

2024 年“區域旅遊合作與夥伴關係國際研討會”日程  
Agenda of RTCP2024

12月1日 December 1	第1天 1 <sup>st</sup> Day	地點：澳門旅遊大學望廈校區啟思樓大堂 Venue: Lobby of the Inspiration Building, Macao University of Tourism (UTM), Colina de Mong-Há
10:00—20:00	報到 Registration	
12月2日 December 2	第2天（上午） 2 <sup>nd</sup> Day (Morning)	地點：澳門旅遊大學望廈校區啟思樓 Venue: Inspiration Building, UTM
08:30—09:00	報到/簽到 Registration/Check-in	
09:00—09:15	開幕式 Opening Ceremony	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM
主持人 Moderator	鄭嘉敏（澳門旅遊大學講師） Ms. Kuong Ka Man (Lecturer, UTM)	
09:00—09:10	澳門旅遊大學校長黃竹君致歡迎辭 Speech by Dr. Vong Chuk Kwan (Rector of UTM)	
09:10—09:15	會場合影 Group Photo Taking	
09:15—12:25	主旨報告 Keynote Speeches	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM
主持人 Moderator	趙偉兵（澳門旅遊大學創意旅遊與智慧科技學院院長） Dr. Zhao Weibing (Dean of the Faculty of Creative Tourism and Intelligent Technologies, UTM)	
09:15—09:40	主旨演講 1：泛大灣區旅遊度假一體化發展的思考 嘉賓：張凌雲（《旅遊學刊》執行主編、北京聯合大學特聘教授） Keynote Speech 1: Some Thoughts on the Integrated Development of Vacationing in the Pan-Greater Bay Area Keynote Speaker: Professor Zhang Lingyun (Executive Editor-in-Chief of Tourism Tribune, Distinguished Professor of Beijing Union University)	
09:40—10:05	主旨演講 2：數字時代的旅遊跨地方互動和生命週期新特徵 嘉賓：朱竑（教育部“長江學者”、《旅遊學刊》編委、廣州大學教授） Keynote Speech 2: New Characteristics of Cross-destination Interaction and Life Cycle in the Digital Age Keynote Speaker: Professor Zhu Hong (Distinguished Professor of the Yangtze River Scholars of the Ministry of Education, Member of the Editorial Board of Tourism Tribune, Professor of Guangzhou University)	
10:05—10:30	主旨演講 3：亞太地區旅遊研究和教育的新興前沿 嘉賓：Joseph M. Cheer（Tourism Geographies 主編、西悉尼大學教授） Keynote Speech 3: Emerging Frontiers for Tourism Research and Education in/on the Asia Pacific Region Keynote Speaker: Professor Joseph M. Cheer (Editor-in-Chief of Tourism Geographies, Professor of Western Sydney University)	

10:30—10:45	茶歇 Tea Break
主持人 Moderator	<b>李俊豐</b> （澳門旅遊大學創意旅遊與智慧科技學院文化與遺產管理課程主任、副教授） <b>Dr. Ly Tuan Phong</b> (Assistant Professor and Coordinator for Cultural and Heritage Management Programme, Faculty of Creative Tourism and Intelligent Technologies, UTM)
10:45—11:10	主旨演講 4：線上旅遊平臺創新賦能入境旅遊發展 嘉賓： <b>孫博文</b> （攜程研究院執行秘書長、入境遊總經理） Keynote Speech 4: The Development of Online Inbound Tourism Platforms Empowered by Innovations Keynote Speaker: <b>Mr. Sun Bowen</b> (Executive Secretary-general of Ctrip Research Institute, General Manager of Inbound Tourism)
11:10—11:35	主旨演講 5：長江國家文化公園空間生產與場景表達 嘉賓： <b>陳波</b> （教育部“青年長江學者”、武漢大學教授） Keynote Speech 5: Spatial Production and Scene Expression of the Yangtze River National Cultural Park Keynote Speaker: <b>Professor Chen Bo</b> (Distinguished Young Professor of the Yangtze River Scholars of the Ministry of Education, Professor of Wuhan University)
11:35—12:00	主旨演講 6：跨文化視角下的粵港澳大灣區文旅融合發展策略 嘉賓： <b>周建新</b> （深圳大學教授、文化產業研究院院長） Keynote Speech 6: Strategies for the Integrated Development of Culture and Tourism in the Guangdong-Hong Kong-Macao Greater Bay Area: A Cross-Cultural Perspective Keynote Speaker: <b>Professor Zhou Jianxin</b> (Professor of Shenzhen University, Director of the Institute for Cultural Industries Shenzhen University)
12:00—12:25	主旨演講 7：區域旅遊發展——等離子體理論視角 嘉賓： <b>王俊億</b> （Tourist Studies 主編、澳門旅遊大學教授） Keynote Speech 7: Regional Tourism Development: A Plasmatic Perspective Keynote Speaker: <b>Professor Ong Chin Ee</b> (Editor-in-Chief of Tourist Studies, Professor of UTM)

