

The 3rd International Early-Career Researcher Conference in Hospitality and Tourism Conference Program

Conference Organizer:
Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology

Conference Venue:
Macau University of Science and Technology



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

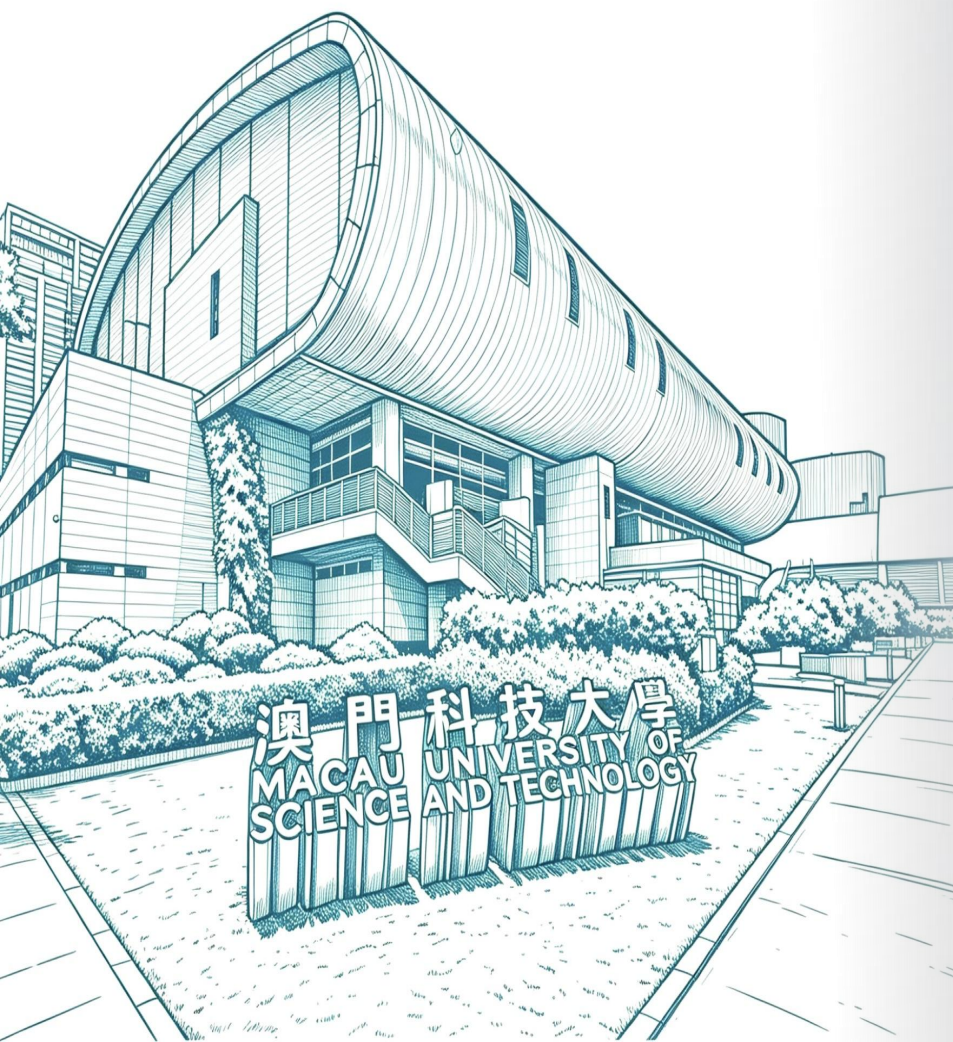


酒店與旅遊管理學院
Faculty of Hospitality and Tourism Management

**May 8-10, 2026
Macau, China**



DIRECTORY



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Conference Introduction



We are delighted to announce the 3rd International Early-Career Researcher Conference in Hospitality and Tourism (IECR 2026) will be held in Macau University of Science and Technology (MUST) from May 8-10, 2026. We now warmly invite scholars in the field of hospitality and tourism management to actively submit papers to this conference. This conference aims to provide a platform for postgraduate students and early-career researchers to expand their research, network with the excellent scholars, and disseminate knowledge addressing the developmental opportunities and challenges in the global hospitality and tourism management. Whether you are a student, an academic, or a practitioner, this conference offers you a unique opportunity to interact with hundreds of colleagues from around the world.

We value the high-quality research article which investigates the important questions and reports the interesting findings in the field of hospitality and tourism management. We accept both conceptual and empirical articles and welcome both quantitative and qualitative research.

Keynote Speakers



Perry Hobson
Professor
President, International Council on Hotel,
Restaurant, and Institutional
Education (ICHRIE)



Ying Wang
Associate Professor
Editor-in-Chief, Journal of Vacation
Marketing



Ben K. Goh
Professor
Dean of Faculty of Hospitality and Tourism
Management, Macau University of Science
and Technology



YOUTH RESEARCH SEMINAR

Speakers



Dr. Lu-Jun SU
Professor,
The Business School of Central South
University



Dr. Dan HUANG
Associate Professor,
College of Tourism, Sichuan University
Managing Editor,
Tourism Management Perspectives

Moderators



Dr. Jose Weng Chou WONG
Professor / Assistant Dean,
FHTM, MUST



Dr. Yan FENG
Assistant Professor / Program Director,
FHTM, MUST



Organizational Structure of IECR Conference

IECR 2026 Conference Organizing Committee

Conference Chairs

Professor Ben K. GOH

Professor Jose Weng Chou WONG

Program Chair

Associate Professor Su-Ying PAN

Hospitality Chairs

Assistant Professor Chieh Yun (Brenda) YANG

Assistant Professor Yan FENG

Committee Members

Associate Professor Chen-Kuo PAI

Associate Professor Juan TANG

Associate Professor Jun WEN

Associate Professor Jing LIU (Gloria)

Assistant Professor Yihang ZHANG (Kelvin)

Assistant Professor Chao LIU

Assistant Professor Amr Al-Ansi

Assistant Professor Jinok KIM (Susanna)

Assistant Professor Jinkyung KIM (Jenny)

Assistant Professor Jing YU (Jasper)

