



中国旅游教育合作联盟  
CHINA TOURISM EDUCATION ALLIANCE

# The 5th Announcement

## 2023 Frontiers in Hospitality and Tourism Annual Research Symposium

(Symposium Schedules)

*Hosted By*



南开大学 旅游与服务学院  
Nankai University COLLEGE OF TOURISM AND SERVICE MANAGEMENT

*Co-organizers*



復旦大學 旅游學系  
THE DEPARTMENT OF TOURISM, FUDAN UNIVERSITY



中山大學管理學院  
SCHOOL OF BUSINESS  
SUN YAT-SEN UNIVERSITY

*Time and Location*

**October 13-15 2023**

**College of Tourism and Service Management,  
Nankai University, Tianjin, China**



中国旅游教育合作联盟  
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## Chair

**Dr. XU Hong**

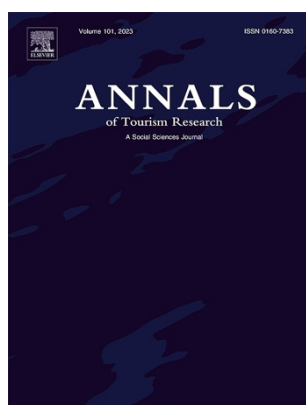
Professor, Dean, College of Tourism and Service Management, Nankai University

**Dr. LI Hui**

Professor, Associate Dean, College of Tourism and Service Management, Nankai University

## Partner Journal

Annals of Tourism Research



Journal of Hospitality and Tourism Research



Tourism Tribune



Tourism Science





We are pleased to announce that the **2023 Frontiers in Hospitality and Tourism Annual Research Symposium** will be held in Nankai University, Tianjin, China from 13 to 15 October 2023. The Symposium is initiated by the China Tourism Education Alliance and co-organized by **Nankai University, University of Macau, Fudan University, and Sun Yat-sen University**. This year's theme of the Symposium is **"Change and Challenge: The Innovative Development in Culture and Tourism"**. It will focus on a series of topics on the new changes, new opportunities, and new driving forces for the high-quality development of the culture and tourism industry, discussing the new theoretical breakthroughs and practices from the high-quality development of the culture and tourism industry in advancing Chinese modernization. The Symposium is sponsored by the **Journal of Hospitality and Tourism Research, Tourism Tribune, and Tourism Science**.

You are warmly welcome to attend this symposium!

## 1. Research Tracks

*\* including but not limited to the following topics*

- Emerging changes of customer behavior and market in culture and tourism
- Culture and tourism and Chinese modernization in new era
- Innovation of destination marketing
- Multi-agent innovation in tourism with the new opportunities
- Big data and new technology in culture and tourism
- Rural vitalization and rural tourism
- Urban renewal and new forms of tourism
- Artificial Intelligence and future of hospitality & Tourism
- Metaverse and hospitality & tourism
- Wellbeing and hospitality & tourism
- Sustainability and business resilience in hospitality & tourism
- Innovation and development of event industry

Undergraduate innovation research forum (Undergraduate as the first author)





## 2. Keynote Speakers

### Scott McCabe

Chair in Marketing at Birmingham  
Business School, University of  
Birmingham;  
Co-editor in Chief of the *Annals of  
Tourism Research*



Scott McCabe 教授，国际知名的旅游研究学者，现任英国伯明翰大学伯明翰商学院市场营销系系主任，《Annals of Tourism Research》联合主编，《Tourism Management》编委。主要从事支持底层消费者旅游机会及其影响的相关研究。他与一系列英国慈善机构合作开展的研究，关注了极度弱势家庭的旅游需求和幸福感，研究成果被提交至 REF2014 案例研究数据库。其研究领域还包括消费者体验中的情感研究、负责任和伦理旅游、市场营销在促进旅游业可持续发展中的作用以及社会语言学方法等。

Scott McCabe is Chair in Marketing at Birmingham Business School, University of Birmingham. UK. He has become an internationally renowned scholar in tourism studies through his subsequent research career. His main interests are in the effects of supported holiday opportunities for bottom of the pyramid consumers. His research conducted with a range of UK charities on the needs for and wellbeing outcomes of a simple break away from home for severely disadvantaged families was submitted as an impact case for the REF 2014. He is also interested in emotions in consumer experiences, responsible and ethical tourism, the role of marketing in promoting greater sustainability in the travel and tourism industry and in socio-linguistics as a methodology. He is currently the co-editor in Chief of the *Annals of Tourism Research* and serves on the editorial board of *Tourism Management*.





