



[Hoffer Ming Lee]  
[Assistant Professor]

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> <li>● Experiential Tourism</li> <li>● Culture and Heritage Tourism</li> <li>● Food and Beverage Tourism</li> <li>● Medical, Health and Spa Tourism</li> <li>● Tourism, Environment and Sustainability</li> <li>● Tourism and Philosophy, Spirituality, Religion</li> </ul>	<ul style="list-style-type: none"> <li>● Food and Beverage Operations</li> <li>● Event Management</li> <li>● Tourism Research Method</li> <li>● Hotel Management Internship/Practicum</li> <li>● Introduction to Hospitality and Tourism Industry</li> </ul>

## Qualifications

### [Academic Qualifications]

2008 - 2013 Ph.D / Recreation & Leisure Studies / University of Waterloo, ON, Canada  
 2005 - 2006 MBA / Hospitality & Tourism Management / University of Guelph, ON, Canada  
 1997 - 2000 Bachelor / Tourism Management / Thompson Rivers University, BC, Canada  
 1995 - 1996 Diploma/ Hotel Operation Management/ IMI(Lucern), Switzerland

### [Professional Qualifications]

2013-Present Assistant Professor /FHTM / Macau University of Science and Technology  
 2012 - 2013 Lecturer/FHTM / Macau University of Science and Technology  
 2002 - 2005 Lecturer / America Institute of Technology, Vancouver, Canada

## Publications

### [Journal Articles]

Chen, J., Hsu, F.-  
and destination loyalty: The moderating role of lifestyle. *Behavioral Sciences*, 13, 629. DOI: 10.3390/bs13080629

perceived values on their behaviors: Evidence from Huangshan World Natural and Culture Heritage Site. *Sustainability*, 15, 1551. DOI: 10.3390/su15021551

Zhang, Y. & Lee, H. (2022). Wine tourism experience effects on co-creation, perceived value and consumer behavior. *Ciência e Técnica Vitivinícola*, 37(2), 159-177.

Lee, H. & Yan, L. (2020). Selling cute destinations to East Asia. *Journal of Hospitality and Tourism Insights*. DOI 10.1108/JHTI-04-2020-0039

Zhang, H.X., Yan, L., Lee, H. M. & Yang, Q.S. (2020). Social integration of lifestyle migrants: the case of Sanya snowbirds. *Current Issues in Tourism*, DOI:10.1080/13683500.2020.1797646

Deng, Y. T. & Lee, H. (2019). Exploring the Dimensions of Bed and Breakfast (B&B) Experiences. *International Journal of Tourism Sciences*, 19 (3), 166- 180

Ding, D. & Lee, H. M. (2017). A measurement scale for food festival visitor experience. *International Journal of Tourism Sciences*, 17(3), 180- 197.

Lee, H.M. & Smith, S.L.J. (2015). A visitor experience scale: Historic sites and museums. *Journal of China Tourism Research*, 11(3), 255-277. DOI:10.1080/19388160.2015.1083499

#### [Books]

Smith, S. L. & Lee, H. (2010).  
& R. W. Butler (Eds.), *Tourism research: A 20-20 vision* (pp.28-39). Woodeaton, Oxford: Goodfellow Publishing.

#### [Book Review]

Lee, H. (2016). Culture Tourism. *Annals of Tourism Research*. pp. 286-288  
DOI : 10.1016/j.annals.2015.12.010

#### [Conference Papers]

Zhang, Y. & Lee, H. M. (2022). Exploring wine tourism experience constructs: A qualitative approach. *Advances in Economics, Business and Management Research*, V648, *Proceedings of the 2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)*(pp.3225- 3230). Atlantis Press International B.V.

Lee, H. & Smith. S.L.J.(2014). Experiential tourism and experiential marketing. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu(Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.780-788). Sichuan University Press.

Lee, H. (2014). Exploring the Relative Uses and Advantages/Disadvantages of Case Studies versus Scale Development as Alternative Research Designs for Studying Tourism Experiences. In X.W.Jie, E.M. Xu, K. Ali & T.T. Tu(Eds.), *Strategy in Emerging Markets: Management, Finance and Sustainable Development: Proceedings of 2013 International Conference on Strategic Management* (pp.771-779). Sichuan University Press.

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Lee, H. & Smith, S.L. (2011). Strategic alliances in Ontario culinary tourism. In X.W. Jie, E.M. Xu, & S.A.Zahra (Eds.), *Environment, Low-Carbon and Strategy: Proceedings of 2011 International Conference on Strategic Management* (pp. 125-). Sichuan University Press.

Wei, W. & Lee, H. (2009). Hotel revenue management theories and applications. The proceedings of IEEE International Conference on Business Intelligence and Financial Engineering, July 24-26, 2009, Beijing, China. (pp 853-856). Index by EI CD-ROM

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