



澳門大學

UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Speaker profile 講者簡介

Prof. Fiona Xi YANG joined the University of Macau in 2019 as an assistant professor in the Department of Integrated Resort and Tourism Management, Faculty of Business Administration (FBA). She earned her bachelor's and PhD degrees from Peking University and the Hong Kong University of Science and Technology, respectively. Her research pursuits encompass a range of topics within the tourism and hospitality industry, including personnel psychology, experience management and destination branding. Prof. Yang has published over 30 academic papers and is an excellent researcher — She is the winner of the FBA Outstanding Research Award for two consecutive academic years (2020/2021 and 2021/2022) and an award recipient of the FBA's Incentive Scheme for Outstanding Academic Staff for 2022/2023. She currently serves in the editorial board of *Journal of Travel Research* and *Tourism Analysis*.

Prof. Yang's teaching philosophy and approach boils down to experience management, a key concept originated from the service industry. Through offering six experiences, namely sensorial experience, emotional experience, symbolic experience, physical experience, relational experience and cognitive experience, this approach aims foster a dynamic and engaging learning environment that remains with students long after they leave the campus.

楊曦教授於2019年加入澳門大學，在工商管理學院綜合度假村及旅遊管理學系擔任助理教授。她分別在北京大學及香港科技大學獲得學士及博士學位。其研究領域涵蓋旅遊及款客服務業的多個重要主題，包括從業人員心理、體驗管理、目的地品牌等。楊教授現已發表三十多篇學術論文，在研究方面也表現出色，連續兩年（2020/2021及2021/2022學年）獲得工商管理學院卓越研究獎，以及在該學院2022/2023學年的教學人員年度獎勵計劃中獲獎。她目前擔任著名學術期刊 *Journal of Travel Research* 以及 *Tourism Analysis* 編委。

楊教授的教學方法歸納為“體驗管理”，這是從服務業借鑒的一個關鍵概念，旨在通過感官、情感、象徵、身體、關係及感知體驗等多個維度營造充滿活力和吸引力的學習環境，使學生即使畢業後仍持續受益，不斷自我提升。