

TOURISM EDUCATION STUDENT SUMMIT 2026

17.06.2026

JW Marriott Ballroom 3, GF

MORNING SESSION 上午會議

09:00-09:30	Registration & Sign-in to the Morning Opening Ceremony	上午開幕式登記及簽到
09:30-10:15	Venue 地點: Ballroom 3 Emcee 司儀 Welcome Address 歡迎辭	Morning Opening Ceremony <i>Ms. Ashley Kuong</i> <i>Dr. Connie Loi, Vice-Rector</i> <i>Macao University of Tourism</i>
	Academic Keynote Speaker 學術演講嘉賓	上午開幕式 鄭嘉敏女士 呂劍英副校長 澳門旅遊大學 吳晨光教授 中山大學
10:30-11:30	Simultaneous Panel Presentation Session (Morning 1)	同步小組演示 (上午第一場次)

Venue A: Meeting Room 5 – English Session (英文專場)

Faculty Moderator 學術主持:	<i>Dr. Ford Lei</i>
Expert Panel Members 行業專家:	<i>Mr. Stefan Renziehausen, COO, SABA Hospitality</i> <i>Mr. Kong Wing Tsan, Managing Director, Lai Kei Sorvetes</i> <i>Ms. Mary Mendoza, Managing Director, The Platinum Ltd.</i> <i>Mr. Cosimo Long, Assistant Vice President of Hotel Operations, The Venetian Macao, Sands China</i>

Presenter 發表人	Paper Title 發表題目
LIU XINRAN, AGON	RESHAPING THE GAMING-LED DESTINATION IMAGE THROUGH MULTISENSORY MARKETING: ROLE OF TOURIST SATISFACTION AND DELIGHT WITHIN THE SOR FRAMEWORK
CHAN CHI LEK, NICK	THE MOTIVATIONS, BEHAVIOURS AND ATTITUDES OF FREEBIE-SEEKING HOTEL GUESTS IN MACAU
LIU BAICHUAN, KORVO	UNDERSTANDING MEMORABLE CUSTOMER EXPERIENCES IN TIME-HONORED RESTAURANTS THROUGH THE EXPERIENCE ECONOMY THEORY AND THE THEORY OF CONSUMPTION VALUE: A TOURIST-RESIDENT DUAL PERSPECTIVE

Venue B: Meeting Room 4 – Chinese Session (中文專場)

Faculty Moderator 學術主持:	<i>Dr. Jack Ly</i>
Expert Panel Members 行業專家:	<i>Mr. Feng Liu, Training Manager, Air Macau</i> <i>Ms. Dorothy Loi, Director of Events, Inside Asian Gaming</i> <i>Ms. Jessica Cai, Assistant Director of Rooms, MGM COTAI</i>

Presenter 發表人	Paper Title 發表題目
黃依雯	大型體育賽事觀眾沉浸式觀賽體驗研究——以2025亞冬會為例
肖敏菲	體育旅遊對周邊景區與城市景點熱度的聯動效應——以廣州馬拉松為例
林穎文、馮可茵、 陳茉莉、岑宥謙	澳門景區無障礙與旅遊便利化之評估與改善方案研究——以大三巴牌坊、東望洋燈塔、媽閣廟為例

Venue C: Meeting Room 3 – English Session (英文專場)**Faculty Moderator 學術主持：** Dr. Jenny Guan**Expert Panel Members 行業專家：** Ms. Viola Leong, Director of Arts & Culture, MGM
Ms. Carla, Figueiredo, Architect, ICM
Mr. Billy Cai, Director of Rooms, Grand Coloane Resort
Ms. Kylie Chim, Founder & CEO, Trally

Presenter 發表人	Paper Title 發表題目
YEUNG POK MAN ALLERIUS	AN EXAMINATION OF COMMUNITY-BUILDING, CULTURAL STRATEGIES, AND ECONOMIC OBJECTIVES: A CASE STUDY OF ANIMATION-COMIC-GAME HONG KONG (ACGHK) AND ITS IMPLICATIONS FOR CULTURAL EVENT DEVELOPMENT IN MACAO
LIAO XUELIN, SHIRLEY	BRIDGING INTANGIBLE CULTURE HERITAGE AND MODERN CONSUMPTION: THE ROLE OF CROSS-MARKETING IN MILK TEA BEVERAGE
ZHAO SIYIN, NATALIE	INFLUENCES OF TEMPORARY EXHIBITION ON GENERATION Z'S MUSEUM VISITOR EXPERIENCE: THE CASE STUDY OF GUANGDONG MUSEUM

