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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. Hu, Z., Yu, S. & **Luo, J. M.** (2025). "This is unfair! "Exploring the potential positive impact of negative online reviews. *Journal of Hospitality and Tourism Management*. **(Corresponding author) (SSCI: Q1)**.
2. **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)**.
3. Duan, X., **Luo, J.M.**, Nduka, I., Guo, R., & Gu., Y. (2025). The Dual Threat of Heatwaves and Air Pollution: evaluating tourist responses to hot-and-polluted episodes. *Tourism Management Perspectives*, 58, 101393 **(SSCI:Q1)**.
4. 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)**.
5. **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)**.



6. Hu, Z., **Luo, J. M.**, Chi, C., & Gurs0y, 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)**.
7. **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)**.
8. 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)**.
9. 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)**.
10. 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)**.
11. 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)**.
12. 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)**.
13. 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)**.
14. Hu, Z. & **Luo, J. M.** (2025). Understanding Residents' Motivation, Involvement and Psychological Well-being in Urban Parks. *Cities*, 157, 105598. **(Corresponding author) (SSCI: Q1)**.



15. 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)**
16. **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).**
17. Wan, S., **Luo, J.M.**, & Chen, H. (2025). Literary Tourism: A critical literature review. *Journal of Tourism Quarterly*, 7(1-2), 1-24.
18. 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)**
19. **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)**
20. **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)**
21. 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)**
22. 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)**
23. **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).**
24. **Luo, J.M.**, Fan, D. & Fan, Y. (2024). Regional city integration and its impacts on tourism development. *Anatolia*, 35(2), 239-256. **(ESCI:Q3)**



25. 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.
26. **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)**
27. 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)**
28. **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.
29. 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)**
30. 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)**
31. 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)**
32. 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)**
33. 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)**
34. 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)**
35. 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)**



36. 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)**
37. 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)**
38. 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)**
39. 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)**
40. 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)**
41. **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)**
42. **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)**
43. **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)**
44. **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)**
45. 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)**



46. 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)**
47. 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)**
48. 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)**
49. 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)**
50. 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)**
51. **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)**
52. **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)**
53. 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)**
54. **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)**
55. 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)**



56. **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)
57. 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)
58. **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)
59. **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.
60. **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)
61. **Luo, J.M.**, & Lam, C.F. (2019). The examination of entertainment product performance in Macau. *ICHRIE Research Reports*. June, 1-3.
62. **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)
63. **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)
64. **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)
65. **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)
66. 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.



67. **Luo, J. M.** (2018). Emerging Scholar Profile. *e-Review of Tourism Research*, 15(6), 560-561.
68. **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)**
69. 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)**
70. **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)**
71. 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)**
72. 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)**
73. **Luo, J.M.**, & Lam, C.F. (2017). Urbanization effects on hotel performance: A case study in China. *Cogent Business & Management*, 4, 1412873. **(ESCI:Q2)**
74. **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)**
75. 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)**
76. 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)**



77. **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)**
78. **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)**
79. **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)**
80. **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)**
81. **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.
82. 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.
83. 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.
84. **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.
85. 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.
86. **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.
87. 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)**

88. 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)**

TEXT BOOK

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 Velander, 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 Gttp-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 Gttp-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 5th 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 2nd 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 18th 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 15th 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 6th 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.*
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- 2024 **Top Cited Article (2022-2024).** *Tourism Management Perspectives.*
- 2023 **4th Scientific Research Excellence Award.** *City University of Macau.*
- 2023 **Second Prize, 6th Outstanding Achievement Awards for Macau Research in Humanities and Social Sciences,** *Macau Foundation and Social Sciences in China Press.*
- 2022 **3rd Scientific Research Excellence Award.** *City University of Macau.*
- 2020 **2nd Scientific Research Excellence Award,** *City University Of Macau.*
- 2019 **Second Prize, 5th 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 **1st 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).*
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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

- 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
2025 – 2025 Chairperson of the Internal Validation Panel (IVP)
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



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

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)

Last Updated : _____