12月2日 December 2	第2天(下午) 2 <sup>nd</sup> Day (Afternoon)	地點: 澳門旅遊大學望廈校區啟思樓 Venue: Inspiration Building, UTM
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14:00—17:20 平行論壇 Parallel Sessions	(每位報告人演講 12 分鐘, 現場互動 5 分鐘) (Presentation 12 minutes, Q&A 5 minutes)
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議題一: 區域旅遊合作的理論框架與政策導向 地點: 啟思樓 I-G04 <b>Topic 1: Theoretical Framework and Policy Orientation of Regional Tourism Collaboration and Partnerships</b> <b>Venue: Inspiration Building I-G04</b>
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主持人: 王娟 (中國海洋大學副教授) 點評專家: 姚敏如 (澳門旅遊大學副教授), 蒲瑞輝 (澳門旅遊大學副教授), 唐川鐘 (東北財經大學副教授) <b>Moderator: Wang Juan</b> (Associate Professor, Ocean University of China) <b>Panelists: Io Man U</b> (Assistant Professor, Macao University of Tourism) <b>Pu Ruihui</b> (Assistant Professor, Macao University of Tourism) <b>Tang Chuanzhong</b> (Associate Professor, Dongbei University of Finance and Economics)
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序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	王娟 Wang Juan	中國海洋大學 Ocean University of China	RCEP 旅遊服務貿易網絡的動態演化特徵、共軛環流效應及形成機制 (王娟、張歡、魏榮杰)
2	王舒 Wang Shu	桂林理工大學 Guilin University of Technology	數字經濟、旅遊產業與生態文明建設——基於廣西 14 個地級市的 PVAR 分析 (王舒、黃燕玲、羅盛鋒)
3	凌若童 Ling Ruotong	澳門旅遊大學 Macao University of Tourism	疫情後時代澳門的旅遊業的新機遇與新挑戰 (凌若童)
4	屈揚 Qu Yang	華南理工大學 South China University of Technology	人生是曠野嗎? Z 世代青年關於數字遊民的態度 (鄧以晨、屈揚、謝吉軒、李飛、劉丹萍)
5	陳妍 Chen Yan	韓國全南大學 Chonnam National University	旅遊與產業多元化效應對區域經濟韌性的影響 (陳妍、金俊鎬)
6	毛明晨 Mao Mingchen	華南理工大學 South China University of Technology	文化距離對中國旅遊服務貿易出口的影響研究——基於“一帶一路”沿線國家資料 (李沐純、毛明晨)
7	李鑫宇 Li Xinyu	澳門城市大學 City University of Macau	澳門特區文旅演藝產業發展的價值研判、現實契機與策略創新 (李鑫宇、施瑞婷、白婧婷)
8	林程程 Lin Chengcheng 趙梓翔 Zhao Zixiang	吉林外國語大學 Jilin International Studies University	Exploring Climate Resilience in Tourism Economics: Strategies for Addressing Vulnerabilities and Promoting Sustainability (Zhao, Zixiang; Ahmad, Bilal; Lin, Chengcheng; Yang, Dan; Wang, Haiyan)
9	王威 Wang Wei	澳門旅遊大學 Macao University of Tourism	The Role of Leadership in Decision-Making Behavior and Results of Cooperation in Regional Tourism Partnerships (Wang, Wei; Wu, Zhaohuan; Wang, Xuedian)

