



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



The 1st 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 10-12, 2024
Macau, China



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Keynote Speakers



Gabby Walters
Associate Professor, School of
Business,
The University of Queensland
Editor-in-Chief, Journal of
Vacation Marketing



Ben K. GOH
Professor, Dean of Faculty of
Hospitality and tourism Management,
Macau University of Science and
Technology



Jinsoo Lee
Professor, School of Hotel
and Tourism Management,
The Hong Kong
Polytechnic University
Managing Editor, Journal
of Travel and Tourism
Marketing



Qiu Hanqin
Distinguished Professor,
Dean of International
School of Cultural Tourism
of Hangzhou City
University

Conference Introduction



We are delighted to announce the 1st International Early-Career Researcher Conference in Hospitality and Tourism (IECR 2024) will be held in Macau University of Science and Technology (MUST) from May 10-12, 2024. 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.

Organizational Structure of IECR Conference

IECR 2024 Conference Organizing Committee

Conference Chairs

Professor Ben K. GOH

Associate Professor Jose Weng Chou, WONG

Program Chair

Associate Professor Su-Ying, PAN

Academic Chairs

Professor Timothy, LEE

Associate Professor Yang, ZHANG

Hospitality Chairs

Assistant Professor Chieh Yun (Brenda), YANG

Assistant Professor Yan, FENG

Committee Members

Associate Professor Chen-Kuo, PAI

Assistant Professor Ting Pong, CHENG (Vincent)

Assistant Professor Yihang ZHANG (Kelvin)

Assistant Professor Jing LIU (Gloria)

Assistant Professor Rui GOU (Gloria)

Assistant Professor Chao, LIU

Dr. Jing, YU (Jasper)

Ms. Zhongying, OU (Michelle)

Student Helpers

Liu XU
Doctor of Philosophy in Tourism Management

Yihe WANG
Doctor of Philosophy in Tourism Management

Jiaojiao WANG
Master of Hotel Management

Qun ZHANG
Master of Hotel Management

Yuxin SONG
Master of International Tourism Management

Chenxi WANG
Master of International Tourism Management

Weiye ZHANG
Bachelor of Hotel Management

Conference Instructions

1. Conference agenda

10 May 2024 (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	
10:20-10:25		Souvenir Presentation Session	
10:25-10:30		Group Photo	
10:30-10:40	Short Break	Short Break	
10:40-11:40	Keynote Speakers Session	Keynote Speech by Prof. Gabby Walters, Editor-in-Chief, Journal of Vacation Marketing, Associate Professor, School of Business, The University of Queensland	
		Keynote Speech by Prof. Hanqin Qiu, Distinguished Professor, Dean of International School of Cultural Tourism of Hangzhou City University	
		Keynote Speech by Prof. Jinsoo Lee, School of Hotel and Tourism Management, The Hong Kong Polytechnic University	
		Keynote Speech by Prof. Ben K. GOH, Professor, Dean of Faculty of Hospitality and tourism Management, Macau University of Science and Technology	
11:40-12:10	Roundtable Session	Roundtable Forum	N101

TIME	ACTIVITY	DESCRIPTION	VENUE
12:10-14:30	Lunch Break	Lunch Break	Food Studio at Building O
14:30-15:45	Session 1	Presentation session	O409, O410 O506, O510
15:45-16:15	Tea Break	Tea Break	O404
16:15-17:30	Session 2	Presentation session	O409, O410 O506, O510

11 May 2024 (Saturday)			
TIME	ACTIVITY	DESCRIPTION	VENUE
9:30-10:45	Session 3	Presentation session	O303, O304 O305, O306
10:45-11:15	Tea Break	Tea Break	O403
11:15-12:30	Session 4	Presentation session	O303, O304 O305, O306
12:30-14:30	Lunch Break	Lunch Break	Food Studio at Building O
14:30-15:45	Session 5	Presentation session	O303, O304 O305
15:45-16:15	Tea Break	Tea Break	O403
16:15-17:30	Session 6	Presentation session	O303, O304 O305
18:30-19:00	Gala Dinner	Start of Gala Dinner	The St. Regis Macao Astor Ballroom
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	

12 May 2024 (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

① Taxi :

· From Gongbei Port : about 25 minutes, about 140 MOP

· From Hengqin Port: about 10 minutes, about 45 MOP

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

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

② 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-Macao 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.

