



高玉婷 博士

Dr. Kou, Esther
(Assistant Professor)

研究方向(Research Area) :

旅遊及款待業管理

Tourism and hospitality management

社交商務

Social commerce

文化與休閒研究

Cultural and leisure studies

可持續發展研究

Sustainable development studies

旅遊教育

Tourism education

跨學科研究

Inter-disciplinary research

Tel.: (853) 8590-2526

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◇ JOURNAL PAPER

- ◆ Liu X., Kou, I. E.* (2023). "Ethical and responsible tourism: managing sustainability in local tourism destinations", *Journal of Tourism and Cultural Change*, DOI: 10.1080/14766825.2023.2241426 (*Corresponding author) (SSCI, Q4)
- ◆ Kou, I. E. (2023). "Technology Advances and Innovation in Wine Tourism: New Managerial Approaches and Cases" *Information. Technology and Tourism*, <https://doi.org/10.1007/s40558-023-00251-2> (SSCI, Q1)
- ◆ Kou, I. E. (2023). Parting Thoughts XXI: Sense of Place and the Search for Leisure. *Leisure Sciences*, 1-3. <https://doi.org/10.1080/01490400.2023.2237503> (SSCI, Q2)
- ◆ Wong, I. A., Lin, Z., Yang, F. X., & Kou, I. E. * (2023). From shattered assumptions to fantasy realization: the role of meaning search in pleasure travel during the COVID era. *Current Issues in Tourism*, 1-19. (*Corresponding author) (SSCI, Q1)
- ◆ Peng, K. L., Wu, C. H., Lin, P. M., & Kou, I. E. (2023). Investor sentiment in the tourism stock market. *Journal of Behavioral and Experimental Finance*, 37, 100732. (SSCI, Q1)
- ◆ Wong, I. A., Lin, Z., & Kou, I. E. * (2023). Restoring hope and optimism through staycation programs: An application of psychological capital theory. *Journal of Sustainable Tourism*, 31(1), 91-110. (*Corresponding author) (SSCI, Q1)
- ◆ Kou, I. E., Wong, I. A., & Lin, Z. (2022). Attracting casino visitors through social media: Transition from online to offline environment. *Journal of Hospitality and Tourism Technology*. (SSCI, Q2)



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- ◆ **Kou, I. E.** (2022). Cultural Tourism and Cantonese Opera, Jian Ming Luo, Routledge, New York (2022), X+108pp, ISBN 9780367743819, £44.99 (Hbk.), ISBN 9781003157564, £16.99 (ebk.). Journal of Hospitality and Tourism Management. (SSCI, Q1)
- ◆ Lin, Z. C., Wong, I. A., **Kou, I. E. ***, & Zhen, X. C. (2021). Inducing wellbeing through staycation programs in the midst of the COVID-19 crisis. Tourism Management Perspectives, 40, 100907. (*Corresponding author) (SSCI, Q1)
- ◆ Hu, X., Xi, L., **Kou, I. E.**, & Su, X. (2021). Macau residents' attitude towards the free independent travellers (FIT) policy: an analysis from the perspective of the ABC model and group comparison. Asia Pacific Journal of Tourism Research, 26(9), 935-952. (SSCI, Q2)
- ◆ **Kou, I. E.**, & Luo, J. M. (2021). Determinants of industry identity: an empirical examination of entertainment tourism. Journal of Tourism Quarterly, 3(2), 114-129. Retrieved from <http://htmjournals.com/jtq/index.php/jtq/article/view/32>
- ◆ **Kou, I. E.**(2019). Quick Response (QR) Code's application in Education, China and World highlights, (6)3, pp22-23
- ◆ Luo, J. M., Chau, K. Y., Lam, C. F., Huang, G. Q., & **Kou, I. E.** (2018). Attitudes of undergraduate students from university – industry partnership for sustainable development: A case study in Macau. Sustainability, 10(5), 1378. (SSCI, Q1)
- ◆ **Iok Teng, Kou** & Xiao Hong, WU. (2017). Recruitment and training strategy of large integrated resorts in Macau , Human Resource Management, 1, 116-117.
- ◆ Xiao Hong, WU & **Iok Teng, Kou** (2017). Discussion on marketing ethics of Chinese enterprises, Enterprise Reform and Management, 2, 99.



