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Academic Qualifications

Doctor of Philosophy in Tourism Management, Macau University of Science and Technology, China, Macau SAR
Master of International Tourism Management, Macau University of Science and Technology, China, Macau SAR
Bachelor of Management, Huangshan University, China

Teaching Areas

Outdoor Recreational Practices
Planning and Design of Leisure Events
Human Resource Management
Risk Management
Internship and Report
Project Management

Areas of Research Expertise

Information Technology Applications in Hospitality and Tourism
Smart Tourism
Social Media Marketing
Festival Management
Sustainable Tourism Development

Working Experience

2025 - Present Lecturer, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR

Professional Society Membership

Asia Pacific Tourism Association (APTA)
Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE)

Journal Articles

1. **Chen, H.**, Pai, C. K., Xu, Y., & Lee, T. (2026). Customer perceptions of co-creation and service innovation in smart hotels: the role of technology readiness. *Journal of Hospitality and Tourism Technology*, 1-21. <https://doi.org/10.1108/JHTT-02-2025-0149> (SSCI, Q1)
2. **Chen, H.**, Ce, G., Sun, L., & Pai, C. K.* (2026). Gamification and re-attendance



- at festivals: a sequential mediation model with flow state and memorable festival experience. *International Journal of Event and Festival Management*, 17(1), 1-19. <https://doi.org/10.1108/IJEFM-11-2024-0149> (ESCI, Q2)
3. Guo, C., Long, Z., **Chen, H.**, & Pai, C. K.* (2025). From tourists to tourism braggers: Unveiling the motivations and impacts of tourists' bragging on destination advocacy. *Tourism and Hospitality Research*, 14673584251390479. <https://doi.org/10.1177/14673584251390479> (ESCI, Q2)
 4. Pai, C. K., Sun, L., **Chen, H.***, Lee, T. J., & Hyun, S. S. (2025). The relationships between disabled tourists' well-being and their travel intentions. *International Journal of Tourism Research*, 27(3), e70045. <https://doi.org/10.1002/jtr.70045> (SSCI, Q1)
 5. **Chen, H.**, Lai, I. K. W., & Pai, C. K.* (2025). The value of short tour guide-led travel videos in stimulating tourists' intention through travel inspiration: A mixed-methods study. *Asia Pacific Journal of Tourism Research*, 1-16. <https://doi.org/10.1080/10941665.2025.2486035> (SSCI, Q1)
 6. Pai, C. K., Zhang, J., & **Chen, H.*** (2025). The effects of tourists' experiences of sports events on their social media content generation: mediating roles of flow and attachment. *Journal of China Tourism Research*, 1-28. <https://doi.org/10.1080/19388160.2024.2448627> (ESCI, Q2)
 7. Pai, C. K., Liang, J., **Chen, H.**, & Zhang, J.* (2025). Exploring the impact of destination coolness on self-identity and destination advocacy among Generation Z tourists: a self-identity theory perspective. *Asia Pacific Journal of Tourism Research*, 30(4), 421-436. <https://doi.org/10.1080/10941665.2024.2437625> (SSCI, Q1)
 8. Pai, C. K., **Chen, H.**, Lai, I. K. W., & Li, T.* (2025). Assessing the quality of smart tourism technology: development and validation of a measurement scale. *Journal of Hospitality and Tourism Technology*, 16(4), 645-664. <https://doi.org/10.1108/JHTT-01-2024-0013> (SSCI, Q1, **ESI Top 1% highly cited paper**)
 9. Pai, C. K., Guo, C., & **Chen, H.*** (2025). Exploring the factors influencing tourists' outbound travel intentions in the post-COVID-19 era. *Journal of China Tourism Research*, 21(1), 133-155. <https://doi.org/10.1080/19388160.2024.2314222> (ESCI, Q2)
 10. Lu, L.*, Zhao, J., & **Chen, H.** (2024). Investigating OTA employees' double-edged perceptions of ChatGPT: The moderating role of organizational support. *International Journal of Hospitality Management*, 120, 103753. <https://doi.org/10.1016/j.ijhm.2024.103753> (SSCI, Q1)
 11. **Chen, H.**, Chen, T., Yang, C. Y.*, Pai, C. K., & Gao, Y. (2024). Exploring the



