

4TH GREATER BAY AREA TOURISM RESEARCH ALLIANCE FORUM

# EFFECTIVE GOVERNANCE & COORDINATION

## FOR POST-COVID GREATER BAY AREA TOURISM

*Learn about the latest tourism research undertaken by  
Greater Bay Area universities on the above and other topics*

FRIDAY, 5 NOVEMBER 2021

HOSTED AND ORGANISED BY:

THE MACAO INSTITUTE FOR TOURISM STUDIES

SUPPORTED BY:

SCHOOL OF TOURISM MANAGEMENT  
SUN YAT-SEN UNIVERSITY

AND

SCHOOL OF HOTEL AND TOURISM MANAGEMENT  
HONG KONG POLYTECHNIC UNIVERSITY

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Organiser



澳門旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU  
Macao Institute for Tourism Studies

Supported by:



中山大學 旅游學院  
SUN YAT-SEN UNIVERSITY School of Tourism Management



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

# PROGRAMME

## FRIDAY, 5 NOVEMBER 2021

09:30am Registration

10:00am Welcome by Ms. Diamantina Luiza do Rosario Sa. Coimbra,  
Acting Vice-President, IFTM  
Welcome by Mr. Ricky Hoi, Deputy Director, MGTO

10:15am Group photo

10:30am **KEYNOTE 1\***

Professor Dai Bin  
President, China Tourism Academy

11:15am Coffee break / Networking

11:30am **PANEL SESSION 1:  
IMPROVING GBA TOURISM GOVERNANCE & COORDINATION**

Moderated by  
Professor Xu Honggang, Dean  
School of Tourism Management, Sun Yat-Sen University (SYSU)

Speakers:

**A model for cross-border tourism governance in the Greater Bay Area**

Dr. Jinah Park (HK Poly)

**The role of public-private cooperation in Macao's post-Covid tourism recovery: Some lessons for the GBA**

Dr. Penny Wan, Dr. Xiangping Li, & Dr. Virginia Lau (IFTM)

**Policies for tourism recovery after the outbreak of COVID-19 in the Greater Bay Area, China**

Prof. Jie Li (SYSU)

\* PRESENTED IN MANDARIN WITH ENGLISH TRANSLATION; ALL OTHER SESSIONS TO BE PRESENTED IN ENGLISH

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# PROGRAMME (CONT.)

13:00pm Lunch and Networking at IFTM Educational Restaurant

15:00pm **KEYNOTE 2**

Professor Bob McKercher  
Professor in Tourism, The University of Queensland

15:45pm Coffee break / Networking

16:00pm **PANEL SESSION 2:  
UPDATES ON LATEST GBA TOURISM RESEARCH PROJECTS**

Moderated by  
Professor Haiyan Song, Associate Dean  
School of Hotel & Tourism Management, Hong Kong  
Polytechnic University

Speakers:

**Tourists Decision Making in Movement Behaviors within the  
Greater Bay Area - A Time Budget Perspective**  
Dr. Cindia Lam (IFTM) and Prof. Ying Zhao (SYSU)

**Web-based tourism demand forecasting system for the Greater  
Bay Area**  
Dr. Alina Zhang (HK Poly)

**Proposing the GBA Tourism Satisfaction Index**  
Dr. Xiangping Li, Dr. Penny Wan, & Dr. Virginia Lau (IFTM)

17:30pm Concluding and closing remarks by  
Professor Leonardo (Don) A.N. Dioko, Director of IFTM Tourism  
Research Centre (ITRC), IFTM

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# ABOUT THE FORUM

## WHO SHOULD ATTEND

The Forum invites policy-makers, government officials, and decision-makers of all backgrounds and sectors to participate. The Forum also invites scholars, researchers, community interest groups, think-tanks and private associations to participate. Members of the travel and hospitality industries, industry associations, and stakeholders from the Greater Bay Area are very much welcome to attend and share their opinions, as are members of the general public.

## GUANGDONG-HONG KONG-MACAO GREATER BAY AREA TOURISM RESEARCH ALLIANCE

On November 21, 2018, the Macao Institute for Tourism Studies (IFTM), the Hong Kong Polytechnic University (HKPolyU), and Sun Yat-Sen University jointly signed a memorandum to establish the Greater Bay Area (GBA) Tourism Research Alliance to carry out research on tourism cooperation and relations, monitor the sustainable development of tourism, and jointly study issues regarding the development of tourism in the GBA, providing research support to GBA governments and assist policy-makers with intellectual support.