Assistant Professor Dimin WANG

Student Helpers

Jiaojiao WANG

Jingye DU

Doctor of Philosophy in Tourism Management

Doctor of Philosophy in Tourism Management

Shiyi ZHANG

Yuxin SONG

Doctor of Philosophy in Tourism Management

Doctor of Philosophy in Tourism Management

Xiaping SU

Doctor of Philosophy in Tourism Management

Conference Instructions

1. Conference agenda

8 May 2026 (Friday)			
TIME	ACTIVITY	DESCRIPTION	VENUE
09:00-10:00	Registration	Check-in and Welcome Registration	N101
10:00-10:05	Opening Session	Emcee Announces the Start Opening Ceremony	
10:05-10:10		Welcome Remark	
10:10-10:15		Souvenir Presentation Session	
10:15-10:20		Group Photo	
10:20-10:30		Promotional Video	
10:30-10:50	Session 1	Keynote Speech by Prof. Perry Hobson President, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)	
10:50-11:10	Session 2	Keynote Speech by Prof. Ying Wang Associate Professor Editor-in-Chief, Journal of Vacation Marketing	
11:10-11:30	Session 3	Keynote Speech by Prof. Ben Goh, Professor, Dean of Faculty of Hospitality and tourism Management, Macau University of Science and Technology	
11:30-12:00	Roundtable Session	Roundtable Forum	

TIME	ACTIVITY	DESCRIPTION	VENUE
12:30-14:30	Lunch Break	Lunch Break	Food Studio at O building
14:30-15:50	Session 1-4	Presentation Session	B402, B306, B305, O609
15:30-16:10	Poster Session 1	Poster Session 1	Block O Second Floor
15:50-16:10	Tea Break	Tea Break	O205
16:10-17:30	Session 5-7	Presentation Session	B306,B305, O609
16:10-17:30	SEG-FHTM Funding Report	Presented by: Dr. Yang Chieh Yun; Dr. Amr Abdulqawi Al-Ezzi, Al-Ansi	O301

9 May 2026 (Saturday)

TIME	ACTIVITY	DESCRIPTION	VENUE
9:00-10:20	Session 8-12	Presentation Session	O406, O405, O404,O403,O402
10:20-10:40	Tea Break	Tea Break	O205
10:40-11:40	Youth Research Seminar 1	Youth Research Seminar 1: Dr. Lu-Jun SU Topic: 打通旅游现象到旅游理论之路	O702
11:50-13:10	Session 13-17	Presentation Session	O406, O405, O404,O403,O402
13:00-14:30	Lunch Break	Lunch Break	Food Studio at O building
14:30-15:30	Youth Research Seminar 2	Youth Research Seminar 2 Dr. Dan HUANG Topic: Human-GenAI Interactions: Emerging Research Frontiers and a Strategic Guide for Early Career Scholars	O402
15:50-16:10	Tea Break	Tea Break	O205
15:30-16:10	Poster Session 2	Poster Session 2	Block O Second Floor
16:10-17:30	Session 18-22	Presentation Session	O402,O403,O404,O405, O406
18:30-19:00	Gala Dinner	Start of Gala Dinner	The Grand Lisboa Palace, Macau
19:00-19:05		Speech by Dean of FHTM, Prof. Ben K. Goh	
19:05-19:10		Presentation of Best Paper Award	
19:10-19:15		Group Photo	
19:15-20:30		Enjoy Dinner	

10 May 2026 (Sunday)

TIME	ACTIVITY	DESCRIPTION	VENUE
09:00-11:00	Campus Tour	Campus Tour	MUST

2. Transportation guidance

I. Zhuhai City

Zhuhai Jinwan Airport→Ports in Zhuhai

· Zhuhai Airport Express :

Use the WeChat mini program "Zhuhai Airport Express" to book or purchase tickets on site, you can choose any of the following three dedicated lines:

Zhuhai Airport-Hengqin Port: Bus 30 RMB/person; Commercial vehicle 45 RMB/person

Zhuhai Airport-Gongbei Port/Qingmao Port: Bus 30 RMB/person; Commercial vehicle 55 RMB/person

· Zhuhai-Zhuhai Airport Intercity Railway (About 17 RMB) :

Purchase tickets through 12306 and you can go directly to Hengqin Port (Hengqin Station), Gongbei Port or Qingmao Port (Zhuhai Station).

· Taxi :

Taking a taxi from Zhuhai Jinwan Airport to Gongbei Port (Qingmao Port) takes about 40 minutes, about 130 RMB.

Taking a taxi from Zhuhai Jinwan Airport to Hengqin Port takes about 30 minutes, about 100 RMB.



Railway Station→Ports in Zhuhai

· Zhuhai Station → Gongbei Port or Qingmao Port: within walking distance

· Hengqin Station→Hengqin Port: within walking distance

II. Macau

Taxi

Radio Taxi : +853 2881 2345

APP hailing a Taxi: 電召PLUS

Note: ① There are additional charges for waiting and luggage;

② It is recommended to prepare cash payment in Macau Pataca (100 MOP ≈ 90 RMB);

③ If you don't have cash in Macau Pataca, you can also pay via WeChat/Alipay, RMB: HKD: MOP = 1: 1: 1

Bus

Macau bus information

Route information: https://www.dsat.gov.mo/dsat/bus_route.aspx

real time location : <https://www.dsat.gov.mo/bus/site/busstopwaiting.aspx?lang=en>

APP : 巴士報站

Note: ① General buses/urban rails cost 6 MOP per person per trip, routes with the suffix "X" in the name cost 8 MOP per person per trip, please prepare change in advance. A small number of routes support WeChat/Alipay payment, so you need to contact the attendant before getting on the bus;

② To get on the bus, you need to wave to the bus and to get off, you need to press the bell in advance.

Ports in Macau→Macau University of Science and Technology

Taxi

From Gongbei Port : about 25 minutes, about 140 MOP

From Hengqin Port: about 10 minutes, about 45 MOP

From Hong Kong-Zhuhai-Macau Bridge Macau Port: about 25 minutes, about 140 MOP

From Macau International Airport: about 5 minutes, about 40 MOP

Bus

From Gongbei Port: AP1, AP1X, 51A, 51X to Wai Long/M.U.S.T. Station, or 25AX to Est. Do Istmo/ C.O.D. Station, about 40 minutes.

From Hengqin Port: 25B to Est. Baia N. S. Esperança/ Istmo Station, about 20 minutes; 701X to Av. Dr. Henry Fok / C.O.D. Station.

From Hong Kong-Zhuhai-Macau Bridge Macau Port: 101X to La Marina Station, transfer to 51 to M.U.S.T / Terminal De Carga Do Aeroporto Station.

From Macau International Airport: 26, 36, AP1, AP1X, MT1, 51A, 51X, N2 to Wai Long/M.U.S.T. Station, about 5 minutes; take the light rail to M.U.S.T. Station, about 3 minutes.

(1) Bus Stop Map:



(2) MUST Block N-N101 (Conference Venue)



Block N-N101, located on the first floor of the N Library Building at the Macau University of Science and Technology, is a spacious venue suitable for lectures, roundtable meetings, freshman registration, and other activities.

