



JUAN TANG  
Associate Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> <li>● Cultural tourism</li> <li>● Tourism wellbeing</li> <li>● Virtual tourism</li> <li>● Gen Z in tourism</li> <li>● Museum tourism</li> <li>● Fandom in tourism</li> </ul>	<ul style="list-style-type: none"> <li>● BITM1320 Research Method</li> <li>● BITM1905 Professional English</li> <li>● BITM1312 Tourism Marketing</li> <li>● CTM1305 Cultural Festival and Event Management</li> <li>● CTM1307 Contemporary Issues in Cultural Tourism</li> <li>● BITM1319 Tourism Product Quality Management</li> </ul>

## Qualifications

[Academic Qualifications]

Certified Higher Education Teacher (Issued by Tianjin Municipal Education Commission, China)

Certificate of Participation in the Training Program in Effective

PhD/Doctoral Supervision. Organizer: School of Graduate Studies & Educational Development Centre, Macau University of Science and Technology.

Certified Tour Guide (Issued by National Tourism Administration of PRC)

Certificate in Macau Tertiary Education Professionals Training -Summer Study Program, University of Cambridge, UK / 2019

Certificate of participation in the Research Method workshop PLS-SEM by using SmartPLS TRISTAR

Certificate of Participation in Educational Development Centre: Sharing session by winners of the teaching excellence award by EDC, Macau University of Science and Technology

Certificate of Participation in Educational Development Centre: Administrative practice for conducting research in Must and Macau by EDC, Macau University of Science and Technology

[Teaching Experience]

2008 July—Present: Macau University of Science and Technology

2000 July-2008 June: Lecturer at Tianjin University of Finance and Economics

[Editorial Experience]

Ad hoc reviewer

- International Journal of Contemporary Hospitality Management (English journal)

- Current Issues in Tourism (English journal)
- Journal of Sustainable Tourism (English journal)
- Asia Pacific Journal of Tourism Research (English journal)
- Journal of Tourism and Cultural Change (English Journal)
- Journal of China Tourism Research (English journal)
- Journal of Hospitality and Tourism Research (English journal)
- Tourism Management Studies (English journal)
- Helion (English journal)
- Current Psychology (English journal)
- Cogent Social Sciences (English journal)
- Journal of Macau University of Science and Technology (Chinese journal)
- Global Gaming & Tourism Research 世界博彩與旅遊研究 (Chinese Journal)
- Journal of City Research of Macau (Chinese Journal)

## Research & Publications

### [Journal Articles]

#### English paper

- 1、Wu, J., **Tang, J\***, & Agyeiwaah, E. (2023). ‘I had more time to listen to my inner voice’: Zen meditation tourism for Generation Z. *Tourist Studies*, 14687976231189833.  
(Second and corresponding, SSCI indexed, the first author is a doctoral student)
  
- 2、Zhu, Y., Wang, Y., Song, B., Feng, Q., Lin, H., & **Tang, J\***. (2023). The interactive effects of extrinsic and intrinsic motivations on service recovery performance: the mediating role of self-efficacy. *Tourism & Management Studies*, 19(3), 7-22.  
(the Sixth and corresponding, ESCI indexed, the second to the fifth authors are all doctoral or master students)
  
- 3、**Tang, J.**, Yan, L., & Wu, J. (2023). Tourists’ cognitions of and responses to cute food. *Journal of Hospitality and Tourism Management*, 54, 300-305.  
(First author, Q1, SSCI indexed, the third author is a doctoral student)
  
- 4、**Tang, J.**, Song, B., & Wang, Y. (2023). Fandom in comic-con: Cosplay tourists’ interaction and emotional solidarity. *Journal of Hospitality and Tourism Management*, 54, 346-356.  
(First author, Q1, SSCI indexed, the second author is a doctoral student)
  
- 5、**Tang, J.**, & Zhang, X. (2022). A Comparative Study of Emotional Solidarity Between Homestay Hosts and Tourists. *Journal of Travel Research*, 00472875221145127.  
(First author, Q1, SSCI indexed, the second author is a doctoral student)