**議題二 (場次 A): 旅遊資源整合、產品開發與服務一體化****地點: 啟思樓 I-G05****Topic 2 (Session A): Tourism Resource Integration, Product Development, and Service Integration****Venue: Inspiration Building I-G05****主持人: 李卓** (澳門旅遊大學副教授)**點評專家: 桑坤** (廈門大學馬來西亞分校助理教授), **林冰娜** (澳門城市大學助理教授)**Moderator: Li Zhuo** (Assistant Professor, Macao University of Tourism)**Panelists: Sang Kun** (Assistant Professor, Xiamen University Malaysia)**Lin Bingna** (Assistant Professor, City University of Macau)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	劉東澤 Liu Dongze	北京第二外國語學院 Beijing International Studies University	休閒參與對居民幸福感的影響效應及其機制研究 (呂寧、劉東澤)
2	胡世良 Hu Shiliang	四川璟野甜源環境科技 有限公司 Sichuan Jingyetyuan Environmental Technology Co., Ltd.	EOD 模式 (生態環境導向的開發) 助力區域文旅產業專 案實施及運營 (胡世良)
3	劉瑾鈺 Liu Jinyu	澳門旅遊大學 Macao University of Tourism	智慧旅遊技術點亮大灣區: VR/AR 技術創新、體驗升級 與區域協同發展的探索 (劉瑾鈺、湯瑩)
4	王偉年 Wang Weinian	井岡山大學 Jinggangshan University	贛州、吉安紅色旅遊產品合作開發策略研究 (王偉年、李東影)
5	王芳 Wang Fang	貴州師範大學 Guizhou Normal University	基於紮根理論的貴陽市旅遊服務品質提升研究 (王芳、張前英)
6	鄧鴻澤 Deng Hongze	澳門城市大學 City University of Macau	顧客寬容在餐廳機器人服務失敗中的作用 (鄧鴻澤、林冰娜)
7	郭麟 Kuok Lon	澳門旅遊大學 Macao University of Tourism	A Comparative Study of Artificial Intelligence-Generated Itineraries and Human-Designed Itineraries (Kuok, Lon; Boyal Ngan, Henrique Fátima; Lei, Weng Si Clara)
8	周國清 Zhou Guoqing	香港理工大學 Hong Kong Polytechnic University	Trustworthy AI in Tourism Recruitment (Zhang, Chen Jason; Zhou Torres, Wanyi Christina; Zhou, Guoqing; Huang, Guoqiong Ivanka; Hu, Jihao)
9	陳智聲 Chen Zhisheng 齊珊珊 Qi Shanshan	澳門旅遊大學 Macao University of Tourism	Enhancing Cultural Tourism Integration in the Greater Bay Area of Guangdong, Hong Kong and Macao (GBA): A Review Study on Cultural Heritage Tourism Products for GBA (Chen, Zhisheng; Qi, Shanshan)
10	桑坤 Sang Kun	廈門大學馬來西亞分校 Xiamen University Malaysia	Policy Perception and Low-Carbon Destination Image: A cross-regional Comparison with PLS Structural Modelling (Zhao, Zheyu; Du, Yuhan; Sang, Kun)

**議題二（場次 B）：旅遊資源整合、產品開發與服務一體化****地點：啟思樓 I-G06****Topic 2 (Session B): Tourism Resource Integration, Product Development, and Service Integration****Venue: Inspiration Building I-G06****主持人：陳昭宇（澳門旅遊大學副教授）****點評專家：姚曉南（澳門旅遊大學副教授），霍曉楓（澳門旅遊大學講師）****Moderator: Chen Zhaoyu (Assistant Professor, Macao University of Tourism)****Panelists: Io Hio Nam (Assistant Professor, Macao University of Tourism)****Fok Hio Fong (Lecturer, Macao University of Tourism)**

