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### Academic Qualifications

Doctor Degree (2014)	Doctor of Hotel and Tourism Management/The Hong Kong Polytechnic University
Master Degree (2008)	Master of Science in Hotel and Tourism Management/The Hong Kong Polytechnic University
Master Degree (2000)	Master of Business Administration/Murdoch University
Bachelor Degree (1992)	Bachelor of Computer Software /Shantou University

### Teaching Areas

Marketing

Strategic Management

Strategic Management in Leisure and Recreation (Doctoral Level)

### Areas of Research Expertise

Urbanization and Tourism Development

Corporate Social Responsibility

Consumer Behavior and Social Media

Entertainment and Cultural Tourism

### Working Experience

2023 – present	Macau University of Science and Technology/Professor
2019 – 2023	City University of Macau/Associate Professor
2014 – 2019	City University of Macau/Assistant Professor
2016 – 2018	City University of Macau/ Doctoral Program Coordinator
2012 – 2013	The Hong Kong Polytechnic University/Research Assistant/Visiting Lecturer



## Professional Society Membership

1. Certified Hospitality Educator (CHE)/American Hotel & Lodging Educational Institute/USA
2. Certified Hospitality Supervisor (CHS)/American Hotel & Lodging Educational Institute/USA
3. Certification in Hotel Industry Analytics (CHIA)/Educational Institute Certification Commission/USA
4. Professional Conference Management (PCM)/ Singapore Association of Convention and Exhibition Organisers and Suppliers/Singapore

## Publications

### JOURNAL PAPER

1. **Luo, J.M.**, Hu, Z., & Leong, A. (2025). Exploring the experience attributes of intangible cultural heritage through big data analytics. *Journal of Vocation Marketing*. <https://doi.org/10.1177/1356766725132364> (SSCI: Q1).
2. Hu, Z., Yu, S. & **Luo, J. M.** (2025). Exploring the heterogeneity of different customers' attention to hotel attributes: insights from role theory. *Journal of Vocation Marketing*. <https://doi.org/10.1177/13567667251352547> (Corresponding author) (SSCI: Q1).
3. **Luo, J.M.**, Kong, A., Chan, G. & Lam, C. (2025). Hedonism and opinion leadership influence on consumer behaviour in the context of first-class flights from short videos on social media. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2024.2406028> (ESCI:Q2).
4. Hu, Z., **Luo, J. M.**, Chi, C., & Gursoy, D. (2025). Examination of experience attributes of parks in urban tourist destinations and their influence on visitor satisfaction: A Topic Modelling Approach. *Leisure Studies*. <https://doi.org/10.1080/02614367.2024.2392583> (Corresponding author) (SSCI: Q2).
5. **Luo, J.M.**, Shang, Z., & Law, R. (2025). Tourist experience in gaming destinations from culture distance perspective. *Journal of Quality Assurance in*



*Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2024.2403488> (ESCI: Q2).

6. Zhou, P., **Luo, J. M.** & Chen, H. (2025). The Impact of Hotel Job Stress on Psychological Contracts and Proactive Behavior: The Moderating Role of Cynicism. *International Journal of Hospitality Management*, 131, 104299. (Corresponding author) (SSCI: Q1).
7. Chen, S., Cai, C. **Luo, J.M.** & Fai, L. (2025). Inhibiting Factors in the Metaverse Convention Tourism of Macau. *Systems*, 13(6), 438 (SSCI: Q1).
8. Cheong, F., **Luo, J.M.** & Law, R. (2025). Fairness in Hospitality and Tourism Journal Peer Review Systems. *Journal of China Tourism Research*, 21(3), 839-856. (ESCI: Q3).
9. Li, Z., Chen, P. & **Luo, J.M.** (2025). Attributes influencing visitors' experiences in conservation centers with different social identities: A topic modeling approach. *Systems*, 13(6), 442 (Corresponding author) (SSCI: Q1).
10. Yang, J., **Luo, J.M.** & Yao, R (2025). How can the celebrity endorsement of inheritors be more effective in intangible cultural heritage tourism? The antecedent of generativity. *Humanities and Social Sciences Communication*, 12, 300. (Corresponding author) (SSCI: Q1).
11. Zhou, P., Leong, A., Chen, H. & **Luo, J.M.** (2025). Effects of travel vloggers' attributes on tourists' intention: The role of cynicism. *Current Issues in Tourism*, 28(11), 1725-1745. (Corresponding author) (SSCI: Q1).
12. Hu, Z. & **Luo, J. M.** (2025). Understanding Residents' Motivation, Involvement and Psychological Well-being in Urban Parks. *Cities*, 157, 105598. (Corresponding author) (SSCI: Q1).
13. Lam, C.F. & **Luo, J.M.** (2025). Tourist Attitudes towards the City Integration in the Greater Bay Area. *Journal of Quality Assurance in Hospitality & Tourism*, 26(3), 489-511. (Corresponding author) (ESCI:Q2)
14. **Luo, J.M.**, Gou, J. & Yang, J. (2025). Tourist Attitude towards Performing Heritage: Case Study of Cantonese Opera in China. *Cogent Social Science*, 11(1), 2447395. (ESCI: Q2).