- inhibitors and triggers of social media users' motivation for food photo sharing. *Cogent Social Sciences*, 10(1), 2321666. <https://doi.org/10.1080/23311886.2024.2321666> (ESCI, Q2)
12. Pai, C. K., **Chen, H.***, & Wang, Y. (2024). The moderating effect of safety image on guests' perceived risk and revisit intentions in luxury hotels. *International Journal of Tourism Research*, 26(1), e2614. <https://doi.org/10.1002/jtr.2614> (SSCI, Q1)
 13. **Chen, H.**, Zhao, J., Lu, L., & Pai, C. K.* (2024). A comparative study between the US and China to explore users' intention to continue using mobile payments based on valence theory. *Current Psychology*, 43(17), 15843-15858. <https://doi.org/10.1007/s12144-023-05499-9> (SSCI, Q1)
 14. Pai, C. K., **Chen, H.**, Lee, T. J., Hyun, S. S.*, Liu, Y., & Zheng, Y. (2024). The impacts of under-tourism and place attachment on residents' life satisfaction. *Journal of Vacation Marketing*, 30(4), 694-712. <https://doi.org/10.1177/13567667231164807> (SSCI, Q1, **ESI Top 1% highly cited paper & Top 0.1% hot paper**)

Conference Proceedings

1. **Chen, H.**, Zhao, J., & Pai, C. K.* (2026). Tourists' Sharing Drone Experiences in the Era of Low-Altitude Sharing Economy Transformation: A Mixed-Methods Study. *Asia Pacific Tourism Association (APTA) 2026 Annual Conference*, 6-8 July 2026, Fukuoka, Japan.
2. **Chen, H.**, Yang, Y.*, & Zhang, R. (2026). Immersive Experience Landscapes in Theme Parks Reality vs. Virtuality: Impacts of AIGC and Drone Filming on Tourist's Wow Experience in Grand Scenery Landscapes. *The 13th Advances in Hospitality and Tourism Marketing and Management*, 22-26 June 2026, Macau, China.
3. Liu, S. & **Chen, H.*** (2026). Understanding Athletes Leisure Engagement at Host Destination. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
4. Gong, J., **Chen, H.***, & Pai, C. K. (2026). Exploring the impact of the AIGTP on tourists' travel intentions: An affordance perspective. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
5. Guo, C., **Chen, H.**, Wang, W., & Pai, C. K. (2026). Exploring the Impact of AI-Generated Travel Images on Behavior Intentions. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
6. Wang, W., **Chen, H.**, Huang, Z., & Pai, C. K. (2026). Exploring the Impact of



- Smart Restaurant Attributes on Tourists' Restaurant Advocacy: The Mediating Role of Brand Image and Perceived Value. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
7. Lin, Y., **Chen, H.**, Wang, W., & Pai, C. K. (2026). Exploring the Functional Attributes of AI Tour Guides Perceived by Tourists: A Two-dimensional Analysis based on Cognitive-Affective System Theory. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
 8. Zhang, R., **Chen, H.**, Yang, Y., & Pai, C. K. (2026). “Wow Experience” for Visitors: A Comparative Analysis of Drone-Generated and AI-Generated Content in Grand Scenes. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
 9. Chen, K., **Chen, H.**, Lin, Y., & Pai, C. K. (2026). A Study on the Harmony of AI-generated Travel Photos (AIGTP) on Tourism Bragging: The Role of Mianzi. *The 3rd International Early-Career Researcher Conference in Hospitality and Tourism*, 8-10 May 2026, Macau, China.
 10. **Chen, H.***, Zhang, R., & Pai, C. K. (2025). Assessing Memorable Tourism Experiences: From the Technology-Enabled Perspective. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 11. Zhang, R., **Chen, H.***, Huang, Z., & Pai, C. K. (2025). Accessing Tourist's Smart Tourism Experience: A Scale Development and Validation. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 12. Lin, Y., **Chen, H.***, Yang, Y., & Pai, C. K. (2025). How to Improve Customers' Brand Loyalty? The Role of Luxury Branded Hotel Identity. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 13. Guo, C., **Chen, H.***, Liang, J., & Pai, C. K. (2025). The Influence of Destination Attractiveness and Internet-Famous Landmark Attractiveness on Emotions and Check-In Travel Intention: The Moderating Role of The Big Five Personalities. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 14. Wang, W., **Chen, H.***, & Pai, C. K. (2025). Explore The Effect of Folklore Festival Personality on Tourists' Place Attachment Based on Identity Theory. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 15. Pai, C. K., **Chen, H.***, & Sun, L. (2025). Assessing Tour Guide-Generated Short Travel Video Values: A Measurement Scale Development. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference*, 7-9 July 2025, Busan, South Korea.
 16. Luo, Z., Li, L., & **Chen, H.*** (2025). The Uniqueness of Consumer Behavior in



