

Professor Dr. Aliana Leong Man Wai

Contact Information:

Title:

Associate Vice President (International Affairs)
Macau University of Science and Technology
Dean & Professor, School of Liberal Arts, MUST

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Avenida Wai Long, Taipa, Macau



Areas of Teaching & Research:

Leisure, Hotel & Tourism Management; Education
Studies; Gemology and Jewelry Studies

Academic Qualifications

- Doctor of Education Studies
Central Queensland University, Faculty of Education and Creative Arts, Australia
Major: Higher Education
- Master of Arts
Hospitality Management, University of Birmingham, UK
Major: Hotel Management
- Master of Arts
Ball State University, Teacher's College, Indiana, USA
Major: Adult Education (GPA 4.0), Minor: Computer Education
- Master of Science
Royal Agricultural University, Cirencester, UK
Major: International Real Estate
- Bachelor of Business
Edith Cowan University, Faculty of Business Administration, Australia
Major: Tourism Management

Teaching Areas

- Leisure Management
 - Tourism and Hospitality Management
 - Education Administration related subjects
 - PhD and Master supervisor
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Work Experience

Macau University of Science and Technology

July 2022 to Present

Associate Vice President (International Affairs) & Professor
Assisting the University to strengthen international, mainland China, and local networks. For example: academic cooperation, exchange students, university rankings, and etc.

March 2020 to Present

Founding Dean & Professor, School of Liberal Arts
Leading the development and administration of the School of Liberal Arts.

September 2019 to February 2020

Dean, School of Continuing Studies (SCS)
Assisted the University to reorganize the School of Continuing Studies and to establish the School of Liberal Arts.

City University of Macau

September 2016 to August 2019

Vice Chairperson, University Council
Chair Professor. Supervised doctoral students in Tourism Management and Education Studies.

September 2011 to August 2016

Vice Rector
Professor of Tourism Management. Founded and took charge of the Faculty of International Tourism and Management, Faculty of Education, School of Continuing Studies, Institute of Macau Development, and Institution of Tourism and Gaming.

Other Positions

Sept 2009 to Aug 2011

Professor of Tourism Management, Dean, Faculty of International Tourism; Director, School of Continuing Studies, Macau University of Science and Technology

July 2007 to August 2009

Professor of Tourism Management, Director, School of Continuing Studies; Associate Dean, Faculty of International Tourism, Macau University of Science and Technology

February 2003 to July 2007

Director, School of Continuing Studies; Associate Professor and Head of the Department of International Tourism Management, Faculty of Management and Administration, Macau University of Science and Technology

February 2002 to February 2003

Associate Professor and Coordinator of the Associate Degree Program – Hospitality Management, Director, Institute of Professional Studies, Macau Millennium College

February 1998 to February 2002

Director, Center for Continuing Education and Special Programs and Visiting Assistant Professor, Faculty of Social Sciences and Humanities, University of Macau

September 1993 to February 1998

Assistant Professor of Tourism, Director of Tourism and Librarian, Institute for Tourism Studies, Macau

Selected Academic Publications

Refereed Journals

- Leong, A. M. W., Kocak, E., Bai, J., & Okumus, F. (2025). "Uncertainty and the Tourism Industry: Nonlinearity, Asymmetries, and Implications." *International Journal of Tourism Research*, 27(2), e70021. (SSCI, Q1).
- Bai, J. Y., Huan, T. C. T. C., Leong, A. M. W.*, Luo, J. M., & Fan, D. X. F. (2025). "Examining the influence of AI event strength on employee performance outcomes: Roles of AI rumination, AI-supported autonomy, and felt obligation for constructive change." *International Journal of Hospitality Management*, 126, 104111. (SSCI, Q1 Top 10%).
- Bai, J., Leong, A. M. W*, Karatepe, O. M., & Okumus, F. (2025). "Managing the risks of job crafting: Three-way interaction model of job crafting on job performance." *International Journal of Hospitality Management*, 126, 104058. (SSCI, Q1 Top 10%).
- Leong, A. M. W., Bai, J. Y., Rasheed, M. I., Hameed, Z., & Okumus, F. (2025). "AI disruption threat and employee outcomes: Role of technology insecurity, thriving at work, and trait self-esteem." *International Journal of Hospitality Management*, 126, 104064. (SSCI, Q1 Top 10%).
- Luo, J. M., Hu, Z., & Leong, A. M. W. (2025). "Exploring the experience attributes of intangible cultural heritage through big data analytics." *Journal of Vacation Marketing*, 13567667251323644. (SSCI, Q1).
- Bai, J., Zhao, X., Huan, T. C., & Leong, A. M. W.* (2025). "Overqualification in the socialization context: how being relatively qualified leads to leadership emergence." *International Journal of Contemporary Hospitality Management*, 37(3), 681-699. (SSCI, Q1 Top 10%).
- Yeh, S. S., Leong, A. M. W., Hung, C. W., & Huan, T. C. (2025). "Destination authenticity influence on tourists' behavioral intentions, involvement and nostalgic sentiments." *Tourism Review*, 80(2), 456-471. (SSCI, Q1 Top 10%).
- Rasool, M., Murtza, M. H., Rasheed, M. I., Leong, A. M. W., Okumus, F., & Bai, J. (2024). "Information technology competency and supply chain performance: Role of risk management orientation and supply chain agility." *Journal of Hospitality and Tourism Technology*, 16(1), 158-173. (SSCI, Q1).
- Liu, C. W., Zhuang, W. L., Leong, A. M. W., Wu, S. C., & Huan, T. C. (2024). "The impact of mentorship on internship satisfaction among hospitality interns: The moderating role of thriving at work." *The International Journal of Management Education*, 22(3), 101061. (SSCI, Q1 Top 10%).
- Fan, Y., Leong, A. M. W*, Wong, I. A., & Huang, J. (2024). "The perils of smart technology in museums." *Information Technology & Tourism*, 1-23. (SSCI, Q1).