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1	房元瀚 Fang Yuanhan	韓國延世大學 Yonsei University	探索虛擬實境技術在振興農業中的作用：以首爾景福宮為例 (房元瀚)
2	劉帥芳 Liu Shuaifang	華南師範大學 South China Normal University	區域旅遊中聊天機器人語言類型對遊客價值共創意願的影響 (劉帥芳、王伊妍、李軍)
3	李欣然 Li Xinran	貴州師範大學 Guizhou Normal University	交通便利性對“一帶一路”城市旅遊產業可持續發展的影響研究 (李欣然、魏錢嵌、徐倩)
4	周歡歡 Zhou Huanhuan	澳門旅遊大學 Macao University of Tourism	Traditional Chinese Medicine (TCM) Health Tourism Resources in Guangdong, Hong Kong, and Macao (Zhou, Huanhuan; Lourenço, Fernando)
5	王瑤君 Wang Yaojun	北京第二外國語學院 Beijing International Studies University	Individual Travel Planning Recommendations Based on UGC from Flickr (Zhong, Lina; Xu, Zongqi; Rong, Jackie; Wang, Yaojun)
6	周瑜 Zhou Yu	澳門旅遊大學 Macao University of Tourism	A 30-Year Review and New Conceptual Insights into Food Tourism Motivation (Zhou, Yu; Lourenço, Fernando; Hou, Pingping)
7	李重科 Lei Chong Fo	澳門旅遊大學 Macao University of Tourism	Forecasting Macao's Tourism Demand from the Greater Bay Area: An Enhanced ARIMA Model and Big Data Approach (Lei, Chong Fo; Chen, Fusheng; Guo, Te; Chu, Chia Wei)
8	周晉宇 Zhou Jinyu	澳門旅遊大學 Macao University of Tourism	Navigating the Prepared Foods Landscape: Innovations, Trends, and Challenges in Catering and Gastronomy Tourism (Zhou, Jinyu, Guan, Jieqi; Lam, Ching Chi Cindia)
9	徐景潛 Xu Jingqian	澳門旅遊大學 Macao University of Tourism	Exploring Tourists Intentions Toward Green Hotels: Insights for Sustainable Tourism Product Development (Xu, Jingqian; Guan, Jieqi; Lei, Kong)

議題三：市場營銷與品牌共建

地點：啟思樓 I-309

Topic 3: Marketing and Brand Co-Building

Venue: Inspiration Building I-309

主持人：李小葉（澳門旅遊大學講師）

點評專家：李雲鵬（首都經濟貿易大學教授），朱錦晟（桂林旅遊學院副教授），羅毅新（澳門旅遊大學副教授）

Moderator: Li Xiaoye (Lecturer, Macao University of Tourism)

Panelists: Li Yunpeng (Professor, Capital University of Economics and Business)

Zhu Jinsheng (Associate Professor, Guilin Tourism University)

Luo Yixin (Assistant Professor, Macao University of Tourism)

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1	王玲婷 Wang Lingting	成都外國語學院 Chengdu International Studies University	數字化時代背景下遊戲產業對區域旅遊品牌影響研究——以《黑神話：悟空》遊戲為例 (王玲婷、呂輝)
2	曾煜 Zeng Yu	澳門旅遊大學 Macao University of Tourism	Black Myth Wukong, Mediatized Spaces of Virtual Games and Physical Landscape (Zeng, Yu)
3	黃麗滿 Huang Liman	中山大學 Sun Yat-sen University	Overcoming Technophobia in Smart Tourism: The Role of AI Technology Perceptions in Seniors' Travel Intentions (Huang, Liman; He, Mang)
4	甯達 Ning Da	澳門旅遊大學 Macao University of Tourism	A Scene-based Approach to the Sustainable Development of Industrial Heritage Tourism (Ning, Da; Zhao, Weibing Max)
5	李佳麗 Li Jiali	武漢東湖學院 Wuhan Donghu University	The Contention of Information Overload and Content Value: Exploring the Dynamic Relationship between User Satisfaction and Continuance Intention on Xiaohongshu Platform (Li, Jiali; Fan, Qidi)
6	邱亮瑋 Qiu Liangwei	澳門旅遊大學 Macao University of Tourism	Fan-made Goods for Touring Concerts: A Serious Leisure Perspective (Qiu, Liangwei)
7	朱錦晟 Zhu Jinsheng	桂林旅遊學院 Guilin Tourism University	Decoding the Cognitive and Affective Dimensions of Macau's Tourist Destination Image through Chinese Travelogues (Zhu, Jinsheng Jason; Yu, Shuo; Li, Xi; Liu, Zitao)
8	李卓君 Li Zhuojun	澳門旅遊大學 Macao University of Tourism	Collaboration in Rural Tourism Entrepreneurship: A Bibliometric Review and Future Research Agenda (Li, Zhuojun; Zhao, Weibing Max; Li, Xiangping; Jin, Minglei)
9	林樾 Lin Yue	澳門科技大學 Macao University of Science and Technology	The Impact of Short Video Content Marketing and Content Richness on Tourists' Purchase Intention in the Hospitality Industry under the Perspective of Tourists' Perception (Lin, Yue)

