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學歷

博士	酒店及旅游管理	澳門旅游大學, 中國澳門
碩士	酒店及旅游管理	澳門旅游大學, 中國澳門
學士	文化遺產管理	澳門旅游大學, 中國澳門

教學科目

- 休閒產業之推廣與發展
- 文化遺產管理
- 節慶活動行銷
- 營運管理

研究方向

- 目的地營銷
- 游客體驗
- 特殊興趣旅游
- 亞文化消費
- 休閒管理

工作經驗

2026 - 至今 講師，博雅學院，澳門科技大學，中國澳門

業界經驗

- 澳門君悅酒店
- 香港中文大學（深圳）
- 澳門商業銀行
- 創狄意念集團



發表

學術期刊論文

- **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)

研討會論文

- 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

學術服務

編委會成員

- World Leisure Journal

特邀審稿人

- 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

最後更新：2026年9月16日