Girlfriends' Tourism: Investigating the Impact of "Appearance Economy" on Travel Destination Choice. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.

17. Li, L., Luo, Z., & **Chen, H.*** (2025). The Impact of AI Technology on Exhibition Scenarios: Opportunities and Challenges of New Technology Applications. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
18. Guo, C., **Chen, H.**, Sun, L., & Pai, C. K.* (2025). The Impact of Internet-Famous Landmarks on Local Communities: Negative Impacts and Tourism Development Support. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
19. Wang, W., **Chen, H.**, Huang, Z., & Pai, C. K.* (2025). The Effect of Cute Food Traits on Customer loyalty and Satisfaction: An Emotional Solidarity Perspective. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
20. Lin, Y., **Chen, H.**, Wang, W., & Pai, C. K.* (2025). Exploring the Intrinsic Influence Mechanism of Memorable Brand Experience on Customer Loyalty: A Case of Luxury Branded Hotel. The 2nd International Early-Career Researcher Conference in Hospitality and Tourism, 9-11 May 2025, Macau, China.
21. **Chen, H.**, Guo, C., & Pai, C. K.* (2024). Does Gamification Make Festivals Memorable? The Mediating Role of Flow. *The first International Symposium on Gastronomy and Sustainable Tourism (ISGST 2024)*, 23-25 August 2024, Suan Dusit University, Thailand.
22. Pai, C. K., Wang, W., & **Chen, H.*** (2024). The Effect of Folklore Festival Personality on Tourists' Perception of Festival Identity and Place Attachment: A Study from the Perspective of Emotional Solidarity. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
23. **Chen, H.**, Pai, C. K.*, & Guo, C. (2024). The Effects of Short Video Features on Postmodern Tourists' Travel Planning Behavior: The Mediating Role of Travel Inspiration. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
24. Guo, C., **Chen, H.**, & Pai, C. K.* (2024). The Effects of Chinese Tourists' Sense of Safety on Storytelling in Outbound Tourism. *The 22nd APacCHRIE Conference*, 24-26 May 2024, Seoul, Korea.
25. Liang, J., **Chen, H.**, & Pai, C. K.* (2024). Exploring the influence of tourists' perceived destination restorative qualities on revisit intention in marine wellness tourism. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.



26. Guo, C., **Chen, H.**, & Pai, C. K.* (2024). How to Build Destination Brand Love through Short-form Videos? The Moderating Role of Self-consistency. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
27. Luo, Z., Li, L., & **Chen, H.*** (2024). From Luxury Brands to Luxury Branded Hotels: Identifying the Components of Luxury Branded Hotel Personality. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
28. Li, L., Luo, Z., & **Chen, H.*** (2024). The Effect of Trendy Tourism on Gen Z Tourists' Impulsive Travel Intention: The Moderating Role of Fear of Missing Out. *The 1st International Early-Career Researcher Conference in Hospitality and Tourism*, 10-12 May 2024, Macau, China.
29. **Chen, H.***, Zhao, J., Pai, C. K., & Chen, T. (2024). Are Tourism Employees Willing to Collaborate with ChatGPT? An Empirical Study Based on the Expanding Information Systems Success Model. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
30. Zhao, J, Chen, T, Pai, C. K., & **Chen, H.*** (2024). Perceived Benefits, Risks and Continuous Intention of Using Mobile Payment among Chinese Tourists. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. 4-6 January 2024, Miami, Florida.
31. Guo, C., **Chen, H.***, & Pai, C. K. (2023). The Influence of Solo Traveler's Satisfaction on Subjective Well-being: based on the PERMA Framework. *The 3rd GLOSITH Conference*. 10-12 November 2023, Macau, China.
32. Liao, Y., & **Chen, H.*** (2023). Exploring the Marketing Potential of ChatGPT 4.0 for Travel Itinerary Planning: An Empirical Study on Perceived Value. *The 19th ABEAI Conference*, 16-19 November 2023, Honolulu, Hawaii.
33. Pai, C. K., Zhang, J., Lee, T. J.*, & **Chen, H.** (2023). Research on the Influence of Content Characteristics of TikTok Food Short Videos on Tourists' Destination Choice. *The 3rd ICoHOTH Conference*, 8-10 September 2023, Bangkok, Thailand.
34. Guo, C., Chen, K, T., **Chen, H.***, & Pai, C. K. (2023). The Impact of Food Values Featured in the Video Film on Destination's Perceived Food Image and Food



