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Academic Qualifications

- Doctor of Philosophy in Hospitality and Tourism Management, Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism
- Master of Science in Hospitality and Tourism Management, School of Tourism Management, Macao University of Tourism
- Bachelor of Science in Heritage Management, Tourism College, Macao University of Tourism

Teaching Areas

- BOHM108 Cultural Heritage Management
- BOLM109 Marketing for Festival Activities

Areas of Research Expertise

- Destination marketing
- Tourist experience
- Special interest tourism
- Sub-cultural consumption
- Leisure management

Working Experience

- 2026 – Present: Lecturer, School of Liberal Arts, Macau University of Science and Technology

Industry Experience

- Grand Hyatt Hotel
- The Chinese University of Hong Kong, Shenzhen
- BCM Bank, Dah Sing Banking Group
- Conde Group

Publications

Journal Articles

- **Qiu, L.**, Li, X.^{*}, & Bavik, A. (2025). Gender and sexuality diversity in tourism: A systematic review of LGBT+ tourism literature. *International Journal of Tourism Research*, 27(5), e70110. <https://doi.org/10.1002/jtr.70110> (**SSCI-Q1**)
- **Qiu, L.**^{*} (2025). Exploring the lived experience associated with fan-made goods:



a serious leisure perspective. *Leisure Studies*, 1–21.

<https://doi.org/10.1080/02614367.2025.2517090> (SSCI-Q2)

- **Qiu, L.**^{*}, Li, X., & Bavik, A. (2025). Exploring the tongzhi holiday experience with Zaltman’s Metaphor Elicitation Technique: An embodied social representational perspective. *Journal of Travel Research*, 1-24, <https://doi.org/10.1177/00472875251331528> (SSCI-Q1, ABS/AJG 4)
- Guo, W., & **Qiu, L.**^{*} (2024). Constructing extraordinary from everyday life: Zibo barbecue check-in vlogs’ digital narratives. *Tourist Studies*, 25(1), 50-70, <https://doi.org/10.1177/14687976241281777> (SSCI-Q1)
- **Qiu, L.**^{*}, Yeo, S.^{*}, Li, X., & Kim, J.-N. (2024). Enhancing brand equity in popular culture tourism: testing the role of fandom in a serial mediation model. *Asia Pacific Journal of Tourism Research*, 29(8), 922-941. <https://doi.org/10.1080/10941665.2024.2351123> (SSCI-Q1)
- **Qiu, L.**, Li, X.^{*}, & Choi, S.-h. (2024). Exploring the influence of short video platforms on tourist attitudes and travel intention: A social–technical perspective. *Journal of Destination Marketing & Management*, 31, 100826. <https://doi.org/10.1016/j.jdmm.2023.100826> (SSCI-Q1)
- **Qiu, L.**, Li, X., & Bavik, A.^{*} (2024). An examination of Chinese gay tourists: Motivation, identity, and space. *Tourism Geographies*, 26(3), 561-584. <https://doi.org/10.1080/14616688.2024.2335965> (SSCI-Q1)
- **Qiu, L.**^{*}, & Li, X. (2024). Understanding academic dishonesty during the thesis-writing process: A case study of students majoring in tourism and hospitality. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 34, 100488. <https://doi.org/10.1016/j.jhlste.2024.100488> (SSCI-Q1)
- Li, X.^{*}, & **Qiu, L.** (2023). Local food consumption: The trio of motivation, satisfaction, and loyalty. *Journal of China Tourism Research*, 20(1), 48-69. <https://doi.org/10.1080/19388160.2023.2176960> (ESCI-Q3)

Conference

- International Symposium on Regional Tourism Collaboration and Partnerships, organized by the editorial department of Beijing Union University’s *Tourism Tribune* and the Macao University of Tourism, December 1-3, 2024, Macao, China
- Asia Pacific Tourism Association Annual Conference, organized by the Asia Pacific Tourism Association, July 3-4, 2024, Macao, China
- The 1st International Early-Career Researcher Conference in Hospitality and Tourism, organized by the Macao University of Science and Technology, May 10-12, 2024, Macao, China
- Hospitality and Tourism Education Symposium, organized by the Macao Polytechnic University, November 23-24, 2023, Macao, China
- The 5th International Tourism and Retail Service Management Conference,



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



博雅學院
School of Liberal Arts

organized by the Macao University of Tourism, October 19-20, 2023, Macao, China

- The 5th International Conference on Events, organized by the Cape Peninsula University of Technology, November 16-18, 2021, Cape Town, South Africa

Academic Service

Ad Hoc Reviewer

- BMC Psychology
- Humanities and Social Sciences Communications
- Information Technology & Tourism
- Journal of Infrastructure, Policy and Development
- Journal of Homosexuality
- Journal of Hospitality, Leisure, Sport & Tourism Education
- Leisure Studies
- PLOS One
- Scientific Reports
- Smart Tourism
- Tourism Analysis
- Tourism Management

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