

# 姜春羽



- Lecturer
- School of Liberal Arts
- jiangchunyu@must.edu.mo
- Office: P26-217
- Macau University of Science and Technology Avenida Wai Long, Taipa, Macau, China
- Cultural heritage tourism, Immersive technology, Sustainability, Tourist behavior

## EDUCATION

**Universiti of Malaya, Ph.D**

*Decision Sciences*

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**Florida International University, M.Sc**

*Hospitality and Tourism Management*

**Florida International University, B.A.**

**Tianjin University of Commerce, B.A.**

*Hospitality and Tourism Management*

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## WORKING EXPERIENCE

Lecturer

*2025-Present*

School of Liberal Arts

Macau University of Science and Technology

## RESEARCH INTEREST

Cultural heritage tourism; Sustainability; Virtual reality; Immersive technology; Digitalization; Tourist behavior

## PUBLICATION

[1] **Chunyu Jiang**, Sedigheh Moghavvemi, Seuk Wai Phoong (2025, Major revision) Time-Traveling Through Heritage: Study of an Immersive Experience of Cultural Heritage with VR Technology. *Tourism Management Perspective (SSCI JCRQ1)*

[2] **Chunyu Jiang**, Seuk Wai Phoong, Sedigheh Moghavvemi (2025, Major revision) Cultural Odyssey in the Metaverse: Investigate the Impact of Virtual Technologies on Tourist Reuse Behavior and Social Sustainability. *Humanities and Social Sciences Communications (SSCI JCRQ1)*

[3] **Chunyu Jiang**, Seuk Wai Phoong (2025, Major revision) Unveiling the Virtual Horizons: A Holistic Study on Tourist Behavior in 360 VR Tourism Amidst Challenges of Terrorism and Fraud, Integrating PADM with TAM. *Current Issues in Tourism (SSCI JCRQ1)*

[4] **Chunyu Jiang**, Sedigheh Moghavvemi, Seuk Wai Phoong (2025, Minor revision) Virtual Reality's Promise for Eco-Friendly Adventures: A Study on Its Role in Fostering Sustainable Tourism and Reducing Environmental Footprint. *Information Technology & Tourism (SSCI JCRQ1)*

[5] **Chunyu Jiang**, Jinfeng Du, Guangxi Zhang (2025, Accept) Shattering the Terror in Myanmar: A Protection Motivation Theory-Based Examination of Negative Media Coverage, Destination Image, and the 360 VR Adoption Intention. *Journal of Quality Assurance in Hospitality and Tourism*

[6]Du Jinfeng, **Chunyu Jiang (2025, Under review)** Investigating Discontinuance Intention Among E-Commerce Live Streaming Users: The Chain Mediating Effect of Fear of Missing Out and Fatigue. *Asia Pacific Journal of Marketing and Logistics*

[7] **Chunyu Jiang**, Seuk Wai Phoong (2024) . Research on tourism intention and usage of VR technologies based on SOR model: Mediating role of personal values. *Journal of Hospitality and Tourism Insights*

[8]**Chunyu Jiang**, Seuk Wai Phoong (2023) . How digitalization impact on tourism development: a ten-year review analysis (2012-2022) . *Humanities and Social Sciences Communications (SSCI JCRQ1)*

[9] Sedigheh Moghavvemi, Ali Hassani, Kyle W. Woosnam, Saniya Abdrakhmanova, **Chunyu Jiang (2023)** Resident fear of COVID-19 and attitudinal, intentional, and behavioral support for tourism in four Asian countries . *Journal of Hospitality and Tourism Insights*

## **ACTIVITIES**

### **Conferences**

The 8th Colloquium on Tourism Behavioral Research – Digital Intelligence Society and Tourism Behavior

Colloquium on Experimental Research Methods in Tourism (5th)

Chinese Modernization and Sustainable Development of Cultural Tourism —  
2023 Annual Conference of the Committee on Tourism Geography of the Chinese Geographical Society

The 4th "Xijiang Tourism Forum" and the 2nd "Tourism Education and Teaching Research Forum"

### **Projects**

Universiti Malaya International Collaboration Grant, ST013-2022

Universiti Malaya Postgraduate Special Research Grant (2024) in processing)

### **Ad-Hoc Reviewer**

Humanities & Social Sciences Communications (SSCI Q1)

Journal of Destination Marketing & Management (SSCI Q1)

Journal of Quality Assurance in Hospitality & Tourism

### **Others**

CHIA Certification