- 6、 **Tang, J.**, Li, X. C., & Zhang, X. (2022). The Eudemonic Wellbeing of Volunteers in a Public Health Emergency: COVID-19 in China. *Frontiers in Psychology*, 13.  
(First author, Q1, SSCI indexed, the second and the third author are doctoral students)
- 7、 **Tang, J.\***, Yan, L., & Xu, J. (2021). Tourists ‘experience of iconic public art in Macau. *Journal of Tourism and Cultural Change*, 19(1), 79-96.  
DOI: 10.1080/14766825.2020.1752223  
(First author and corresponding author, SSCI indexed)
- 8、 **Tang, J.\***, & Wang, Y. C. (2021). Does tourism sports event make residents happier? — Exploring the SWB of Macau residents in the case of Macau Grand Prix. *Journal of Tourism and Cultural Change*, 19(3), 403-421.  
DOI: 10.1080/14766825.2019.1711103  
(First author and corresponding author, SSCI indexed)
- 9、 Zhang, X., & **Tang, J.\***. (2021). A Study of Emotional Solidarity in the Homestay Industry between Hosts and Tourists in the Post-Pandemic Era. *Sustainability*, 13(13), 7458.  
DOI: 10.3390/su13137458  
(Second author and corresponding author. First author is doctoral student. Q1, SSCI indexed)
- 10、 **Tang, J.**, Tosun, C., & Baum, T. (2020). Do Gen Zs feel happy about their first job? A cultural values perspective from the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, 32(12), 4017-4039.  
(First author, Q1, SSCI indexed)
- 11、 Wu, J. Y., **Tang, J.\***, & Goh, K. B. (2020). Exploring the Influence of Audiences’ Subjective well-being in Sport Event ——The Moderating Role of Leisure Engagement. *Tourism and Management Studies*, 16(1), 7-16.  
DOI: <https://doi.org/10.18089/tms.2020.160101>  
(Second author and corresponding author. The first author is a doctoral student. ESCI indexed)
- 12、 Tang, J.\* & Qiu, C. Y. (2015). Research on Motivation, Experience, Satisfaction and Behavioral Intention of Museum Tourism—A Case of Macau Museum. In: Zeng G. (eds) *Tourism and Hospitality Development Between China and EU*. Springer, Berlin, Heidelberg.  
DOI: 10.1007/978-3-642-35910-1\_11  
(First author and corresponding author. Second author is a master student)

**Chinese paper:**

- 13、Wang, Y. & **Tang, J\***. (2023). Residents' Emotional Solidarity and Tourism Impact Attitude during the COVID-19 Pandemic: A Case Study of Macau. *Journal of Macau University of Science and Technology*, 3(17), 1-17. DOI: 10.58664/mustjournal.2023.09.00  
(Second and corresponding author. The first author is a doctoral student)
- 14、**Tang, J\***, Wang, Y., Song, B., & Li, Z. (2023). Exploring the relationship between subjective Well-being, emotional solidarity, place attachment, and revisit intention from the perspective of tourists: a case of Macau. *Global Gaming & Tourism Research*, 1,94-111  
(First and corresponding author. The second, third and fourth authors are doctoral or master students)
15. **Tang, J\***. & Chimeg (2020). The Development of Macao's Cultural Tourism Resources from the Perspective of All-for-one Tourism. *Global Gaming & Tourism Research*, 2, 1-13.  
(First author and corresponding author, second author is a doctoral student)
- 16、Zhang, Y. & **Tang, J\***. (2019). Exploring the factors of online reservation intention of B & B consumers in Mainland China: Moderating effects of general self-efficacy. *Journal of Macau university of Science and Technology*, 13(1), 21-29.  
(Second author and corresponding author, first author is a master student )
- 17、**Tang, J\***. (2017). The current status, characteristics and future trend of Macau Grand Prix. Green Book of Macau: Annual report on development of travel & leisure in Macau (2016-2017). Social Sciences Academic Press (China).  
(Single author)
- 18、**Tang, J\***. & Wang, T. C. (2016). Information richness and effect of museum interpretation media upon the visiting experience: a case of Macau's Racing Car Museum. *Journal of Macau University of Science and Technology*,10(2): 50-59.  
(First author and corresponding author)
- 19、**Tang, J\***. & Wang, X. (2014). A study on organizers' reputation from the perspective of exhibitors: constitution, antecedents and influence on loyalty. *Journal of Macau University of Science and Technology*, 8(2), 79-88.  
(First author and corresponding author)