- Chen, Y. V., Wong, I. A., Leong, A. M. W*, & Huang, G. I. (2024). "Having fun in micro-celebrity restaurants: The role of social interaction, foodstagramming, and sharing satisfaction." *International Journal of Hospitality Management*, 120, 103768. (SSCI, Q1 Top 10%).
- Leong, A. M. W., Yeh, S. S., Chen, H. B., Lee, C. L., & Huan, T. C. (2024). "Does gender make a difference in heritage tourism experience? Searching for answers through multi-group analysis." *Tourism Management Perspectives*, 52, 101250. (SSCI, Q1).
- Zhou, P., Leong, A. M. W., Chen, H., & Luo, J. M. (2024). "Effects of travel vloggers' attributes on tourists' intention: the role of cynicism." *Current Issues in Tourism*, 1-21. (SSCI, Q1).
- Leong, A. M. W., Bai, J. Y., Luo, J. M., & Fan, D. X. (2024). "Why do negative career shocks foster perceived employability and career performance: A career crafting explanation." *International Journal of Hospitality Management*. (SSCI, Q1 Top 10%).
- Yang, C., Chen, Y., Zhao, X., Miao, L., Leong, A. M. W., & Cui, Z. (2024). "An Integrated Investigation Into the Impact of Workplace Shocks on Employee Turnover." *Cornell Hospitality Quarterly*, 65(2), 200-216. (SSCI, Q1).
- Zhao, X., Wang, F., Mattila, A. S., Leong, A. M. W., Cui, Z., & Yang, H. (2024). "The impact of customer misbehavior on frontline employees' work-family conflict and withdrawal behaviors." *International Journal of Contemporary Hospitality Management*. (SSCI, Q1 Top 10%).
- Leong Man Wai, A., Kocak, E., Bai, J., & Okumus, F. (2024). "Macau hotel industry's response to global shocks." *Tourism Economics*. (SSCI, Q1).
- Leong, A. M. W., Yeh, S. S., Zhou Y., Hung CW & Huan, T. C. (2024). "Exploring the influence of historical storytelling on cultural heritage tourists' value co-creation using tour guide interaction and authentic place as mediators." *Tourism Management Perspectives*, 50, 101198. (SSCI, Q1).
- Rasheed MI; Saleem S; Altaf M, Leong Man Wai Aliana *, Okumus F. (2024). "Workplace hazing and employee turnover intention in the hospitality industry: a person-environment fit perspective." *The Service Industry Journal*, 1-30. (SSCI, Q1).
- Yeh, Shih-Shuo; Leong, Aliana Man Wai; Hung, Chien-Wen; Huan, Tzung-Cheng * (2024). "Destination authenticity influence on tourists' behavioral intentions, involvement, and nostalgic sentiments." *Tourism Review*. (SSCI, Q1).
- Anil Bilgihan, Aliana Man Wai Leong*, Fevzi Okumus, Jingyi Bai (2024). "Proposing a Metaverse Engagement Model for brand development." *Journal of Retailing and Consumer Services* (SSCI, Q1).
- Aliana Man Wai Leong, Zhiwei (CJ) Lin, YiTing Zhou , IpKin Anthony Wong (2024). "Healing the mind and soul through meditation pilgrimage: Understanding recreation specialization, attention restoration, and emotion regulation." *Journal of Tourism Management Perspectives*. Vol 50 (SSCI, Q1).
- Aliana Man Wai Leong, Kuan-Ying Chen, Hung-Bin Chen, Tai-En Chiang, Tzung-Cheng Huan* (2023). "Exploring the effects of customers' assessments of a restaurant's atmospherics and emotional assessments on a fine-dining experience and intentions to return." *Journal of Tourism Management Perspectives*. Vol 47 (SSCI, Q1 Top 10%).

