



Dr. Liu Xinyu

Department of Cross-Border E-Commerce | Assistant Professor

Biography

Dr Liu Xinyu is an Assistant Professor and master's supervisor. She currently serves as Assistant Professor in the Department of Smart Tourism at Macau Millennium College, and Administrative Director of the Continuing Education Centre (MMC Silver Age Academy). Her research focuses mainly on smart tourism, destination marketing, and tourist and consumer psychology and behaviour. She has assisted in applying for and participated in more than ten Macao and national-level research projects funded by bodies including The National Social Science Fund of China, the National Natural Science Foundation of China, the Macao Higher Education Fund and the Macao Foundation. She has also published several papers in Q1 and Q2 academic journals, with her work appearing in internationally recognised journals such as the Journal of Hospitality Marketing and Management and the Journal of Hospitality and Tourism Management.

Work Experience

- Sep 2024–Present
- Assistant Professor, Department of Smart Tourism, Macau Millennium College;

- Administrative Director, Continuing Education Centre (MMC Silver Age Academy), Macau Millennium College

Education

- Sep 2021–Jun 2024 Doctoral Degree in International Tourism Management, Faculty of International Tourism and Management, City University of Macau
- Sep 2019–Jun 2021 Master's Degree in International Hospitality and Tourism Management, Faculty of International Tourism and Management, City University of Macau
- Sep 2015–Jun 2019 Bachelor's Degree in International Hospitality and Tourism Management, Faculty of International Tourism and Management, City University of Macau

Research Interests

Her research focuses mainly on smart tourism, destination marketing, and tourist and consumer psychology and behaviour.

Courses

Special Topics in Contemporary Tourism Management; Hotel and Resort Management; MICE Planning and Management Practice; and MICE Management and Service.

Research Achievements

Journal Articles

- [1] Liu, X., Lai, I. K. W., Zhang, Y., Lu, Y., & Wang, X. (2026). How four aspects of narcissism prompt tourists to make landmark check-in: the mediating role of perceived enjoyment and perceived status attainment. *Asia Pacific Journal of Marketing and Logistics*, 38(2), 294-310. (SSCI, Q2)
- [2] Wang, X., Lai, I. K. W., Lu, Y., & Liu, X.* (2023). Narrative or non-narrative? The effects of short video content structure on mental simulation and resort brand attitudes. *Journal of Hospitality Marketing And Management*, 32(5), 593-614. (*Corresponding author) (SSCI, Q1)

[3] Lu, Y., Liu, X.*, Hu, Y. & Zhu, C. (2023). Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory. *Journal of Hospitality and Tourism Management*, 57, 170–178. (*Corresponding author) (SSCI, Q1) [4] Lu, Y., Lai, I. K. W., Liu, X., & Wang, X. (2022). Influence of memorability on revisit intention in welcome back tourism: The mediating role of nostalgia and destination attachment. *Frontiers in Psychology*, 13, 1020467. (SSCI, Q1)

Conference Papers

[1] Song, B. Y., Lin, H. Y., Wang, Y. X., Liu, X. Y., & Li, X. F. (2023). How to influence air travel intention by tourism and air travel risk knowledge in context of air disasters--a study based on knowledge-attitude-behavior (KAB) model. *2023 Asia Pacific Tourism Association (APTA) Conference, Chiang Mai, Thailand.*

[2] Liu, X. Y. & Lu, Y. (2022). Winter will always pass: Rethinking the impact of outbound travelers' risk perception on destination image and travel expectations under COVID-19. *2022 Guangdong-Hong Kong-Macau Greater Bay Area Graduate Student Research Conference, Macao, China.*