

# 2025 TOURISM EDUCATION STUDENT SUMMIT

Date: **10 June 2025**

Venue: **Celebrity Tower, Grand Ballroom at Level 3, Studio City Macao**

## 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: Ballroom II

*Emcee:* Ms. Ashley Kuong

*Welcome Address:*

Dr. Connie Loi

Acting Rector

Macao University of Tourism

*Academic Keynote Speaker:* Prof. Kaye Chon

Dean and Chair Professor

Walter & Wendy Kwok Family Foundation Professor in International  
Hospitality Management

School of Hotel & Tourism Management

Hong Kong Polytechnic University

**10:30-11:30** Simultaneous Panel Presentation Session (Morning 1) 同步小組演示 (上午第一場次)

### Venue A: Salon VI – English Session (英文專場)

*Faculty Moderator:* Dr. Jim Luo

*Expert Panel Members:*

Mr. Terence Lee, President, Sustaincia.org

Mr. David Largent, Director, Special Projects, The Platinum Consulting Group

Mr. Andy Lio, General Manager – Capella at Galaxy Macau

**Presenter:**

**Paper Title:**

LU JUNKE, GERALT

THE IMPACT OF PREVIOUS LIFE EXPERIENCES ON SENIOR TRAVELLERS' CONSUMPTION BEHAVIOURS: A MIXED-METHOD APPROACH

ZHAO WENHUA,  
EMANUEL

TRAVERSING AUTHENTICATED JINGMAI: TOURISM AUTHENTICATION PRACTICES

HO CHON IN, ALSTON

UNVEILING FRESH GRADUATES' RELUCTANCE: FACTORS INFLUENCING INTEREST IN FRONTLINE HOSPITALITY POSITIONS

### Venue B: Salon VII – English Session (英文專場)

*Faculty Moderator:* Dr. Frances Kong

*Expert Panel Members:*

Ms. Ivy Tam, Director, Group Human Resources, Shun Tak Holdings (Macau) Ltd

Ms. Ruby O, Assistant Vice President of Sustainability & Business Synergy, MGM

Mr. Joseph Sampermans, General Manager, Morpheus Hotel

**Presenter:**

**Paper Title:**

ZENG SHIWEN, DIANA

THE KEY SUCCESSFUL FACTORS OF WINE AND FOOD PAIRING EVENT IN MACAU

SHI YOUQIAN, ASHER

CAFÉSCAPE, IDENTITY, AND CONSUMER BEHAVIOR: EXPLORING THE INTERPLAY OF SELF-IDENTITY AND SOCIAL IDENTITY IN CHINA'S CAFÉ CULTURE

SHI YOUKUN, ALLEN

PROMOTING COFFEE CONSUMPTION FROM ITS ORIGINS: COMMUNICATIONS FROM COGNITIVE-AFFECTIVE AND EGOISTIC-ALTRUISTIC DIMENSIONS

### Venue C: Salon VIII – English Session (英文專場)

*Faculty Moderator:* Dr. Joey Sou

*Expert Panel Members:*

Ms. Kate Kwan, Vice president, Heritage Society

Mr. Desmond Yap, Founder, 3UP Digital

Ms. Dorothy Loi, Director of Events, Inside Asian Gaming (IAG)

**Presenter:**

**Paper Title:**

QIU FANEN, ANN

IMPACTS OF EVENT SPONSORSHIP EXPOSURE ON BRAND VALUE AND CONSUMER BEHAVIORAL INTENTION: CASE OF DECATHLON SPONSORING THE PARIS OLYMPICS

DONG XUEQING,  
SHIRLEY

ON THE MULTI-DIMENSIONAL INFLUENCES OF WTT CHAMPIONS HELD IN MACAO, CHONGQING AND INCHEON

KAN YUQING, DRAMA

STUDY ON INFLUENCE THE OLYMPICS BROUGHT TO THE HOSTING CITY

**Venue D: Salon IX – English Session (英文專場)****Faculty Moderator:** Ms. Michelle Espique Galwisky**Expert Panel Members:** Mr. Stefan Renziehausen, Executive Director, SABA Hospitality Technology Solutions  
Ms. Sandy Leong, Executive Vice President, Macau Professional Speaking Association  
Ms. Viola Leong, Director of Arts & Culture, MGM