- Zhao, X., Wang, J., Mattila, A. S., Leong, A. M. W., Cui, Z., Sun, Z., Yang, C., and Chen, Y. (2023). "Examining the cross-level mechanisms of the influence of supervisors' job crafting on frontline employees' engagement and performance." *International Journal of Contemporary Hospitality Management*, 1-23. <https://doi.org/10.1108/ijchm-08-2022-1028> (SSCI, Q1 Top 10%).
- Wen, HuiJun; Wong, IpKin Anthony; Fan, Yuland Yolanda; Leong, Man Wai. (2022). "When festivity meets heritage site: Co-developed experience through the lens of situated cognition." *Journal of Travel & Tourism Marketing*, 39(5), 516-533. (SSCI, Q1).
- Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Lin Fan, Tzung-Cheng Huan. (2020). "The effect of cuisine creativity on customer emotions." *International Journal of Hospitality Management*. (SSCI, Q1).
- IK Anthony Wong; Veronica Hoi In Fong; Aliana MW Leong; X Jacky Li. (2019). "Predicting event participants gambling decision: The cross-level role of casino hotel brand equity." *International Journal of Contemporary Hospitality Management*. (SSCI, Q1).
- M Ji, IKA Wong, A Eves, Aliana MW Leong (2018). "A multilevel investigation of China's regional economic conditions on co-creation of dining experience and outcomes." *International Journal of Contemporary Hospitality Management* 30 (4), 2132-2152 (SSCI, Q1).
- Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Chen Hsiao, Tzung-Cheng Huan. (2015). "Nostalgia as Travel Motivation and Its Impact on Tourists' Loyalty." *Journal of Business Research*. (SSCI, Q1).
- Aliana Man Wai Leong, Li-Hui Chang, Shih-Shuo Yeh. (2015). "Nostalgic Tourism in Macau: The Bidirectional Causal Relationship between Destination Image and Experiential Value." *Journal of Hospitality and Tourism Technology*. (SSCI).
- Leong, M. W. (2015). "The Strategic Exploration of the World Cultural Heritages and the Theme Tourism Development of the Macau Heritage." *Macau Studies*, Vol. 4, No. 79, pp. 6-9.
- Leong M. W. Aliana & Li X. (2012). "A Study of English Teaching Improvement based on Stakeholders' Needs and Wants: The Case of Faculty of International Tourism in Macau University of Science and Technology." *Journal of Hospitality, Leisure, Sport & Tourism Education*. (SSCI).
- Wu C.W., Leong M.W., Huan T.C. (2011). "Perspectives on tourism management as covered by Woodside and Martin." *Journal of Business Research*, Elsevier Science. (SSCI)

Research Projects (Chief Investigator, Group Member)

- **Chief Investigator.** A Study on the Mechanisms of Service Robot Adoption on Employee Adaptive Performance. Funded by Macau Foundation, 2025. (On going)
- **Group Member.** Tourist experience management in the context of integrated culture & tourism. Funded by National Natural Science Foundation of China, 2023-Present. RMB 1,650,000 (approximately USD 230,000).

- **Chief Investigator.** Research on the Identity and Incentive Mechanism of "Foreign Workers" in Macau Tourism Industry. Funded by Macau Foundation, 2023. (Completed)
- **Chief Investigator.** The Role that Co-creation Played in Regard to Macau's Cultural Tourism. Funded by the University Fund, Macau University of Science & Technology, 2022. (Completed)
- **Chief Investigator.** The Prescription of Dutch Disease Caused by Gambling in Macau and the Construction of Economic Diversification Mechanism. Funded by the University Fund, Macau University of Science & Technology, 2022. (Completed)
- **Chief Investigator.** A Study on the Reuse of Human Resources after the Impact of the "New Coronavirus" in the Risk Society: Forward-looking and Coping Perspectives. Funded by Macao Higher Education Fund, 2020-2021. (Completed)
- **Chief Investigator.** An Advanced Study on the Effect of Corporate Investments on the Performance of College Students as Part-time Workers. Funded by Macao Professional Development Association, 2016-2017. (Completed)
- **Chief Investigator.** A Study on the Fresh Secondary Graduates' Willingness to Study in Macao and Its Policy Planning. Funded by Macau Foundation, 2015-2016. (Completed)
- **Chief Investigator.** A Study on the Relationship between Creative Restaurants and Macau Tourists' Behavioral Wishes. Funded by Macau Foundation, 2015-2016. (Completed)
- **Chief Investigator.** A Study of the Macau Residents' Appeals and the Protection of their Rights along the Development of Macau Tourism. Funded by the Macau Foundation, 2014-2015. (Completed)
- **Chief Investigator.** The Impact of Nostalgia on Tourists' Behavioral Intention toward Macau. Funded by the Macau Foundation, 2013-2014. (Completed)
- **Chief Investigator.** The Strategy of Macau MICE Industry, on the Basis of Economic Impact Evaluation. Funded by the Macau Foundation, 2013. (Completed)
- **Chief Investigator.** Current Situation and Environment Optimization Strategies of Vocational Careers of Macau Tour Guides. Funded by the Macau Government Tourist Office, 2013. (Completed)
- **Chief Investigator.** Research of Taiwanese Tourists Visiting Macau. Funded by the Macau Government Tourist Office, 2013. (Completed)
- **Chief Investigator.** A Preliminary Study on Mechanism of Macau MICE Economic Impacts. Funded by Macau Foundation, 2012. (Completed)
- **Chief Investigator.** A Comprehensive Study on the Interactive Strategic Development between MICE and Gaming Industry in Macau—Towards an Innovative Mechanism. Funded by the Macau Foundation, 2012. (Completed)
- **Chief Investigator.** A Primary Study on the Serving Adults' Overseas Learning Preferences, Learning Experience, and Learning Characteristics in Cross-Strait Region. Funded by the Macau Foundation, 2012. (Completed)
- **Chief Investigator.** An Integrated Study on the Innovative Development Strategies and Security System in Macau Continuing Education. Funded by the Macau Foundation, 2012. (Completed)