Bus stop map:



(2) MUST Block N, Block O (main venue) → The St. Regis Macao (branch venue, gala dinner venue)

It is within walking distance. Please follow the signs or ask a volunteer to guide you.



(3) The St. Regis Macau



Source from <https://hk.londonermacao.com/hotels/st-regis-macao.html>

The St. Regis Macao is situated on Macau's Cotai Strip, a centre for entertainment and shopping that boasts more than 850 luxury stores and an array of premier dining options. Sample some of the finest sustainably sourced ingredients from around the world at The Manor restaurant, an ideal venue in which to gather, celebrate and create new memories in Macau, China. Or sip Maria do Leste, our hotel's unique interpretation of the Bloody Mary at The St. Regis Bar. Find a relaxing sanctuary at the Iridium Spa or our outdoor pool. Host elegant meetings or social events in Macau in 1,300 square metres of exquisitely appointed event spaces, including the Astor Ballroom. Step into one of 400 luxury hotel rooms or suites fitted with traditional Chinese elements. Each room boasts dramatic views of the Cotai Strip and marble bathrooms with a bespoke amenity collection featuring best-in-class product lines from SACHAJUAN, Sodashi, and REN skincare. The St. Regis signature Butler service is available to all hotel guests.

(3) MUST map



3. Enquiries

For any enquiries, please contact the Conference Organizing Committee by
Tel: +853-88972381 or E-mail: FHTMConference@must.edu.mo

Conference Schedule

6 people per session, 10 mins each person, 60 mins presentation+15min Q&A				
10-May	Session 1 (14:30-15:45)	O409	Paper ID NO.	<p>103 The Relationship between the Wellness Tourism Attributes and the Mental, Physical, and Social Health</p> <p>117 Exploring the effects of health activities on customers' behavioural intention in wellness hotels: the case of the Anandi Hotel</p> <p>215 Exploring the influence of tourists' perceived destination restorative qualities on revisit intention in marine wellness tourism</p> <p>218 Exploring the Experience of Health Tourism Inspires Tourists' Happiness and Inspiration: An Empirical Study based on Attention Recovery Theory</p> <p>202 Research on the comprehensive development of wellness and tourism leisure, based on a holistic model of low-carbon sustainable tourism practice</p> <p>114 Factors motivate tourism small businesses: views from external environment</p>
			Session Chair 1: Assistant Professor Rui Gou (MUST)	
			O410	<p>237 The Impact of Using AI Technology in the Hospitality Industry on Gen Z Consumer Trust</p> <p>166 The Impact of Human Identity on Consumer Responses to Human-Like AI</p> <p>146 Embracing the AI Revolution: Unearthing the Potential of ChatGPT in Service Recovery by Exploring the Impact of Emotional Expressions, AI Disclosure, and Relationship Type</p> <p>155 The effects of AI interactive experiences on customer loyalty</p> <p>167 The Role of AI-Generated Images in Promoting Sustainable Cuisine in Gastronomic Tourism</p>
				Session Chair 2: Assistant Professor Shuk Mun Chau (MUST)

10-May	Session 1 (14:30-15:45)	O506	Paper ID NO.	175	Understanding Chinese Seniors' Food Experiences: An Optimal Distinctiveness Theory Perspective
				199	The relationship between chain and independent restaurant brand and brand trust
				221	The impact of quality and value of Chinese chain coffee shops on customer satisfaction: Applying a cognitive-affective model.
				122	How waste reduction and green restaurants' practices influence customers' perceptions and behavioural intentions
				110	Does the 'camera eats first' tourists' behaviour lead to food waste? -Under the influence of conformity, conspicuous motivation and impulsive buying behavior consumption
			Session Chair 3: Professor Timothy Lee (MUST)		
		O510	Paper ID NO.	232	The effects of hotel photo color saturation on leisure and business travelers
				222	Impact of visual cues in hotel photos on consumers' booking intention: Base on SOR model
				217	To Investigate Antecedence and Consequence of Front-line Employees' Brand Love in Luxury Hotel
				200	Green hotel consumption and consumer perception
				194	Exploring the Impact of Hotel Sustainable Measures on Consumer Responses
				174	From Luxury Brands to Luxury Branded Hotels: Identifying the Components of Luxury Branded Hotel Personality
			Session Chair 4: Assistant Professor Heewon Kim (MUST)		

