



Name : Zhang Ke
Title : Lecturer
Office : L612
Tel. : +853 88977837
Email : kzhang02@must.edu.mo



Academic Qualifications

Ph.D. in Hospitality Management, University of Macau, China, Macau SAR
M.Sc. in Tourism Management, Jinan University, China
B.A. in Tourism Management, Anhui Normal University, China

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, China, Macau SAR
2020 - 2022	Assistant Lecturer, School of Geoinformation and Tourism, Chuzhou University, China

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

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

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.

Last Updated : 16th September, 2026