(3) MUST Block O-O702 (Conference Venue)



Block O-O702, located on the seventh floor, is a spacious lecture theatre that accommodates large-scale events.

(4) Food Studio (Conference Venue)



The Food Studio, located on the ground floor of Building O at the Macau University of Science and Technology, offers over 900 dining seats and specializes in Asian cuisine, including Southeast Asian dishes and local specialties.

(5) Grand Lisboa Palace (Conference Gala Dinner Venue)



Grand Lisboa Palace is located in Macau's Cotai district, a vibrant hub for entertainment, culture, and luxury. Grand Lisboa Palace Resort Macau unites world-class excellence and visionary aesthetics in one integrated resort. Referencing the Chinoiserie style popular in Europe during the 17th and 18th centuries, Western architectural forms are combined with Chinese symbols such as the dragon, phoenix and lotus; all of which represent blessings highly valued in Chinese culture. Here, you can discover top-tier gastronomy curated by internationally renowned brands. Grand Lisboa Palace, bold and original from Macau, will redefine travelling and leisure experiences, giving new meaning to what's already legendary.

(6) MUST Map



3. Enquiries

For any enquiries, please contact the IECR Conference Committee 2026 by
Tel: +853-88972381 or E-mail: FHTMConference@must.edu.mo

Conference Schedule

Session Chair : Dr. Liu, Chao

8-May	Session 1 (14:30-15:50)	B402	Paper ID No.	205	Challenges Under the Third Coffee Wave: A Three-Year Longitudinal Study on the Survival Evolution of Micro Independent Cafés Hui Ling Wang, Kuo-Ching Wang, Sheng-Bao Hong
				123	Fairness as Resonance: An Inductive Construction of the Dual-Chamber Resonance Model in Multinational Hospitality Management Yilin Zhao
				212	Artificial Intelligence in the Hotel Industry vs Traditional Human Service in the Hotel Industry: A Comparative Study on Service Preferences and Satisfaction of Customers from Different Cultural Backgrounds Yuan Dehang
				233	More Than a Sign: Exploring How Tourism Destination Billboard Information and Social Norms Boost Pro-Environmental Behavior *Xu, Kai, Lin, Yingtong Yang, Yalin, Pai, Chen-Kuo
				235	Exploring The Influence of Pet-Friendly Destination Attributes on Pet Attachment and Psychological Well-Being Yang, Ziming Wang, Wenlong Huang, Zehana Pai, Chen-Kuo

Session Chair : Dr. Xu, Ye

8-May	Session 2 (14:30-15:50)	B306	Paper ID No.	139	More Planning, Less Enjoyment? How Information Overload Undermines the Intention to Follow Recommendation XINNAN (Lala) LIN, Ruoting Huang, Zixin Wang, *Juan Tang
				236	From ‘Green spectators’ to ‘Green inclusion’: How Green Influencers Promote Ecological Awareness and Consumption among Tourists with Disabilities Felix Elvis Otoo, Qin Jiaying, Zhang Ziyi, Ramse Ibrahim
				300	Tourists’ SNS Usage Motivation and Quality of Life: The Mediating Roles of Honest and Positive Self-Presentation and Perceived Social Support Zhou Yihan, Zhang Zhixuan, Tong Shifan Kim Jinok Susanna
				158	Restaurant Attributes and Tourist Behavior in Special Forces Tourism: A Small and Medium-sized Enterprises Perspective in Macao *Yifan Wang, Yukun Xiu, Jinkyung Jenny Kim
				166	Green Consumption Activism: Uncovering the ‘black box’ of Greenwashing Among Social Media Users Felix Elvis Otoo , Liu Yihan , Luo Jingxi

Session Chair : Dr. Lee, Hoffer

8-May	Session 3 (14:30-15:50)	B305	Paper ID No.	167	Docile Bodies under the Algorithmic Gaze: An Empirical Study of Female Tourists' Check-in Behaviours in Macau Rouxian Li, * Kaihan Yang
				257	How Tourist Interaction Shapes Subjective Well-Being in Desert Hiking: A Self-Determination Theory Perspective Luqiao Chen, * Songjun Xu
				174	From Screen to Destination: The Driving Mechanism of Screen Tourism — Evidence from Social Media Comment Text Analysis Using Large Language Models LIU Minkun, * LI Yajie , He Xinju
				183	Exploring the Role of Nature-Based Immersive Dining Experience in Shaping Internal Migrants' Loyalty Linshu Pu, Hoffer Lee
				186	The Recipe for Influence: The Role of Warmth and Competence Impressions in Shaping Engagement *Yun (Yvonne) Yang, Huihui Zhang, Anqi (Angie) Luo, Yitong Yu
				198	Spatial Distribution Patterns of Intangible Cultural Heritage in the Bashu Cultural Tourism Corridor, China Jue Wang

Session Chair : Mr. Lin, Juewei

8-May	Session 4 (14:30-15:50)	O609	Paper ID No.	129	旅拍活動中攝影師類型與遊客類型的匹配機制：基於人—環境契合理論 李曉紅, 王佳梅, 梁旖晴, *唐娟
				133	快與慢之間：旅行節奏對遊客主觀活力的雙路徑影響機制研究 张伟艺, 王博海, *李攀, 唐娟
				135	AI生成旅遊攻略的用戶採納機制研究：認知與體驗雙路徑視角 *呂昊, 劉夢淇
				136	基於心理契約的酒店實習生職業倦怠緩解及留職意願提升策略研究 * 刘梦淇, 呂昊
				280	生成式 AI 中数字助推对旅游网红社会责任表达的影响机制 赵振中
122	煙火氣為何動人？：基於雙路徑共鳴模型的遊客目的地推薦意向研究 王晨曦, * 张溯				

8-May	15:50-16:10	O205	Tea Break			
8-May	15:30-16:10	Block O Second Floor	Poster Session 1			
Session Chair: Ms. Pu, Linshu						
8-May	Session 5 (16:10-17:30)	B306	Paper ID No.	121	Urban tourism precinct: restorative qualities shaping image through restoration outcomes, with activity-in-environment and social context as moderators Lin Liu Jinkyung Jenny Kim	
				206	Speaking Through Blossoms, Rooted in the Earth: A Case Study of The Floral Revolution in County Economies LI YULING , ZHANG RUIMIN, Kyong Sik Sung	
				213	The influence mechanism of green tourism experience on destination desirability: An S-O-R perspective Felix Elvis Otoo, LAN YUTONG, LI HAOYUE, CAO YUETING, LIN XIAOYA, YI QIYUE	
				216	AI-Generated Food Imagery Authenticity Impact on Gastronomic Travel Intention: Developing and Validating Scale Tianqi Chen, Shaoqiang Song, Zhiqian Long , *Chen-Kuo Pai	
				295	From Expectation to Experience A Longitudinal Study of Urban-Rural Hybrid Tourism, Destination Attractiveness, and Revisit Intention in Guizhou, China Ka Wai Ao David	
				296	Transformative Experience in Yoga Retreat Tourism Effects on Subjective Well-Being and Destination Satisfaction Ka Ian Lou Lumi	