- 20、**Tang, J\***. & Qiu, C. (2014). A literature review of museum experience. *Socio-economic Development Research*, 4, 101-109.  
(First author and corresponding author)
- 21、**Tang, J\***. & Zeng, T. (2013). A Measurement Study of Perceived Service Value of Natural Sceneries Based on IPA Model: a Case of Dinghu Mountain. *Journal of Macau University of Science and Technology*, 7(1), 19-32.  
(First author and corresponding author)
- 22、**Tang, J\***. & Gao, S. (2013). Perception and Destination Image and Behavioral Intention of Film Tourists: A Case of Macau. *Tourism Forum*, 6(4): 23-29.  
(First author and corresponding author)
- 23、**Tang, J\***. & Li, X. C. (2013). Research on User Acceptance of Hotel Website Based on TAM2: an Empirical Study of 5-star hotel websites in Macau. *Journal of Macau University of Science and Technology*, 7 ( 2 ) : 72-81.  
(First author and corresponding author)
- 24、**Tang J\***. & Wang X. (2011). Some Thoughts on Development of Museums in Macau: a Perspective of Social Capital. *Journal of Beijing International Studies University*, 5, 46-52.  
(First author and corresponding author)
- 25、Liu Y. & **Tang J\***. (2011). Some Insights into Development of Museums in Macau: a Perspective of Post-museum Era. *Journal of Macau University of Science and Technology*, 5(1), 106-113.  
(Second author and corresponding author)
- 26、**Tang, J\***. & Li, W. (2011). Impacts and Development Strategies on Grand Prix: A Delphi Exploratory Study. *Journal of Macao Polytechnic Institution*, 9(2), 72-82.  
(First author and corresponding author)
- 27、**Tang, J\***. & Fei Y. (2011). A SWOT Analysis and Countermeasures of Museum Tourism in Macau. *Journal of Macau Economy*, 31,114-125.  
(First author and corresponding author)
- 28、**Tang, J\***. & Gao S. M. (2011). A Foreign Literature Review on Film-induced Tourism. *Journal of Macau University of Science and Technology*, 5(2), 8-16.  
(First author and corresponding author)

- 29、**Tang, J\***. & Sun, W. H. (2011). Film Tourism in Macau: the present Status, Features and Development. *Journal of Macau Study*, 3, 176-183.  
(First author and corresponding author)
- 30、**Tang, J\***. (2011). A Perspectiva de desenvolvimento da industria do patrimonio museologico de Macau exemplificado pela politica de museu. *Revista de Administracao publica de Macau*, (95), 83-95.  
(Single author)
- 31、Chi, X. & **Tang, J.** (2010). Semiotic System in Travel Literature-With Reference to The Dragon and the Unicorn. *Journal of Tianjin University (Social Sciences)*, 12(4), 71-374.  
(Second author)
- 32、Li , X., **Tang, J.**, & Mao, L. (2009). The Research on the Awareness and Behavior of Life-long Learning among Macau Youth. *The Modern Education Journal*, 4, 39-44.  
(Second author)
- 33、**Tang, J.** (2009). On Optimization of Macau Tourism Image: a Culture Perspective. *Tourism Science*, 23(2), 16-20.  
(Single author)
- 34、**Tang, J.** (2009). The Interaction Between Macao's Religious Culture and the Gambling Industry: A Perspective of Macao's Gambling industry. *Journal of Macao Polytechnic Institute*, 12(4), 133-142.  
(Single author)
- 35、**Tang, J.** (2007). Some Creative Thoughts on Modern Hotel Branding: A Perspective of BI Structure. *International Hotel*, 1, 98-101.  
(Single author)
- 36、**Tang J.** (2007). Hotel Management from a Perspective of Cluster. *International Hotel*, 4, 96-99.  
(Single author)
- 37、**Tang, J.** & Sun W.H. (2007). Analysis of Tourism Consumption Process from the Perspective of Science of Communication. *Journal of Beijing International Studies University*, 5, 21-26.  
(First author and corresponding author)
- 38、Liang, L.Y., & **Tang, J.** (2007). Some Thoughts on MICE Branding. China Conference and Exhibition, 15, 69-71.

(Second author and corresponding author)

39、**Tang, J.** (2007). The Investment Pattern and Risk Management of Economical Hotel in China. *Hotel Modernization*, 7, 33-36.

(Single author)

40、**Tang, J.** (2007). Hotel Cluster on the Basis of Competition. *International Hotel*, 9, 104-108.

(Single author)

41、**Tang, J.** (2007). Empirical Study on Tourism Cluster Development in Montana. *Practice in Foreign Economic Relations and Trade*, 11, 60-63.

(Single author)

42、**Tang, J.** (2007). Some Thoughts on the Positioning of Tourism Destination. *Journal of Guilin Institute of Tourism*, 3, 338-340.