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## Davis Ka Chio FONG (馮家超)

Director of Institute for the Study of  
Commercial Gaming, Professor in  
Integrated Resort and Tourism  
Management,  
Faculty of Business Administration,  
University of Macau



冯家超博士现任澳门大学博彩研究所  
所长、澳门大学工商管理学院综合度  
假村及旅游管理学教授。冯教授曾为  
澳门特区政府不同部门完成超过五十  
项研究计划。

冯教授研究兴趣包括：博彩对社会及  
经济影响、华人博彩行为、负责任博彩、  
旅客消费及行为、娱乐场营运、旅游管  
理等。

冯教授目前是澳门特区政府经济发展  
委员会顾问、统计谘询委员会委员(澳  
门大学代表)。冯教授亦曾获澳门特区  
行政长官委任为澳门立法会第六届  
(2017-2021 年)立法议员。

Dr. Davis Fong is the Director of Institute for  
the Study of Commercial Gaming as well as  
Professor of Integrated Resort and Tourism  
Management, at the Faculty of Business  
Administration, University of Macau. Prof.  
Fong has been responsible for more than 50  
gambling and tourism related research  
projects for Macao SAR Government.

Pursuit of academic interest has led him to  
study in different aspects of gambling and  
related issues, such as social and economic  
impacts of gambling, Chinese gambler  
behavior, responsible gambling, visitor  
profile studies, casino operations, tourism  
management, etc.

Prof. Fong has been appointed by the  
Government as a Consultant of Economic  
Development Committee since 2017, as a  
member of Consultative Committee of  
Statistics, MSAR since 2015 (UM  
Representative). Prof. Fong was appointed  
by the Chief Executive as a former Deputy  
of the Sixth Legislative Assembly of Macao  
(2017~2021).



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## GUO Yingzhi

Professor  
Department of Tourism,  
Fudan University



郭英之，博士，复旦大学，教授、博士生导师、博士后合作导师，美国富布赖特高级研究学者。1999 年博士毕业于中国科学院，2001 年复旦大学工商管理博士后科研流动站出站，曾到 Harvard University、MIT 等高等院校高级访学和合作研究。长期从事旅游与会展市场研究，主持国家自然科学基金、国家社会科学基金等 8 项，主持国家自科基金重点项目、国家社科基金重大项目和重点项目等子课题 5 项，主持美德韩英、香港等海内外合作项目、国内各级各类省部级等课题多项，在中外学术期刊和会议发表论文 200 多篇、出版专著多部，编著教育部高等院校国家级规划教材《旅游市场营销》（第五版），主编上海市紧缺人才“会展策划与实务”岗位资格考试会展师系列教材《会展概论》，主讲教育部国家级全英文品牌课程《旅游市场研究》（上海市全英文示范课程、上海市全英文优秀课程）等。

Dr. Guo Yingzhi is Professor in the Department of Tourism at Fudan University, China, and the senior researcher at the Fulbright Program in the USA. She has conducted advanced visits and collaborative research at prestigious institutions such as Harvard University and MIT. She has long been engaged in research on the tourism and convention market, having led eight projects funded by the National Natural Science Foundation of China and the National Social Science Fund of China. She has also taken charge of various domestic and international cooperative projects, such as projects with the USA, Germany, South Korea, and the UK, as well as projects at different levels by various Chinese provincial and ministerial departments. Prof. Guo has published over 200 papers in domestic and foreign academic journals and conferences, and has authored multiple books. She has edited and authored textbooks "Tourism Marketing" (5th ed) and "Introduction to Event Industry". She is also the lecturer for the National English-branded course "Tourism Market Research".



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## WU Chenguang

Dean Assistant, Professor  
School of Business,  
Sun Yat-sen University



吴晨光，中山大学管理学院院长助理、教授、博士生导师。主要从事旅游需求预测及大数据分析、旅游经济影响评估等方向的研究。主持国家自然科学基金项目、广东省自然科学基金杰出青年项目、广东省文化和旅游厅统计研究项目等多项国家级和省部级项目。担任国际预测学会理事会理事，中国信息经济学会智慧医疗与服务创新专委会秘书长，中国旅游研究国际联合会杰出青年学者，以及多个期刊编委，如 *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Economics*, *Asia Pacific Journal of Tourism Research*, *Journal of China Tourism Research*, *Journal of Hospitality and Tourism Insights*, *旅游论坛* 等。

Dr. WU Chenguang is the Dean Assistant and Professor in the School of Business at the Sun Yat-sen University, China. Her research interests include big data analytics and forecasting, tourism forecasting and impact analysis. She is the board director of International Institute of Forecasters (IIF), and Outstanding Young Scholar of International Association for China Tourism Studies (IACTS). She serves as editorial board member for the journals of *Journal of Travel Research*, *Tourism Economics*, *Asia Pacific Journal of Tourism Research*, *Journal of China Tourism Research*, *Journal of Hospitality and Tourism Insights*, *Tourism Forum*, etc. She has been involved in a number of research grants and consultation projects in the areas of tourism forecasting and tourism economics funded by the governments in China.