- **Chief Investigator.** The Innovative Development Strategies and Security System in Macau Continuing Education. Funded by the Macau Foundation, 2011. (Completed)
 - **Chief Investigator.** The Feasibility Studies on the Development of Business Leisure Medical Tourism in Macau. Funded by the Macau Foundation, 2011. (Completed)
 - **Chief Investigator.** A Study on the Strategies for the Optimization of the Tourism Service System at Macau Border Districts. Funded by Tourism Development Committee, 2010. (Completed)
 - **Chief Investigator.** A Primary Study on the Interactive Strategic Development between MICE and Gaming Industries in Macau—Towards an Innovative Mechanism. Funded by the Macau Polytechnic Institute, 2010. (Completed)
 - **Chief Investigator.** Achieving a Successful Career in the Gaming Industry: A Situation Analysis of Young Gaming Practitioners in Macau. Funded by the Bureau of Education and Youth, 2010. (Completed)
 - **Chief Investigator.** A Study on the Enhancement of English Competencies of BITM Students in the SCS, FT, and MUST. Funded by the Macau Foundation, 2010. (Completed)
 - **Chief Investigator.** A Strategic Study on the Control of Rush-hour Traffic at the Border Crossing. Funded by Bureau of Education and Youth, Bureau of Security & Police, and eight other governmental departments in Macau, 2010. (Completed)
 - **Chief Investigator.** A Primary Study on the Strategic Development for Business Leisure Tourism in Macau and the Development of Heng Qin Island. Funded by Macau Foundation, 2009. (Completed)
 - **Chief Investigator.** A Study on Franchising Business and Its Interactive Development with Medium and Small Enterprises in Macau. Funded by Macau Trade and Investment Promotion Institute, 2009. (Completed)
 - **Chief Investigator.** A Comparative Study of Online Self-regulated Learning and Its Effect on Adult Literacy in the Cross-strait Regions. Funded by the Macau Foundation, 2008. (Completed)
 - **Chief Investigator.** An Integrated Study on the Interactive Strategies for Cultural Heritage Tourism and Macau City Development. Funded by the Macau Foundation, 2008. (Completed)
 - **Chief Investigator.** Macau Tour Guide Situation Analysis. Funded by the Macau Government Tourist Office, 2008-2009. (Completed)
 - **Chief Investigator.** A Primary Study on the Interactive Strategies for Cultural Heritage Tourism and City Development: A Case Study on Macau. Funded by the Macau Foundation, 2007. (Completed)
 - **Chief Investigator.** A Study on the Development of Internationalization and Localization for Macau Tourism Education. Funded by the Macau Foundation, 2006. (Completed)
 - **Chief Investigator.** A Study on the Collaborative Development of Continuing Education among Universities in Mainland China, Hong Kong, Macau, and Taiwan. Funded by the Macau Foundation, 2005. (Completed)
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Books/Monographs

- Huan, T. C., Leong, A. M. W., & Ma, T. (2024). *Ecotourism Horizons: From Community Empowerment to Global Perspectives*. Taylor & Francis.
 - Huan, T. C., Leong, A. M. W., & Ma, T. (2024). *Ecotourism Essentials: Principles, Challenges, and Practices for a Sustainable Future*. Taylor & Francis.
 - Leong, M. W., & Wang, C. Y. (2022). *Redevelopment of human resources in a post-epidemic risk society*. Liwen Cultural Group, Taipei, Taiwan.
 - Leong, M. W. (2022). *Comparative study on food safety across the Strait*. Liwen Cultural Group, Taipei, Taiwan.
 - Leong, M. W. (2017). *An advanced study on the impact of enterprises on the resources of higher vocational part-time students in their work performance*. Macao Professional Development Association. ISBN 978-99965-772-1-5
 - Leong, M. W. (2016). *The Interactive Studies on Macau MICE and Gaming Industries*. Beijing: Social Science Press. ISBN: 978-7-5161-8630-5
 - Leong, M. W. (2016). *Issues on Tourism and MICE Developments*. Beijing: Social Science Press. ISBN: 978-7-5161-7988-8
 - Leong, M. W., & Wang, C. Y. (2015). *A Comparative Study on Cross-Strait Region Adults' Interests, Preferences, and Decisions on Overseas Studies*. Beijing: Tsing Hua University Press. ISBN: 978-7-302-38661-2.
 - Leong, M. W. (2013). *A Study on the Innovative Development Strategies and Protective System in Macau Continuing Education*. Peking: Social Science Press. ISBN: 978-7-51-613689-8.
 - Leong, M. W., et al (2011). *A Study of Basic Human Rights and Interests of Macao Residents*. Macau: Macao Polytechnic Institute Press.
 - Leong, M. W., & Wang, C. Y. (2011). *Comparative Study of Online Self-Regulated Learning and its Effect on Adult Literacy in the Cross-Strait Regions*. Tsing Hua University Press, Beijing, China.
 - Leong, M. W. & Ma, Y. (2010). *Macau Cultural Heritage Tourism and the Interaction of City Development*. Science Press, Beijing, China. ISBN 978-7-03-029109-7
 - Leong, M. W., & Ma, Y. (2008). *A study on the internationalization and localization for Macau tourism education*. Science Press, Beijing, China.
 - Leong, M. W., & Ma, Y. (2007). *A review of current issues on MICE tourism education in the Asia-Pacific region*. Tsing Hua University Press, Beijing, China.
 - Leong, M. W., & Wang, C. Y. (2007). *A study on the collaborative development of continuing education among universities in the greater China region*. Tsing Hua University Press, Beijing, China.
 - Leong, M. W. (2005). *A review of current issues on adult education and lifelong learning, volume I*. Macau: School of Continuing Studies, Macau University of Science and Technology & Macao Association for Adult Education Press.
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Invited Speeches & Refereed Paper Presentations

