.	222	Privacy Concerns of Generative AI
				238	Utilising LLM Models and SnowNLP to Analyse Negative Tourism Experiences in Macau: Social Media Sentiment Analysis and Service Quality Improvement Strategies
				239	The Uniqueness of Consumer Behavior in Girlfriends' Tourism: Investigating the Impact of "Appearance Economy" on Travel Destination Choice
				244	Reconstructing a war frontier into a tourist destination: a study on the image representation of border city in Guangxi Province under Implementation of the Belt and Road Initiative
		Session Chair 8: Dr. Xia Menglong			
		O306	Paper ID No.	208	An Empirical Study on Residents’ and Tourists’ Awareness of Abnormal Behaviors, and Tolerance for Service Failures
				117	The use of AI driven by customer personality traits and skills the perspective of Big Five personality
				260	The Convenience and Humanization of AI in Tourism—Towards a Balanced Future
				186	Luxury Consumption Influences the Choice of Tourist Destination: The Mediating Role of Benign Envy of Focus Consumers
				187	Rural tourism transformation driven by social sustainability: the impact mechanism of perceived attributes on tourists' green consumption behavior: a case study of Hongcun, Yi Count
		Session Chair 9: Dr. Chen Songhong			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 5 (14:30-15:45)	O404	Paper ID No.	115	文化嵌入視角下倫理型領導對員工建言行為的影響路徑： 錯誤管理氛圍和組織承諾的作用
				118	閩蜜旅行中的價值共同建設與共同毀滅： 基於性格特質、溝通模式、情感支持的多維度研究
				245	美食旅遊體驗對遊客重遊意願的影響研究——以貴州省凱裏市為例
				252	名人依恋和影视屬性如何影响旅游行为
				319	Sustaining Macao's Typographic Heritage with an Augmented Reality Experiential City Tour: Discovery of local historical and cultural resources
			Session Chair 1: Dr. Pan Yu		
		O405	Paper ID No.	257	What makes Macao's cultural tourism special? Exploring Tourists' Motivation and Behavioral Intentions Based on the Push-Pull Theory
				324	Digital Transformation and Organizational Resilience in Tourism Enterprises: Evidence from China's Listed Companies
				261	Cultural Co-Creation in Travel Photography: A Case Study of Consumer Engagement and Destination Marketing in Lijiang
				178	The Impact of Cultural Narrative Quality on Travel Intentions of Online Game Players
		Session Chair 2: Dr. Amr Al-Ansi			
		O406	Paper ID No.	254	Grandparent vacations with grandchildren: Perceived benefits and challenges
				276	All the World's a Stage: Fandom ProSumption and its (Dis-)Attachment to Places
				156	The Impact of Interaction, Affordance, and Presence on Visit Intentions in Metaverse Tourism: Integrating the Use and Gratification Theory and the Theory of Planned Behavior
				271	The relationship between residents' perception and sustainable participation in overtourism: The mediating role of tourists' influx emotions
		Session Chair 3: Dr. Yang Kaihan			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 5 (14:30-15:45)	O409	Paper ID No.	264	虚拟现实技术质量感知对主题公园游客游后行为意向影响研究
				256	数据要素配置对旅游业高质量发展的影响效应研究
				301	乡村文化美学实验：非遗民宿的场景表征及其生成机制
				132	免签政策对韩国青年游客旅游决策的影响及目的地选择偏好研究：以上海为例
			Session Chair 4: Dr. Liu Yingni		
		O410	Paper ID No.	174	The Effect of Cute Food Traits on Customer loyalty and Satisfaction: An Emotional Solidarity Perspective
				175	Exploring the Intrinsic Influence Mechanism of Memorable Brand Experience on Customer Loyalty: A Case of Luxury Branded Hotel
				263	Ethnic Diversity and its implications for resident behavior and host-guest interaction
				291	The understanding of consumers' attitude towards green hotels: A segmentation analysis
		Session Chair 5: Dr. Pai Chen Kuo			
		O411	Paper ID No.	277	From Virtual Games to Travel Intentions: An Application Study of the Destination Image Theory
				278	The Psychology of Wine e-Commerce: Personality, Sensory Preferences, and Digital Consumer Behavior
				230	Interaction Experiences and Social Value in Pet Tourism: Impacts on Memorable Tourism Experiences and Revisit Intentions
				279	Short Trips, Strong Bonds: Destination Attachment and Loyalty in Cross-Border Tourism
		Session Chair 6: Dr. Liu Chao			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 5 (14:30-15:45)	O412	Paper ID No.	128	A conceptual framework of reducing the food waste during the processing stage through the training of culinary art students
				242	A conceptual framework of restaurant wait staff's intention to dissuade customers from over-ordering: an integrative framework of the TPB and NAM
				190	The relationship between heritage tourism motivation and perceived authenticity on tourist satisfaction and loyalty
				317	Exploring the Influence Mechanism of Emotional Well-being on Tourists' Donation Intention: A Suppression Effect-Based Analysis of Donation Willingness at Tourist Destinations in Greater Bay Area
				232	Exploring Postpartum Mother Satisfaction in Postpartum Wellness Hotels
			Session Chair 7: Dr. Yang Chieh Yun		
	15:45-16:15	O402	Tea Break		