Session Chair: Dr. Tang, Juan					
8-May	Session 6 (16:10-17:30)	B305	Paper ID No.	141	從義務到關係：旅遊紀念品与職場互惠行為研究 潘思穎 *王周愛
				172	茶文化旅游感知价值对游客叙事意愿的影响研究 栗子瀚
				176	極端環境中的地方感建構：風險、不確定性與生命意義的作用機制 張新悅 唐娟
				193	基于REITs应用研究的乡村旅游融资模式创新与风险防控 黄葵 蒋文恬
				265	旅游场景下非遗文创产品游客支付溢价与购买意愿测度模型——以侗族蓝染织产品为例 王雅奇
				192	社会资本视角下社区参与对乡村旅游地居民生计韧性的影响研究 刘民坤 刘晓怡

Session Chair: Dr. Gao, Xiongbin

8-May	Session 7 (16:10-17:30)	O609	Paper ID No.	201	福建遊神活動對地方依戀的影響機制研究: 神聖感的調節作用 吴熠凌
				207	「烟雾缭绕中的绿色觉醒」——年轻吸烟 游客的环境内疚感与补偿性环保行为研究 (以粤港澳大湾区为例) Felix Elvis Otoo, 董子涵, 徐羽裳, 丛婉昊
				182	性別視角下的中國酒店業審美勞動 *杨雨欣, 高雄斌
				187	艺术疗愈融入文旅产业的创新路径与模式 构建 罗裕帛
				125	從刺激到反應：社交媒體特徵對旅遊者態 度及意向的鏈式影響研究——以山東濟寧 為例 赵月阳, *秦小川
8-May	16:10-17:30	O301	SEG-FHTM Funding Report: 1. Dr. Yang Chieh Yun (FHTM, MUST); 2. Dr. Amr Abdulqawi Al-Ezzi, Al-Ansi (FHTM, MUST)		

Session Chair: Dr. Wen, Jun

9-May	Session 8 (9:00-10:20)	O406	Paper ID No	221	Exploring the Impact of Smart Restaurant Attributes on Tourists' Restaurant Advocacy: The Mediating Role of Brand Image and Perceived Value *WANG WENLONG, Chen Haoran, Huang Zehan Pai, Chen-Kuo
				224	“Wow Experience” for Visitors: A Comparative Analysis of Drone-Generated and AI-Generated Content in Grand Scenes * ZHANG RONGXUAN, Haoran Chen, Yalin YANG Chen-Kuo PAI
				225	Exploring how Emotional AI Companions Influence Solo Travelers' Travel Well-Being Shaoqiang Song, Tianqi Chen, Zhiqian Long Chen-Kuo Pai
				232	The Impact of AI Voice Assistant Acceptance on Visitor Satisfaction: A Smart Hotel Case *Cai, Yupeng Zhou, Lu Liu, Taowei
				249	Exploring tourists' behavioral intentions toward digital souvenirs: An affordances perspective Jiaxi LI, * Dr. Cenhua LYU, Yangyang JIANG
				306	The impact of virtual reality immersive experiences on booking intentions Take Metaverse Hotels as an example Cai YuPeng, Song Shaoqiang
256	Identity development, perceived health improvement, and subjective well-being in yoga participation: Implications for wellness-oriented tourism development in Macau *XIE ZHEN, Xin Wang				

Session Chair: Dr. Felix Elvis, Otoo

9-May	Session 9 (9:00-10:20)	O405	Paper ID No.	234	Exploring the Impact of the Drone Delivery Experience Attributes in Scenic Areas on Continuous Usage Intention - Based on the Chain Mediation of Trust and Satisfaction Jiayi He, Ce Guo, * Chen-Kuo Pai
				237	Can pro-environment videos on social media stimulate travel to eco-tourism destinations? Felix Elvis Otoo, Li Yuhong (Angela), Wang Honghao (Jessice), Shao Kechen (Leah)
				238	An Empirical Study on Social Media Influences on Tourists' Green Purchasing and Behavioral Intentions Felix Elvis Otoo, Yvette Feng, Helen Zhu, Cao Shuangqi (Jessie)
				240	Tourist Profiling of VR Adoption in Crowded Destinations: fsQCA Approach Yufeng Yong, Henrique F. Boyol Ngan
				244	Exploring the impact of phygital intangible cultural heritage tourism experiences on tourists' willingness to inherit culture Ruizhe SANG, Chenxi LI, * Cenhua LYU
				248	Conceptualizing Scripted Role-Play Tourism experience and its impact on value co-creation: A mixed method approach Ming ZHANG, Kaixin SHEN, Cenhua LYU, *Wen XU

Session Chair : Dr. Zhou, Yang

9-May	Session 10 (9:00-10:20)	O404	Paper ID No.	168	The Souvenir-Loyalty Nexus: How Eudaimonic Narrative Drives Destination Marketing through Affective Pathways JIAXIN MU, Jingye Du
				209	Talking to the Lost civilization: AI-powered Immersion Experience at Sanxingdui Museum Zhou Guoqing, *Xia Menglong Wilson
				211	Integrating TPB and Trust-Risk-Privacy Frameworks in Smart Tourism AI Adoption: A Quantitative Synthesis with an Exploratory Predictive Extension Haonan Zhang, Hai Yang, * Ye Xu
				294	Legal Remedies for Tourist Data Privacy on Third-Party OTAs: A Cross-Jurisdictional Comparative Study Siyuan Jiang, *Ye Xu
				219	Exploring the Impact of AI-Generated Travel Images on Behavior Intentions Guo Ce, Haoran Chen, Wenlong Wang, *Chen-Kuo Pai
				231	A Study on the Impact of Food on Destination Advocacy: A Case Study of Portuguese Cuisine in Macau * Yu Tianmu, Wang Wenlong, Huang Zehan, Pai, Chen-Kuo
220	Exploring the Influence of Elements of Local Specialty Cuisine on Tourists' Perceived Authenticity and Recommendation Intention Kuan-Ting Chen, Jingsong Zhang, Sangguk Kang, *Chen-Kuo Pai				