議題四（場次 A）：文旅高品質融合發展與其多元社會效應

地點：啟思樓 I-103

Topic 4 (Session A): High-Quality Integrated Development of Culture and Tourism and Its Diverse Social Effects

Venue: Inspiration Building I-103

主持人：溫士賢（華南師範大學副教授）

點評專家：陳正珠（澳門旅遊大學副教授），趙宇辰（華僑大學講師）

Moderator: Wen Shixian (Associate Professor, South China Normal University)

Panelists:

Chan Cheng Chu (Assistant Professor, Macao University of Tourism)

Zhao Yuchen (Lecturer, Huaqiao University)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	溫士賢 Wen Shixian	華南師範大學 South China Normal University	國內居民邊境旅遊鑄牢中華民族共同體意識的機理與路徑 (溫士賢、朱竑)
2	侯玉霞 Hou Yuxia	桂林理工大學 Guilin University of Technology	民族旅遊“三交”鑄牢中華民族共同體意識內在機理研究 (侯玉霞、余沁珊)
3	左桂敏 Zuo Guimin	西藏民族大學 Xizang Minzu University	措木及日景區生態旅遊情境對遊客支持行為的影響研究 (左桂敏)
4	白婧婷 Bai Jingting	澳門城市大學 City University of Macau	澳門歷史文化街區的空間結構演變與文化意義呈現 (施瑞婷、白婧婷、李鑫宇)
5	鄒成 Zou Cheng 何鑫 He Xin	海南師範大學 Hainan Normal University 澳門科技大學 Macao University of Science and Technology	基於內容分析法的海口市騎樓歷史文化街區遊客旅遊意向研究 (鄒成、農承耀、何鑫)
6	劉益銘 Liu Yiming	華南師範大學 South China Normal University	新型城鎮化進程中僑鄉歷史文化街區的有機更新 (劉益銘、溫士賢)
7	譚祖利 Tan Zuli	韶關學院 Shaoguan University 澳門科技大學 Macao University of Science and Technology	大城市周邊鄉村旅遊紳士化對居民日常生活的影響——以廣州市從化區碧水新村為例 (譚祖利、朱竑)
8	趙宇辰 Zhao Yuchen	華僑大學 Huaqiao University	Education Travels and Identity Transformation of Overseas Chinese Students: A Conceptual Framework (Zhao, Yuchen)
9	王志文 Wang Zhiwen	桂林理工大學 Guilin University of Technology	Bridging Memory and Experience: Memory Richness as a Driver of Personal and Cultural Growth in Tourism (Wang, Zhiwen)
10	徐帥韜 Xu Shuaitao	澳門旅遊大學 Macao University of Tourism	Exploring the Pathways of Host-Guest Interaction in the Context of Costumed Tourism from an Actor-Network Perspective (Xu, Shuaitao; Chen, Xiaolian Sharleen)