Presenter:	Paper Title:
HUANG RUI, ROSE	PRODUCTS AND EXPERIENCES UNDER THE GAZE OF VISITORS AT THE MACAO SCIENCE CENTER, CHINA
YANG LUXI, LUCY	EMOTION THROUGH THE LENS: EXPLORING THE IMPACT OF THE VISUAL AESTHETIC OF FOOD PHOTOGRAPHY ON TOURISM DESTINATION BRAND IMAGE AND CONSUMPTION INTENTION
LIU YAWEN, AGNES	OPTIMISING DIGITAL MARKETING STRATEGIES FOR FOREIGN INDEPENDENT DESIGNER BRANDS IN CHINA: A CASE STUDY OF VIVIENNE WESTWOOD

11:35-11:55 *Venue:* Foyer **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: Salon VI – Chinese Session (中文專場)****Faculty Moderator:** Dr. Jim Luo**Expert Panel Members:** Mr. Feng Liu, Executive Director Cum CEO, Gathering and Agility Planning and Service Limited Company  
Mr. Chen Jian Jun, Technical Director, Xia Ding Technology Company Limited  
Mr. Andy Lio, General Manager – Capella at Galaxy Macau  
Mr. Keith Au, Director of Macau International Brands Association

Presenter:	Paper Title:
吳旻坤	廣東省傳統村落旅遊吸引力空間差異研究
薛廣斌	鄉村旅遊地居民地方感對旅遊支持度的影響研究——以珠海飛沙村為例
劉妹含	青年非遺傳承人返鄉動機與認同研究——以廣東省惠州市為例

**Venue B: Salon VII – English Session (英文專場)****Faculty Moderator:** Dr. Frances Kong**Expert Panel Members:** Mr. Stefan Renziehausen, Executive Director, SABA Hospitality Technology Solutions  
Mr. Desmond Yap, Founder, 3UP Digital  
Mr. Terence Lee, President, Sustaincia.org

Presenter:	Paper Title:
MAURICE YESTIN DE LEON CAPILI, MAURICE	IMPACTS OF MOBILITY ON THE LIVED EXPERIENCES OF MIGRANT WORKERS IN MACAO: CHALLENGES AND COPING STRATEGIES
WANG SHANGQI, SHAUN	CAN PORTUGUESE CHICKENS FLY INTO THE SKY? FACTORS INFLUENCING AIRLINE CATERING'S CULTURAL TRANSMISSION TO TOURISTS
HU SILE, YANICE	CULTURAL INTEGRATION AT THE PLATE: HOW TO PROMOTE MACANESE CUISINE USING DIGITAL MARKETING

**Venue C: Salon VIII – English Session (英文專場)****Faculty Moderator:** Dr. Joey Sou**Expert Panel Members:** Ms. Kate Kwan, Vice president, Heritage Society  
Ms. Dorothy Loi, Director of Events, Inside Asian Gaming (IAG)  
Ms. Ivy Tam, Director, Group Human Resources, Shun Tak Holdings (Macau) Ltd  
Mr. Joseph Sampermans, General Manager, Morpheus Hotel

Presenter:	Paper Title:
WONG TSZ LAM, GIGI	TYOLOGIES OF COSPLAYERS: UNPACKING MOTIVATIONS AND ENGAGEMENT VIA SOCIAL IDENTITY AND CO-CREATION THEORIES
TSENG CHEOK LAM, MAVIS	WHAT TYPES OF CLASSICAL MUSIC EVENTS/PROGRAMMES WILL ATTRACT MORE AUDIENCE MEMBERS IN GREATER CHINA.
LO YAN HO, JOE	THE INTERRELATIONSHIP BETWEEN COMMUNITY IDENTITY AND TRADITIONAL CULTURAL FESTIVAL ORGANIZING

**Venue D: Salon IX – English Session (英文專場)****Faculty Moderator:** Ms. Michelle Espique Galwisky**Expert Panel Members:** Ms. Sandy Leong, Executive Vice President, Macau Professional Speaking Association  
Ms. Viola Leong, Director of Arts & Culture, MGM  
Ms. Lillian Ao, Executive Manager, Entertainment Programming, Entertainment Services, Galaxy Entertainment Group