Session Chair: Dr. Pai, Chen-Kuo

9-May	Session 11 (9:00-10:20)	O403	Paper ID No.	239	過度工作對旅遊業員工退縮行為的影響機制：感知同事社會懈怠、工作家庭衝突與情緒耗竭的多重中介效應 魏嘉怡
				245	資源補償與資源威脅：包容性領導與心理契約違反如何調節心理健康對實習滿意度之影響 莊文隆, *林幸慧, 吳紹全
				250	生成式 AI CE2 支持旅遊課程教學設計與實施的實踐研究：以個案學習法為例 鄭翠玲, 王易好, 顏力祺
				255	人工智能時代下旅遊相關專業大學生的認知建構、職業想象與應對策略 孟千惠, 羅好, 黃樂霖, *劉超
				261	簡而有力：遊客的社會經濟地位對極簡主義消費的影響 吳梓浩, *文吉
				267	臺灣旅宿業面臨的議題與挑戰：自臺灣上市旅館永續報告書之重大主題檢視 *林芳儀, 呂玟靜

Session Chair : Dr. Kim, Jinkyung Jenny

9-May	Session 12 (9:00-10:20)	O402	Paper ID No.	223	Exploring the Role of Multidimensional Immersion in Theme Park Tourists from Experiencescape to Memorable Tourism Experiences *YANG YALIN , Yingtong LIN, Rongxuan ZHANG, Chen-Kuo Pai
				226	A Study on the Harmony of AI-generated Travel Photos (AIGTP) on Tourism Bragging: The Role of Mianzi Kefan Chen, Haoran Chen, Yingtong Lin, *Chen-Kuo Pai
				227	Exploring the impact of the AIGTP on tourists' travel intentions: An affordance perspective *Junhan Gong, Haoran Chen, Chen-Kuo Pai
				228	GAI-Tourist Co-Creation Value for Travel: Scale Development and Validation Fei Sha, Zhiqian Long, Tianqi Chen, Chen-Kuo Pai
				229	Exploring AI Service Recovery Communication Influences Tourists' Complaint Intention: Integrating Cognitive and Emotional Perspectives Mingcong Wang, Jingsong Zhang, Wenlong Wang, *Chen-Kuo Pai
				230	Understanding the Formation Mechanism of Students' Achievement Emotions in Family Tourism: An Empirical Study of Chinese Primary and Secondary School Students Ziyi Liu, Junying Liang, Rongxuan Zhang, *Chen-Kuo Pai

9-May	10:20-10:40	O205	Tea Break		
9-May	10:40-11:50	O702	Youth Research Seminar 1		
Session Chair: Dr. Amr, Al-Ansi					
9-May	Session 13 (11:50-13:10)	O406	Paper ID No.	169	<p>Motivations for Urban Staycations Among Home-based Teleworkers</p> <p>XIYUAN CHENG, GUANHAN CHEN, ZIXIAN HUANG</p>
				275	<p>Unveiling the Intention-Behavior Gap in Pro-Environmental Behavior: A Constraint-Negotiation Perspective on "Leave No Trace" Practices in Outdoor Activities</p> <p>Hongwei Yu, Biao HE, Dengming Xie</p>
				222	<p>Exploring the Functional Attributes of AI Tour Guides Perceived by Tourists: A Two-dimensional Analysis based on Cognitive-Affective System Theory</p> <p>*LIN YINGTONG, Haoran CHEN, Wenlong WANG, Chen-Kuo PAI</p>
				281	<p>RVRS Efficiency and Scale Adjustment Decisions of Tourism Enterprises under COVID-19</p> <p>Minkun Liu, *Xihao Zeng, *Xinju He</p>
				291	<p>Negative spillover and behavioral intentions for popular domestic destinations: Evidence from Xishuangbanna in China</p> <p>Qianhui Chen, *Sung Hee Park</p>

Session Chair: Dr. Zhu, Yanni					
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				200	<p>An empirical examination of the value-attitude-behavior model of middle-aged smokers' sustainability decisions in tourism</p> <p>Felix Elvis Otoo, Ruoyan Tai, Xirui He, Yitong Lin, Qingyan Li</p>

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Presenters are obligated to be in attendance at their poster for the duration of the QA to address inquiries.

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				171	<p>From motivation to intention: An analysis of the mediating effect of perceived value on health and wellness tourists in Guizhou province</p> <p>Baiyu TAO, *Yuxin SONG</p>

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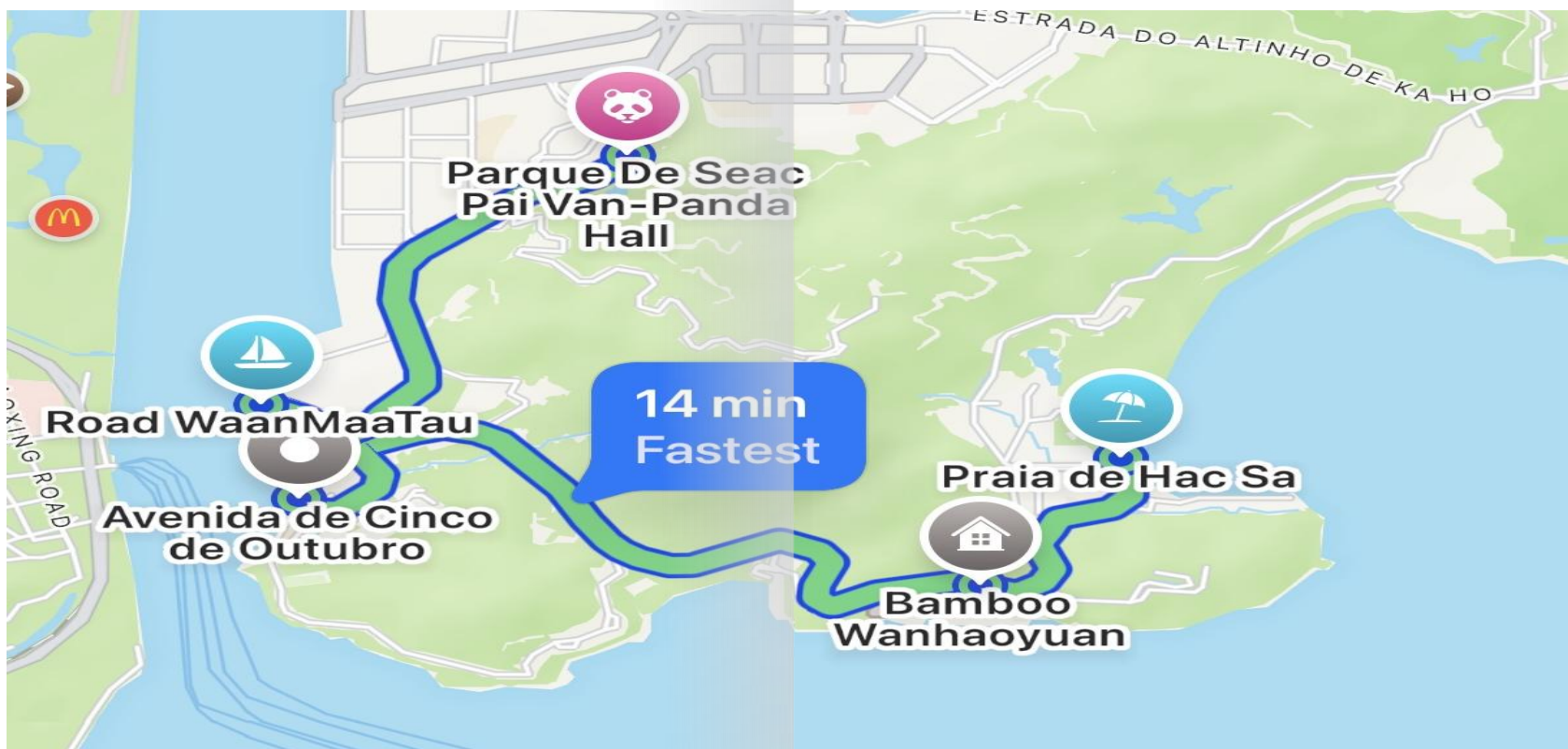
8-May	Session 1 (15:30-16:10)	Block O Second Floor	Paper ID No.	177	The impact of TV drama dissemination on destination brand assets: taking "My Altay" as an example for suitable characters ZOU YUNTONG
				179	Monopoly Tourism Selling Transmission Strategies: Investigating the Roles of Seller Inflation and Symbolic Impoverishment Tang Shichen, Chia-Yun Tsai, Yang Zhou
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Presenters are obligated to be in attendance at their poster for the duration of the QA to address inquiries.