**議題四（場次 B）：文旅高品質融合發展與其多元社會效應****地點：啟思樓 I-105****Topic 4 (Session B): High-Quality Integrated Development of Culture and Tourism and Its Diverse Social Effects****Venue: Inspiration Building I-105****主持人：李湘萍**（澳門旅遊大學副教授）**點評專家：秦曉楠**（中國海洋大學教授），**李強**（浙江財經大學講師），**隆斐**（廣東海洋大學講師）**Moderator: Li Xiangping** (Assistant Professor, Macao University of Tourism)**Panelists:****Qin Xiaonan** (Professor, Ocean University of China)**Li Qiang** (Lecturer, Zhejiang University of Finance and Economics)**Long Fei** (Lecturer, Guangdong Ocean University)

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1	秦曉楠 Qin Xiaonan	中國海洋大學 Ocean University of China	網紅消費驅動下歷史文化街區旅遊空間生產機理——基於社交照片資料分析 (秦曉楠)
2	陳心梅 Chen Xinmei	華南師範大學 South China Normal University	擠了，就不撿？徒步旅遊者的擁擠感知對環境責任行為的影響 (莊曉平、賴嘉欣、陳心梅)
3	馬思琦 Ma Siqu	北京第二外國語學院 Beijing International Studies University	跨文化視域下的遊客凝視——從圖像到主體認同的構建 (鐘樸娜、漆香池、李美玲、馬思琦)
4	陳丹雯 Chen Danwen	澳門城市大學 City University of Macau	遊客感知視角下文旅融合高品質發展策略研究——以澳門“文化導賞遊”為例 (陳丹雯、楊華杰)
5	李飛 Li Fei	華南理工大學 South China University of Technology	Z 世代青年數字遊民實踐之阻礙因素研究 (李飛、劉丹萍、謝吉軒、屈陽、鄧以晨)
6	崔佳鑫 Cui Jiaxin	北京第二外國語學院 Beijing International Studies University	樂在山水：鄉村旅遊恢復性環境感知對遊客行為意向的影響機制研究 (崔佳鑫、趙佳旺、馮凌)
7	李強 Li Qiang	浙江財經大學 Zhejiang University of Finance and Economics	Creative Tourism and Creative People in China (Li, Qiang Pierce; Kovacs, Jason F.)
8	隆斐 Long Fei	廣東海洋大學 Guangdong Ocean University	How Social Media Frames Tourist Walls: The Case of Tourists from China Visiting Malaysia (Long, Fei; Ooi, Can-Seng)
9	汪瀾 Wang Lan	廣州新華學院 Guangzhou Xinhua University	Cultural Commodification and Perceptions of Authenticity: A Comparative Study of Kreta Ayer and Blair Plain in Singapore's Heritage Tourism (Wang, Lan)
10	盧欣彤 Lu Xintong	澳門旅遊大學 Macao University of Tourism	ESG Score, Hospitality and Tourism Investment, and Financial Constraints: From the Perspective of China's Image Display (Lu, Xintong; Guan, Jieqi)

**14:30—17:00 校際辦學經驗分享及合作意向交流會（歡迎各院校代表報名，預約电邮 [RTCP2024@163.com](mailto:RTCP2024@163.com)）****Meetings for experience sharing and exploring collaborative opportunities (For each HEI interested, please make an appointment with UTM in advance via email at [RTCP2024@163.com](mailto:RTCP2024@163.com))**

12月3日

第3天

地點：澳門旅遊大學望廈校區啟思樓

December 3

3<sup>rd</sup> Day

Venue: Inspiration Building, UTM

09:00—11:00 圓桌論壇

地點：澳門旅遊大學望廈校區啟思樓大禮堂

Roundtable Forums

Venue: Grand Hall, Inspiration Building, UTM

圓桌論壇一：

新質生產力與高校文旅人才培養模式改革

主持人：

趙偉兵（澳門旅遊大學創意旅遊與智慧科技學院院長）

嘉賓：

王 璐（桂林理工大學旅游與風景園林學院黨委書記、教授）

黃穎祚（澳門科技大學酒店與旅遊管理學院助理院長、副教授）

溫士賢（華南師範大學旅遊管理學院旅游管理系系主任、副教授）

唐川鐘（東北財經大學跨境教育中心副主任）

李湘萍（澳門旅遊大學創意旅遊與智慧科技學院旅遊企業管理課程主任、副教授）

Roundtable Forum 1:

Reform of HEIs' Cultivation Mode for Cultural and Tourism Talents in the Context of New Quality Productive Forces

09:00—10:00

Moderator:

Dr. Zhao Weibing (Dean of the Faculty of Creative Tourism and Intelligent Technologies, UTM)

Speakers:

Professor Wang Lu (Professor and Secretary General of the Party Committee, College of Tourism and Landscape Architecture, Guilin University of Technology)

Dr. Wong Weng Chou (Associate Professor and Assistant Dean of the Faculty of Hospitality and Tourism Management, Macau University of Science and Technology)

Dr. Wen Shixian (Associate Professor and Chair of the Department of Tourism Management, School of Tourism Management, South China Normal University)

Tang Chuanzhong, Vice Dean, School of International Studies, Dongbei University of Finance and Economics

Dr. Li Xiangping (Assistant Professor and Coordinator for Tourism Business Management Programme, Faculty of Creative Tourism and Intelligent Technologies, UTM)

10:00—11:00	<p><b>圓桌論壇二：</b>  <b>區域旅遊目的地聯動發展的內涵、挑戰與路徑</b></p> <p><b>主持人：</b>  <b>任連萍</b>（澳門旅遊大學創意旅遊與智慧科技學院教授）</p> <p><b>嘉賓：</b>  <b>范雪豐</b>（澳門城市大學國際旅遊與管理學院教授）  <b>侯遠思</b>（澳門大學工商管理學院副教授）  <b>鄧益奮</b>（澳門理工大學社會經濟與公共政策研究所所長、副教授）  <b>胡玉沛</b>（澳門特別行政區旅遊發展委員會委員）  <b>周 勇</b>（澳門旅遊大學創新款待管理學院副教授）</p> <p><b>Roundtable Forum 2:</b>  <b>The Connotation, Challenges, and Pathways of Coordinated destination Development in Regional Tourism</b></p> <p><b>Moderator:</b>  <b>Professor Ren Lianping</b> (Professor, Faculty of Creative Tourism and Intelligent Technologies, UTM)</p> <p><b>Speakers:</b>  <b>Professor Fan Xuefeng</b> (Professor, Faculty of International Tourism and Management, City University of Macau)  <b>Dr. Hou Yuansi</b> (Associate Professor, Faculty of Business Administration, University of Macau)  <b>Dr. Yin Yifen</b> (Associate Professor and Director of Social, Economic and Public Policy Research Centre, Macao Polytechnic University)  <b>Mr. Zhu Jie</b> (Deputy General Manager of Zhuhai Da Heng Qin Company Limited and President of the Tourism Association of Guangdong-Macao In-depth Cooperation Zone in Hengqin)  <b>Mr. Manuel Wu</b> (Member of Macao SAR Tourism Development Committee)  <b>Dr. Zhou Yong</b> (Assistant Professor of the Faculty of Innovative Hospitality Management, UTM)</p>
11:10—11:30 閉幕式 Closing Ceremony	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM
主持人 Moderator	<b>鄭嘉敏</b> （澳門旅遊大學講師） <b>Ms. Kuong Ka Man</b> (Lecturer, UTM)
11:10—11:15	最佳會議論文表彰 Best Paper Awards
11:15—11:25	澳門旅遊大學副校長 <b>呂劍英</b> 總結致謝 Speech by <b>Dr. Loi Kim Ieng</b> (Vice-Rector of UTM)
11:25—11:30	會場合影 Group Photo Taking
14:30—17:00 校際辦學經驗分享及合作意向交流會（歡迎各院校代表報名，預約電郵 <a href="mailto:RTCP2024@163.com">RTCP2024@163.com</a> ） Meetings for experience sharing and exploring collaborative opportunities (For each HEI interested, please make an appointment with UTM in advance via email at <a href="mailto:RTCP2024@163.com">RTCP2024@163.com</a> )	