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## ZHAO Xinyuan

Professor  
School of Liberal Arts,  
Macau University of Science and  
Technology



赵新元，宾夕法尼亚州立大学博士，澳门科技大学博雅学院教授、博士生导师，研究领域：组织行为；人力资源开发；旅游企业管理。现任 *International Journal of Contemporary Hospitality Management* 副主编，*Journal of Hospitality & Tourism Research* 等期刊编委，中国管理现代化研究会组织行为与人力资源专业委员会常务理事。荣获国家旅游局优秀研究成果奖（学术论文类）、*Journal of Hospitality & Tourism Management* 最佳论文奖、*Journal of Hospitality & Tourism Research* 杰出评审专家、*International Journal of Contemporary Hospitality Management* 杰出评审专家等国内外奖誉，主持国家自然科学基金重点项目 1 项、面上项目 2 项、青年项目和多项省部级项目，在国际期刊发表论文 40 余篇，2020-2022 连续三年入选爱思唯尔“中国高被引学者”（工商管理）。

Dr. ZHAO Xinyuan is a Professor and Doctoral Supervisor at the School of Liberal Arts, Macau University of Science and Technology. His research interests include organizational behavior, human resource development, and tourism enterprise management. He serves as the associate editor of the *International Journal of Contemporary Hospitality Management*, the editorial board member of the *Journal of Hospitality & Tourism Research*. He is also the executive director of the Organizational Behavior and Human Resources Professional Committee of the Chinese Academy of Management. He has led one State Key Program, two General Programs and one Youth Fund of the National Natural Science Foundation of China, as well as multiple projects at the provincial and ministerial level. He has published more than 40 papers in international journals. From 2020 to 2022, he has been consecutively selected as an Elsevier “Highly Cited Chinese Researchers” (Business Administration).



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### 3. Symposium Schedule (continuous updates)

13 October, 2023

Time	Activity	Venue
14:00 - 22:00	<b>Registration</b>	Lobby, CTSM
16:30 - 17:30	<b>Closed-door meeting of China Tourism Education Alliance</b>	R134
18:00 - 19:30	Dinner	2nd Floor, Experts Apartment

14 October, 2023

Time	Activity	Venue
08:30 - 09:00	<b>Registration</b>	Lobby, CTSM
09:00 - 09:15	<i>Moderator:</i> LI Hui, Professor and Associate Dean, College of Tourism and Service Management	R111
	<b>Welcome Speech</b> <b>NIU Wenli</b> , Professor, Deputy Secretary of the CPC Nankai University Committee, Nankai University <b>XU Hong</b> , Professor and Dean, College of Tourism and Service Management, Nankai University <b>MIAO li</b> , Professor and Head of Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau	
09:15 - 09:30	<b>Group Photo</b>	Gate, CTSM
09:30 - 10:05	<i>Moderator:</i> LI Chunxiao, Associate Professor, College of Tourism and Service Management	R111
	<b>Keynote Speech 1:</b> <b>Changes and challenges in tourist behaviour: Innovation in research and practice</b> <b>Scott McCabe</b> , Chair in Marketing at Birmingham Business School, University of Birmingham; Co-editor in Chief of the <i>Annals of Tourism Research</i>	