9-May	Session 2 (15:30-16:10)	Block O Second Floor	Paper ID No.	288	The Impact of Internship Experience on Hospitality Students' Intention to Remain: The Mediating Role of Internship Satisfaction and the Moderating Effect of Hotel Tier *Xinyuan Zhang, Chengfeng Yue, Xiuli Yi
				274	The Impact of Transparency Cues on Booking Intention: A Dual-Trust Mechanism Moderated by Digital Literacy and Booking Importance GAOZHE LI, Emily Ma
				151	Research on the Impact of Two Types of Social Media Promotional Content on Tourists' Intention to Visit Destinations — An Analysis Based on the SOR Model and Self-Determination Theory Sitong Cheng, Tianche Liu
				188	Spatial Suitability Evaluation of Coastal Health and Wellness Tourism in Sanya City Min kun Liu, *Yuan Wang, Xiaoyi Liu
				143	Who Is Paying for "Food-Medicine Homology"? Explore the Wellness Consumption Psychology of Gen Z and the Silver Generation LIN ZIYU, Chieh Yun YANG

Recommended Lines

Route 1 A Leisurely Walk in Coloane & Taipa



Nestled in the southern part of Macao, Coloane offers a serene escape from the bustling cityscape. Unlike the iconic luxury resorts of the Cotai Strip (such as The Venetian), Coloane preserves the authentic soul of Macao—where traditional fishing villages meet stunning coastal scenery and classic Portuguese architecture.

For IECR conference guests seeking to unwind, this curated route takes you on a journey through Coloane's most iconic spots. Starting from the adorable giant pandas, we wind through historic temples, scenic coastal roads, and end at the unique black-sand beach. This itinerary is designed for a perfect blend of culture, nature, and local delicacies, allowing you to experience the laid-back lifestyle of Macao at a leisurely pace.

1. Macau Giant Panda Pavilion



<https://nature.iam.gov.mo/c/panda>

The Macao Giant Panda Pavilion, nestled within the lush Seac Pai Van Park, is a must-visit attraction for nature lovers. It serves as the home to four beloved giant pandas: Kai Kai, Xin Xin, Jian Jian, and Kang Kang. Designed with modern facilities, the pavilion features spacious indoor habitats and large viewing windows, allowing visitors to observe the pandas in their daily activities, from munching bamboo to playful antics. The surrounding park, rich in biodiversity, offers a peaceful retreat with hiking trails and scenic views, making it an ideal spot to unwind and connect with nature away from the conference buzz.

2. Coloane Wharf



<https://www.macaotourism.gov.mo/zh-hans/macao-full-of-fun/tranquility-tour-in-coloane-village/coloane-pier>

Coloane Wharf is a living testament to Macao's traditional fishing heritage. This charming harbour is lined with colourful stilt houses, family-run seafood shops, and weathered fishing boats, preserving the authentic atmosphere of a centuries-old fishing village. Visitors can take a leisurely stroll along the waterfront, breathe in the fresh sea air, and enjoy panoramic views of the South China Sea and the distant Hengqin Island. The wharf comes alive in the morning with local vendors selling fresh seafood, offering a glimpse into the daily life of the community.

3. Avenida de Cinco de Outubro



<https://www.macaotourism.gov.mo/zh-hans/sightseeing/other-attractions/mural-at-avenida-de-cinco-de-outubro>

Avenida de Cinco de Outubro is the iconic coastal promenade of Coloane, renowned for its vibrant atmosphere and scenic beauty. Lined with pastel-coloured Portuguese-style buildings, charming cafes, and small boutiques, the avenue offers a delightful blend of local culture and leisurely vibes. As you walk along the path, you can enjoy unobstructed views of the ocean, watch fishing boats bobbing in the water, and discover hidden gems such as small art galleries and traditional eateries. The avenue is also famous as the filming location for popular dramas, adding to its cultural appeal.

