



澳門大學  
UNIVERSIDADE DE MACAU  
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**Faculty of Business Administration**  
**SEMINAR SERIES No.6/1718**  
***IIRM***

*Critical issues & trends in the hospitality industry*

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**Abstract**

This 1-hour lecture discusses the most recent trends and critical issues in the hospitality/tourism industry, which helps inspire new research ideas and topics. Topics include sharing economy, sustainability and green consumerism, wellness trend, changing demographics and changing consumer preferences/tastes, labor cost and the use of artificial intelligence (AI) in the hospitality industry, user generated content (UGC) and consumer generated advertising, threat of Air B&B & industry consolidation.

**Date:** 2 July, 2018 (Monday)  
**Time:** 15:30~17:00  
**Venue:** Faculty of Business Administration, E22-3016

**A Short Biography of Prof. Chistina Geng-qing CHI**

Prof. Christina G. Chi joined the Carson College of Business (CCB) in 2007 and teaches hospitality revenue management/accounting (undergraduate & MBA) and tourism seminar (PhD) at the School of Hospitality Business Management (SHBM). Her area of research includes tourism marketing, travelers' behaviors and hospitality operation management. Her primary research focus is on tourist satisfaction, destination loyalty, residents' attitude and wellbeing, as well as tourism sustainability issues. Her other research interests include generations/labor issues

in the hospitality workplace, consumers' wine consumption behaviors, customers' complaint behaviors, and hotel sustainability.

Prof. Chi is well published in top tier tourism & hospitality journals such as Annals of Tourism Research, Journal of Travel Research, Tourism Management, International Journal of Hospitality Management, Journal of Hospitality and Tourism Research, Cornell Hospitality Quarterly and International Journal of Contemporary Hospitality Management. Her research has been presented at numerous hospitality and tourism conferences. In addition, Prof. Chi's research has high impact and is widely cited (google scholar profile: <https://scholar.google.com/citations?user=LpMZgwwAAAAJ&hl=en>). Prof. Chi is regularly invited by universities in various parts of the world as visiting professor and guest lecturer to collaborate on research and teaching.

Prof. Chi serves on the editorial boards for several hospitality & tourism journals and reviews papers regularly for top tier hospitality & tourism journals. She also serves on the board of Greater Western Chapter of Travel and Tourism Research Association (GWTTRA) and on several committees of the International Council of Hotel, Restaurant and Institution Education (ICHRIE). At the WSU, Prof. Chi serves as the faculty advisor for three major RSOs (registered student organizations): Eta Sigma Delta (ESD) Hospitality Honor Society, Chinese Students and Scholars Association (CSSA) and Hong Kong Student Association (HKSA).

Prof. Chi received her MS and PhD degree from the Oklahoma State University and prior to joining the WSU, she was a faculty member at the University of Arkansas at Fayetteville.

**ALL ARE WELCOME!**