15. Wan, S., **Luo, J.M.**, & Chen, H. (2025). Literary Tourism: A critical literature review. *Journal of Tourism Quarterly*, 7(1-2), 1-24.
16. Bai, J., Leong, A., Huan, T., **Luo, J.M.**, & Fan, D. (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)**
17. **Luo, J.M.**, Shang, Z., & Wu, F. (2024). Impact of employees' generativity on green policy attitude, environmental commitment, and green behavior. *Journal of Environmental Planning and Management*, 67(14), 3645-3668. **(SSCI: Q1)**
18. **Luo, J.M.**, Hu, Z., & Law, R. (2024). Exploring Online Consumer Experiences and Experiential Emotions Offered by Travel Websites that Accept Cryptocurrency Payments. *International Journal of Hospitality Management*, 119,103721. **(SSCI: Q1)**
19. Leong, A., Bai, J., **Luo, J.M.** & Fan, D. (2024). Why do Negative Career Shocks Foster Perceived Employability and Career Performance: A Career Crafting Explanation. *International Journal of Hospitality Management*, 119,103724. **(SSCI: Q1)**
20. Xu, H., Law, R., Lovett, J., **Luo, J. M.**, & Liu, L. (2024). Tourist Acceptance of ChatGPT in Travel Services: The Moderating Role of Parasocial Interaction. *Journal of Travel & Tourism Marketing*, 41(7), 955-972. **(SSCI: Q1)**
21. **Luo, J.M.** & Shang, Z. (2024). Hiking Experience Attributes and Seasonality: An Analysis of Topic Modelling. *Current Issues in Tourism*, 27(18), 2984-3000. **(SSCI: Q1)**.
22. **Luo, J.M.**, Fan, D. & Fan, Y. (2024). Regional city integration and its impacts on tourism development. *Anatolia*, 35(2), 239-256. **(ESCI:Q3)**
23. Kou, E, Xiong, H & **Luo, J.M.** (2024). A study on the perception of "Tourism + Culture & Creativity" among generation Z travelers based on online text analysis. *Global Gaming & Tourism Research*, 8(2), 95-109.
24. **Luo, J.M.**, & Fan, D. (2024). Exploring Entertainment Tourism Experience in Integrated Resorts through a Process-Based Perspective. *Anatolia*, 34(4), 612-625. **(ESCI:Q3)**



25. Duan, X., **Luo, J.M.** & Chau, K. (2023). Qualitative validation of a model using stress and coping theories in gaming practice during COVID-19. *Journal of Hospitality*, 5(1-2), 13-31. **(Corresponding author)**
26. **Luo, J. M.** & Hu. Z. (2023). Blockchain technology base businesses model: a case study of travel sites. *Journal of Tourism Quarterly*, 5(3), 59-76.
27. Li, H., Ji, H., **Luo, J. M.**, & Zhang, Z. (2023). Competition and restaurant online review manipulation: A dynamic panel data analysis. *International Journal of Hospitality Management*, 115, 103605. **(SSCI: Q1)**
28. Shang, Z. & **Luo, J.M.** (2023). Topic modelling for wildlife tourism online reviews: Analysis of quality factors. *Current Issues in Tourism*, 14(26), 2317-2331. **(Corresponding author) (SSCI: Q1)**
29. Chen, H. & **Luo, J. M.** (2023). Understand Delegates Risk Attitudes and Behaviour: The Moderating Effect of Trust in COVID-19 Vaccination. *International Journal of Environmental Research and Public Health*, 20(5), 3936. **(Corresponding author)**
30. Fu, Y., & **Luo, J. M.** (2023). An Empirical Study on Cultural Identity Measurement and Its Influence Mechanism among Heritage Tourists. *Frontiers in Psychology*, 14, 1032672. **(Corresponding author) (SSCI: Q2)**
31. Pan, Y., **Luo, J.M.** & Xu, J. (2022). How generativity affects organic dining intention: Case study of Shanghai. *Frontiers in Psychology*. **(Corresponding author) (SSCI: Q2)**
32. Fan, Y. & **Luo, J.M.** (2022). Impact of Generativity on Museum Visitors' Engagement, Experience, and Psychological Well-being. *Tourism Management Perspectives*, 42, 100958. **(Corresponding author) (SSCI: Q1)**
33. Zheng, X., **Luo, J.M.**, & Shang, Z. (2022). Effect of Parasocial Relationship on Tourist's Destination Attitude and Visit Intention. *PLOS One*, 17 (4), e0265259 **(SCI: Q2)**
34. Shang, Z., **Luo, J.M.** & Kong, A. (2022). Topic modelling for ski resorts: An analysis of experience attributes and seasonality. *Sustainability*, 14(6), 3533. **(Corresponding author) (SSCI: Q2)**
35. Shang, Z. & **Luo, J.M.** (2022). Topic modelling for hiking trail online reviews: Analysis of the Mutianyu Great Wall. *Sustainability*, 14(6), 3246. **(Corresponding author) (SSCI: Q2)**



