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**Dr. Zhang, Tao**  
(Assistant Professor)

研究方向(Research Area) :

體育旅遊

Sport Tourism

文化節慶旅遊

Cultural Event Tourism

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◇ JOURNAL PAPER

- ◆ Wei, C., & Zhang, T. (2023). Authenticity and Quality of Industrial Heritage as the Drivers of Tourists' Loyalty and Environmentally Responsible Behavior. *Sustainability*, 15(11), 8791. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su15118791> (SSCI)
- ◆ Zhang T., Wei C., & Nie L. (2022). Experiencing authenticity to environmentally responsible behavior: Assessing the effects of perceived value, tourist emotion, and recollection on industrial heritage tourism. *Frontiers in Psychology*, 13, DOI=10.3389/fpsyg.2022.1081464 (SSCI)
- ◆ Tao Zhang (2022) An expanded eventscape framework as the driver of attachment and loyalty to mass-participation sporting events, *Journal of Convention & Event Tourism*, DOI: 10.1080/15470148.2022.2085832 (ESCI)
- ◆ ZHANG Tao(2021). Promoting National Identity Through Cultural Festivals: Macau Narrative and Organizational Strategy. *Journal of Shandong University(Philosophy and Social Sciences)* (3), 82-90 ( CSSCI )
- ◆ GAN Lingxia, ZHANG Tao (2021) Analysis of Service Ecosystem of Folk Festival and Special Events from the Perspective of Community Support. *Journal of Northwest Minzu University(Philosophy and Social Sciences)*(1), 141-147. ( CSSCI )
- ◆ LIU Xinyuan, ZHANG Tao(2021). An Empirical Study on the Relationship between the Authenticity of Madam Xian's Cultural Heritage and Tourists' Behavioral Intention. *Journal of Guangdong University of Petrochemical Technology*, 31(2), 70-75.



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- ◆ Hu, B.; Huang, W.; Yan, S.; Liu, G.; **Zhang, T.**(2020) Business Model Design and Customer Loyalty: The Mediating Role of Customer Citizenship Behavior. Sustainability 2020, 12, 7047; DOI: 10.3390/su12177047 (SSCI)
- ◆ Hu, B.; **Zhang, T.\***, Yan, S. (2020). How Corporate Social Responsibility Influences Business Model Innovation: The Mediating Role of Organizational Legitimacy. Sustainability, 12(7), 2667; DOI: 10.3390/su12072667 (SSCI)
- ◆ **Zhang, T.**, Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. Sustainability, 11(12), 3437; DOI: 10.3390/su11123437 (SSCI)
- ◆ **Zhang, T \***, Wen, Huijun and Li, Xi (2019). A Tourist-Based Model of Authenticity of Heritage Sporting Events: The Case of Naadam. Sustainability 2019, 11(1), 108; DOI: 10.3390/su11010108 (SSCI)
- ◆ **ZHANG Tao**;LI Xi;WEN Huijun ( 2019 ) . Study on the impact of folk festival authenticity on tourism experience. Journal of Arid Land Resources and Environment, 33(6), 192-197. (CSSCI)
- ◆ **Tao Zhang**, Yunting Chen (2017). Exploring the dimension and effect of blended festivalscape on visitors' satisfaction. Tourism Forum, 10(5): 20-27.
- ◆ **Tao Zhang**, Wei Lin(2017). Rural Women's work-family conflict, Flexible Employment and Poverty-Alleviation Strategy---the Case of Rural Tourism Industry. Rural Economic and Technology, 28(21): 197-201.



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- ◆ **Tao Zhang** & Si TANG & Yufeng ZHANG & Jiahua JIN (2017). A Study of The Hotel Staff's Work Stress, Perceived Organizational Support and Work Efficacy: Case Study of Macao. International Journal of Advanced Engineering and Management Research. Vol 2(3): 755-770.
- ◆ Xiaohong Wu, and **Tao Zhang**(2017). Work Stress and Job Satisfaction of Employees in Hospitality: A Comparative Study of the Casino Hotels and Non-Casino Hotels in Macau. International Journal of Advanced Engineering and Management Research. Vol 2(3): 646-657.
- ◆ **Tao Zhang** and Nan Yan (2016). The Effect of Religious Tourist Motivation and Satisfaction on Behavioral Intention. International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, 10(8), 2885 - 2888. (International Science Index)
- ◆ **Tao Zhang** (2013). Internalization and localization of Festival Events. Tourism Tribune, 6, 3-11. (CSSCI)
- ◆ **Tao Zhang** (2012). Effect of food tourists' motives on satisfaction and behavioral intention. Tourism Tribune. October, 78-84. (CSSCI)
- ◆ **Tao Zhang** (2012). Study of China tourism development: world heritage and tourism development. Tourism Tribune. Apr. 9-10. (CSSCI)
- ◆ **Tao Zhang** (2011). Satisfaction measurement for MICE sectors---the case of Macao international trade and investment fair. Tourism Forum. Feb. 24-27.