- Leong, M.W (2023, Aug). “MUST’s Innovative Measures for Talent Cultivation under the Background of the Artificial Intelligence Era”, Keynote speech on the

Economics Education and the International High-level Forum on Finance and Economics Talent Cultivation in the Age of Artificial Intelligence, Red Maple Hall, Guizhou Province, China.

- Leong, M. W. (2023, June). "Innovative Measures for Applied Higher Education Talent Cultivation at the University of Macau" Keynote speech on the Conference of the Research Alliance on Private Education in the Mainland, Taiwan, Hong Kong, and Macao, Zhejiang Shuren University
- Leong, M. W. (2019, May). "The Appreciation and Collection of Jadeite." Keynote Speech at the MICE Center of the Fishmen's Wharf, Macau.
- Leong, M. W. (2018, January). "Color Gems, the unexplored treasure." Keynote Speech at the Ball Room, Landmark Hotel, Macau.
- Leong, M. W. (2017, December). "Trends, Approaches, Contradictions and Innovative Modes of Developing Tourism Professionals in Macau." Theme Presentation at the International Forum of Tourism Education – Global Tourism Education Changes, Challenges and Prospects held at Sun Yat-Sen University, Guangzhou.
- Leong, M. W. (2017, October). "Enhancing the Quality of Tourism Education through International Certifications." Invited Keynote Speech at Alexandria University, Alexandria, Egypt.
- Leong, M. W. (2017, October). "Hospitality and Tourism College Curriculum Reform - Case Study of Convention and Festival Management." Keynote Speech at the School of Hotel Management, University of Alexandria, Alexandria, Egypt.
- Leong, M. W. (2017, April). "Advanced Research on the Impact of Enterprises on Investing Resources on the Part-Time Workers and Their Work Performances for the University Students in Macau." Bank of China Building, Macau, China.
- Leong, M. W. (2016, Dec.). "A Case Study of Continuing Education Collaboration among the Cross-Straits, Hong Kong and Macao." Keynote Speech at the "Taiwan 2016 Educational Administration Academic Group Annual Conference and Postmodern University President's Summit", Cheng Kung University, Taiwan, China.
- Leong, M. W. (2016, Nov.). "The Collaborative Development of the MICE Industry in the Pearl River Delta under the 'Belt and Road' Background." Keynote Speech at South China University of Technology, Guangzhou, China.
- Leong, M. W. (2016, Sept.). "Constructing the Promotion Strategy of Macao as a Learning Society." Keynote Speech at the "Macao Non-Higher Education System", Macau, China.
- Leong, M. W. (2016, Jun). "Innovation of Pan-Pearl River Delta Regional MICE Industry and Talent Training Cooperation Model." Keynote Speech at the Pan-Pearl River Delta City Convention and Exhibition Alliance hosted by the

"Exhibition of Education Personnel Training Cooperation Innovation Conference", Guangdong, China.

- Leong, M. W. (2016, May). "Research on the Training Mode and Performance Evaluation of Tourism Applied Talents Based on the Industrial Partnership." Keynote Speech at the "National Tourism Management Applied Undergraduate Education Development Forum" hosted by Kunming Institute of Tourism, Kunming, China.
- Leong, M. W. (2015, Nov.). "Innovation of Tourism Higher Education Development Model under New Economic Development." Keynote Speech at the Second Meeting of the Teaching Guidance Committee of the Tourism Management Specialty of the Ministry of Education in 2015 and the Joint Meeting of the Dean (Dean) of the National College Tourism Institute, Shanghai, China.
- Leong, M. W. (2015, Nov.). "Creating a New Situation of Cultivating Talents in Macao's Tourism Related Industries by the Mode of Industrial Partnership - An Empirical Analysis of Macao City University." Symposium at the "2015 Channel Tourism Alliance and the Cross-Strait Tourism Seminar", Taiwan, China.
- Leong, M. W. (2015, Jun.). "A Study on the Strategy of Tourism Development in Heritage and Macau." Keynote Speech at the 10th Anniversary of the Appreciation of the Historic City in Macau and the First Anniversary of the Manuscripts, Macau, China.
- Leong, M. W. (2014, Sept.). "Industry Partnership: Tourism Education Model Innovation." Keynote Speech at the 2014 Annual Meeting of the Straits Tourism Education Alliance and Cross-Strait Tourism Seminar, Fuzhou, China.
- Leong, M. W. (2014, Jul.). "A Comparative Study on the Interests, Propositions and Opinions of Overseas Learners in Cross-Strait, Hong Kong and Macau." Speech at "Twenty-First International Conference on Learning", New York, USA.
- Leong, M. W. (2014, May). "Development of international tourism education: Implications to Macau." Keynote Speech at Academic Exchange Seminars in Zhaoqing University, Zhaoqing, China.
- Leong, M. W. (2014, January). "Research of 2013 Taiwanese tourists visiting Macau." Research Completion Report at the Annual Conference of Global Market of Macau Government Tourist Office, Macau, China.
- Leong, M. W. (2013, December). "A study on the innovative development strategies and Protective system in Macau continuing education." Keynote Speech at the 2013 Advanced Training Program for Deans of Schools of Continuing Studies in China, Macau, China.
- Leong, M. W. (2013, November). "A comparative study on Cross-Strait Region adults' interests, preferences, and perspectives on overseas studies." Keynote Speech at the Continuing Education Branch of China Higher Education

Association 2013 Academic Exchange Annual Conference Proceedings, Chongqing, China.