11:35-11:55 Venue 地點：Foyer on 2/F Coffee Break 茶歇
 12:00-13:00 Simultaneous Panel Presentation Session (Morning 2) 同步小組演示 (上午第二場次)

Venue A: Meeting Room 5 – English Session (英文專場)**Faculty Moderator 學術主持：** Dr. Ford Lei**Expert Panel Members 行業專家：** Mr. Stefan Renziehausen, COO, SABA Hospitality
Ms. Mary Mendoza, Managing Director, The Platinum Ltd.
Ms. Jessica Cai, Assistant Director of Rooms, MGM COTAI

Presenter 發表人	Paper Title 發表題目
ZHOU YU, CHOW	MIND THE GAP: THE ATTITUDE-BEHAVIOR PARADOX OF FOOD WASTE AMONG CHINESE TOURISTS
GAO HANYANG, ABSINTHE	UNDERSTANDING TOURIST TRAVELLING DECISION-MAKING: AN INTEGRATED FRAMEWORK OF LEISURE CONSTRAINTS, RISK PERCEPTION, ANTICIPATED REGRET AND OUTCOME BEHAVIORS

Venue B: Meeting Room 4 – Chinese Session (中文專場)**Faculty Moderator 學術主持：** Dr. Jack Ly**Expert Panel Members 行業專家：** Mr. Cosimo Iong, Assistant Vice President of Hotel Operations, The Venetian Macao, Sands China
Mr. Feng Liu, Training Manager, Air Macau
Mr. Billy Cai, Director of Rooms, Grand Coloane Resort

Presenter 發表人	Paper Title 發表題目
張敏慧、陳小紅、 蔡蘭蘭、張雪茵	澳門現金分享計劃對本地居民旅遊消費行為的影響研究：基於「心理帳戶」理論的實證分析
劉恩彤	環境知覺視角下康養旅遊體驗研究與優化路徑——以湛江南極村為例
莫秀榮	工作與旅遊：中國打工換宿旅遊者雙重身份的邊界建構與存在主義真實性感知——以雲南麗江為例

Venue C: Meeting Room 3 – English Session (英文專場)**Faculty Moderator 學術主持：** Dr. Jenny Guan**Expert Panel Members 行業專家：** Ms. Viola Leong, Director of Arts & Culture, MGM
Ms. Carla, Figueiredo, Architect, ICM
Ms. Dorothy Loi, Director of Events, Inside Asian Gaming
Ms. Kylie Chim, Founder & CEO, Trally

Presenter 發表人	Paper Title 發表題目
ZHOU XINLUO, XIN	NICHE PASSION TO VALUE HUB: VALUE CO-CREATION IN DOUJIN CONVENTIONS - A CASE STUDY OF COMICUP DOUJIN CONVENTION FROM THE CIRCLE'S PERSPECTIVE
ZHANG XINRU, ESTHER	THE IMPACT OF AR GLASSES-BASED IMMERSIVE EXPERIENCES ON CULTURAL HERITAGE INTERPRETATION
IAN HIO TONG, FIONA	UNDERSTANDING WHY FANS TRAVEL FOR CONCERTS: THE ROLES OF ARTIST ATTACHMENT, COMMUNITY BELONGING, AND DESTINATION FACTORS

~ Lunch Break 午休 ~

AFTERNOON SESSION 下午會議

14:00-14:30	Registration & Sign-in to the Afternoon Opening Ceremony 下午開幕式登記及簽到
14:30-15:00	Venue 地點: Ballroom 3 Afternoon Opening Ceremony 下午開幕式
	Emcee 司儀 Ms. Ashley Kuong 鄺嘉敏女士
	Industry Keynote Speaker Mr. James Koratzopoulos 柯岩松先生
	業界演講嘉賓 Executive Vice President of Hotel and MICE Operations of Galaxy Entertainment Group 銀河娛樂集團酒店及會展營運行政副總裁
	Mr. Daniel Chio 趙家鍵先生
	Sous Chef of Galaxy Macau (First Representative from Macau, China for FAO Young Chefs Programme) 「澳門銀河」副主廚(聯合國糧農組織「青年廚師計劃」澳門首位代表)

15:10-16:10 Simultaneous Panel Presentation Session (Afternoon 1) 同步小組演示(下午第一場次)