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 6 (16:15-17:30)	O404	Paper ID No.	300	Do Service Robots Empower Employees to Engage in More Proactive Service Behavior? An Experience Sampling Method Study
				297	Ethical Leadership and Prosocial Behavior among Hotel Employees in China: An Examination through the Lens of Emotional Contagion Theory
				176	Exploring the Impact of Luxury Hotel Brand Image on Customer Brand Identification and Loyalty
				177	Festival Technologisation Leads to Festival Attachment
			Session Chair 1: Dr. Kim Yongjoong, James		
		O405	Paper ID No.	323	The value of service robots in the hotel industry: multi-stakeholder views
				316	Resilience as a Moderator of Leader-Member Exchange Social Comparison: Implications for Employee Motivation and Behavior
				265	What Is Restaurant Yanhuo Chi? A Descriptive Study from Multi-stakeholder Value Co-creation Perspective
				266	Feminist Entrepreneurship and Trust in Female-Only B&Bs: A Signaling Theory Perspective
		Session Chair 2: Dr. Kim Jinkyung, Jenny			
		O406	Paper ID No.	173	Explore the impact of tourists’ motivation to participate in destination culinary activities on cultural identity and destination advocacy
				302	The Impact of Internet-Famous Landmarks on Local Communities: Negative Impacts and Tourism Development Support
				307	Research on the Impact of New Quality Productive Forces on Tourism Economic Resilience
				286	Estimating tourists’ continuous sentiment scores: A refined large language model
		Session Chair 3: Dr. Sung Kyongsik			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 6 (16:15-17:30)	O409	Paper ID No.	310	Green Symphony: Spatiotemporal Resonance between Tourism Eco-Efficiency and High-Quality Economic Development
				312	Does rural tourism enhance the economic resilience in peripheries? Evidence from China's Leisure Agriculture and Rural Tourism Policy
				314	Extending Self-Congruity Antecedents and Revisiting Their Effects on Tourist Loyalty
				315	Memory That Matters: How AI Memory Enhances Consumer Attitudes and When It Backfires
			Session Chair 4: Dr. Wen Jun		
		O410	Paper ID No.	318	How Prepared Food Disclosure Timing Affects Tourists' Moral Judgments in Tourism Dining Contexts
				326	Emotional Recovery after Tourism Service Failures: The Impact of Narrative Restructuring and the Role of Recovery Experience
				320	Assistance or Indifference? The Impact of Customer incivility on Bystanders' Behavioral Intentions
				322	The relationship between human relationship skills and academic performance among international students
		Session Chair 5: Dr. Timothy Lee			
		O411	Paper ID No.	299	Using take-out to order food to experience food tourism: How does online food delivery service influence the travel experience? A goal conflict insight
				267	Beyond Functional Outcomes: How Business Network Shape Emotional Solidarity in Tourism SMEs
				268	The Formation of Entrepreneurial Cognition of Female Tourism Entrepreneurs
				194	The Impact of AI Technology on Exhibition Scenarios: Opportunities and Challenges of New Technology Applications
				135	A Study on Tourists' Willingness and Influencing Factors of Health Tourism in Macau
		Session Chair 6: Dr. Hong Fang			