- Leong, M. W. (2013, October). "A preliminary study on Macau sustainable development strategies based on green education." Keynote Speech at the 10th Annual Conference of 2013 Asian Education Forum, Chengdu, China.
- Leong, M. W. (2013, October). "Interactive development between Macau cultural heritage tourism and urban development." Keynote Speech at The Tourism Cognition Series - Tourism Cognition of Cultural Heritage Seminar, Macau, China.
- Leong, M. W. (2013, August). Special Guest at the 2nd China-EU Tourism Forum, Ningbo, China.
- Leong, M. W. (2013, June). "Internationalization and localization strategy of Macau tourism education." Speech at the Silver Lake Lecture Series of Wuhan Polytechnic University, Wuhan, China.
- Leong, M. W. (2013, June). "A comparative study on Cross-Strait Region adults' interests, preferences, and perspectives on overseas studies." Speech at the Academic Report of Hubei University, Hubei, China.
- Leong, M. W. (2013, June). "Interactive mechanism of Macau MICE and gaming industry." Tourism and MICE Industry Seminar for Portuguese-speaking Countries, Macau, China.
- Leong, M. W. (2013, April). "The Mechanism of Interactive Development and Innovative Strategies in MICE and the Gaming Industry: Macau Perspectives." Paper presented at the International Conference on Service Innovation 2013, Taiwan, China.
- Leong, M. W. (2013, April). "Implications of international tourism education in Macau tourism education." Speech at Dongjiang Auditorium of HZU, Huizhou, China.
- Leong, M. W. (2012, December). "A study on the college youth volunteer's perception of social support and sustainable participation in volunteer service." Speech at the Research Seminar of Macau Youth Social Research Funding Scheme, Macau, China.
- Leong, M. W. (2012, December). "Australian higher education reforms & quality control experience: Implications to Macau." Speech at the Conference Series on Quality Assurance in Higher Education, Macau, China.
- Leong, M. W. (2012, December). "Innovate personnel training model and enhance the sustainable competitiveness of tourism." Speech at Regional Conference Series of UNWTO. Keynote Speech at Indonesia Bandung Tourism College, Indonesia.
- Leong, M. W. (2012, November). "Management innovation as a strategy in the development of continuing education in Macau." Keynote Speech at the 4th

Continuing Education Branch of China Higher Education Association Member Congress & 2012 Academic Exchange Annual Conference, Nanjing, China.

- Leong, M. W. (2012, October). "The Correlation Mechanism of Interactive Development in the MICE and Gaming Industry: The Perspective of Stakeholders." Speech at the International Journal of Arts & Sciences, Rome, Italy.
 - Leong, M. W. (2012, October). "Innovate personnel training model and enhance the sustainable competitiveness of tourism." Speech at the 6th Forum of Tourism Education and Sustainable Development of Coastal Tourism, Hainan, China.
 - Leong, M. W. (2012, August). "The direction and path of Macau to build world tourism and leisure center." Speech at the Macau World Tourism and Leisure Center Forum, Macau, China.
 - Leong, M. W. (2012, July). "The status, opportunities and challenges of Macau continuing education." Speech at the 11th Salon of Continuing Education and Lifelong Learning, Hong Kong, China.
 - Leong, M. W. (2012, June). "Work-integrated learning development - A new vision on the education of tourism and hospitality industry in Macao." Keynote Speech at the 2nd China Hotels New Vision Peak Forum, Macau, China.
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Professional Certification and Awards

Professional Certification

- TedQual Program Auditor, United Nations World Tourism Organization (UNWTO)
- Certified Hospitality Educator (CHE), American Hotel & Lodging Educational Institute (AHLEI)
- Fellow of Gemological Association (FGA), The Gemological Association and Gem Testing Laboratory of Great Britain
- Graduate Gemologist (GG), Gemological Institute of America (GIA), USA
- Certified in Exhibition Management (CEM), International Association for Exhibition and Event (IAEE) and China Council for the Promotion of International Trade (CCPIT)
- Certified Gambling Councilor (CGC), Canadian Council of Professional Certification (CCPC)
- Exhibition Management Degree (EMD), The Global Association of the Exhibition Industry (UFI) and University of Cooperative Education, Ravensburg, Germany