(Single author)

43、Liu, X. & **Tang, J\***. (2007). The Impact on Service Quality in Tran Cultural Difference. *Economic system Reform*, 11, 251-254.

(Second author and corresponding author)

44、**Tang, J.** (2006). New Approaches to Economizing Energy in Hotel. *International Hotel*, 4, 17-19.

(Single author)

45、**Tang, J.** (2004) .A glimpse into the future trend of economic hotel in China. *International Hotel*, 8 , 10-13.

(Single author)

46、**Tang, J.** (2004) .Investigating the hotel marketing strategies during holidays. *International Hotel*, 11, 12-14.

(Single author)

47、Ma, Y. & **Tang, J.** (2003) . Research on the Pattern of Cultivating Tourism Management Professionals and Quality Guarantee System. *Tourism Tribune*, 12, 127-130.

(Second author)

*[local Media Article]*

- 48、**Tang, J\***. & Wang, X. (2011, Jan. 12). The Missing Value of Museum Communities (博物館社區價值之缺失). Macau Daily, E6 Lotus Square  
(First author and corresponding author)
- 49、**Tang, J\***. (2011, Jan.19). Where Is the Way-out of Film-induced Tourism in Macau? (澳門影視旅遊，路在何方?) Macau Daily, E6 Lotus Square  
(Single author)
- 50、**Tang, J.** (2011, Sep. 14). The Fall of Elite Times or the Rise of Popular Culture? Try to Discuss the Develop Direction of Museums in Macau (精英時代的隕落，抑或大眾文化的崛起？——試論澳門博物館的發展方向). Macau Daily, E6 Lotus Square  
(Single author)
- 51、**Tang, J.** (2011, Oct. 19). Film Map: an Effective Approach to a More Brilliant Future in Macau (電影地圖：繪製澳門的星光大道). Macau Daily, E6 Lotus Square  
(Single author)
- 52、**Tang, J\***. & Wang, T. (2012, Dec, 19). Experience on the fingertip: a discussion on the application of mobile intelligent terminal to enhance museum fun (指尖上的體驗：移動智慧型終端提升博物館樂趣). Macau Daily, G02 Lotus Square.  
(First author and corresponding author)

### **[Book chapters]**

- 1 旅游学（第十版本）Tourism (Tenth Edition)。查尔斯.R. 格德纳（Charles R. Geoldner），J.R.布伦特. 里奇(J. R. Brent Ritchie) 著。李天元，徐虹，黄晶（译）。北京：中国人民大学出版社，2008。（唐娟，负责翻译第十章：添彩人生的文化旅游和国际旅游）
- 2 大学英语自学教程同步辅导与训练（下册）。李艳玲，杨丽娟主编。唐娟参编。天津：天津大学出版社，2002。（唐娟负责撰写该书的 13，14，15 单元以及 Test Five）

### **[Conference Papers]**

- 1 Wang Yanru, Zhu Yanni, & **Tang Juan** (2021, 2, 2). The influence of Inclusive Leadership on Employee's Job Performance-A Moderated Mediating Model. 2021 International Conference on Modern Education and Humanities Science (ICMEHS 2021). Changsha, China.
- 2 **Juan Tang** (2020, 12, 26). Iconic landmark Appreciation (invited speaker). Annual Conference of Academy of International Tourism and Regional Development. Zhuhai, China.



- 3 **Juan Tang** (2019, 10). Investigation into the subjective well-being of the emerging workforce of hospitality industry (student interns): a perspective of Cultural values. Global Conference on Hospitality, Tourism, Event and Leisure Management. Organized by Bahcesehir University, Istanbul, Turkey on September 30-October 3, 2019
- 4 **Juan Tang** & Libo Yan (2018, 6). The tourist experience of Iconic Public Art in Macau. 2018 2nd Advancement on Business, Tourism and Hospitality International Conference. Organized by Malaysia Doctorate Support Group (MDSG). Bali, Indonesia. 2018-7-13-7-15.
- 5 **Juan Tang** (2013, 6). The Development of Macau's Cultural Relics and Museums: a Perspective of Museum Policy. The 2013 (the 9th) Euro-Asia Conference on Environment and Corporate Social Responsibility-Tianjin Session
- 6 **Juan Tang** & Tianchen Wang (2013, 6). Development Strategies of Macau Creative Tourism Souvenirs. ICMSE2013, Macau
- 7 **Juan Tang** & Zeng Tao (2013, 8). Assessment Study of Perceived Service Value in Natural Sceneries Based on IPA Model—A case of Dinghu Mountain. The 2nd International Congress on Social Sciences and Business (ICSSB), Macau
- 8 **Juan Tang** & Shangmei Gao (2012, 12). Research on Film Tourists' Destination Image Perception and Behavioral Intention ——A Case of Macau. International Conference on Trade, Tourism and Management, Bangkok
- 9 **Juan Tang** & Chenyu Qiu (2012, 12). Research on motivation, experience, satisfaction and behavioral intention of museum tourism. The 3rd International Conference on Tourism and Hospitality between China-Spain. Zhuhai, China
- 10 **Juan Tang** & Wailong Li (2010, 11). A Study on Grand Prix Strategies Based on Negative Perception of the Macau Residents. The 1st Asia Pacific Regional Contemporary Service Industry Development Summit, hosted by Macau University of Science and Technology, and Associacao De Educacao Permanente De Macau. Macau, S.A.R, China
- 11 **Juan Tang** & Zhe Sun (2010, 11). Current Situation and Development Path of Movie-induced Tourism in Macau. Macau, S.A.R, China. The 1st Asia Pacific Regional Contemporary Service Industry Development Summit, hosted by Macau University of Science and Technology, and Associacao De Educacao Permanente De Macau. Macau, S.A.R, China