36. Pan, Y. Xu. B., **Luo, J.M.**, & Law, R. (2022). How fear of COVID-19 affects service experiences and recommendation intentions: Study of theme park visitors. *Frontiers in Psychology*, 13, 809520. **(Corresponding author) (SSCI: Q2)**
37. Yang, J., **Luo, J.M.**, & Yao, R. (2022). How fear of COVID-19 affect the behavioral intention of festival participants — a case of Hanfu festival. *International Journal of Environmental Research and Public Health*, 19(4), 2133. **(Corresponding author) (SSCI: Q1)**
38. Shang, Z. & **Luo, J.M.** (2021). Modeling of the Impact of the Credibility of the Destination Endorser on the Place Attachment of Potential Tourists. *Frontiers in Psychology*, 12, 759207. **(Corresponding author) (SSCI: Q2)**
39. **Luo, J.M.**, Vu, H.Q., Li, G., & Law, R. (2021). Understanding service attributes of robot hotels: A sentiment analysis of customer online reviews. *International Journal of Hospitality Management*, 98, 103032. **(SSCI: Q1)**
40. **Luo, J.M.**, Lam, C.F., & Wang, H. (2021). Exploring the relationship between hedonism, tourist experience, and revisit intention in entertainment destination. *SAGE Open*, 11(4), 21582440211050390. **(SSCI: Q1)**
41. **Luo, J.M.**, Fan, L. & Zhang, Z. (2021). Analysis of critical success factors for entertainment tourism destinations: The supply perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 23 (5), 1159-1182. **(ESCI:Q2)**
42. **Luo, J.M.**, Chau, K., Fan, L. & Chen, H. (2021). Barriers to the Implementation of Green Practices in the Integrated Resort Sector. An analysis of urbanization effects on hotel performance in China. *SAGE Open*, 11(3), 21582440211030277. **(SSCI: Q1)**
43. Chen, S.H. & **Luo, J.M.** (2021). Assessing Barriers to the Development of Convention Tourism in Macau. *Cogent Social Sciences*. 7(1), 1928978. **(Corresponding author) (ESCI:Q2)**
44. Chau, K., **Luo, J.M.** & Duan, X. (2021). A qualitative investigation of the impact of COVID-19 on Macau's gaming industry. *Journal of Quality Assurance in Hospitality & Tourism*, 1-11. **(ESCI:Q2)**
45. Kou, I.T. & **Luo, J. M.** (2021). Determinants of industry identity of entertainment tourism: the case of Macau. *Journal of Tourism Quarterly*, 3(2), 114-129. **(Corresponding author)**



46. Ye, H., Fong, L., & **Luo, J.M.** (2021). Parasocial Interaction on Tourism Companies' Social Media Sites: Antecedents and Consequences. *Current Issues in Tourism*, 24(8), 1093-1108. **(Corresponding author) (SSCI: Q1)**
47. Yang, J., **Luo, J.M.** & Lai, I (2021). Construction of leisure consumer loyalty from cultural identity—a case of Cantonese opera. *Sustainability*, 13(4), 1980. **(Corresponding author) (SSCI: Q2)**
48. Fan, Y. & **Luo, J.M.** (2021). Development of a measurement scale for residents' attitudes toward leisure activities in urban parks. *Journal of Outdoor Recreation and Tourism*, 33, 100360. **(Corresponding author) (SSCI: Q1)**
49. **Luo, J.M.**, & Lam, C.F. (2020). Travel Anxiety, Risk Attitude and Travel Intentions towards 'Travel Bubble' Destinations in Hong Kong: Effect of the Fear of COVID-19. *International Journal of Environmental Research and Public Health*, 17(21), 7859. **(SSCI: Q1)**
50. **Luo, J.M.**, & Ren, L. (2020). Qualitative analysis of residents' generativity motivation and behaviour in heritage tourism. *Journal of Hospitality and Tourism Management*. 45, 124-130. **(SSCI: Q1)**
51. He, X., & **Luo, J.M.** (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. *Administrative Sciences*, 10(3), 56. **(Corresponding author) (ESCI: Q1)**
52. **Luo, J.M.**, Vu, H.Q., Li, G., & Law, R. (2020). Topic modelling for theme park online reviews: Analysis of Disneyland. *Journal of Travel and Tourism Marketing*, 37(2), 272-285. **(SSCI: Q1)**
53. Hu, R., **Luo, J. M.**, Li, Y., Wang, L., Ma, J., & Henriques, D. (2020). Qualitative study of green resort attributes--A case of the crosswaters resort in China. *Cogent Social Sciences*, 6(1), 1742525. **(ESCI: Q2)**
54. **Luo, J.M.**, & Ye, H. (2020). Role of generativity on tourists' experience expectation, motivation and visit intention in museums. *Journal of Hospitality and Tourism Management*, 43, 120-126. **(SSCI: Q1)**
55. Vu, H.Q., **Luo, J.M.**, Li, G., & Law, R. (2020). Exploration of tourist activities in urban destination using venue check-in data. *Journal of Hospitality and Tourism Research*, 44(3), 472-498. **(SSCI: Q1)**