- Advanced Joint Certificate in Fashion & Prestige Management, Bocconi School of Management, Italy, and Fudan University School of Management
- The Global Negotiator: Reaching Agreement Across Borders and Cultures, Harvard Business School, USA
- Master Certificate in the Essentials of Hospitality Management, School of Hotel Administration, Cornell University, USA
- Certified Diamond Grader, “Hoge Raad voor Diamant” (HRD), Antwerp, Belgium
- Graduate Color Stones Diploma, GIA, USA
- Graduate Diamonds Diploma, GIA, USA
- Graduate Pearls Diploma, GIA, USA
- Diploma of Jadeite Jade, The Hong Kong Institute of Gemology, Hong Kong, SAR of China
- Jewelry Design, International Gemological Institute (Shanghai)
- Certificates in Colored Gem Professional – Level 1, 2 & 3, Gubelin Academy, Lucerne, Switzerland
- Diamond Member of the Gemology Association (DGA), The Gemological Association and Gem Testing Laboratory of Great Britain
- Certified Applied Jewelry Professional (AJP), GIA, USA
- Certificate in Gemmology, The Gemological Association of Great Britain, London, UK
- Rough Diamond Grader, International Gemological Institute (Dubai)

Awards

- Monograph, "The Interactive Studies on Macau MICE and Gaming Industries" won the 3rd place in the 5th Macao Humanities and Social Sciences Research Outstanding Achievement Award (organized by the Macao Foundation, China Social Sciences magazine, Guangdong Province Social Science Federation), Sep. 2019
- Academic Paper “Nostalgia as Travel Motivation and Its Impact on Tourists' Loyalty" awarded First Place at the Outstanding Achievement Paper of the Macao Society for Humanities and Social Sciences (sponsored by the Macao Foundation, the Chinese Social Science Journal, the Guangdong Provincial Federation of Social Sciences), Nov. 2015
- Monograph, "Macao Sustainable Education Innovation and Development Strategy and Protection System" 4th place at the Macao Humanities and Social Sciences Research Outstanding Achievement Award (organized by the Macao

Foundation, China Social Sciences magazine, Guangdong Province Social Science Federation), Nov. 2015

- Awarded "Moving China - Hotel Industry Special Contribution Award" at the China Hotel Investor Alliance Annual Meeting in 2015
- Best Paper Awarded by the Continuing Education Branch of Chinese Higher Education 2013 Academic Exchange Annual Conference, hosted by the Continuing Education College of Southwest University, Nov. 2013, Chongqing, China
- Best Paper Awarded by the 4th Conference on Membership of the Chinese Continuing Education Association and the Academic Annual Meeting of 2011, hosted by Continuing Education College of Nanjing University, Nov. 2012
- Influential Figure of China Hotel Industry awarded by China Hotel Magazine, December 2012
- A comparative study of the Effects of Online Self-regulated Learning on Adult Learners in the Cross-strait Region won Third Place in the 3rd Outstanding Achievement Award for Humanities and Social Sciences Researches. (organized by the Macau Foundation, Social Sciences in China Magazine and Guangdong Social Sciences Association). December 2012
- Second Prize Paper Awarded by the Continuing Education Branch of Chinese Higher Education 2011 Academic Exchange Annual Conference, held at the Beijing National Convention Center, 2011
- Top Ten Most Influential Tourism and Hospitality Educator, 2010-2011, awarded by the China Hotel Association and China State Education Commission
- Top Ten Most Influential Tourism and Hospitality Educator 2009-2010, awarded by the China Hotel Association and China State Education Commission
- Second Prize for Outstanding Paper at the "5th Member Congress & 2010 Annual Academic Conference of the Continuing Education Branch, China Association for Higher Education", Hosted by School of Continuing Education, Southeast University, November 2010
- Second Prize in the Monograph Category for the publication "Internationalization and Localization of Tourism Education in Macao: A Developmental Study" at the 2nd Macao Outstanding Achievement Awards in Humanities and Social Sciences, Co-organized by: Macao Foundation; Guangdong Provincial Federation of Social Science Associations, October 2009
- Top Ten Most Influential Tourism and Hospitality Educator in China, 2008-2009, awarded by the China Hotel Magazine

- Best Conference Paper Award (Orlando 2009), International Journal of Arts & Sciences Conference, hosted by the Northwest Missouri State University, USA. 2009
 - Excellent Paper Awarded by the 3rd Continuing Education Branch of Chinese Higher Education Association Congress & 2008 Academic Exchange Annual Conference Proceedings, hosted by Continuing Education College of Gui Zhou University. 2008
 - Top Ten Most Influential Tourism and Hospitality Educator in China, 2007-2008, awarded by the China Hotel Association and China State Education Commission
 - Scholarship awarded for doctoral studies by the Macau Government, 1997
 - Dean's Citation for academic excellence and perfect GPA 4.0 awarded by the Post Graduate School of Ball State University, USA, 1992
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Professional Society Memberships

- Fellow of British Gemology Association (2017 - present)
 - Member of the SKAL International (Macau) (2016 - 2018)
 - Member of the Executive Committee, Strait and Hong Kong and Macao Union (2016 - present)
 - Member of the Basic Law Promotion Association of Macau (2015 - present)
 - Member of the Hong Kong and Macao Research Association (2014 - present)
 - Vice President of Hong Kong and Macao Regional Cooperation Group, China Higher Education Association Continuing Education Branch (2010 - present)
 - Member, International Association for Exhibition and Event (IAEE) (2007 - present)
 - Member, Canadian Council of Professional Certification (CCPC) (2007 - 2018)
 - Member, American Hotel & Lodging Educational Institute (AHLEI) (2004 - present)
 - Vice Chairperson, Executive Committee, Macau Fair and Trade Association (2002 - present)
 - Vice Chairperson, Executive Committee, Macau Adult Education Association (1996 - present)
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Other Activities