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◇ CONFERENCE PAPER

- ◆ Wang, YingChuan. & **Zhang, Tao** (2017). A Study on exploring employees' well-being in gaming workplaces prior to and after the Chinese government crackdowns on corruption. 19th International Conference on Hospitality Leadership (ICHL 2017). August, 24-25, 2017 at Kuala Lumpur, Malaysia.
- ◆ **Tao ZHANG** & Si TANG & Yufeng ZHANG & Jiahua JIN (2017). A Study of The Hotel Staff's Work Stress, Perceived Organizational Support and Work Efficacy: A Case Study of Macao. The ICHMB 2017: 19th International Conference on Hospitality Management and Business, Singapore, Mar 29-30.
- ◆ **Tao Zhang** & Fen Zhang(2017). The Effect of Physical Evidence of Themed Casino Hotels on Customer Value and Satisfaction. The ICCHTH 2017: 19th International Conference on Cultural Heritage, Tourism and Hospitality, Singapore, May 4 – 5.
- ◆ Xiao Hong Wu & **Tao Zhang** (2017). A Comparative study to employees' work stress of the casino hotels and non-casino hotels. The ICCHTH 2017: 19th International Conference on Cultural Heritage, Tourism and Hospitality, Singapore, May 4 – 5.
- ◆ Ying Chuan Wang & **Tao Zhang** (2017). A Study on the Relationship between Employees' Work Pressure and Corporate Social Responsibility at Gaming and Hospitality Workplaces in Macao Prior and After the Chinese Government Crackdowns on Corruption. Asia Pacific Tourism Association (APTA) 2017 Annual Conference, Busan, Korea, 18-21 June.



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- ◆ **Tao Zhang** and Nan Yan. The effect of religious tourist motivation and satisfaction on behavioral intention. International Conference on Management, Hospitality, and Tourism (ICMHT 2016), Aug. 18-19, Kuala Lumpur, Malaysia.
- ◆ Xinrong Zong and **Tao Zhang**. A study of female casino dealers' job stress and job satisfaction – the case of Macau. International Conference on Management, Hospitality, and Tourism (ICMHT 2016), Aug. 18-19, Kuala Lumpur, Malaysia.
- ◆ **Tao Zhang**. How Tourists Assess the E-government Service Quality of Weather Forecast? International Conference on Information Technology and Electronic Commerce (ICITEC 2013), Dec 28-29, 2013, Harbin, China.(EI index)
- ◆ **張濤**. 節事動機研究述評與展望, 2011《旅遊學刊》中國旅遊研究年會, 北京

◇ RESEARCH PROJECT

- ◆ A Study on the Impact of the Authenticity of Cultural Heritage on Tourist Satisfaction and e-WOM (MF1928), 2019-2020, Macau Foundation. CI.
- ◆ Festival and Food Tourism: the impact of Authenticity on Tourist Satisfaction and Loyalty (MF1822), 2018-2019, Macau Foundation. CI.
- ◆ A Study of the Relationship of Employees' Working Pressure, Satisfaction and Happiness in Macau Casino Hotels. Macau Foundation. CI.
- ◆ A Study of the Relationship of Employees' Satisfaction and Guest Satisfaction in Macau Casino Hotels. Macau Foundation. CI



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- ◆ A Study of Service Quality of Food Festival. Macau Foundation. CI
- ◆ A Study of Food Tourist Satisfaction in Macau. Macau Foundation. CI
- ◆ Developing the Visitor Satisfaction Index of Macau Exhibitions. Macau Foundation. CI

◇ CERTIFICATES AND AWARDS

- ◆ EMD (The Global Association of the Exhibition Industry, UFI)
- ◆ CEM (International Association of Exhibitions and Events)
- ◆ Best Presentation Award. ICCHTH2017: 19th International Conference on Cultural Heritage, Tourism and Hospitality, International Science Research and Experimental Development, Singapore
- ◆ Best Presentation Award. ICHL 2017: 19th International Conference on Hospitality Leadership, Kuala Lumpur, Malaysia, August 24-25, 2017.