56. **Luo, J.M.**, Lam, C.F., & Fan, D. (2020). The development of measurement scale for entertainment tourism experience: a case study in Macau. *Current Issues in Tourism*, 23(7), 852-866. **(SSCI:Q1)**
57. **Luo, J. M.**, & Fan, Y. (2019). The Impact of Green Certification to Hotel Green Practices: A Case Study on the Green Hotel Award in Macau. *Journal of Hospitality*, 1(3-4), 121-135.
58. **Luo, J.M.**, Huang, G.Q. & Lam, C.F. (2019). Barriers to the Implementation of Corporate Social Responsibility in Gaming Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 20(5), 528-551. **(ESCI:Q2)**
59. **Luo, J.M.**, & Lam, C.F. (2019). The examination of entertainment product performance in Macau. *ICHRIE Research Reports*. June, 1-3.
60. **Luo, J.M.**, Chau, K.Y., & Lam, C.F. (2019). The relationship of student's motivation, program evaluation, career attitudes and career aspirations in university-industry cooperation program. *Cogent Education*, 6,1,1608686. **(ESCI:Q2)**
61. **Luo, J.M.**, Lam, C.F. & Ye, H. (2019). Barriers for the sustainable of entertainment tourism development in Macau. *Sustainability*, 11(7), 1378. **(SSCI: Q2)**
62. **Luo, J.M.**, & Lam, C.F. (2019). Qualitative Analysis of Satisfying and Dissatisfying Factors in a University–Industry Cooperation Programme. *Education Sciences*. 9(1), 56. **(ESCI:Q1)**
63. **Luo, J.M.**, Vu, H.Q., Li, G., & Law, R. (2019). Tourist Behavior Analysis in Gaming Destinations Based on Venue Check-in Data. *Journal of Travel and Tourism Marketing*, 36 (1), 107-118. **(SSCI: Q1)**
64. Lam, C.F., & **Luo, J.M.** (2018). Museumpark Revisit: A Data Mining Approach in the Context of Hong Kong. *e-Review of Tourism Research (eRTR)*, 16 (1), 38-44.
65. **Luo, J. M.** (2018). Emerging Scholar Profile. *e-Review of Tourism Research*, 15(6), 560-561.
66. **Luo, J.M.** (2018). A Measurement Scale of Corporate Social Responsibility in Gambling Industry from Customer Perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 19(4), 461-476. **(ESCI:Q2)**
67. Ye, H., **Luo, J.M.**, & Vu, H.Q. (2018). Spatial and temporal analysis of accommodation





- preference based on online reviews. *Journal of Destination Marketing and Management*, 9, 288-299. **(Corresponding author) (SSCI: Q1)**
68. **Luo, J.M.**, Chau, K.Y., Lam, C.F., Huang, G.Q., & Kou, I.T. (2018). Attitudes of Undergraduate Students from University-Industry Partnership for Sustainable Development: A Case Study in Macau. *Sustainability*, 10(5), 1378. **(SSCI: Q2)**
69. Vu, H.Q., **Luo, J.M.**, Ye, H., Li, G., & Law, R. (2018). Evaluating Museum Visitor Experiences Based On User-Generated Travel Photos. *Journal of Travel and Tourism Marketing*, 35(4), 493-506. **(Corresponding author) (SSCI: Q1)**
70. Chau, K. Y., Wang, C. H., **Luo, J.M.**, & Huang, S. Z. (2018). A study on structural embeddedness of supply chain and firm performance-based on the moderation of integration mechanism. *Journal of Interdisciplinary Mathematics*, 21(2), 329-339. **(ESCI:Q1)**
71. **Luo, J.M.**, & Lam, C.F. (2017). Urbanization effects on hotel performance: A case study in China. *Cogent Business & Management*, 4, 1412873. **(ESCI:Q2)**
72. **Luo, J.M.**, Lam, C.F., Chau, K., Shen, H.W., & Wang, X. (2017). Measuring Corporate Social Responsibility in Gambling Industry: Multi-Items Stakeholder Based Scales. *Sustainability*, 9(11), 2012. **(SSCI: Q2)**
73. Shen, H.W., Li, X., **Luo, J.M.**, & Chau, K.Y. (2017). One country, two strata: Implications of social and cultural conflicts of Chinese outbound tourism to Hong Kong. *Journal of Destination Marketing & Management*, 6(3), 166-169. **(SSCI: Q1)**
74. Shen, H.W., **Luo, J. M.**, & Zhao, A. (2017). The sustainable tourism development in Hong Kong: An Analysis of Residents' Attitude toward mainland Chinese Tourists in Hong Kong. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 45-68. **(ESCI:Q2)**
75. **Luo, J.M.**, & Lam, C.F. (2016). A Qualitative Study of Urbanization Effects on Hotel Development. *Journal of Hospitality and Tourism Management*, 29, 135-142. **(SSCI: Q1)**
76. **Luo, J.M.**, Lam, C.F., Li, X., & Shen, H. (2016). Corporate Social Responsibility in Macau Gambling Industry. *Journal of Quality Assurance in Hospitality and Tourism*, 17 (3), 237-256. **(ESCI:Q2)**