Presenter:	Paper Title:
SUN XIANGJI, DARCY	THE ROLE OF DESTINATION MASCOTS IN DESTINATION MARKETING AND PROMOTION
FENG HOU WAN, LIAM	INVESTIGATING THE IMPACTS OF SEXUAL STIMULI IN PROMOTING A TOURIST DESTINATION
CHEN XIAOLIN, KATHERINE	THE IMPACT OF COLOR TONES ON ADVERTISING SENSITIVITY ACROSS DIFFERENT SEXUAL ORIENTATIONS

~ 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: Ballroom II Emcee: Ms. Ashley Kuong**  
**Industry Keynote Speaker: Mr. Chin Lee**  
**Vice President**  
**Global Information Technology Engagement**  
**Melco Resorts & Entertainment**

**15:10-16:10 Simultaneous Panel Presentation Session (Afternoon 1) 同步小組演示 (下午第一場次)****Venue A: Salon VI – Chinese Session (中文專場)**

**Faculty Moderator:** Dr. Irene Chan  
**Expert Panel Members:** Ms. Dorothy Loi, Director of Events, Inside Asian Gaming (IAG)  
 Mr. Feng Liu, Executive Director Cum CEO, Gathering and Agility Planning and Service Limited Company  
 Mr. Chen Jian Jun, Technical Director, Xia Ding Technology Company Limited

Presenter:	Paper Title:
林芷珊	潮汕英歌舞觀眾體驗與滿意度研究
葉俊賢	兒童的導覽活動行為研究—以正佳自然科學博物館為例
張雅絹	數位化遊戲設計下非遺傳承的感知研究—以遊戲《以閃亮之名》跨媒介敘事為例

**Venue B: Salon VII – English Session (英文專場)**

**Faculty Moderator:** Mr. Patrick Lo  
**Expert Panel Members:** Mr. Ng Hui Kok, Director of VIP Services, MGM COTAI  
 Ms. Ruby O, Assistant Vice President of Sustainability & Business Synergy, MGM  
 Mr. Andy Lio, General Manager – Capella at Galaxy Macau

Presenter:	Paper Title:
CHEN CHI UT, ZOE	FINE DINING RESTAURANTS SUSTAINABLE DEVELOPMENT: BALANCING BETWEEN THE EMPLOYEE TURNOVER AND CUSTOMER PERCEIVED SERVICE
BEATRIZ VAZ LEAL, BIA	SOCIAL ENTREPRENEURSHIP FOR SUSTAINABLE TOURISM DEVELOPMENT BY ENGAGING THE NEXT GENERATION OF TOURISM STAKEHOLDERS. IN A SOUTH EUROPEAN CONTEXT.
FANG ZHAN, ARIA	A SYSTEMATIC REVIEW ON THE PREVALENT THEORIES OF TRAVEL MOTIVATION

**Venue C: Salon VIII – English Session (英文專場)**

**Faculty Moderator:** Dr. Ahmed Fouad Abdel Latif Abdel Fattah  
**Expert Panel Members:** Ms. Kate Kwan, Vice president, Heritage Society  
 Ms. Carla Figueiredo, Architect, Cultural Affairs Bureau  
 Mr. Randy Chung, General Manager, Holiday Inn Express Macau City Centre

Presenter:	Paper Title:
CHENG DIRAN, CLARA	EXPLORING CULTURAL AND CREATIVE BUSINESS' OPERATION ON UTILIZING HERITAGE REVITALIZED SPACE FOR MULTI-FUNCTIONAL PURPOSES FROM SUPPLY-DEMAND PERSPECTIVES
YANG TIANZE, GREENS	A PRELIMINARY RESEARCH OF THE RELATIONSHIP BETWEEN SPIRITUAL HERITAGE AND COMMUNITY WELL-BEING: A CASE STUDY OF EARTH GOD WORSHIPPING IN MACAO
ZHANG XINTONG, TIFFANY	INVESTIGATE THE RELATIONSHIP BETWEEN TOURISTS' CHOICE OF “SPECIAL FORCES-STYLE TOURISM” AND THE DEVELOPMENT OF CULTURAL TOURISM IN TOURIST DESTINATIONS

**Venue D: Salon IX – English Session (英文專場)**

**Faculty Moderator:** Dr. Sandeep Basnyat  
**Expert Panel Members:** Ms. Jessica Lei, Managing Director, InSparks Company Limited  
 Mr. Cosimo Iong, Executive Director - Paiza Grand, Sands China Limited  
 Mr. Raven Kou, Executive Manager - Hotel Services, Galaxy Hotel