On 13 December 2019, the Macao Institute for Tourism Studies (IFTM) was officially approved by the Ministry of Culture and Tourism as the relying unit of the Macao SAR and listed as the Tourism Education and Training Base for the Guangdong-Hong Kong-Macao Greater Bay Area, undertaking the task of tourism training and talent cultivation, and providing a professional platform of tourism talent training for authorities, enterprises and public institutions in tourism.



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# FORUM HOST

**DR. YANG JING JING**

**MACAO INSTITUTE FOR TOURISM STUDIES  
AND ASSOCIATE EDITOR (CHINA),  
TOURISM MANAGEMENT (IF: 10.967)**

Dr. Yang has international teaching experience, in UK, China, and New Zealand. She has worked not only in academics, but also in government, tourism industry, tourism planning and consultancy. Working with multiple stakeholders in multiple fields in multiple countries equip her with multiple approaches to understand tourism and research tourism. Her achievement in tourism is evidenced by honors and professional distinctions, publications of books and articles on high impact international journals, delivering international and national conference keynote speeches and seminars, and participating in advisory and review bodies.



# KEYNOTE SPEAKER

**PROFESSOR DAI BIN**

**PRESIDENT, CHINA TOURISM ACADEMY**

Dr. Dai Bin is President of China Tourism Academy and Director of National Tourism Data Center of Ministry of Culture and Tourism of the People's Republic of China. Concurrently, he is Chairman of Editorial Board of Tourism Management, doctoral supervisor of Dongbei University of Finance and Economics and Henan University, and adjunct professor of Toyo University in Japan, subsidized by State Council. Specialized in the studies of tourism enterprise management and tourism industrial economics, he has published 450 theses and over 50 monographs, textbooks and research reports, as well as presided over 60 research projects, 1,000 lectures and academic reports.



**PROF. BOB MCKERCHER**

**THE UNIVERSITY OF QUEENSLAND**

Dr. Bob McKercher is a Professor of Tourism at the University of Queensland. Prior to that he worked in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University for 22 years. He has been a tourism academic since 1990, beginning his career at Charles Sturt University in Albury, NSW, Australia. He spent 10 years in the Canadian tourism industry in a variety of advocacy and operational roles. He is the Chairman of the Board of the International Academy for the Study of Tourism. He has been awarded the Lifetime Achievement Award by the International Academy of Culture, Tourism and Hospitality Research and has also been honoured by being named a Fellow of the International Academy for the Study of Tourism.



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# PANEL SPEAKERS

## **DR. LAM CHING-CHI (CINDIA)** **MACAO INSTITUTE FOR TOURISM STUDIES**

Dr. Lam is Academic Coordinator of the Bachelor Degree Programmes (Chinese Medium) at IFTM. She graduated from University of Southern Queensland (Australia) with a Bachelor of Science, completed her master degree at Heriot-Watt University (England) and her Ph.D. from the Catholic University of Portugal (Portugal). Her research span from the psychological aspects of employees, tourism service quality, the sustainability of tourism industry and the development of tourism products (including medical and wine tourism). She has published books, articles in top international journals and worked on many government and commercial consultancy and research projects.



## **DR. VIRGINIA LAU MENG CHAN** **MACAO INSTITUTE FOR TOURISM STUDIES**

Dr. Lau is an Assistant Professor at IFTM. She is teaching various subjects, including accounting, financial management and brand management. She also has industrial experience working with various brands in the OEM process involving design, contracting, manufacturing and quality control. She participated in various consultancy projects in Macao, including retail industry satisfaction, tourist profiling and local tourism development. Her research interests include tourism and hospitality management, branding, CSR and tourism education.



## **PROFESSOR JIE LI** **SUN YAT-SEN UNIVERSITY**

Dr. Jie Li is Associate Professor at the School of Tourism Management, Sun Yat-Sen University. Before joining SYSU in 2019, She obtained her Ph.D degree in the University of Hong Kong and did her post-doctoral research at King's College London. With an interdisciplinary academic background in geography, urban studies, and health, her research interests include tourism and urban and regional development, tourism governance, and mobility and well-being.



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# PANEL SPEAKERS (CONT.)