77. **Luo, J.M.**, Qiu, H., Goh, C., & Wang, D. (2016). An Analysis of Tourism Development in China from Urbanization Perspective. *Journal of Quality Assurance in Hospitality and Tourism*, 17(1), 24-44. **(ESCI:Q2)**
78. **Luo, J.M.**, Qiu, H., & Lam, C.F. (2016). Urbanization Impacts on Regional Tourism Development: a Case Study in China. *Current Issues in Tourism*, 19(3), 282-295. **(SSCI: Q1)**
79. **Luo, J.M.**, Tan, S., & Lam, C.F. (2015). An Analysis of the Factors Affecting the New Generation Employee Engagement in the Manufacturing Industry in China. *International Journal of Business and Management*, 10(10), 19-25.
80. Li, X., Yin, A., & **Luo, J. M.** (2015). An Analysis of Cultural Differences Effect on Tourist Behaviors in Macau. *International Journal of Marketing Studies*, 7 (5), 25-32.
81. Lam, K.L., & **Luo, J.M.** (2015). Financial Advisers' Attitude and Readiness of Advising Socially Responsible Investing. *Journal of Business & Management (COES&RJ-JBM)*, 3 (3), 416-425.
82. **Luo, J.M.**, Lee, N., & Qiu, H. (2015). Education for Sustainable Development in Hong Kong: A Review of UNESCO Hong Kong' Experimental Schools. *Public Administration & Policy: An Asia-Pacific Journal*. 18(1), 48-61.
83. Shen, H.W., **Luo, J. M.**, & Lam, C.F. (2015). Evaluating the Quality of Hospitality and Tourism Education in Vocational Institute in China. *International Journal of Marketing Studies*, 7 (3), 12-18.
84. **Luo, J.M.**, Lam, C.F., Qiu, H., & Fan, D. (2015). The Impact of Climate on Outbound Tourism in Hong Kong: Residents' Mode of Transport. *Journal of Management and Sustainability*, 5(2), 31-40.
85. Zhang, H., **Luo, J.M.**, Xiao, Q., & Denizci Guillet, B. (2013). The Impact of Urbanization on Hotel Development: Evidence from Guangdong Province in China. *International Journal of Hospitality Management*, 34, 92-98. **(Corresponding author) (SSCI: Q1)**
86. Zhang, H., Yan, Y, Q., & **Luo, J.M.** (2009). The Facilitating and Inhibiting Factors in Cooperative Tourism Development of the Greater Pearl River Delta (GPRD) China. *Journal of Quality Assurance in Hospitality and Tourism*, 10 (2), 139-152. **(ESCI:Q2)**



1. **Luo, J. M.** (2022). *Cultural Tourism and Cantonese Opera*. UK: Routledge. **(Scopus Indexed)**
2. **Luo, J. M., & Lam, C.F.** (2020). *City Integration and Tourism Development in the Greater Bay Area, China*. UK: Routledge. **(2nd Prize Award) (Scopus Indexed)**
3. **Luo, J. M., & Lam, C.F.** (2018). *Entertainment Tourism*. UK: Routledge. **(Scopus Indexed)**
4. **Luo, J.M., Chau, K. Y., & Shen, H.W.** (2017). *The Challenges and Issues of Tourism Development in China*. New York: Nova Science Publishers. **(Scopus Indexed)**
5. **Luo, J.M., & Lam, C.** (2016). *Corporate Social Responsibility and Responsible Gambling in Gaming Destination*. New York: Nova Science Publishers. **(Scopus Indexed)**
6. **Luo, J.M.** (2016). *Urbanization and Tourism Development in China*. New York: Nova Science Publishers. **(Scopus Indexed)**

#### **BOOK CHAPTER**

1. **Luo, J.M., Qiu, H.** (2025). Rule and Regulation in Tourism. *Encyclopedia of Tourism*. Switzerland: Springer, pp 888-889.
2. Vu, H., **Luo, J.M., Ye, B., Li, G., & Law, Rob** (2020). Evaluating Museum Visitor Experiences Based on User-generated Travel Photos. In Hospitality and Tourism Research Centre (HTRC) (Eds). *Impact 2020: Advancing the Frontier in Hospitality and Tourism Research*. Hong Kong: The Hong Kong Polytechnic University, pp. 36-39.
3. **Luo, J.M., & Lam, C.F.** (2020). Urbanization and its effects on city tourism in China. In Morrison, Alastair M. and Coca-Stefaniak, J. Andres (Eds.), *the Routledge Handbook of Tourism Cities*. UK: Routledge, pp. 76-87.
4. Kou, I.T., **Luo, J.M., & Chau, K.Y.** (2018). Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective. In Katsoni, V. and Velandar, K. (Eds.), *Innovative Approaches to Tourism and Leisure*. Switzerland: Springer, pp 391-404.
5. **Luo, J.M., & Zhang, H.** (2016). Rule and regulation, tourism. In Jafari, J and Xiao, H. (Eds.), *Encyclopedia of Tourism*. Switzerland: Springer, pp 531-532.



### **CONFERENCE PAPER**

1. **Luo, J. M.**, Fan, D. X., & Zhou, P. (2025). The Impact of Weak Ties' Perceived Value on Wellbeing and Dining Intention. *Proceeding of the Global Conference on Business, Management and Marketing* , Singapore, Jun.
2. Zhou, P. Fan, D. & **Luo, J.M.** (2024). Exploring the Light Socialization Phenomena among Millennial Tourists: A Weak Tie Theory Perspective. *Proceedings of the IMPACT2024 conference*, Hong Kong, China, Oct.
3. Hu, Z., **Luo, J.M.** & Wang, Y. (2023). Seasonal Variations in Tourist Image of Mount Fuji: A User-Generated Content Analysis. *Proceedings of the 3rd GLOSITH Conference*. Macau, China, Nov.
4. Hu, Z. & **Luo, J.M.** (2023). Seasonal Differences in Urban Park Experience Attributes: Results of UGC Topic Modelling. *Proceedings of the 10th Advances in Hospitality and Tourism Marketing and Management Conference*, Rome, Italy, Jul.
5. Zhou, P., Chen, H. & **Luo, J.M.** (2023). Effects of travel vloggers' attributes on tourists' intention: The role of cynicism. *Proceedings of the 10th Advances in Hospitality and Tourism Marketing and Management Conference*, Rome, Italy, Jul.
6. Hu, Z. & **Luo, J.M.** (2022). Can Green Knowledge Affect Green Hotel Satisfaction? --Case study Macau Green Hotel Award. *Proceedings of the 11th International Conference on Tourism between Spain-China (ICT2022)*, Macau, China, Nov.
7. Hu, Z. & **Luo, J.M.** (2022). A study of resident leisure activities in urban park during COVID-19 pandemic. *Proceedings of the 11th International Conference on Tourism between Spain-China (ICT2022)*, Macau, China, Nov.
8. **Luo, J.M.** & Pan, Y. (2021). Development of Scale to Measure Tourist Attitude Toward Cantonese Opera in the Greater Bay Area, China. *Proceedings of International Conference on Tourism Management and Hospitality*, Barcelona, Spain, Dec.
9. Kou, I., Yu, Y. & **Luo, J.M.** (2021). Determinants to the Development of Intangible Cultural Heritage: The Case of Cantonese Opera. *Proceedings of International Conference on Tourism Management and Hospitality*, Barcelona, Spain, Dec.