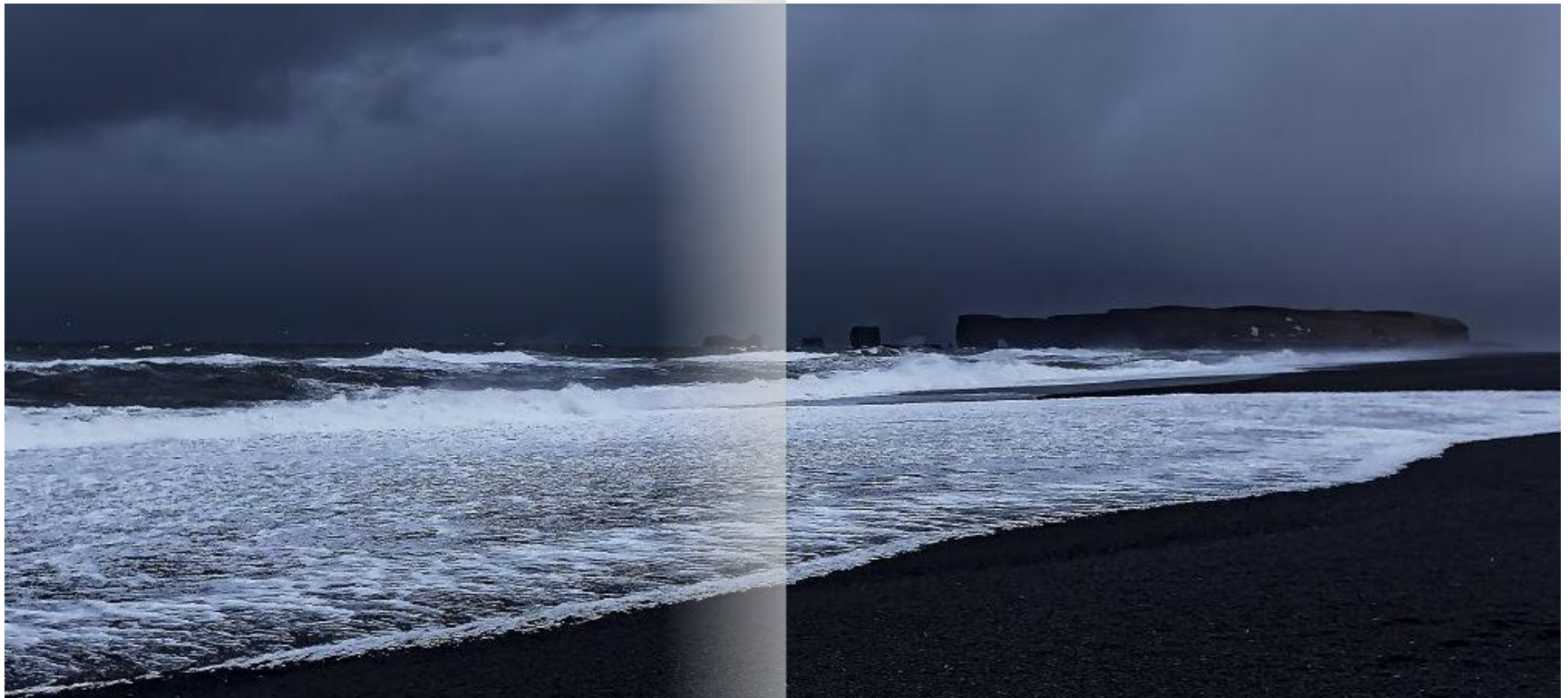
4. Bamboo Bay (Chuk Wan)



<https://miaobility.bj.bcebos.com/miaobi/5mao/b%275riv5r6z5ZOq6YeM55qE5pmv54K55Lq65bCRXzE3MzAzOTQ2MDQuOTExOTc0Nw%3D%3D%27/0.png>

Chuk Wan, also known as Bamboo Bay, is a tranquil residential area tucked away on the southern coast of Coloane. The area is known for its low-rise villas, lush greenery, and peaceful beachfront. Unlike the busy parts of Macao, Bamboo Bay offers a quiet escape, with gentle waves lapping at the shore and a serene atmosphere. It is a perfect spot for a relaxed walk, where visitors can enjoy the calm sea breeze and the view of the bay.

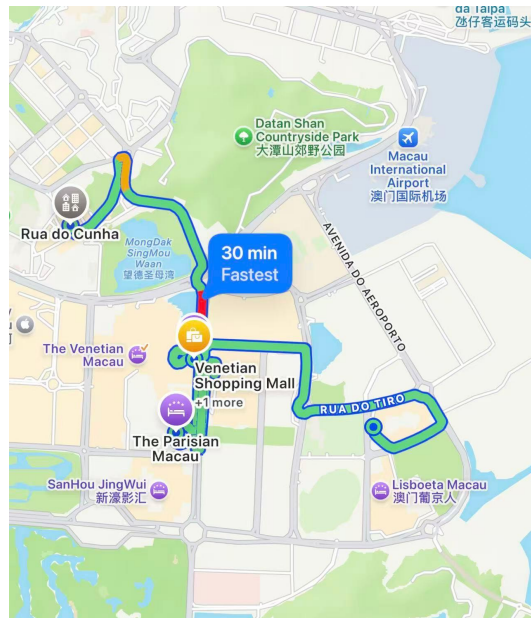
5. Praia de Hac Sa (Black Sand Beach)



https://chat.baidu.com/search/15556242686010882948?enter_type=b_pic_clear

Praia de Hac Sa is Macao's largest and most unique natural beach, famous for its striking black sand formed by volcanic minerals. Stretching over one kilometre, the beach is surrounded by lush pine trees, creating a peaceful and shaded environment. Visitors can take a relaxing walk along the shore, enjoy a picnic under the trees, or simply sit and watch the sunset over the South China Sea. The beach is also equipped with facilities such as barbecue areas and changing rooms, making it a popular spot for both locals and tourists seeking a quiet escape from the city.

Route2 Taipa Leisure & Shopping Discovery



This delightful Taipa journey connects Grand Lisboa Palace, The Venetian, The Parisian, The Londoner and Rua do Cunha in one seamless and convenient route. You can enjoy stylish sightseeing, comfortable leisure and delightful shopping here.

The area features magnificent and unique themed architecture, elegant indoor spaces, world-class shopping facilities and charming European-inspired scenery, with easy walking access between each location. Rua do Cunha shows warm and authentic local Macao culture, with delicious snacks, traditional delicacies and pleasant street atmosphere.

This well-designed route perfectly combines modern elegance, leisure shopping, architectural beauty and cultural charm, bringing you a comfortable and enjoyable experience.

