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Academic Qualifications

Ph.D. in Business Administration (Hospitality Management), University of Macau, Macau SAR, China (2022 - 2026)
M.Sc. in Tourism Management, Jinan University, Shenzhen, China (2017 - 2020)
B.A. in Tourism Management, Anhui Normal University, Wuhu, China (2013 - 2017)

Teaching Areas

Management
Marketing

Areas of Research Expertise

Smart Tourism
Hotel Management
Cultural Heritage, and Tourism
Hospitality Education

Working Experience

2026-Present, Lecturer, School of Liberal Arts, Macau University of Science and Technology
2020-2022, Assistant Lecture, School of Geoinformation and Tourism, Chuzhou University

Publications

Journal Articles

1. Law, R., & **Zhang, K^{*}**. (2026). Value of review articles. *Asia Pacific Journal of Tourism Research*, 31(2), 465–468. (SSCI Q1)
2. Chen, S., Chen, Y., **Zhang, K^{*}**, & Law, R. (2026). Behavioural theories in smart tourism. *Current issues in tourism*, 29(8), 1644-1667. (SSCI Q1)
3. Li, K. Q., **Zhang, K^{*}** & Law, R. (2026). Advancements in Information Technology and Tourism Management: Four decades on the Internet. *Journal of Smart Tourism*, 6(1), 29-43. (ESCI)



4. Cao, E., Wang, S., Li, J., **Zhang, K.**, Law, R., Feng, B., & Liu, J. (2026). Vegetation carbon sequestration at tourist sites: an improved CASA model and XGBoost-SHAP approach. *Asia Pacific Journal of Tourism Research*, 1–20. (SSCI Q1)
5. Li, K. Q., **Zhang, K^{*}**, & Law, R. (2025). Advancements in Information Technology and Tourism Management: Four decades on the Internet. *Journal of Smart Tourism*, 1(1). (ESCI)
6. Chen, S., Chen, Y., **Zhang, K^{*}**, & Law, R. (2025). Behavioural theories in smart tourism. *Current Issues in Tourism*, 1–24. (SSCI Q1)
7. Lin, K. J., **Zhang, K^{*}**, Chen, S., Ye, H., Li, X., & Law, R. (2025). Technology evaluation: a systematic review and implications for ethical technology management in tourism and hospitality. *Asia Pacific Journal of Tourism Research*, 30(2), 194–210. (SSCI Q1)
8. Law, R., Lei, S. S. I., **Zhang, K.**, & Lau, A. (2024). Bridging the theory-practice gap: a critical reflection on information and communication technology research. *International Journal of Contemporary Hospitality Management*, 36(6), 1980–1990. (SSCI Q1)
9. Lin, K. J., **Zhang, K.**, Chen, S., Ye, H., Li, X., & Law, R. (2024). Value formation in AI-integrated service systems: review and implications on hospitality and tourism research. *The Service Industries Journal*, 1–22. (SSCI Q1)
10. Chen, S., **Zhang, K.**, Li, X., Ye, H., Lin, K. J., & Law, R. (2024). Potential tourists' response to nuclear and radiation crises: from risk information to actions. *Asia Pacific Journal of Tourism Research*, 29(10), 1237–1253. (SSCI Q1)
11. **Zhang, K.**, Li, X., Ye, H., Lin, K. J., Chen, S., & Law, R. (2024). How can ChatGPT assist hospitality and tourism education? *Journal of Teaching in Travel & Tourism*, 24(4), 438–448. (ESCI)
12. Li, X., Ye, H., Lin, K. J., Chen, S., **Zhang, K.**, & Law, R. (2024). Research Productivity of Institutes in Hospitality and Tourism: integrating metrics of



- total and per capita contribution. *Journal of Hospitality & Tourism Education*, 1–11. (ABS 1, ESCI)
13. Chen, S., **Zhang, K.**, Li, X., Ye, H., Lin, K. J., & Law, R. (2023). ChatGPT: Cross-cultural tourism research imperative. *Journal of Economics and Management*, 45(1), 137–146. (ESCI)
 14. Zuo, Y., **Zhang, K.**, Xu, S., Law, R., Qiu, Q., & Zhang, M. (2022). What kind of food can win Gen Z's favor? *Food Quality and Preference*, 98, 104522. (SCI Q1)
 15. Ye, H., **Zhang, K.**^{*}, & Law, R. (2021). A framework of implications for smart tourism development in Hong Kong. *Journal of Smart Tourism*, 1(1), 31–39. (ESCI)
 16. **Zhang, K.**^{*}, Zhang, M., Law, R., Chen, X., & Wang, Q. (2020). Impact model of tourism production and consumption in Nanjing Yunjin. *Sustainability*, 12(8), 3430. (SCI Q2)

Research Grants

- **PI**, Digital Semantic Model for Intangible Cultural Heritage Protection (Anhui Provincial Natural Sciences and Social Sciences Project, 2022-2024).
- **PI**, Yingcai Project on Smart Tourism & Cultural Heritage Management (Ministry of Culture and Tourism; 2018-2019).

Editorial and Academic Service

Ad Hoc Reviewer:

Asia Pacific Journal of Tourism Research;
Journal of Hospitality & Tourism Research;
Journal of Hospitality, Leisure, Sport & Tourism Education;
BMC Psychology;
Journal of Hospitality & Tourism Education;
Journal of Smart Tourism, etc.

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