10. Zheng, X., **Luo, J.M.** & Shang, Z. (2021). The effect of para-social relationships on tourists' destination attitude and visit intention. *Proceedings of Youth Conference Apacchrie 2021 (YCAPCC 2021)*, Singapore, June.
11. Pan, Y. **Luo, J.M.** & Xu, B. (2021). Research on tourist experience and recommendation intention of visiting theme park in post-COVID 19. *Proceedings of the 4th International Scientific Conference "TOURMAN 2021"*, Thessaloniki, Greece, May.
12. Shang, Z., **Luo, J.M.** & Zhang, R. (2021). A text mining of the hikers' online reviews – the case of the Mutianyu Great Wall. *Proceedings of the 4th International Scientific Conference "TOURMAN 2021"*, Thessaloniki, Greece, May.
13. **Luo, J.M.**, Fan, Y. and Shang, Z. (2021). Critical success factors of entertainment tourism in Macau. *Proceedings of the 4th International Scientific Conference "TOURMAN 2021"*, Thessaloniki, Greece, May.
14. Fan, Y. & **Luo, J.M.** (2020). Developing a scale of residents' attitudes toward urban park activities. *Proceedings of the 17th International Conference on Interdisciplinary Social Science Studies (ICISSS 2020 Virtual)*, Oxford, UK, Nov.
15. Fan, Y. & **Luo, J.M.** (2020). Barriers to the implementation of green practices in integrated sector. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (ICT20, Thailand Conference)*, Bangkok, Thailand, Feb.
16. **Luo, J. M.**, Chau, K.Y., & Lam, C.F. (2019). The relationship amongst the motivation, programme evaluation, career attitudes and career aspirations of students in a university–industry cooperation programme. *Proceedings of the SIBR 2019*, Osaka, Japan, July. **(Best Paper Award)**
17. **Luo, J.M.** (2019). Exploring the relationship between hedonism, tourist experience, and revisit intention in entertainment destination. *Proceedings of the SIBR 2019*, Osaka, Japan, July.
18. **Luo, J.M.** (2019). The role of generativity on tourists' experience expectation, motivation, and visit intention on museum. *Proceedings of the SIBR 2019*, Osaka, July.



19. Fan, Y. & **Luo, J.M.** (2019). The green certification influence on hotel green practices: a case study on the green hotel award in Macau. *Proceedings of the 18th Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Daejeon, South Korea, Jun.
20. He, D. & **Luo, J.M.** (2019). The implementation of an environment management system in integrated resorts: a case study of Sands Macau. *Proceedings of the 18th Asia Pacific Forum (APF) for Graduate Students Research in Tourism*, Daejeon, South Korea, Jun.
21. **Luo, J.M.**, Lam, C.F. & Chau, K.Y. (2018). A Measurement Scale of Entertainment Tourism Experience in Macau. *Proceedings of the 8th Advances in Hospitality and Tourism Marketing and Management Conference*, Bangkok, Thailand, Jun.
22. Hu,R., **Luo, J.M.**, Li, Y. Wang, L., Ma, J. & Henriques, D. (2018). A Study of Ecolodge Green Attributes in China—A Case of Crosswaters Ecolodge &SPA. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun. **(Best Paper Award)**
23. Xie, S, & **Luo, J.M.** (2018). Study on the attitude and behavior intention of using disposable products in hotel rooms. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun.
24. Wang, L. & **Luo, J.M.** (2018). Study on the Influencing Factor of Bicycle Sharing and User Behavior in Beijing under the Sharing Economy. *Proceedings of the Global Travel & Tourism Partnership (GTTP) Annual Conference 2018*, Macau, China, Jun.
25. **Luo, J.M.**, & Chau, K.Y. (2017). Evaluation of Tourist Experience in Macau's Entertainment Tourism. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (IC17Swiss Conference)*, Zurich, Switzerland, Jul.
26. **Luo, J.M.** (2017). A Study of Hotel Performance under Urbanization in China. *Proceedings of the International Conference on Marketing, Tourism & Hospitality (IC17Swiss Conference)*, Zurich, Switzerland, Jul.
27. **Luo, J.M.**, Huang, G., Zhang, Y. (2017). The Impact of Industry Sponsorship on Students' Attitudes towards Careers in Macau Tourism Industry. *Proceedings of the 3rd Global*





*Tourism & Hospitality Conference*, Hong Kong, China, Jun.

