

# Faculty of Hospitality and Tourism Management

## Name Assistant Professor

#### Areas of Research Expertise

Areas of Teaching Expertise

Food and Beverage Hotel Service failure and recovery Experiential learning Hotel Management Food and Beverage Management

## **Qualifications**

[Academic Qualifications]

2012 2019 Ph.D / International Tourism Management / Macau University of Science and Technology

1997 1999 Master / Hospitality Management / Florida International University

1992 1996 Bachelor / Business Administration / Tung Hai University

## [Teaching Experience]

2019 Present Assistant Professor / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2013 - 2019 Senior Lecturer / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2008 - 2013 Lecturer / Faculty of Hospitality and Tourism / Macau University of Science and Technology

2003 - 2008 Part time Lecturer / Tourism Department / TungFang Design Institute

#### [Editorial Experience]

Ad Hoc Reviewer

International Journal of Tourism Research 2023

Doctoral thesis of New England, Australia 2021~ 2022

The Official Student Research Journal of Colegio de San Juan de Letran 2021

#### **Research & Publications**

#### [Journal Articles]

- Pai, C. K., Dai, A., Yang,\* C. Y., & Ge, Y. (2022). Exploring factors affecting customer trust in social distancing technology and impact on hotel booking intentions, Cogent Social Sciences, 8:1.
- Yang, C. Y., Xie, D., & Wong, J. W. C. (2021). CHALLENGES AND BENEFITS OF EXPERIENTIAL LEARNING: THE CASE OF OVERSEAS EXCHANGE PROGRAMS. Advanced Education, 8 (19), 79-88. [ESCI]
- Zhu, Y. N., **Yang, C. Y.**, & Hong, F. (2017-2018). 環保酒店獎的評選、效應與趨勢. GreenBook of Macau, Annual Report on Development of Travel & Lridure in Macau, 2017-2018, 110-1222.
- Zhang, M., & Yang, C. Y. (2010). 基於參與式發展理論的安新白洋澱濕地生態旅遊研究. 商業研究. 2(394): 142-145. 3.
- Zhu, Y. N. & **Yang**, C. Y. (2009). A Review of the Research of Green Hotel in Mainland China and the : f Z f] D XXX fkc m dgd ek Aflie X f] D XXX Jk[ Mfc

## [Conference Papers]

- Chen, K. T., Yang, C. Y., & Kang, S. G. (2023). The Influence Mechanism of Celebrity Chef Image and Restaurant-Chef fit on Customer Behavior intention (Glosith 2023)
- Yang, C. Y., & Wong, J. W. (2018). The Role of Experiential Learning and Proactive Personality in e XeZe Jkl [ek C Xee JXk]XZkfe1K: X f] oZ Xe Jkl [ek ek f g kXckp and Tourism Industry. 2018 International Conference on Education, Social Sciences and Humanities(ICESSH 2018)
- Zhang, M., & **Yang, C. Y.** (2016). Language Use and Language Attitude of Front-Line Employees in Five-Star Hotels in Macau. THOR 2016 Tourism and Hospitality Research.
- Yang, C. Y., Lai, K. W, & Park, S. H. (2012). Measurement of Service Quality in the Luxury Hotel Industry in Macau. TOSOK International Tourism Conference 2012.

## [Research Projects Funded]

《澳門宗教旅遊資源挖掘 澳門賭神形象塑造與開發》(項目編號: )