Presenter:	Paper Title:
DAI YUTING, ALICIA	INTELLECTUAL PROPERTY LOCALIZATION OF INTERNATIONAL THEME PARKS IN CHINA – THE CASES OF SHANGHAI DISNEY RESORT AND UNIVERSAL BEIJING RESORT
TAN SHUHUA, AMBER	ENHANCE THE GUEST EXPERIENCE WITH SMART TECHNOLOGY IN MACAU HOTELS: AN ANALYSIS OF CUSTOMERS SATISFACTION
YUAN SHIYA, CLARE	ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGIES IN HOTEL SUSTAINABLE DEVELOPMENT

**16:10-16:25 Venue: Foyer Coffee Break 茶歇****16:30-17:30 Simultaneous Panel Presentation Session (Afternoon 2) 同步小組演示 (下午第二場次)**

**Venue A: Salon VI – Chinese Session (中文專場)****Faculty Moderator:** Dr. Irene Chan**Expert Panel Members:** Mr. Cosimo Iong, Executive Director - Paiza Grand, Sands China Limited  
Mr. Raven Kou, Executive Manager - Hotel Services, Galaxy Hotel  
Ms. Dorothy Loi, Director of Events, Inside Asian Gaming (IAG)

<b>Presenter:</b>	<b>Paper Title:</b>
梁慧卿	原創音樂旅遊 IP 的傳播效果與策略研究
杜家俊	旅遊會展品牌價值共創的影響因素與組合路徑研究—以廣東國際旅遊產業博覽會為例
鄧澤坤	親子露營活動中家長的消費行為研究——以美的·鷺湖森林度假區為例

**Venue B: Salon VII – English Session (英文專場)****Faculty Moderator:** Mr. Patrick Lo**Expert Panel Members:** Ms. Jessica Lei, Managing Director, InSparks Company Limited  
Mr. Ng Hui Kok, Director of VIP Services, MGM COTAI  
Mr. António Monteiro, President, Macanese Youth Association

<b>Presenter:</b>	<b>Paper Title:</b>
ZHU YINGXIN, WINNIE	SEEING IS BELIEVING: EXAMINING XIAOHONGSHU'S VISUAL DECEPTION TRAVEL PHOTO INFLUENCES ON FEMALE TRAVELERS
CHEN LUNG-FENG (HTET HTET AUNG), NOREEN	FROM SCREENS TO SOULS: AN EXPLORATORY STUDY ON VIRTUAL IDOL FANS
GAO ZHIYAN, GABRIEL	A SYSTEMATIC REVIEW OF EYE-TRACKING IN TOURISM RESEARCH

**Venue C: Salon VIII – English Session (英文專場)****Faculty Moderator:** Dr. Ahmed Fouad Abdel Latif Abdel Fattah**Expert Panel Members:** Ms. Kate Kwan, Vice president, Heritage Society  
Ms. Carla Figueiredo, Architect, Cultural Affairs Bureau  
Mr. Randy Chung, General Manager, Holiday Inn Express Macau City Centre

<b>Presenter:</b>	<b>Paper Title:</b>
LUO JUNYI, KIRSTEN	LEVEL OF COMMUNITY PARTICIPATION IN SAFEGUARDING INTANGIBLE CULTURAL HERITAGE AND ITS ROLE IN PLACE IDENTITY CONSTRUCTION
QI YUHONG, JOANNA	EXPLORING THE MR TECHNOLOGY IN CULTURAL TOURISM: USING APPLE VISION PRO AT THE TODAY ART MUSEUM
ZHOU XUEYING, AUDREY	TOURIST CO-CREATION EXPERIENCE IN SOUVENIR-MAKING FOR DESTINATION MEMORABILITY: THE CASE OF SHIWANZHEN SUBDISTRICT

**17:30-18:00****Venue: Ballroom II****Emcee: Ms. Ashley Kuong****Best Paper Certificate Awards Presentation 最佳論文證書頒獎典禮****TEd Summit 2025 Official Group Photo 旅遊教育學生峰會 2025 官方合影***~ Thank you for your participation 感謝您的參與~*