10 mins each person, 60 mins presentation +15mins Q&A					
10-May	Session 6 (16:15-17:30)	O412	Paper ID No.	184	双重评估路径下的员工行为分化：劣势者成见对 ‘内卷’ 与 ‘躺平’ 的影响机制
				204	探究服務機器人的外型設計對顧客服務失敗容忍度的影響
				304	从互动到行动：非遗数字化项目中互动对共创价值与游客行为意图的影响研究
				153	消費者對於餐飲循環經濟商品消費行為、消費動機與消費偏好之研究
			Session Chair 7: Dr. Wang Shuo		
		O305	Paper ID No.	293	Social Media’s Effect on Destination Image and tourist’s behavior
				294	Multiple Formation Mechanisms of Post-Trip Behaviors Among Self-Driving Tourists in the Tourism Context of Tibet
				295	Mechanism and Effects of Culture-Commerce-Tourism Integration on Regional Economic Growth: An Analysis Based on Liwan District, Guangzhou
				303	The Power of Idols in Public Opinion Crisis: The Matching Effects of Endorser Type and Destination Gender
				151	Exploring the impacts of service spirit on college students efficient learning and employability skills in sport and tourism industry
		Session Chair 8: Dr. Amr Al-Ansi			

Recommended Places

1. Ruins of St. Paul's



Source from <https://www.Macautourism.gov.mo/zh-hant/sightseeing/Macau-world-heritage/ruins-of-st-pauls>

The Ruins of St. Paul's refer to the facade of what was originally the Church of Mater Dei built in 1602-1640, destroyed by fire in 1835, and the ruins of St. Paul's College, which stood adjacent to the Church. As a whole, the old Church of Mater Dei, St. Paul's College and Mount Fortress were all Jesuit constructions and formed what can be perceived as the Macau's "acropolis". Close by, the archaeological remains of the old College of St. Paul stand witness to what was the first western-style university in the Far East, with an elaborate academic program. Nowadays, the facade of the Ruins of St. Paul's functions symbolically as an altar to the city.

2. Macau Tower



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Source from <https://www.Macautourism.gov.mo/zh-hant/sightseeing/other-attractions/macau-tower-convention-and-entertainment-centre>

The tower is 223 meters above the ground and has four floors, including a two-story main sightseeing floor with a glass floor, allowing you to have a bird's-eye view of Macau from the sightseeing floor; there is also a revolving restaurant that can accommodate 250 people, with a field of view of 55 kilometers, which makes people enjoy the view. Enjoy the views of Macau, the Pearl River Delta and some of the outlying islands of Hong Kong. The tourist tower is equipped with a glass elevator, which takes about 45 seconds from the ground to the main sightseeing floor. Passengers can feel the scenery quickly leaving the soles of their feet, giving them the feeling of soaring into the sky.

Those who love excitement can try adventurous activities such as "Beng Pig Jump", "Goofy Jump", "Air Walk X" and "Hundred Steps to the Sky".

3. Wynn Palace



Source from <https://www.wynnresortsmacau.com/en/wynn-palace/experiences/entertainment/sky-cab>