10-May	Session 2 (16:15-17:30)	O409	Paper ID NO.	165	Beyond Rewards: Effects of Psychological Climate on Hotel Employees' Voluntary Pro-Environmental Behavior and Pro-active Customer Service.
				111	A Self-verification Perspective on Customer Mistreatment and Employees' Promotion Behaviors
				113	Organizational Innovation in the Hotel: The Influence of Dual Leadership, Innovation Climate and Innovation Culture
				176	Towards Darkness or Staying in the Light: The Moderating Role of Employee Altruism Value in the Coping Styles for Workplace Incivility
				179	The Power of Words: Exploring the Role of Workplace Friendship in Positive Gossip Spread
				107	An exploration of the influence of self-identity on well-being and destination revisit
			Session Chair 5: Associate Professor Su-Ying Pan (MUST)		
		O410	Paper ID NO.	225	服務業員工的計劃型認知風格與任務績效、適應性績效的關係——工作滿意度、家庭滿意度的中介作用
				151/152	景區小型無人駕駛觀光車接受度影響因素分析——基於擴展的UTAUT模型
				115	探索中國顧客對於酒店機器人的使用意願——技術接受模型與價值共創視角
				185	生活於城市群對預製菜的支付意願與轉換成本對滿意度和忠誠度的影響——基於“刺激-生物體-反應”理論
				196	環城“微度假”休閒調適作用機理的探索性研究
				201	研究地產研學旅遊的價值感知以華潤置地為例
			Session Chair 6: Associate Professor Chen Kuo Pai (MUST)		

10-May	Session 2 (16:15-17:30)	O506	Paper ID NO.	105	Ethical branding of Greater Bay Area from a moral obligation perspective
				108	The psychological consequences of the eco-crisis: A view of domestic tourists within the Greater Bay Area
				163	Does curiosity negatively affect booking intentions? In a virtual reality booking hotel scenario.
				207	How to mitigate exhibition and museum fatigue through tech-enabled guidance curate?
				206	Cultural Space in Hospitality and Tourism: An Integrative Review & Future Study Direction
				104	The impact of mobile payment on customer satisfaction and reuse intention in Macao integrated resorts: A case study of Chinese tourists
				Session Chair 7: Assistant Professor Ting Pong Cheng (MUST)	
		O510	Paper ID NO.	134	基於網路文本分析的麗江民宿遊客滿意度研究
				135	民宿故事敘述視角對遊客訪問意願的影響研究
				137	湖南酒店服務供應鏈協同度測評研究
				130/131/132	博物館數字虛擬人形象感知的定性研究：以宣傳效果為中心的訪談調查
				121	基於“刺激-組織-反應”模型的遊客感知研究——以澳門為例
				184	基於S-O-R模型的中國滑雪場地點依戀和積極情緒對地點滿意度和意向行為的影響
				Session Chair 8: Assistant Professor Fang Hong (MUST)	

11-May	Session 3 (9:30-10:45)	O303	Paper ID NO.	140	節慶活動難忘的互動體驗生成過程及其對遊客再次到訪意願的影響
				126	基於CAC（認知-情感-共生）模型探究遊客對遺產地的保護行為影響研究——以五臺山為例
				193	探究創意旅遊體驗對地方認同和文化传播行為意向的影響
				129	探討難忘的旅遊慶典互動體驗：一個量表開發
				209	探究民宿形象、關係質量及社交媒體分享意願之間的關係
				195	Emotional solidarity between tourists and residents: Findings from a mixed-methods approach
				Session Chair 9: Assistant Professor Chao Liu (MUST)	
		O304	Paper ID NO.	143	The Influence of flow experience on tourists' revisit intention: An Empirical Study Based on Heritage Tourism in Macau
				210	Revitalizing Tradition: Enhancing SME Competitiveness and Cultural Heritage through Low-Cost AR Technology
				125	Unveiling Constraints: Grassland Silk Road Tourism in Inner Mongolia through a Theory of Planned Behavior Lens
				226	Research on Immersive Rural Tourism Development Based on Intangible Heritage Folk Culture
				228	Meizhou Hakka Traditional Villages: The Construction and Evolution of Space by the Indigenous People in Folk Cultural Tourism Destinations
				233	Adaptive Governance through Tourism-led Rural Space Restructuring —— A Multidimensional Analysis on Yingzhou West Lake, Anhui, China
				Session Chair 10: Assistant Professor Kaihan Yang (MUST)	

