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研究方向(Research Area) :

文化旅遊

Cultural Tourism

主題公園

Theme Park

品牌管理

Brand Management

旅遊營銷

Tourism Marketing

鄉村旅遊

Rural Tourism

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◇ JOURNAL PAPER

- ◆ Duan, X., Marafa, L.M., Chan, C.-S., Xu, H., Cheung, L.T.O. (2020). Measuring the Gaps in the Projected Image and Perceived Image of Rural Tourism Destinations in China's Yangtze River Delta. *Sustainability*, 12, 5121. (SSCI)
- ◆ Duan, X., Chan, C. S., & Marafa, L. M. (2019). Does authenticity exist in cultural theme parks? A case study of Millennium City Park in Henan, China. *Journal of Tourism and Cultural Change*, 17(3), 321-338. (SSCI)
- ◆ Chan, C. S., Yuen, S. K., Duan, X., & Marafa, L. M. (2018). An analysis of push – pull motivations of visitors to Country Parks in Hong Kong. *World Leisure Journal*, 60(3), 191-208.

◇ CERTIFICATES AND AWARDS

- ◆ 06/2016 Thomas and Ruth Rivers International Scholarship Award
- ◆ 03/2016 Zhongjian Dongfang Gao 's Scholarship Award
- ◆ 09/2012 World Leisure Organization Future Leader Award