羅振雄 教授
Prof Rob Law

◆ **澳門大學發展基金會智慧旅遊講座教授**

羅振雄教授擁有逾三十年高等教學及研究經驗，在旅遊信息管理、網絡和電子商務等方面學術成就卓越。由於羅教授具計算機科學背景，他擅長以大數據研究及預測旅客需求，從而協助業界掌握目標旅客群的喜好，縮小行業供應和旅客需求的差距。

對於智慧旅遊在澳門的應用，羅教授認為智慧旅遊主要是透過科技提升旅客的旅遊體驗，大數據應用是旅遊業的發展趨勢，建立好收集數據的基建，例如可覆蓋全澳的免費無線網絡、結合所有旅遊資訊的手機應用程式等十分重要，利用科技整合不同產品及服務，能讓旅客更容易獲得資訊，營造一個高度開放及便利的數據系統。在後疫情時期，科技可為旅遊帶來更多可能性，例如利用虛擬現實技術，可把澳門歷史城區的世界遺產打造成澳門人週末本地遊的新元素，而機械人的應用則可減少人與人之間的接觸，成為推廣澳門安全旅遊的工具。

羅教授的研究應用性和適切性強，除了智慧旅遊，羅教授及其團隊對資訊管理於旅遊業的應用進行了大量研究，包括社交媒體、電子口碑、網站瀏覽行為研究等。他們建立了不同的理論和模型來評估網站的成效，業界可利用這些原理提升其網站的競爭力，改善顧客體驗和滿意度，從而增加營利，網站評估的理論不但應用於酒店服務業，其他不同行業亦適用。以團隊在數據分析上的專長，羅教授同時進行了很多有關旅遊款客領域的基礎研究，透過對文獻計量、論文引用及影響力的分析，評估大學的研究表現，這對高等院校提升學術聲望有重要幫助。

羅教授的研究團隊和合作伙伴不乏年輕人，他寄語年青學者在學術研究的道路上，最重要是選擇自己感興趣的主題，保持開放心態，勇於嘗試並不斷吸收新事物，學者要和業界合作，掌握最新數據並探索對社會有益並具影響力的研究。

◆ UMDF Chair Professor of Smart Tourism

With over 30 years of teaching and research experience, Prof Rob Law is recognized as a leading scholar in tourism and hospitality research, especially in applications, and management of information and communication technologies. With a computer science background, Prof Law is strong at examining and predicting tourists' demands by using big data. Industry can then master the preferences of target tourists in order to bridge the gap between supply and demand.

Regarding the application of smart tourism in Macao, Prof Law strongly believes that smart tourism can enhance the travel experience of tourists through technology. Using big data is a trend in tourism development, infrastructure advancements such as free Wi-Fi coverage in Macao and mobile applications to link the information and resources are crucial. Technology can be applied to integrate different products and services, forming an open and convenient data system that makes the information more accessible to tourists. During post-pandemic, technology may bring more opportunities to tourism. For example, virtual reality can be utilized to make good use of world heritage resources for local citizens' weekend leisure. In addition, applications of robots can reduce contact between people and promote safe travelling in Macao.

The research conducted by Prof Law is both applicable and relevant. In addition to smart tourism, Prof Law and his team are prolific researchers in tourism information management and technology applications. It includes, but is not limited to, examination on social media, electronic word-of-mouth and website browsing behavior. They have developed various approaches and models to evaluate the effectiveness of websites. Practitioners may then apply these theories to enhance the competitiveness of their websites, and improve customers' experience and satisfaction. This, in turn, increases potential business revenue. The model they have developed can also be applied in many other industries besides hospitality and tourism. With his team's expertise in data analysis, Prof Law also works on tourism and hospitality fundamental research. Through analyzing citation, impact factors and bibliometrics, they evaluate the research performance of universities, which is significant for higher institutions to raise academic reputation.

There are plentiful young researchers among Prof Law's research team and collaborators. He advises young scholars to work on topics they are interested in, stay open-minded, and be brave to try and obtain new knowledge ceaselessly. By collaborating with practitioners, academics may access the latest data from the industry and pursue research that positively impacts society and the world.