10:05 - 10:40	Moderator: LI Chunxiao, Associate Professor, College of Tourism and Service Management	R111
	<b>Keynote Speech 2:</b> 澳門旅遊博彩業發展回顧及後疫情時代的機遇與挑戰 <b>Tourism and Gaming Industry Development and Its Opportunities and Challenges in the Post Epidemic Era</b> <b>Davis Ka Chio FONG (馮家超)</b> , Director of Institute for the Study of Commercial Gaming, Professor in Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau	
10:40 - 11:00	Break	Lobby, CTSM
11:00 - 11:35	Moderator: LI Chunxiao, Associate Professor, College of Tourism and Service Management	R111
	<b>Keynote Speech 3:</b> 新时代下历史文旅品牌产品认知对幸福感影响的路径机理：理论模型建构、多元案例检验、精准定制营销 <b>GUO Yingzhi</b> , Professor, Department of Tourism, Fudan University	
11:35 - 12:10	Moderator: LI Chunxiao, Associate Professor, College of Tourism and Service Management	R111
	<b>Keynote Speech 4:</b> 数智时代旅游需求分析与预测的理论探讨和方法实践 <b>WU Chenguang</b> , Professor and Dean Assistant, School of Business, Sun Yat-sen University	
12:10 - 14:00	Lunch	2nd Floor, Experts Apartment
14:00 - 16:30	<b>Undergraduate innovation research forum (1)</b>	R209
	<b>Undergraduate innovation research forum (2)</b>	R210
	<b>Session 1: Sustainability and resilience in tourism, MICE, and hospitality</b>	R134
	<b>Session 2: Digital intelligence in culture &amp; tourism</b>	R237
	<b>Session 3: Innovation and new opportunities of culture &amp; tourism in new era</b>	R301
	<b>Session 4: Destination marketing innovation &amp; Consumer behavior (1)</b>	R306



	<b>Session 4: Destination marketing innovation &amp; Consumer behavior (2)</b>	R307
14:00 - 16:30	<b>Poster Session</b>	Corridor, 2nd Floor
	Undergraduate innovation research forum	
	Theme 1: Sustainability and resilience in tourism, MICE, and hospitality	
	Theme 2: Digital intelligence in culture & tourism	
	Theme 3: Innovation and new opportunities of culture & tourism in new era	
	Theme 4: Destination marketing innovation & Consumer behavior	
16:30 – 17:00	<i>Moderator:</i> LIANG Sai, Associate Professor, College of Tourism and Service Management	R111
	<b>Keynote Speech 5:</b> 旅游管理学科属性的思考 <b>ZHAO Xinyuan</b> , Professor, School of Liberal Arts, Macau University of Science and Technology	
17:00 - 17:40	<i>Moderator:</i> LIANG Sai, Associate Professor, College of Tourism and Service Management	R111
	<b>Editor's Panel</b> <b>Scott McCabe</b> , Annals of Tourism Research, Tourism Management <b>MIAO Li</b> , Journal of Hospitality and Tourism Research <b>YAN Xuyang</b> , Tourism Tribune <b>ZHANG Yuangang</b> , Tourism Science	
17:40 - 18:00	<i>Moderator:</i> XU Hong, Professor and Dean, College of Tourism and Service Management	R111
	<b>Award Ceremony:</b> Best papers, Excellent advisors, Excellent reviewers <b>Conference Closing</b>	
18:30 - 20:00	Dinner	2nd Floor, Experts Apartment

15 October, 2023

Time	Activity	Venue
Morning	Return time	





## 4. Parallel Session (continuous updates)

- ✧ Please download 【附件一 “2023 旅游研究前沿年度论坛”会议日程】 (Program for Parallel Sessions) for most updated information.
- ✧ The Program for Parallel Sessions will be continuously updated on the official website of the CTSM.

## 5. Registration

### (1) Registration Fee

Category	Students		Other delegates
	Undergraduate student	Postgraduate student	
<b>Early-bird</b> August 1, 2023 - September 15, 2023	500 CNY	1000 CNY	1300 CNY
<b>Regular</b> September 16 - 30, 2023	500 CNY	1200 CNY	1500 CNY
<b>On-site Registration</b> October 13, 2023 14:00-22:00	500 CNY	1200 CNY	1500 CNY

### (2) Registration

- ✧ **Registration link:** <https://www.wjx.top/vm/PV57IPv.aspx#>
- ✧ According to the order of registration and payment, the first 100 participants will receive exquisite souvenirs as gifts.



Registration

- ✧ **Payment options:**

a) WeChat Pay or Alipay



b) Bank Transfer (only for delegates outside of Mainland China)

c) On-site Registration: WeChat Pay or Alipay

- ✧ It is recommended to register for the symposium in advance, make payment, and fill in the invoice information.
- ✧ The electronic invoice will be issued approximately 10 days after the symposium and sent to your invoice application email address.
- ✧ If you are a foreign attendee and require assistance with visa application procedures, please contact us at [ctsm@nankai.edu.cn](mailto:ctsm@nankai.edu.cn).

