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Academic Qualifications

Doctor of Philosophy in Hospitality and Tourism Management, Macao University of Tourism

Master of Science in Hospitality and Tourism Management, Macao University of Tourism

Bachelor of Science in Heritage Management, Macao University of Tourism

Teaching Areas

- BOLM107 Promotion and Development of Leisure Industry
- BOHM108 Cultural Heritage Management
- BOLM109 Marketing for Festival Activities
- BCOM013 Operations Management

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.**, Ye, Q., Leung, C. K. M., Leong, A. M. W.^{*}, & Bai, J. Y.^{*} (2026). Generative AI for health-vulnerable tourists: Well-being, service innovation, and empowerment. *Journal of Destination Marketing & Management*, 42, 101142. <https://doi.org/10.1016/j.jdmm.2026.101142> (**SSCI-Q1**)
- **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

- 13th Advances in Hospitality and Tourism Marketing and Management Conference, organized by the Macao University of Science and Technology, June 22-26, 2026, Macao, China



- 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, 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

Editorial Board

- World Leisure Journal

Ad Hoc Reviewer

- Acta Psychologica
- Annals of Tourism Research
- Asia Pacific Journal of Tourism Research
- BMC Psychology
- Humanities and Social Sciences Communications
- Information Technology & Tourism
- International Journal of Tourism Research
- Journal of Computer Assisted Learning
- Journal of Destination Marketing & Management
- 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 Geographies
- Tourism Management

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