Venue A: Meeting Room 5 – English Session (英文專場)

Faculty Moderator 學術主持: Dr. Ubaldino Couto

Expert Panel Members 行業專家: Ms. Sonia Chan Prado, President of Executive Board, Macao Association for the Promotion of Exchange between Asia-Pacific and Latin America
Mr. David Largent, Director - Special Projects, The Platinum Ltd
Ms. Dorothy Loi, Director of Events, Inside Asian Gaming

Presenter:	Paper Title:
LEI MAN KEI, TIFFANY	EXPLORING LOCAL COMMUNITY'S SUPPORT INTENTION FOR EVENTS IN RESIDENTIAL AREA: THE CASE OF MACAO
CHE UN LAM, VALERIE	ONE-OFF SPORTS EVENT CRITICAL SUCCESS FACTORS
LIN XINYU, SERENE	STUDY ON RISKS OF MASS SPORTS EVENTS AND COUNTERMEASURES — A CASE STUDY OF GUIZHUO CUNCHAO

Venue B: Meeting Room 4 – Chinese Session (中文專場)

Faculty Moderator 學術主持: Dr. Jack Ly

Expert Panel Members 行業專家: Mr. Feng Liu, Training Manager, Air Macau
Ms. Vita San, Front Office Manager, MGM COTAI
Ms. Yvonne Lei, Senior Marketing Manager, CONDE GROUP

Presenter 發表人	Paper Title 發表題目
梁淑恆、林偉強、 梁耀昌、許偉豪	《來源可信度視角下：小紅書創作內容AIGC與真人網紅內容對消費者購買意願的影響比較研究》
余思穎	基於CCSI模型的主題樂園新媒體直播對遊客出遊意願的影響研究——以盈香心動樂園為例
林品諾	江門數字遊民旅居目的地供需匹配與發展策略研究

Venue C: Meeting Room 3 – English Session (英文專場)

Faculty Moderator 學術主持: Ms. Mary Elizabeth Eddy

Expert Panel Members 行業專家: Mr. Ka Wai Lio, VP-Hotel Operations, Capella at Galaxy Macau
Ms. Candy Leong, Co-founder, Empress Jewellery
Ms. Rebecca Choi, Director, CONDE GROUP
Ms. Angel Vong, Director, Arcway Strategic Advisory Limited

Presenter 發表人	Paper Title 發表題目
CHAN MAN NOK, JASON	THE ROLE OF ORIGINAL CHARACTER IP IN MACAU'S ECONOMIC DIVERSIFICATION: AN EXPLORATORY STUDY OF THE "MACAU CHILL MARKET"
YE KELAN, LANNY	EMOTIONAL INTERACTION WITH GENERATIVE AI CHATBOTS IN TOURISM SERVICES: A QUALITATIVE STUDY OF USER EXPERIENCE
LAN SHAOHANG, XAVIER	EXPLORING THE FUTURE BEHAVIOURAL INTENTION OF GENERATION Z TOWARDS INTERNET-FAMOUS PHOTO SPOTS: A CASE STUDY OF WUZHEN

Venue D: Meeting Room 1 – English Session (英文專場)

Faculty Moderator 學術主持: Dr. Simon Lei

Expert Panel Members 行業專家: Mr. Randy Chung, General Manager, Holiday Inn Express Macau City Centre
Mr. Billy Lei, Executive Director (Hotel Operations - Paiza Lofts), Sands China Limited
Mr. Keith Au, GM, ManVa hotel

Presenter 發表人	Paper Title 發表題目
ZHU XIAOQING, JUDY	FROM "HELPER" TO "PARTNER": SHAPING DYNAMIC VOLUNTEER TOURIST IDENTITY THROUGH A TRIPARTITE EMPOWERMENT MODEL
CHAN CHI IN	THE SPACE BETWEEN WORLDS: ATTENTION RESTORATION THROUGH LIMINAL RETREAT EXPERIENCES
LI ZILIN, HAILEY	UNDERSTANDING PERCEIVED CROWDING AND COPING BEHAVIOURS IN MACAO: THE PERSPECTIVE OF GENERATION Z

16:10-16:25 Venue 地點: Foyer on 2/F Coffee Break

茶歇

Venue A: Meeting Room 5 – English Session (英文專場)