## 6. Accommodation Recommendation

### ■ Nankai University Reception Center (Expert Apartment)

- ✧ To facilitate everyone's attendance, it is recommended that you reserve a room at the Nankai University Expert Apartment (Jinnan Campus). As the symposium coincides with the university anniversary, there is limited availability of the accommodation, so it is advised to make your reservation early.
- ✧ Reservation method: 022-85358915. Please mention "attending the conference hold by the College of Tourism and Service Management" when making the reservation.
- ✧ Room fee: 318 yuan/room/day. Invoices can be provided, and payment can be made in cash or by credit card.
- ✧ Address: No. 38 Tongyan Road, Nankai University Jinan Campus, Haihe Education Park, Jinnan District, Tianjin

## 7. Symposium Avenue

- ✧ **Avenue:** College of Tourism and Service Management, Nankai University, Tianjin
- ✧ **Address:** No. 38 Tongyan Road, Nankai University Jinan Campus, Haihe Education Park, Jinnan District, Tianjin





## 8. Stay in Touch

- ✧ **Email:** ctsm@nankai.edu.cn
- ✧ **Symposium Information:** <https://tas.nankai.edu.cn/kxyj/xshy.htm>
- ✧ **WeChat group:** Please find the QR code for WeChat group in the link of "Registration".

## 9. Organizing Committee

### Director:

- **Dr. ZHOU Jie**, Associate Professor, Head of the Department of MICE Economics and Management, College of Tourism and Service Management, Nankai University

### Members:

- **Dr. CHENG Hongbo**, College of Tourism and Service Management, Nankai University
- **Dr. DAI Meiling**, College of Tourism and Service Management, Nankai University
- **Mr. HUANG Qing**, College of Tourism and Service Management, Nankai University
- **Dr. JIAO Yan**, College of Tourism and Service Management, Nankai University
- **Dr. LI Chunxiao**, College of Tourism and Service Management, Nankai University
- **Dr. MA Shigui**, College of Tourism and Service Management, Nankai University
- **Dr. SU Xing**, College of Tourism and Service Management, Nankai University
- **Dr. XU Chunqiu**, College of Tourism and Service Management, Nankai University
- **Mr. XU Lin**, College of Tourism and Service Management, Nankai University
- **Ms. YANG Tingting**, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Beile**, College of Tourism and Service Management, Nankai University
- **Mr. ZHANG Dawei**, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Junjiao**, College of Tourism and Service Management, Nankai University

## 10. Scientific Committee / Paper Review Committee

### Director:

- **Dr. LI Chunxiao**, Associate Professor, Director of Graduate Programme, College of





Tourism and Service Management, Nankai University

### **Members:**

- **Dr. MIAO Li**, Professor, Head of Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau, Editor-In-Chief of *Journal of Hospitality and Tourism Research*
- **Dr. YAN Xuyang**, Professor, Executive Vice Dean, Tourism College, Beijing Union University, Editor-In-Chief of *Tourism Tribune*
- **Dr. ZHANG Hongmei**, Professor, Vice Dean, Shanghai Institute of Tourism, Shanghai Normal University, Editor-In-Chief of *Tourism Science*
- **Dr. BA Zhaoxiang**, Professor, Director of Teaching and Research Section, Department of Tourism, Fudan University
- **Dr. BI Jianwu**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. CHEN Ye**, Professor, Associate Dean, College of Tourism and Service Management, Nankai University
- **Dr. CHEN Feier**, Assistant Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau
- **Dr. CHEN Yujia**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. CHENG Hongbo**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. HAN Xiaoyun**, Professor, School of Business, Sun Yat-sen University
- **Dr. HOU Yuansi**, Associate Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau
- **Dr. HUANG Jing**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. HUANG Huiling**, Associate Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau
- **Dr. JIAO Yan**, Associated Professor, College of Tourism and Service Management, Nankai University



- **Dr. LI Meiyun**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. LI Xiaoyi**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. LIANG Sai**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. LIU Jingyan**, Professor, School of Business, Sun Yat-sen University
- **Dr. LUO Hao**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. MA Xiaolong**, Professor, College of Tourism and Service Management, Nankai University
- **Dr. SHI Peihua**, Professor, College of Tourism and Service Management, Nankai University
- **Dr. SONG Yun**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. SU Xing**, Lecturer, College of Tourism and Service Management, Nankai University
- **Dr. SUN Ning**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. SUN Yunlong**, Associate Professor, Associate Dean, Department of Tourism, Fudan University
- **Dr. Tafazal Kumail**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. WANG Sha**, Associate Professor, Department of Tourism, Fudan University
- **Dr. WANG Jingna**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. WU Chenguang**, Professor, School of Business, Sun Yat-sen University
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