Tourism Intention: The Mediating Role of Sense of Envy and Food Mental Involvement. *The 3rd ICoHOTH Conference*, 8-10 September 2023, Bangkok, Thailand. (**Best Paper Award**)

35. Pai, C. K., **Chen, H.***, Chen, K. T., & Kang, S. (2023). The Effect of Sport Events Visitors' Experiential Value on The Flow, Attachment, and Behavior Intention. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
36. **Chen, H.**, Pai, C. K., Lee, T. J.*, & Chen, T. (2023). Exploring the Factors of Travelers' Outbound Travel Intentions in the Post Covid-19 Pandemic Era. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
37. Chen, T., Pai, C. K., Lee, T. J.*, & **Chen, H.** (2023). Exploring Factors Affecting Travel Intentions in the Post-COVID-19. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference*, 5-7 July 2023, Chiang Mai, Thailand.
38. Pai, C. K., **Chen, H.**, Kang, S*, & Lee, T. J. (2023). Exploring well-being of travelers with disabilities: A Framework Based on PERMA. *2023 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS) (Apr. 14–15). Las Vegas, NV.*
39. **Chen, H.**, Pai, C. K., Kang, S.*, & Lee, J. (2022). Exploring the Impact of Anticipated Customer Experience Quality (CEXQ) on the Intention to Visit Smart Hotel Based on the Attributes of Smart Hotel: The Moderating Effect of Situational Factors. *The 92nd TOSOK Busan International Tourism Conference (TOSOK 2022)*, 13-15 July 2022, BEXCO Convention Hall 1F-3F, Busan, Republic of Korea.
40. Lee, T., Pai, C. K., **Chen, H.**, & Kang, S.* (2022). An Examination of Festival Quality on Festival Experience and Destination Recommendation. *The 91th TOSOK International Tourism Conference (TOSOK 2022)*, 15-16 February 2022, Alpensia Convention Center, Phyeongchang, Gangwon-do, Republic of Korea.

Research Grants

- 2025.09 - 2025.12 (2025 GBA-104) Co-Investigator, *Theoretical and Practical Aspects of Guangdong–Hong Kong–Macao Greater Bay Area Coordinated Development for the 15th National Games and the Paralympic Games* “Mega Event Coordination Strategies Driving New Momentum for Cultural and Tourism Cooperation in the Guangdong–Hong Kong–Macao Greater Bay Area — Based on Visitors' Spectating Experiences and Brand Effects of the 15th



澳門科技大學
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博雅學院
School of Liberal Arts

National Games and the Paralympic Games”—*Excellent Project Award*

Editorial and Academic Service

Editorial Board Member

2026 - Present Humanities and Social Sciences Communications (SSCI Q1)

Ad Hoc Reviewer

Journal of Hospitality and Tourism Management

Humanities and Social Sciences Communications

Tourism Review

Journal of Hospitality and Tourism Technology

International Journal of Tourism Research

Current Issues in Tourism

Asia Pacific Journal of Tourism Research

PloS one

Frontiers in Sports and Active Living

Journal of Quality Assurance in Hospitality & Tourism

International Journal of Hospitality & Tourism Administration

Asia-Pacific Journal of Business Administration

Tourism and Hospitality Management

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