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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 年至今 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

學術期刊論文

1. **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)
2. **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)
3. **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)
 4. **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)
 5. 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)
 6. **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)
 7. **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)
 8. **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)
 9. **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)
 10. 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

1. 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
2. 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



3. Asia Pacific Tourism Association Annual Conference, organized by the Asia Pacific Tourism Association, July 3-4, 2024, Macao, China
4. 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
5. Hospitality and Tourism Education Symposium, organized by the Macao Polytechnic University, November 23-24, 2023, Macao, China
6. The 5th International Tourism and Retail Service Management Conference, organized by the Macao University of Tourism, October 19-20, 2023, Macao, China
7. 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