Consultancy

- University Advisory Committee Member, Macao University of Science & Technology (2021 - present)
- Honorary Adviser to the International Association of Jewelry Mechanize Planning Professionals (2013 - present)
- Adviser to the Macau Human Resources Association (2005 - present)
- Adviser to the Merchant of Property Management Association (2001 - present)
- Adviser to the Center for Continuing Education and Special Programs (CCESP), University of Macau (March 2002 - March 2003)
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Editorial Responsibilities

- Editorial Board Member of "International Journal of Contemporary Hospitality Management" (SSCI, Q1) (2023 - present)
- Invited Paper Reviewer for the Journal of Hospitality, Leisure, Sport & Tourism Education (SSCI) (2017 - present)
- Invited Editorial Board Member for Macau Studies (2015 - 2020)
- Invited Paper Reviewer for the Annals of Tourism Research (SSCI) (2011 - present)
- Invited Paper Reviewer for the Journal of Sustainable Tourism (SSCI) (2009 - present)
- Invited Guest Editor of the International Journal of Learning, Volume 14 (2008)
- Paper Review Committee of the MUST Journal (2006 - present)
- Editorial Committee Member, Introduction to MICE, Higher Education Press (Chinese Version) (2004)
- Editorial Committee Member, MICE Design and Layout, Higher Education Press (Chinese Version) (2004)
- Editorial Committee Member, MICE Organization and Management, Higher Education Press (Chinese Version) (2004)
- Editor: Journal of Macau Adult Education (1996 - present)
- Board of Editors: Meeting and Exhibition Education Series (2004 - present)

Social Services

- External Examiner for PhD Theses in Tourism Management at The Hong Kong Polytechnic University (2022 - present)
- Member of Consultative Committee, Macau University of Science and Technology (2021 - present)

- Member of Consultative Committee, Institute of Financial Services, AMCM, Macau (2019 - present)
 - Honorary President, Macau Jewelry Design Association (2019 - present)
 - Standing Council Member, Guangzhou Federation of Associations Macao Chapter (2017 - present)
 - Honorary President of Macau Professional Development Association (2016 - present)
 - Honorary President of Macao International Science and Technology Industry Development Association (2015 - present)
 - Honorary President of the Macao Leong's Association (2015 - present)
 - Judge, 2014 Junior Writers Award (2014 - present)
 - The twelfth CPPCC Macao District invited members, Guangzhou (2013 - 2017)
 - Visiting Professor, Qiongzhou University, Hainan, China (2009 - present)
 - Honorary Professor, Chongqing Normal University, China (2007 - present)
 - Doctoral Dissertation External Examiner for Sydney University of Technology, Australia (2006 - present)
 - Resource Person, UNESCAP (2005 - present)
 - Program Manager (Macau District), Master of Arts in Hospitality Management, University of Birmingham, UK (2003 - 2009)
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Academic Conferences and Events Organized

- Executive Chairperson of the Organizing Committee of the THE Asia University Summit 2025 (April, 2025)
- Executive Chairperson of the Organizing Committee of the QS Higher Ed Summit: Asia Pacific 2024 (November, 2024)
- Chairperson of the Organizing Committee of the 9th Adult Education & Social Development International Conference Series, graduate students' forum (December 2015)
- Chairperson of the Organizing Committee of the 2nd Asia-Pacific Contemporary Service Industry Development Summit Forum (May 2014)
- Chairperson of the Organizing Committee of the 8th Adult Education & Social Development International Conference Series, graduate students' forum, and 2013 Advanced Training Program for Deans of Schools of Continuing Studies in China (December 2013)
- Chairperson of the Organizing Committee, 2013 International Conference on ICT in Teaching and Learning (July 2013)

- Chairperson of the Organizing Committee, 4th International Conference on MICE Tourism Education and Industrial Development in the Asia-Pacific Region (May 2013)
- Chairperson of the Organizing Committee, the Macau, Hong Kong, Guangdong, and Sichuan Childhood Education Forum (March 31-April 1, 2012)
- Chairperson of the Organizing Committee, 7th Adult Education & Social Development International Conference (November 2011)
- Chairperson of the Organizing Committee, 1st Summit Forum on Contemporary Service Industry Development in the Asia Pacific Region (November 2010)
- Chairperson of the Organizing Committee, 3rd International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region (October 2009)
- Chairperson of the Organizing Committee, China Continuing Education Conference 2009 (October 2009)
- Chairperson of the Organizing Committee, 6th International Conference on Adult Education and Social Development (November 2008)
- Chairperson of the Organizing Committee, 2nd International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region (November 2007)
- Chairperson of the Organizing Committee, 5th International Conference on Adult Education and Social Development (August 2006)
- Chairperson of the Organizing Committee, International Conference in MICE Tourism Education and Industrial Development in the Asian Pacific Region (August 2005)
- Chairperson of the Organizing Committee, 4th International Conference on Adult Education and Social Development (November 2004)
- Chairperson of the Organizing Committee, 3rd Conference of Adult Education and Social Development (November 2002)

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