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Lecturer

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Areas of Research Expertise: Tourism Planning, Small Tourism Business, Cruise Tourism, Consumer Behaviour

Qualifications

[Academic Qualifications]

- PhD (2015) The Hong Kong Polytechnic University
- MSc (2010) Sun Yat-sen University, China
- BS (2008) Lanzhou University, China

[Professional Qualifications]

- CHE (Certified Hospitality Educator) issued by American Hotel & Lodging Educational Institute (2015)

[Ad Hoc Reviewer]

- Tourism Management
- Asia Pacific Journal of Tourism Research
- International Journal of Contemporary Hospitality Management

Publications

[Referred Journal Articles]

- **Wang, S.**, and Hung, K. (2015). Customer perceptions of critical success factors for guest houses. *International Journal of Hospitality Management*, 48: 92-101. (SSCI, JCR Q1)
- Hung, K., **Wang, S.**, and Tang, C. H. (2015). Understanding the normative expectations of customers toward Buddhism-themed hotels: A revisit of service quality. *International Journal of Contemporary Hospitality Management*, 27(7): 1409-1411. (SSCI, JCR Q2, corresponding author)

- Wassler, P., **Wang, S.**, and Hung, K. (Published online on 03 June, 2015). Towards the understanding of Chinese collaboration in hospitality – The opinions of professionals. *Journal of China Tourism Research*, DOI: 10.1080/19388160.2015.1040620
- **Wang, S.**, Hung, K., and Bao, J. (Published online on 06 December, 2014). Is lifestyle tourism business in the age of commercialization just a dream? Challenges and remedies. *Journal of China Tourism Research*, DOI: 10.1080/19388160.2014.987893

[Referred Conference Proceeding]

- **Wang, S.**, and Hung K. (2016). Understanding the Small Tourism Business Owner in Chinese Historical Towns: Conceptualization of Lifestyle Orientation and Business Orientation. *6th Biennial International Tourism Studies Association Conference*, August 17-19, 2016, University of Greenwich, London, United Kingdom.
- **Wang, S.** (2014). Mainland China Tourists to Hong Kong: Transformation from International Market to Domestic Market? *Travel and Tourism Research Associate (TTRA) Annual International Conference*, June 18-20, 2014, Brugge, Belgium.
- **Wang, S.**, and Hung, K. (2014). Understanding the small tourism business owner in historical towns: Attitude's changing with destination evolution. *Global Tourism & Hospitality Conference and Asia Tourism Forum*, May 18-20, 2014, Hong Kong.
- Wassler, P., **Wang, S.**, and Hung, K. (2014). Hospitality and the Asian paradigm: Understanding hotel collaboration in Chia. *ISFAS International Symposium on Fundamental and Applied Science*, March 28-30, 2014, Tokyo, Japan.
- Hung, K., **Wang, S.**, and Tang, C. H. (2012). Understanding the mindset of travellers in developing Buddhism themed hotels. *4th ITSA Biennial Conference*, August 23-25, 2012, Bali, Indonesia. **Best Paper Award.**
- **Wang, S.**, and Hung, K. (2012). The sustainable development of lifestyle businesses in Mainland China: challenges faced in the evolution of tourism commercialization. *World 11th Asia Pacific Forum for the Graduate Students Research in Tourism (APF)*, May 22-24, 2012, Hotel Icon, Hong Kong.
- **Wang, S.**, and Bao J. (2009). A literature review of alternative tourism at home and abroad. *International Conference on Sustainable and Alternative Tourism*, July 11-13, 2009, Guilin, China.

[Book Chapters]

- Bao, J., Luo, J., and **Wang, S.** (2009). Review of theoretical investigation of tourism planning in 2008, in *The Yearbook of China Tourism*, pp. 727-732.

Consultancies

- Planning on Tourism Area in Lingshui, Hainan Province, China (11/2009-01/2010). PI: Prof. Jigang Bao.
- Master Planning on Tourism Industry in Zhangjiajie, Hunan Province, China (01/2009-10/2009). PI: Prof. Jigang Bao.