1. Grand Lisboa Palace



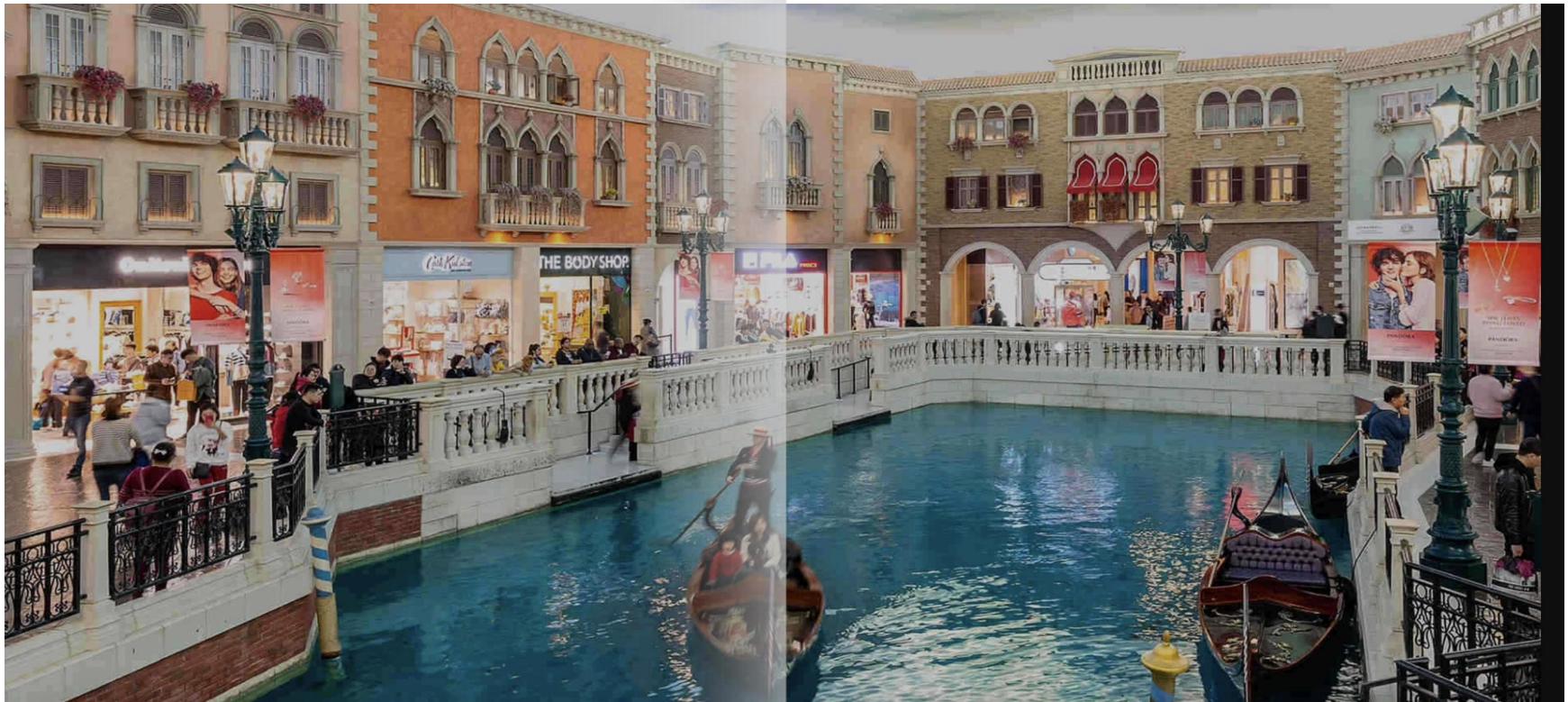
Source from <https://n.sinaimg.cn/sinakd20110/443/w1024h1019/20221115/62c1-17d8bc247b2784eb1cd6fb8265a0d961.jpg>

Grand Lisboa Palace is a magnificent luxury resort located in Cotai, Macau, featuring an exquisite and grand shopping complex with elegant garden-themed design. The interior boasts splendid architectural decorations, magnificent domes, delicate carvings, and serene garden landscapes, creating a graceful and royal atmosphere throughout the venue.

Within the complex, NY8 New Yaohan provides a comprehensive and convenient shopping experience, offering fashion, cosmetics, daily necessities, electronic products, supermarket goods and various lifestyle selections. The building combines elegant modern design with cultural elements, presenting a sophisticated and comfortable environment for visitors.

With its stunning interior scenery, distinctive architectural style and all-round retail facilities, Grand Lisboa Palace allows visitors to enjoy a delightful and refined leisure and shopping experience in a luxurious and elegant setting.

2. Shoppes at Venetian



Source from https://www.sandsresortsMacau.cn/shopping.html?_ga=2.149011122.569730287.1713419136-490774063.1713419136

The Shoppes at Venetian is the largest indoor shopping mall in Macau, located on the third floor of The Venetian Macau Resort Hotel. Spanning an area of 968,000 square feet, it hosts over 350 retail shops, dozens of eateries, and three canals, each 390 feet long. The entire shopping complex is covered by a massive ceiling that can be computer-controlled to create lighting effects simulating the clouds and sky colors of dawn, day, and dusk. Complemented by themed streets, canals, and the 157-foot-long Rialto Bridge, the elegant and magnificent environment transports visitors to the streets of ancient Venice.

The small boats on the canals, called "GONDOLA" offer a 15-20 minute ride that is popular among tourists. Singers perform Italian songs, while the gondoliers wear traditional Italian attire, allowing visitors to experience the Venetian ambiance under an artificial "blue sky with white clouds."

3. The Parisian Macao



Source from https://ak-d.tripcdn.com/images/1mi5i224x8vokkgt2C120_W_640_0_R5_Q80.jpg?proc=source/trip

The Parisian Macao is a classic French-themed resort in Cotai, Macau, featuring elegant and romantic European architecture. It houses a stylish shopping mall with numerous retail stores, beauty boutiques and dining options.

The iconic half-scale Eiffel Tower is the most famous landmark, presenting beautiful scenery and charming views. With charming street views, exquisite interior design and comfortable shopping environment, The Parisian Macao delivers a romantic and relaxing leisure experience.

4. The Londoner Macao



Source from <https://storage.googleapis.com/public-us-wonderplan-ai/countries/MO/regular>

The Londoner Macao showcases iconic British architecture with elegant vintage styling, classic clock towers, grand facades and exquisite retro details. The exterior and interior are designed with genuine London-inspired elements, including elegant corridors, sophisticated decorations and warm, luxurious lighting.

It houses a vast shopping collection with international brands, fine shops and diverse dining choices. The sophisticated environment, charming streetscapes and elegant layouts offer a refined and comfortable leisure and shopping atmosphere.

5. Rua do Cunha



Source from https://upload.wikimedia.org/wikipedia/commons/4/40/Rua_do_Cunha.jpg

Rua do Cunha is located in the heart of Taipa Old Town, Macao, stretching about 121 meters as a iconic historical pedestrian street. Named after the 81st Governor of Macao, it features vibrant architecture blending Portuguese-style colorful facades, traditional azulejo tiles and Chinese arcade designs.

It is a narrow but bustling pedestrian street in the heart of Taipa village. The street is lined with long-established souvenir shops, Portuguese restaurants and local snacks, filled with the aroma of almond cakes, pork chop buns and Portuguese egg tarts, showcasing a strong blend of Chinese and Portuguese cultural vibes. This century-old street retains old Taipa's charm and stands as a key landmark to experience Macao's culinary and cultural essence.



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



酒店與旅遊管理學院
Faculty of Hospitality and Tourism Management

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