12 **Juan Tang** (2009, 10) Study on the Development of Macau MICE Industry from a Perspective of Cluster. The 3rd Asia Pacific Regional MICE Education and Industry Development Conference, hosted by Macau University of Science and Technology and Macau Fair & Trade Association. Macau, China .

13 **Juan Tang** (2009, 5). Study on the Enhancement of Culture in Business Tourism Image. The sixth China Tourism Forum. Hosted by Hong Kong PolyU and Chengdu Municipal Bureau of Culture, Broadcast-TV, and Tourism. Chengdu, China

**[Research Projects Funded]**

1 " Exploring Livestreaming in customer behavior: The theoretical lens of Parasocial interaction (基於準社會交互關係理論的視角：探索直播對消費者行為的影響). Funding Scheme: Macau University of Science and Technology; Code: FRG-23-024-FHTM; Amount: MOP 30,000; Period: July 5, 2023—July 4, 2024; Team Member

2 "Positioning Macau as a family travel destination: An identity salience approach to cultivate family travel experiences " (將澳門定位為家庭旅遊地：以認同顯著性理論加強家庭旅遊體驗). Funding scheme: Macau Government S.A.R., Higher education in Tourism Education Greater bay plan (2021 粵港澳大湾区旅游教育培训专项资助计划); Code: TET-MUST-2021-01; Amount: Mop 80,500; Period: Nov. 2021-December 2022; Project Co-PI

3 "Art and tourism: The role of art in shaping the tourist experience, place identity, destination image and destination personality (Sub-topic: Iconic Public Art in Tourism: Exploring Aesthetic Judgments and Their outcomes). Funding Scheme: Macau University of Science and Technology; Code: FRG-17-029-FHTM; Amount: MOP 100,000; Period: May 2017—November 2018. (PI)"

4 "Investigation and development of cultural resources in Macau(澳门文化旅游资源的开发和调查).Funding Scheme: Macau Foundation; Code: MF-17-002h-R; Amount: Mop 30,000; Peirod: 2017, 8-2018, 8 (Co-PI)

5 A bridge to National 13th Five-Year Plan: Investigation into Industry Development in Macau (對接國家"十三五"規劃：澳門產業發展策略研究). Funding Scheme: Chinese Association of Hong Kong & Macao Studies. Code: OSO-17-002-MSB; Amount: 10,000; Period: 2016.6.1-2017.4.30; Group member.

6 Tourism Service Innovation: A subtopic of film-induced tourism in Macau. Funding Scheme: Macau Foundation (澳門旅游服务发展创新研究系列：澳門影視旅游发展研究); Code: 0190; Amount: Mop 200,000; Period: 2011,10-2012,8; Macau sponsored by Macau Foundation in 2012 (Subproject-PI).

7 Visitors' Perceived Quality of Museums in Macau(博物馆数字化媒体及其信息丰富度对参观者体验的影响). Funding Scheme: Macau University of Science and Technology; Code: 0333; Amount: Mop 13,450; Period: 2013,11-2014,11. (PI)

8 Religious Tourism Resources in Macau (澳门宗教旅游资源挖掘：澳门赌神形象塑造与开发). Funding Scheme: Macau Foundation; Code: 0089; Amount: MOP 80,000; Period: 2011—2018. (Group member)