28. Kou, I.T., **Luo, J.M.**, & Chau, K.Y. (2017) Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective. *Proceedings of 4th International Conference with the theme “Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context”*, Athens, Greece, May.
29. **Luo, J.M.** (2016). An Analysis of Corporate Social Responsibility Practice in Macau Gambling Industry. *Proceedings of International Tourism Studies Association (ITSA) Biennial Conference*, London, UK, Aug.
30. Huang, G., & **Luo, J.M.** (2016). A Conceptualizing Model of Barriers in CSR Practice with Special Reference to Macao Gaming Industry. *Proceedings of International Tourism Hospitality and Events Conference*, Guildford, UK, Jul.
31. Yin, A., **Luo, J.M.**, Shen, H., & Huang, G. (2016). Organizational Culture Impact on CSR Practise in Gaming Industry: A Case Study in Macau. *Proceeding of The 15th Asia Pacific Forum for Graduate Students Research in Tourism*. Hong Kong, China, May.
32. Huang, G., **Luo, J.M.**, Zhang, F. & Yin, A. (2016). Barriers of CSR in Macau Gaming Industry. *Proceedings of 2nd Global Tourism & Hospitality Conference*. Hong Kong, China, May.
33. Li, X., **Luo, J.M.**, & Zhen, T. (2015). The relationship between gaming tourist’s experience, perceived value, satisfaction and intention: a case study in Macau. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
34. Mars, S., & **Luo, J.M.** (2015). Benefits of Green Practices in Casino Hotel from Asia perspective: a Case Study of the Venetian Macao. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
35. Yin, A., & **Luo, J.M.** (2015). Luxury Restaurants’ Strategic Management: A Case Study from La Table de Francois, Troyes, France. *Proceedings of The 9th Adult Education and Social Development International Conference and Graduate Forum in the Asia-Pacific Region*, Macau, China, Dec.
36. Zhong, X.L., **Luo, J.M.**, & Li, X. (2015). Cultural Difference Effects on Tourist Gaming Behaviors in Macau. *Proceedings of the Gtpp-Asia/China Annual Conference 2015*,





Guangzhou, China, Jul.

37. **Luo, J.M.**, Lam, C.F., Qiu, H., & Fan, D. (2015). Climate change impacts on resident's mode of transport: a case study in Hong Kong. *Proceedings of the Gtpp-Asia/China Annual Conference 2015*, Guangzhou, China, Jul.
38. **Luo, J.M.** (2014). An Exploratory Comparison of Star-rated Hotel Development from Urbanization Perspective in China: Upscale versus Economy and Midscale Hotel. *The 5<sup>th</sup> International Conference in MICE Tourism Education and Industrial Interaction and Development in the Asian Pacific Region*, Macau, Dec.
39. Lam, K.L., & **Luo, J.M.** (2014). Financial Advisers' Attitude and Readiness of Advising Socially Responsible Investing. *Proceedings of the International Conference on Economics, Finance & Management Sciences*, Singapore, Nov.
40. **Luo, J.M.**, Qiu, H., & Lam, C.F. (2014). Urbanization impacts on regional tourism development: a case study in China. *Proceedings of the International Conference on Experiential Learning in Hospitality and Tourism*, Macau, May.
41. Lee, N., **Luo, J.M.**, & Zhang, H. (2013). Competitiveness and Sustainability: A Review of UNESCO Hong Kong's Experimental Schools. *Proceedings of the 2<sup>nd</sup> International Conference on Advancement of Development Administration 2013 – Social Sciences and Interdisciplinary Studies*, Bangkok, Thailand, May.
42. **Luo, J.M.**, Zhang, H., Goh, C., & Lam, C.F. (2013). The Impact of Urbanization on Tourism Development in China. *Proceedings of World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013*, Bangkok, Thailand, May.
43. **Luo, J.M.**, Zhang, H., & Lam, C.F. (2012). The Impact of Urbanization on Hotel Development: Evidence from Guangdong Province in China. *Proceedings of the 18<sup>th</sup> Asia Pacific Tourism Association Annual Conference*, Taipei, Taiwan, Jun.
44. Lee, S., Xiao, Q., & **Luo, J.M.** (2009). Examination of U.S. Restaurant Companies' Socially Responsible Activities. *Proceedings of the 15<sup>th</sup> Asia Pacific Tourism Association Annual Conference*, Incheon, Korea, Jul.
45. **Luo, J.M.**, & Yan, Y.Q. (2007). Can Pearls Be Pals? An Analysis of Tourism Cooperation in the Greater Pearl River Delta, China: Evidence from Focus Group Interviews of Tourism Authority Officials. *Proceedings of the 6<sup>th</sup> Asia Pacific Forum for*