11-May	Session 3 (9:30-10:45)	O305	Paper ID NO.	180	基於Python的體育旅遊地遊客情感時空特徵研究分析——以張家口崇禮兩鄉鎮為例
				235	可持續太空旅遊的經濟與環境雙因數模型探討
				224	基於網路文本的網紅城市夜間旅遊意象要素研究與重構——以長沙為例
				171	單人旅行的旅行意願與實際出行
			Session Chair 11: Assistant Professor Kelvin Y. Zhang (MUST)		
		O306	Paper ID NO.	236	Exploring the influence of slow tourism traits on place identity: From the perspective of self-determination theory
				220	Why are tourists turning themselves into monks? Exploring temple stay as a form of transformative tourism
				124	Analyzing consumer willingness to support pro-environment tourism: Shaping sustainable tourism brand loyalty in the greater Bay Area
				158	Exploring tourists' experiences in Ice and Snow tourism: the case of Harbin, China.
				203	Afraid to regret? Understanding the moderating role of anticipated regret in wearable tourism souvenirs purchase intention
				229	In What Space Can Tourists be Stimulated to Existential Authenticity?
			Session Chair 12: Assistant Professor Yongjoong Kim (MUST)		

11-May	Session 4 (11:15-12:30)	O303	Paper ID NO.	219	The Impact of the Star Effect of Concerts on the Destination Advocacy: The Role Transformation from Fans to Tourists
				208	Research on people's motivation for attending concerts
				160	How can celebrity-generated short-form tourism videos aesthetic characteristic inspire viewer's travel desire?
				157	Analyze the factors that influence the Memorable Tourism Experiences for tourists: destination characteristics, interactive experiences for tourists, and emotional experiences for tourists
				141	Unraveling the allure of the airticket blindbox design: the effect of uncertainty and autonomy on consumers' purchase intention
				116	Exploring the impacts of city-themed songs: A resident's perspective
			Session Chair 13: Professor Timothy Lee (MUST)		
		O304	Paper ID NO.	213	How to Build Destination Brand Love through Short-form Videos? The Moderating Role of Self-consistency
				214	The emotion flow in film tourism: a dual-appraisal approach to investigate the impact of film tourist's experience on place attachment
				192	The impact of video perception on tourists' behavioral intention to consume insects
				172	The Significance of Destination Fascination in Film-Induced Tourism: An Experimental Study
				168	Determinants of Online Purchase Intention of Meal Discounted Coupon on Douyin Video Clips: Hedonic and Adventure, Prices Information and Trust
				227	Do Food Videos Influence tourists' behavioral intentions? The effects of food personality traits,
			Session Chair 14: Assistant Professor Amr Al-Ansi (MUST)		

11-May	Session 4 (11:15-12:30)	O305	Paper ID NO.	101	日本“地產地消”模式探討：兼論對我國農產品行銷模式的啟示
				154	歸因偏見對粉絲事件忠誠度與行為意願的影響——以漫展粉絲為例
				127	基於歸因法探究美食旅遊屬性對不同文化背景遊客重遊意願的影響
				119/120	豪華酒店與米其林餐飲品牌聯名發展策略
				189	不僅是和博主的互動！旅遊視頻博客中類社會互動的形成
			Session Chair 15: Associate Professor Juan Tang (MUST)		
		O306	Paper ID NO.	156	Based on TPB Theory: A Study of Chinese University Students' Intention to Choose Green and Low-Carbon Hotels
				188	Research on the competitiveness evaluation of Macao educational tourism from the perspective of holistic tourism—based on the VRIO model
				205	The Impact of Youth Returning Hometown Employment on Sustainable Development of Rural Tourism Destination from the Protection Motivation Theory
				204	Comparative Study on the Temporal Window Model Differences Between Low-Carbon Sustainable Green Tourism and Traditional Tourism
				198	The Impact of Experiential Learning Travel on College Students
				145	Exploring the Impact of Salesperson Personal Life Disclosure on Consumer Sustainable Behavior via Enterprise Social Platforms
		Session Chair 16: Dr. Jing Yu (MUST)			

