

基金會傑出學人計劃

UMDF Professorial Fellowship Scheme

為協助大學引進不同領域發展所需的人才，履行提供優質教育的使命，基金會於2018年12月設立“傑出學人計劃”。2020年，基金會按大學建議任命苗莉教授為“澳門大學發展基金會綜合度假村及旅遊管理傑出學人教授”。

苗教授主要研究領域是酒店和旅遊服務業的新興消費者行為、行業人際關係、科技與人際互動等。加入澳大後，苗教授聚焦研究疫情為旅遊業帶來的變化，特別是後疫情時代旅遊消費行為的改變。苗教授認為款客服務及旅遊作為應用學科，不但能以澳門作為情境進行研究，探討行業發展和旅遊建設，也可利用澳門大學的優勢檢視行業戰略發展方向，為旅遊研究的理論建設作出貢獻。

To address the diverse needs of the university's talent system, the foundation established the UMDF Professorial Fellowship in December 2018. Through this scheme, UM is able to bring in the talent needed for the development of different fields and help the university fulfil its mission of providing quality education. The foundation appointed Prof Miao Li as the UMDF Professorial Fellow of Integrated Resort and Tourism Management in 2020 on the university's recommendation.

Prof Miao's field of study includes emerging hospitality and tourism behavior, interpersonal dynamics in hospitality and tourism experience, human-technology interactions, etc. Upon joining UM, Prof Miao focus her research on the changes in tourism development in the context of Covid-19, especially how tourism behavior changes in the post-pandemic era. According to Prof Miao, hospitality and tourism research is an applied area of research that does not only involve the examination of tourism development in the context of Macao, but also contributes to the theoretical development of tourism research based on the UM capabilities.

苗莉 教授
Prof Miao Li



苗教授不僅是學術界的知名學者，在國際款客服務業界亦有豐富經驗，她認為在疫情常態化的情況下，旅遊業面對消費者行為改變的應對分為反應性和主動性兩大類型。現時很多旅遊行為主要受制於疫情管控政策，這些管控隨疫情發展時有改變，很難提前預期，導致業界多以提高應變的速度和靈敏度來反應性應對。同時，苗教授認為疫情已改變了很多全球的消費和生活體驗模式。例如，“去全球化”的狀態和“區域化”的特色越見明顯。隨著在家工作的普及，工作和生活的邊界越來越模糊，更多不同的旅遊模式例如住宿式旅遊或旅遊中工作可能變得常見，因此與其討論旅遊業何時會回到疫情前的狀態，苗教授認為應更多地探討疫情徹底改變了旅遊業先前的哪些前提和假設。以澳門為例，探討後疫情時代如何讓旅客享有體驗式和有深度的旅遊，令他們願意一來再來而不只是進行遊客式的行為，這些都是對業界發展有幫助的前瞻性思考。

透過基金會的資助，苗教授自2021年上任後已開展了五項旅遊範疇研究項目，當中有兩項已獲接納發表於知名期刊，餘下三項亦處於審閱階段。未來苗教授將運用相關撥款資助有效地支援各教研工作。

Apart from being a renowned scholar, Prof Miao has rich experience in international hospitality industry. In the new normal of Covid-19, she considers that tourism industries are both reactive and proactive in terms of coping with the behavioral change of consumers. Currently, most of the tourism behavior is bounded by travel restriction policies of the pandemic. These restrictions are hard to predict in advance whereas the industry is subject to reactive coping. However, industry can also proactively respond to the different consumption and lifestyle changes brought forth by the pandemic. For example, the trends of 'deglobalization' and 'regionalization' have become more prominent. Working from home is a more common practice where the boundary between work and life is blurred. In the context of tourism in Macao, instead of focusing the discussion on return and recovery to the pre-pandemic baseline, Prof Miao believes that we should explore how the pandemic has fundamentally changed the underlying assumptions of tourism and explore ways to provide tourists with a more immersive and in-depth destination experience so that visitors stay longer, spend more and return more frequently. She encourages scholars and practitioners to engage in more forward-thinking by re-examining previous assumptions underlying tourism.

Since taking up the post in 2021, with the support of the foundation, Prof Miao Li conducted five research projects in the field of hospitality and tourism management, of which two have been accepted for publication in reputable journals and the remaining three are under review. Going forward, Prof Miao intends to utilise the funding to effectively support various teaching and research activities.