

Zhanyue “Lucy” ZHANG

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EDUCATION

University of Houston

Aug 2025 - Present

Ph.D. in Hospitality Administration

Houston

The Hong Kong Polytechnic University (PolyU)

Jan 2023 – Oct 2024

Master of Science in International Hospitality Management with **thesis**

Hong Kong

GPA: 4.06/4.30 **Distinction**

Macao University of Tourism (UTM)

Aug 2018 – Jun 2022

Bachelor of Hotel Management with **thesis**

Macao

GPA: 3.42 / 4.00 **(Top 10%)**

RESEARCH EXPERIENCES – *Published Journal Articles*

VR and AR research in the tourism and hospitality industry: A systematic review with the aid of the theory-context-methodology (TCM) framework

(Published, Asia Pacific Journal of Tourism Research, first author)

2024

Link: <https://doi.org/10.1080/10941665.2025.2457500>

- Facilitated the operation of systematic quantitative literature review on the topic by going through 299+ articles
- Verified 125 papers for final assessment by analyzing 299+ papers
- Conducted the whole paper, including figures and tables, defining and classifying the use of VR/AR in the hospitality and tourism industry as well as summarizing research questions for further study

Understanding of virtual reality technology in the context of museum via the lens of stimulus-organism-response and aesthetics frameworks

(Published, Current Issues in Tourism, third author)

2024

Link: <https://doi.org/10.1080/13683500.2024.2349705>

- Facilitated the development of research hypotheses and results discussion of the relationship among interactivity of VR, attitude, travel intention, hedonic benefits, and utilitarian benefits

RESEARCH EXPERIENCES – *Ongoing Journal Articles*

Tourists' Interaction with ESG Information: Digital Media's Influence on Psychological and Behavioral Outcomes

(Reviewing, International Journal of Tourism Research, supervisor: Dr. Deniz Kucukusta)

2025

- Analyzed 277 valid questionnaires using PLS-SEM
- Developed conceptual framework to visualize the relationship among digital ESG communication channels, tourists' engagement, expectation of health and well-being, and behavioral intention

Motivations of how hotel managers adopt Corporate digital responsibility to achieve ESG goals
(Special Issues, Abstract accepted by International Journal of Contemporary Hospitality Management, second author) **2024**

- Facilitated the introduction, literature review and methodology part

Systematic literature review on inequalities as experienced by the LGBTIQ+ community in tourism and hospitality industry
(Reviewing, Current Issues in Tourism, first author) **2023**

- Facilitated the operation of systematic quantitative literature review on the topic by going through 180+ articles
- Verified 47 papers for final assessment by analyzing 180+ papers
- Defined and classified the inequalities of LGBTIQ+ community as well as summarizing research gaps for further study

Employees mindfulness in the hospitality and tourism industry: A systematic review using bibliometric analysis
(Revising, third author) **2023**

- Searching for more than 150 articles related to the topic
- Verified specific information for the final 29 articles
- Conducted methodology and analyzed 29 articles using bibliometric analysis

Factors influencing students' internship satisfaction and internship location selection
(Presentation and e-proceeding, 2022 Tourism Education Student Summit) **2022**

Link: <https://www.iftm.edu.mo/publication/eProceedings/2022/mobile/index.html#p=1>

(Revising, Journal of Sports, Leisure, and Tourism, supervisor: Dr. Alan Cheng, first author)

- Analyzed 16 sets of data through in-depth interview by using coding
- Developed conceptual framework to visualize the pain points in students' internship for further verification

RESEARCH EXPERIENCES – Book Chapter

Part IV Marketing and Promotion of *Emerald Handbook of Sustainable Tourism: Entrepreneurship Innovations and Strategies*
(Abstract accepted, full chapter under reviewing, first author) **2024**

- Conducted the whole chapter

RESEARCH EXPERIENCES – Conference Articles

Factors of Influencing Macao and Hong Kong Residents' Travel Decision-Makings: A Case Study of Nuclear Effluent Discharges in Japan
(APacCHRIE Conference, supervisor: Dr. Neil Li, first author) **2024**

Link: <https://apacchrie2024.org/65>

- Facilitated the whole structure of this paper
- Conducted 14 interviews and built the model by using two-way pull and push factors

The Communication between Hotel ESG Practices and Tourists
(The 20th Asia Pacific Forum, supervisor: Dr. Deniz Kucukusta, first author) **2024**

Link: <https://fromsmash.com/APF2024-Proceeding>

- Facilitated the whole structure of this paper

- Conducted more than 400 questionnaires and made contribution on the communication of hotel ESG practices and tourists by using cost benefit analysis, value co-creation and spillover effect

RESEARCH EXPERIENCES – Other Research Projects

Data Collection and Analysis for Research Projects

Nov 2019 - Nov 2021

- Influence of 2019 Macao Grand Prix for Tourists'
- Hotel Response Mechanisms to the Outbreak
- Individual and Merchant Satisfaction with Electronic Consumption Cards
- Subjects of Hospitality and Tourism Industry

PROFESSIONAL EXPERIENCE

The Hong Kong Polytechnic University

Oct 2024 - Present

Project Assistant of "Developing Digital Literacy Training Program for School of Hotel and Tourism

Management" Dr. Daniel Leung & Dr. Michael Lin (Full-time)

Hong Kong

- Conducted literature review and used secondary data to design digital literacy training program for teachers in the school of hotel and tourism

Chinese Visa Application Service Center

Mar 2024-Oct 2024

Customer Service Officer (Part-time)

Hong Kong

- Facilitated with more than 200 applicants' visa application materials review and submission

APacCHIRE Conference

Jan 2024 – Jul 2024

Student Assistant (Part-time)

Hong Kong

- Facilitated with more than 200 emails' reply and articles' organization

BestTop Consulting Pte. Ltd.