11-May	Session 5 (14:30-15:45)	O303	Paper ID NO.	142	Research on Chinese Tourists’ Experiences with AI Technologies Usage: Moderating Role of Effort Expectancy
				197	Women Entrepreneurs in Small Home-based Hospitality Businesses: Motivation, Obstacles and Negotiation Strategies
				123	The impact of tourism motivations on satisfaction using self-disclosure theory: A study of tourists in Macau
				187	The Impact of Conspicuous Behavior of Middle-aged Tourists during Family Travel: The Moderating Role of Self-construal
				190	THE DEVELOPMENT PROSPECTS OF MEDICAL TOURISM IN GUANGDONG-MACAU IN-DEPTH COOPERATION ZONE IN HENGQIN: AN ASSESSMENT OF BARRIERS FROM THE PERSPECTIVE OF PRACTITIONERS
				109	Understanding the influence of self-identity on future intentions: the role of green brand attitude and wellbeing.
			Session Chair 17: Assistant Professor Xiongbin Gao (MUST)		

11-May	Session 5 (14:30-15:45)	O304	Paper ID NO.	211	Exploring the factors influencing visitors' flow experience and memorable festival experience and its impacts on electronic word of mouth in music festival context
				159	Cultural Dimensions in Hospitality: Shaping the Impact of Loyalty Programs on Consumer Satisfaction and Brand Loyalty
				144	Unveiling Effective Strategies for Social Media Interaction in City Branding
				133	Will social media marketing campaigns affect Chinese Gen Z's willingness to participate in temple tourism?
				128	Strategies of Resilience and Success: Navigating Entrepreneurial Challenges in Shenzhen's Hotel Start-ups
				118	The current development status and career prospects of sommeliers in China
			Session Chair 18: Assistant Professor Hoffer Ming Lee (MUST)		
		O305	Paper ID NO.	216	Exploring The Impact of A Creative Atmosphere on Travel Experience in Creative Tourism: The Degree of Value Co-creation as the Mediator
				183	Can smell motivate consumer behaviors? An application of sensory marketing techniques in menu design.
				173	The Effect of Trendy Tourism on Gen Z Tourists' Impulsive Travel Intention: The Moderating Role of Fear of Missing Out
				138	Brand Experience and Brand Trust Effects on Brand Attachment the Case of Wynn Palace, Macau.
				212	Be yourself in music ! Gay fans' ritual interaction and identity construction in the concert experience
			Session Chair 19: Assistant Professor Chieh Yun Yang (MUST)		

11-May	Session 6 (16:15-17:30)	O303	Paper ID NO.	231	Making Tourism Destination More Attractive via Eye Gaze: The Role of Gender
				164	Motivation of Chinese Tourists to Stay in E-sports Hotels from Push-and-Pull Theory
				162	Impact of self-congruity and emotional solidarity on destination loyalty
				106	Exploring the role of moral obligation on the pro-environmental behaviors of tourists
				223	The Impact of Gastronomy Experience on Destination Image, Experience Value, and Mobile Social Media Sharing: The Moderating Role of Personal Marketing Trends
			Session Chair 20: Assistant Professor Felix Elvis Otoo (MUST)		
		O304	Paper ID NO.	102	雙世遺城市全域旅遊發展模式建構研究——以山東省濟寧市為例
				169	感知到的“漂綠”行為如何影響員工的綠色創新？來自中國的證據
				230	遊戲化對Z時代教育變革的實現：基於變革性旅遊體驗的視角
				177	靜修式休閒與療愈：靜修體驗對主觀幸福感的重塑機制研究
		Session Chair 21: Assistant Professor Menglong Xia (MUST)			
		O305	Paper ID NO.	112	What is in for me? A study of tourists' attitudes and well-being toward loyalty and revisit intentions
				170	When service becomes too much: investigating the relationship between over-service behavior and relationship quality
				147	Bridging Tourism and Medical Science: Exploring Medication Management and Health Behaviors Among Senior Travelers with Chronic Conditions
				181	Assertive or non-assertive? How self-concept clarity influences customers' responses to advertisement in service environment
		Session Chair 22: Assistant Professor Jinkyung Kim (MUST)			