Faculty Moderator 學術主持: Dr. Ubaldino Couto

Expert Panel Members 行業專家: Mr. Ka Wai Lio, VP-Hotel Operations, Capella at Galaxy Macau
Mr. Billy Lei, Executive Director (Hotel Operations - Paiza Lofts), Sands China Limited
Mr. Michael Kou, Project Lead, Honor & Trust Development Co., Ltd.
Ms. Sonia Chan Prado, President of Executive Board, Macao Association for the Promotion of Exchange between Asia-Pacific and Latin America

Presenter 發表人	Paper Title 發表題目
FANG XIERUOXIU, JACOB	THE IMPACT OF NEGATIVE REVIEW HANDLING STRATEGIES ON CUSTOMER SATISFACTION: A MIXED-METHODS EXPERIMENT COMPARING AI-GENERATED AND HUMAN RESPONSES
LEE PEI CHEN, JAN	CAREER ADAPTABILITY IN LATER CAREERS: A QUALITATIVE STUDY OF OLDER HOSPITALITY WORKERS IN A CHANGING INDUSTRY

Venue B: Meeting Room 4 – English Session (英文專場)

Faculty Moderator 學術主持: Dr. Jack Ly

Expert Panel Members 行業專家: Ms. Vita San, Front Office Manager, MGM COTAI
Ms. Gloria Ma, Director of People & Culture, Mandarin Oriental, Macau
Mr. Keith Au, GM, ManVa hotel

Presenter 發表人	Paper Title 發表題目
XIAO YUANSI, CC	THE ALLURE OF THE UNKNOWN: HOW FEAR OF MISSING OUT AND PERCEIVED GAMIFICATION DRIVE PREFERENCES FOR BLIND BOX TOUR PACKAGE
MA SHIN THANT MAY THWIN, WENDY	THE EFFECTS OF ALGORITHMIC AVERSION IN GENERATIVE AI DRIVEN CONTENT CREATION: EXPLORING THE BEHAVIOURS OF USERS IN MACAU WORKPLACE
CHAN CHI TONG, NATASHA	THE IMPACT OF INSTAGRAM KOL CONTENT CHARACTERISTICS ON CLOTHING PURCHASE INTENTION: AN EMPIRICAL APPLICATION OF THE SOR MODEL

Venue C: Meeting Room 3 – English Session (英文專場)

Faculty Moderator 學術主持: Ms. Mary Elizabeth Eddy

Expert Panel Members 行業專家: Ms. Dorothy Loi, Director of Events, Inside Asian Gaming
Ms. Rebecca Choi, Director, CONDE GROUP
Dr. Joan Yu, Senior Risk Consultant, Honor & Trust Development Co., Ltd.

Presenter 發表人	Paper Title 發表題目
HUANG YONGJIA, KITTY	FROM RECIPIENT TO CREATOR: IMPACTS OF USER-GENERATED CONTENT ON THE DECISION-MAKING PROCESS OF SPECIAL FORCES-STYLE TOURISTS
WANG MINGYANG, RYAN LIU BAIYI, PACO MEI YONGQI, RICHARD	REDESIGNING SMART TOURISM APPLICATIONS FOR MACAO: A COMPARATIVE STUDY OF MACAO, HONG KONG, MAINLAND CHINA, AND JAPAN

Venue D: Meeting Room 1 – English Session (英文專場)

Faculty Moderator 學術主持: Dr. Simon Lei

Expert Panel Members 行業專家: Mr. Randy Chung, General Manager, Holiday Inn Express Macau City Centre
Ms. Candy Leong, Co-founder, Empress Jewellery

Presenter 發表人	Paper Title 發表題目
YE YINGQI, WINGY	THE IMPACT OF SMART TRAVEL MOBILE APPLICATIONS ON THE EMOTIONAL EXPERIENCES, SATISFACTION AND BEHAVIOURAL INTENTIONS OF LOCAL ELDERLY TOURISTS IN HONG KONG: A STAKEHOLDER PERSPECTIVE
CHEN XUNING, ANNIE	THE IMPACT OF SHORT FOOD VIDEOS ON GEN Z'S TRAVEL EXPERIENCE STAGES IN MACAO
MA CHULAN, IVY	UNDERSTANDING THE MOTIVATION OF TOY TOURISM

17:30-18:00 Venue 地點: Ballroom 3

Emcee 司儀

Closing Ceremony 閉幕式

Ms. Ashley Kuong 鄺嘉敏女士

Best Paper Certificate Awards Presentation 最佳論文證書頒獎典禮

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~ Thank you for your participation 感謝您的參與 ~