**DR. XIANGPING LI**  
**MACAO INSTITUTE FOR TOURISM STUDIES**

Dr. Li is Assistant Professor at IFTM. She earned her Ph.D. in Hospitality and Tourism Management at Virginia Polytechnic Institute and State University, and a Master Degree from the University of Hawaii, Manoa. She has published in top tier tourism journals. She has also won multiple government projects as principal investigator or co-investigator. Her research interests include sustainable tourism development, tourist behavior and destination marketing.



**DR. JINAH PARK**  
**HONG KONG POLYTECHNIC UNIVERSITY**

Dr. Park is a Research Assistant Professor in the School of Hotel and Tourism Management. Her research focuses on destination marketing, tourist mobility, and cross-border tourism. She works for the Hospitality and Tourism Research Centre of the School and has been participating in the tripartite collaboration of the Greater Bay Area Tourism Research Alliance since 2019. Through several studies on destination branding and regional path creation in the Greater Bay Area, she attempts to connect the dots between tourism research and cross-border integration practices.



**DR. PENNY WAN YIM KING**  
**MACAO INSTITUTE FOR TOURISM STUDIES**

Dr. Wan has taught a range of tourism, hospitality, gaming and urban planning subjects and supervised student dissertation at the tertiary level. She is a tourism consultant with diverse project experience (i.e. theme parks, golf courses, heritage conservation, and hotel developments) and has provided trainings to hotels, casinos and integrated resorts. Her research interests focus on sustainable tourism planning, casino gaming/integrated resort management, heritage conservation and management, hospitality services and urban planning. She is one of the main contact points for people who want to know more about Macao's urban and tourism planning and casino gaming.



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# PANEL SPEAKERS (CONT.)

## **DR. ALINA ZHANG** **HONG KONG POLYTECHNIC UNIVERSITY**

Dr. Alina Zhang is a Lecturer of the Division of Business and Hospitality Management in the College of Professional and Continuing Education (CPCE) at The Hong Kong PolyU. Dr Zhang received her Bachelor of Engineering and Master of Science from The Huazhong University of Science and Technology, China, and PhD from The University of Hong Kong. She worked as a Postdoctoral Fellow at the School of Hotel and Tourism Management of PolyU before joining CPCE. Dr Zhang's research interests include tourism demand forecasting, tourism supply chain management, and information and communication technology. Her research have been published in various peer-reviewed international journals such as Tourism Management, International Journal of Tourism Research, Tourism Economics, Service Industries Journal, and other internationally renowned journals.



## **PROF. YING ZHAO** **SUN YAT-SEN UNIVERSITY**

Professor Zhao is Associate professor in the School of Tourism Management. She is the vice director of Department of Tourism Management and Planning. She is also the technical director in Xishangbanna monitoring of tourism sustainable development in UNWTO. Her research interests include urban leisure, tourists' spatio-temporal behavior, tourism big data and tourism transportation. She has received grants from National Natural Science Foundation of China and Natural Science of Foundation of Guangdong, and honors of outstanding papers from Ministry of Culture and Tourism of P.R.China and The Geographical Society of China.



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# REGISTRATION

The Forum will be held in hybrid mode\* wherein some speakers will present online while others before a live audience. Attendees can participate in one of three ways:

**(a) Attend online via live streaming.** Attendees will be given a unique access link to attend the whole day Forum and participate or ask questions via chat. **Fee: Free of charge**

**(b) Attend in person** at the Forum venue and have a chance to interact closely and network with Forum speakers and other attendees consisting of industry executives, professionals, community members, and scholars. The Forum will be held in the Conference Room of the newly refurbished and award-winning **Pousada de Mong-Há**, the educational training hotel of the Macao Institute for Tourism Studies. **Fee: MOP130 (includes am and pm refreshments)**

**(c) Attend in person + enjoy a set lunch** at IFTM's award-winning and Michelin-recognized **Educational Restaurant**. Onsite and live attendees will not only be able to attend the Forum and network with speakers and other attendees at leisure. They can do so over a delightful meal in one of Macao's remarkable culinary attractions. **Fee: MOP300 (includes am and pm refreshments and a set lunch)**

\*Depending on the Covid situation, last minute changes to the Forum format may ensue. In the unlikely event that the Forum needs to be cancelled, all paid-up registration will be refunded.

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