Recommended Places

1. Ruins of St. Paul's



Source from <https://www.macaotourism.gov.mo/zh-hant/sightseeing/macao-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 Macao'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.macaotourism.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>

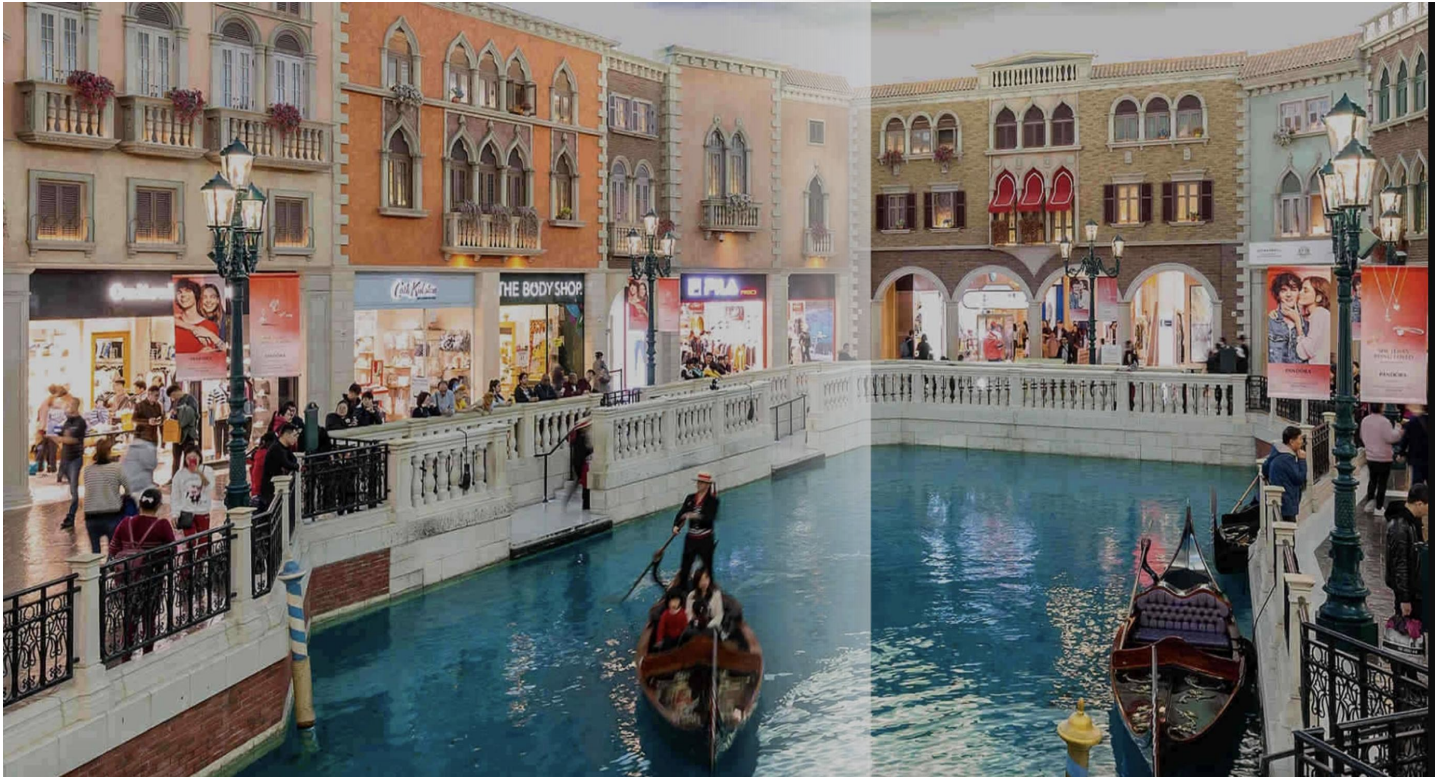
SkyCab

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.sandsresortsmacao.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 Macao 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.macaotourism.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 Macao 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.