Jul 2023 – Dec 2023

Marketing Research Assistant (Full-time)

Singapore

- Researched data and completed a more than 60-page report of career counseling industry
- Facilitated with social medias' content creation with one post getting over 10,000 views in two days

The Hong Kong Polytechnic University

Apr 2023 – May 2023

MicroMasters Project Assistant (Full-time)

Hong Kong

- Facilitated with Beta Testing for MicroMasters online courses
- Promoted MicroMasters through different platforms

LSF Macau Lawyers

Dec 2021 – Apr 2022

Paralegal Assistant (Part-time)

Macao

- Translated the legal documents into English and Chinese in accordance with the standard of laws
- Collected legal information for lawyers in court

Bnyc Educational Consulting Dezhou Institution

Jun 2021 – Aug 2021

Assistant Teacher (Full-time)

Shandong

- Facilitated college counselor in data collection and time arrangement with parents
- Consulted college information with students and parents

Wynn Palace

Jun 2020 – Dec 2020

Learning & Advancement Department (HR) (Full-time)

Macao

- Facilitated the recruitment of junior level staff for the recruiting department for on-boarding orientation
- Facilitated instructors in setting up training rooms and coffee-break reservations
- Maintained the operation of the e-Learning Areas
- Managed the company's gratitude board culture by designing weekly patterns and organizing monthly activities

EXTRA-CURRICULAR ACTIVITIES

IFTM Hostel Trainee

Aug 2019 – Jun 2022

Member

Macao

- Acted as the communication link between hostel students and school
- Coordinated with a team of MUSO (Music Society) members MSU (Mainland Student Union) to plan and organize activities (movie night, music night, welcoming party etc.) for hostel students
- Managed orientation and Check-in matter for freshmen and exchange students

<Study in Macao> Magazine

Dec 2018 – Jun 2022

Editor

Macao

- Published Chinese articles in four sectors "Macao People, Campus and Daily Life, Stories in Cities and Cultural Corner" in the magazine and the official Public WeChat Account

Volunteer Activities

Dec 2018 – Dec 2021

- Committed over 100 hours of social services to being an English teacher in the No. 2 Middle School in Guizhou
- Assisted the Friendship Charity Walk 2019 and the Winter in Paris Christmas Charity Fair 2018 in Macao

IFTM

Oct 2018 – Jun 2022

Student Helper & Student Ambassador

Macao

- Facilitated the conducting of large-scale events such as IFTM Open Day which welcomed 1,000 visitors, VIP reception which welcomed the First Lady of China, PENG Liyuan, and (MORS) Gold Pin Competition which accredited over 15,000 industry people
- Liaised with IFTM senior management and served as a student representative for the major of hotel management sharing on the IFTM online admission meeting

SCHOLARSHIPS

National Scholarship, 2021 China Student Self-improvement Star Scholarship

2023

University Scholarship, Isabel and Patrick Huen Scholarship (for further education)

2022

HONORS & AWARDS

Representing PolyU, 2023 STR & OCHRIE Asia Pacific Student Market Competition

2023

- Third Prize in Asia Pacific Region (Top 3% among 13 countries), STR & ICRIE

Writing Competition in Macao

2018 - 2022

- Third Prize (Top 5%), "Macao Literature" Writing Competition 2022
- Excellent Prize (Top 10%), "Macao Greening Week" Writing Competition 2021
- Third Prize (Top 10%), "Macao in My Eyes" Writing Competition 2020

- **Excellent Prize**, “Macao Grow Up with Me” Writing Competition **2020**
- **Second Prize (Top 5%)**, “Macao in My Eyes” Writing Competition **2018**

CERTIFICATES

Industry Certificates **2024**

- Certification in Advanced Hospitality and Tourism Analytics (**CAHTA**)
- Certification Hotel Industry Analytics (**CHIA**)

Other Certificates **2021 - 2022**

- Level 1 Sport Climbing **2022**
- Portuguese A2 Certificate **2022**
- Portuguese A1 Certificate **2021**

SKILLS & OTHERS

Skills: Office (basic), Research Skills, Communication Skills, WeChat Official Account Production & Operation

Languages: Mandarin (Mother tongue), English (CET-4, CET-6, IELTS-7.0), Cantonese (Basic), Portuguese (A2)

Interests: Painting (Participated in Exhibitions), Writing articles, Guzheng (Certificates 10)