Sky Cab

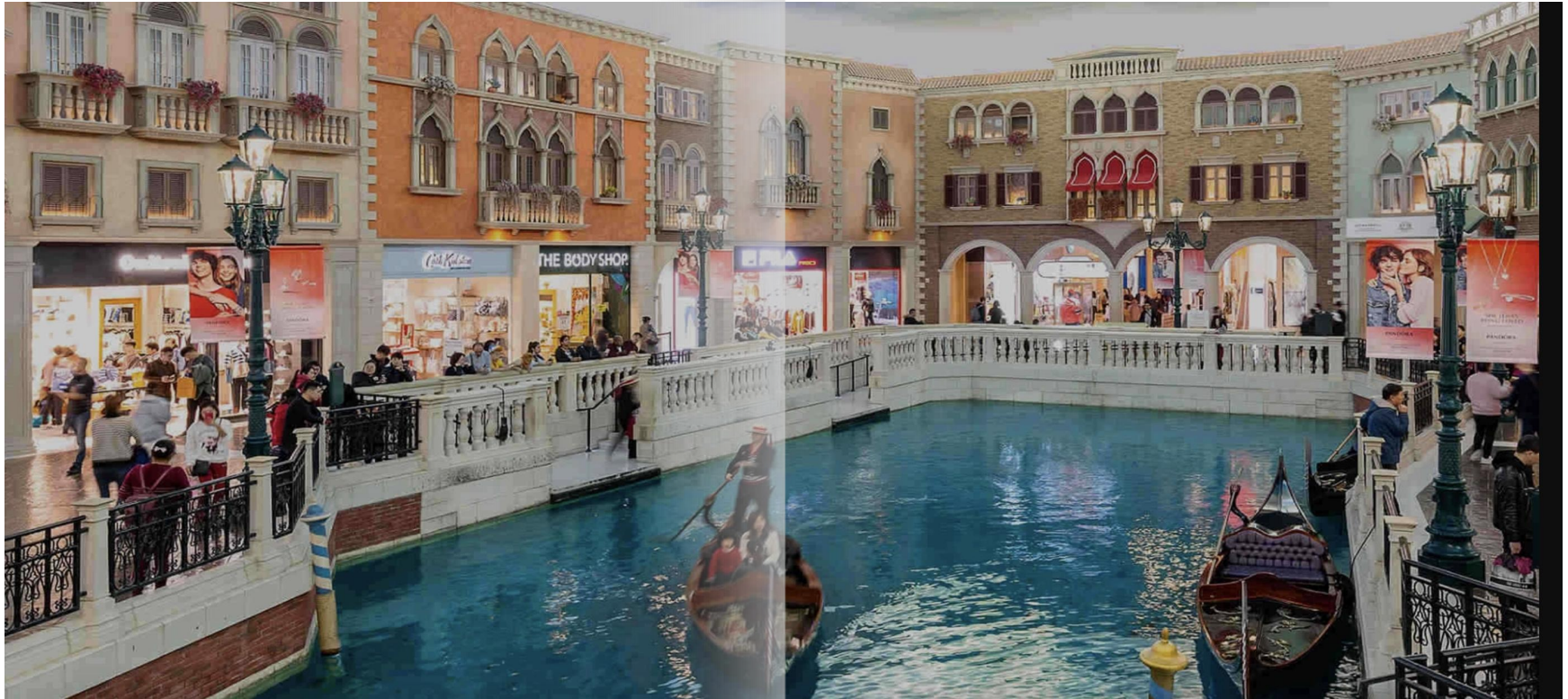
Have you ever wanted to ride a dragon? At Wynn Palace, you can soar through the sky in a dragon-themed SkyCab with a spectacular view of Performance Lake before descending into a beautiful garden. Each air-conditioned, six-person SkyCab features a bespoke audio system that describes the breathtaking vistas and attractions as you pass over them, from the dancing fountains to the Cotai landscape.



Performance Lake

Watch in awe as graceful plumes of water dance a romantic ballet in a thrilling aquatic spectacle like no other, accompanied by dramatic lights and dynamic music. As Wynn Palace's signature attraction, the elegant Performance Lake evokes a wide-eyed sense of wonder from tourists and locals alike. As a guest, you can enjoy a front-row seat to its grandeur from the comfort of your room or a table at one of our exceptional restaurants.

4. Shoppes at Venetian



Source from https://www.sandsresortsMacau.cn/shopping.html?_ga=2.149011122.569730287.1713419136-490774063.1713419136

The Shoppes at Venetian is the largest indoor shopping mall in Macau, located on the third floor of The Venetian Macau Resort Hotel. Spanning an area of 968,000 square feet, it hosts over 350 retail shops, dozens of eateries, and three canals, each 390 feet long. The entire shopping complex is covered by a massive ceiling that can be computer-controlled to create lighting effects simulating the clouds and sky colors of dawn, day, and dusk. Complemented by themed streets, canals, and the 157-foot-long Rialto Bridge, the elegant and magnificent environment transports visitors to the streets of ancient Venice.

The small boats on the canals, called "GONDOLA" offer a 15-20 minute ride that is popular among tourists. Singers perform Italian songs, while the gondoliers wear traditional Italian attire, allowing visitors to experience the Venetian ambiance under an artificial "blue sky with white clouds."

5. Rua do Cunha



Source from <https://www.Macautourism.gov.mo/zh-hant/sightseeing/other-attractions/rua-do-cunha>

It is a narrow but bustling pedestrian street in the heart of Taipa village. Walking on the street, you will see the original community of the Island and find countless famous old restaurants that offer plenty of traditional cuisines. This small maze of narrow lanes and alleys is always packed with tourists. The Street was turned into the first pedestrian zone in Macau in 1983. Since then, it becomes a popular place for shops selling desserts, almond biscuits, egg rolls, coconut flakes and peanut candies, some of which you can buy as souvenirs. Built in the early 19th century, the Old Market is now reincarnated as a local cultural hub that adds vibrancy to this neighborhood – the interesting Taipa Flea Market sets up stalls every Sunday in the square, where you can find many pretty hand-made items. It's definitely an attraction that you can't afford missing.