*Graduated Student Research in Tourism, Xiamen, China, Sep.*

## Research Grants

1. 2025 Effect of Perceived Value of Weak Ties on Well-being and Behaviour Intention. *Macau University of Science and Technology. (PI)*
2. 2024 Tourist Attitude towards Performing Heritage. *Macau University of Science and Technology. (PI)*
3. 2022 Guest's Emotional and Gender Preferences on Robot Concierge: A Pilot Study of Animated Service Avatar Design in Hotel. *The Hong Kong Polytechnic University. (CI)*
4. 2022 Research on the Cantonese Opera generativity and innovation in promoting the integration of culture and tourism in the Greater Bay Area. *Guangdong Provincial Philosophy and Social Sciences. (GD21LN14)*
5. 2021 Development of Scale to Measure Tourist Attitude toward Cantonese Opera as Cultural Brand of the Greater Bay Area, China. *Macao Foundation. (PI)*
6. 2021 Research on Authenticity Perception of Tourists in the Grand Canal cultural heritage sites. *Department of Education of Zhejiang Province.*
7. 2020 Development of Scale to Measure Tourist Attitude toward City Integration in Greater Bay Area, China. *Macao Foundation. (PI)*
8. 2019 An investigation of tourist attitude and behavior toward world heritage list and museum in Macau. *Macao Foundation. (PI)*
9. 2018 Macau Franchise Industry Market Analysis 2017. *Macau Chain Stores and Franchise Association.*
10. 2018 Sustainable development of the mainland tourism market in Macao from a social and economic perspective. *Macao Foundation.*
11. 2017 Development of Scale to Measure Entertainment Tourism Experience in Macau. *Macao Foundation. (PI)*
12. 2016 Developing the Macau Corporate Social Responsibility Index for Gaming Industry *Macao Foundation. (PI)*



13. 2015 An Analysis of Cultural Differences and Perceived Value Effect on Tourists Gaming Behaviors. *Macao Foundation.*
14. 2013 The Impact of Climate Change on Tourism Seasonal Demand for Hong Kong Tourism Industry. *The Hong Kong Polytechnic University.*
15. 2008 Developing the U.S. Hospitality Corporate Social Responsibility Index. *The Hong Kong Polytechnic University.*

## Awards and Honors

### Editorial and Academic Service

(Associate Editor / Editorial Board / Guest Editor / Ad Hoc Reviewer)

### SERVICE ON COMMITTEES

- 2024 **Top Cited Article (2022-2024).** *Tourism Management Perspectives.*
- 2023 **4<sup>th</sup> Scientific Research Excellence Award.** *City University of Macau.*
- 2023 **Second Prize, 6<sup>th</sup> Outstanding Achievement Awards for Macau Research in Humanities and Social Sciences,** *Macau Foundation and Social Sciences in China Press.*
- 2022 **3<sup>rd</sup> Scientific Research Excellence Award.** *City University of Macau.*
- 2020 **2<sup>nd</sup> Scientific Research Excellence Award,** *City University Of Macau.*
- 2019 **Second Prize, 5<sup>th</sup> Outstanding Achievement Awards for Macau Research in Humanities and Social Sciences,** *Macau Foundation and Social Sciences in China Press.*
- 2019 **Best Conference Paper Award.** *Society of Interdisciplinary Business Research.*
- 2018 **1<sup>st</sup> Scientific Research Excellence Award,** *City University Of Macau.*
- 2018 **Emerging Scholar.** *e-Review of Tourism Research (eRTR).*
- 2018 **Best Conference Paper Award.** *The Global Travel & Tourism Partnership (GTTP).*
- 2025 to present Member of the Association of Global Educators Senior Advisory Board
- 2023 to present Member of School of Liberal Arts Academic Committee,  
Macau University of Science and Technology
- 2024 – 2024 Member of the Self-evaluation (SE) Review Panel
- 2024 – 2024 GLOBE 2024/ Scientific Advisory Committee members
- 2021 – 2023 *Member of Faculty of International of Tourism and Management Academic Committee, City University of Macau*
- 2020 – 2021 *Member of University Academic Committee, City University of Macau*



2016 – 2018 *Member of Faculty of International of Tourism and Management  
Academic Committee, City University of Macau*

### **EDITORIAL RESPONSIBILITIES**

2025 – present *Total Quality Management & Business Excellence (SSCI: Q1)*  
/Associate Editor

2025 – present *SCHOLE: A Journal of Leisure Studies and Recreation  
Education/Associate Editor*

2015 – present *International Journal of Marketing Studies/Associate Editor*

2022 – 2024 *Sustainability (SSCI: Q2)/Guest Editor*

2021 – 2023 *Frontiers in Psychology(SSCI:Q2)/Associate Editor*

2014 – 2014 *GradConference (2014)/Editorial Assistant*

### **EDITORIAL BOARD MEMBER**

2025 – present *Leisure Studies (SSCI:Q2)*

2024 – present *Tourism Planning & Development (ESCI:Q2)*

2020 – present *Journal of Quality Assurance in Hospitality & Tourism (ESCI:Q2)*

2019 – present *Journal of Hospitality*

2019 – present *Journal of Tourism Quarterly*

2015 – present *International Journal of Marketing Studies*

2015 – present *International Journal of Business and Management*

2016 – 2024 *SAGE Open (SSCI:Q1)*

2021 – 2023 *Frontiers in Psychology(SSCI:Q2)*

### **AD HOC REVIEWER**

*Tourism Management*

*Current Issues in Tourism*

*International Journal of Hospitality Management*

*International Journal of Contemporary Hospitality Management*

*Tourism Review*

*Anatolia*

*Journal of Quality Assurance in Hospitality and Tourism*

*Journal of Vocation Marketing*

*Asia Pacific Journal of Tourism Research*

*Journal of Hospitality and Tourism Insights*

*IASDR 2021*

*Asia-Pacific CHRIE 2018*

*Grad Conference 2013, 2014*

*ICHRIE2013, 2014,2015*

### **Other Activities (If Any)**



澳門科技大學  
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院  
School of Liberal Arts

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