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◇ BOOK CHAPTER

- ◆ **Kou, I. T., & Liu, T. (2020).** Could the adoption of Quick Response (QR) code in lectures enhance University students' satisfaction? A case study of hospitality and tourism programs in Macau. In Cultural and tourism innovation in the digital era (pp. 161-170). Springer, Cham.
- ◆ **Kou, I.T.,Luo, J.M., & Chau, K.Y. (2018).** Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective. In Katsoni, V. and Velandar, K. (Eds.), Innovative Approaches to Tourism and Leisure. Switzerland: Springer, chapter 31. Vicky Katsoni and Kathy Velandar (Eds) ISBN 978-3-319-67603-6

◇ CONFERENCE PAPER

- ◆ **Kou, I.E, Yu, Y. & Luo, J.M. (2021).** Determinants to the Development of Intangible Cultural Heritage: The Case of Cantonese Opera. Proceedings of International Conference on Tourism Management and Hospitality, Barcelona, Spain, Dec.
- ◆ **Kou, I.E, & Fang, S. (2017).** Attitude and Behavioral Response to Bike sharing- A Comparative Study of the Generation Y and Generation Z. Taiwan Hospitality and Leisure Academic conference, Taiwan, China

◇ RESEARCH PROJECT

- ◆ Development of Macao's Cultural and Creative Tourism Industries in the Context of Guangdong-Hong Kong-Macao Greater Bay Area (Principal Investigator, 2022-2023)



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- ◆ Development of Scale to Measure Tourist Attitude toward Cantonese Opera as cultural brand of the Greater Bay Area, China (2021-2022)
- ◆ Research on the relationship between image, value consumption and gastronomy (2021-2022)
- ◆ The relation of study tour and national identity among adolescents in Guangdong, Hong Kong and Macao. Ministry of Education of the People's Republic of China. (2020-2021, 20YJCZH106)
- ◆ Film induced-tourism Map AR/AI research in Macau (2020-2021)
- ◆ Development of Scale to Measure Tourist Attitude toward City Integration in Greater Bay Area, China (2020-2021)
- ◆ An investigation of tourist attitude and behavior toward world heritage list and museum in Macau (2019-2020)
- ◆ Teaching Reform and innovation (2019-2020)
- ◆ Development of Scale to Measure Entertainment Tourism Experience in Macau (2017-2018)
- ◆ Digital Touchpoints of Macao's Inbound Leisure Travelers-A Comparative Analysis of Hong Kong & Taiwan (2014-2015).
- ◆ UNWTO, Bachelor, Master, PhD Program TedQual certification (2007-Present)
- ◆ UNWTO Affiliate member, bidding work (2007-Present)

◇ **CERTIFICATES AND AWARDS**

- ◆ Tourism Economist (Intermediate), China
- ◆ Psychological Counselor, by Institute of Psychology, Chinese Academy of Sciences, China



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- ◆ Tourist Guide (Mandarin, Cantonese, English), Macao Government Tourist Office, Macau SAR, China
- ◆ Certified Hospitality Educator (CHE®) by the American Hotel & Lodging Educational Institute (AHLEI), USA
- ◆ Certified Hospitality Trainer (CHT®) by the American Hotel & Lodging Educational Institute (AHLEI), USA
- ◆ Certified Hospitality Supervisor (CHS®) by the American Hotel & Lodging Educational Institute (AHLEI), USA
- ◆ Certified Guest Service Professional (CGSP®) by the American Hotel & Lodging Educational Institute (AHLEI), USA
- ◆ Professional Conference Management (PCM) certificate by Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), Singapore
- ◆ WSET Level 2 Award in Wines (Merit) by London Wine & Spirit Education Trust, UK
- ◆ 2023 Outstanding Research Achievements, Sun Yat-Sen University- Tangjiawan Youth Forum on Integration of Cultural and Tourism Industries and Academics
- ◆ 2021/2022 City University of Macau- Excellent Research Recognition
- ◆ 2018/2019 City University of Macau-Teaching Innovation Recognition