PROGRAMME BROCHURE

In collaboration with

澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

Sponsor

MGM 美高梅



18th UTM – UN TOURISM TRAINING PROGRAMME

REIMAGINING DESTINATION BRANDING THROUGH AI AND DIGITAL MARKETING

22 – 25 September 2026
MACAO SAR, CHINA

BACKGROUND

The UTM–UN Tourism Training Programme is a long-standing capacity-building initiative that brings together tourism government officials, practitioners and academia from across the globe, especially the Asia-Pacific region and beyond, for intensive professional development on issues of strategic importance to the sector. This training programme is facilitated by the Macao University of Tourism (UTM) in collaboration with UN Tourism through a Memorandum of Understanding signed in 2015 between the Macao SAR Government and UN Tourism. Each edition addresses a timely theme that reflects the most pressing challenges and opportunities facing national tourism organisations.

Entering its second decade, this year the UTM-UN Tourism Training Programme titled "**Reimagining Destination Branding Through AI and Digital Marketing**" focuses on the intersection of artificial intelligence (AI), digital marketing, and destination branding: a convergence that is rapidly reshaping how travellers discover, evaluate, and choose destinations, and how tourism organisations must position themselves to remain competitive in an increasingly algorithmically mediated marketplace.

PROGRAMME

ARRIVAL DATE – Monday, 21 September 2026

All Day	Arrival

DAY 1 – Tuesday, 22 September 2026 (Venue: MGM Cotai Conference Room)

09:00 – 09:30	Transfer to MGM Cotai

Opening session

Master of Ceremony: Ms Mary Eddy, Macao University of Tourism (UTM)

09:45 – 10:10	• Opening remarks by **Ms Judy WONG,** Director of Global Centre for Tourism Education and Training, Macao University of Tourism (UTM) • Welcome remarks (video recording) by **Mr Shijun LIU**, Executive Director of UN Tourism • Congratulatory remarks **by Dr Iwan DIETSCHI**, Senior Vice President of Hospitality, MGM
10:10 – 10:15	Group Photo

PROGRAMME

DAY 1 (Con't) – Tuesday, 22 September 2026 (Venue: MGM Cotai Conference Room)

Thematic discussion: Restructuring Travel Discovery, Decision-Making, and Destination Competitiveness in the AI Era

Session Moderator: Dr Irene CHAN, Associate Professor & Director of UTM-CRCS Centre, Macao University of Tourism (UTM)

10:15 – 11:30	**Keynote Session:** • The New Science of Destination Choice: How AI Is Rewriting Traveller Decision-Making Models, by **Dr Cathy JIN**, Associate Professor of the Department of Tourism and Marketing, Griffith University (GU) • How Public Discourse Shapes Destinations' Visibility — Insights from European Tourism Intelligence, by **Mr Andreas REIBRING**, Senior Analyst and Hong Kong Representative, Kairos Future • One Ecosystem, Every Touchpoint: An Integrated Approach to Modern Destination Marketing by **Mr Leon LI**, Vice President of Public Affairs, Fliggy, Alibaba Group
11:30 – 11:50	Coffee Break
11:50 – 12:40	**Panel discussion** Speakers: • Dr Cathy JIN, Griffith University • Mr Andreas REIBRING, Kairos Future • Mr Leon LI, Fliggy, Alibaba Group • Dr Iwan DIETSCHI, MGM
12:40 – 14:30	Welcome Lunch (hosted by MGM)

PROGRAMME

DAY 1 (Con't) – Tuesday, 22 September 2026 (Venue: MGM Cotai Conference Room)

Session I: The AI Platforms and Ecosystems of Destination Branding
Session Moderator: Dr Shanshan QI, Associate Professor, Macao University of Tourism (UTM)

14:30 – 14:50	• The Challenges and Benefits that Generative AI Brings to Ecotourism Development, by **Dr Shanshan QI**, Associate Professor, Macao University of Tourism (UTM)
14:50 – 15:10	• From Inspiration to Loyalty: What Weixin Mini Programs and AI Reveal about the Chinese Traveller Journey, by **Ms Xinye LI**, Weixin Mini Programs International Industry Manager, Tencent
15:10 – 15:30	• Multimodal Data Ecosystems of Tourism and Changes in the AI-Driven Era, by **Prof Louis LIU**, Professor of the School of Tourism Management, Sun Yat-Sen University
15:30 – 16:10	**Q&A and Panel Discussion**
16:10 – 16:30	Coffee Break
16:30 – 18:00	Country Presentations
18:00 – 18:30	Transfer to Hotel Royal Macau (Free Evening)

PROGRAMME

DAY 2 – Wednesday, 23 September 2026 (Venue: MGM Cotai Conference Room)

Session II: AI-Powered Marketing — Strategy and Tools
Session Moderator: Dr Helmond IO, Associate Professor & Director of International Centre for Tourism and Hospitality Research, Macao University of Tourism (UTM)

09:00 – 09:30	Transfer to MGM Cotai
09:30 – 09:50	• The AI Flywheel of Modern Destination Marketing, by **Dr Helmond IO**, Associate Professor & Director of International Centre for Tourism and Hospitality Research, Macao University of Tourism (UTM)
09:50 – 10:10	• AI vs Social — Why social creates the craving, AI helps the planning, and trust closes the booking, by **Mr Gary Cheng**, Global Head of Destination Partnerships, Klook
10:10 – 10:30	• How MGTO uses AI in Tourism, by **Ms Cora Vong**, Acting Head of Organisational Planning and Development Department, Macao Government Tourism Office
10:30 – 11:10	• **Q&A and Panel Discussion**
11:10 – 11:30	Coffee Break
11:30 – 13:00	Country Presentations
13:00 – 14:30	Lunch (at MGM Cotai - Hao Guo)

PROGRAMME

DAY 2 (Con't) – Wednesday, 23 September 2026 (Venue: MGM Cotai Conference Room)

Session III: Digital Trust and Cyber Resilience for Destinations in the AI Era
Session Moderator: Dr Simon LEI, Associate Professor, Macao University of Tourism (UTM)

14:30 – 14:50	• Protecting Destination Trust in the AI Era: Reputation, Resilience and Governance, by **Dr Simon LEI**, Associate Professor & Coordinator for Technology-Oriented Programmes and Courses, Macao University of Tourism (UTM)
14:50 – 15:10	• Cybersecurity Fundamentals, by **Mr Derek WATTERUD**, Vice President of Resort Technology, MGM
15:10 – 15:30	• Building Digital Trust through Ethical use of AI in Tourism, by **Ms Orianne DERRIER**, Senior Project Specialist at Regional Department for Asia and the Pacific, UN Tourism
15:30 – 16:10	**Q&A and Discussion**
16:10 – 16:30	Coffee Break
16:30 – 18:00	Country Presentations
18:00 – 18:30	Transfer to Hotel Royal Macau (Free Evening)

PROGRAMME

DAY 3 – Thursday, 24 September 2026 (Venue: MGM Cotai Conference Room)

Session IV: Hands-on Workshop: Hello, AI Agent in Tourism
Facilitator: Dr Fenix FENG, Associate Professor, Macao University of Tourism (UTM)

09:00 – 09:30	Transfer to MGM Cotai
09:30 – 10:15	• Module 1: Ice-breaking and concept introduction 1.1 What is an LLM? What is an AI agent? 1.2 Task demonstration: intelligent travel assistant
10:15 – 11:00	• Module 2: Tool preparation and environment setup 2.1 Preparing the API Key “Toolbox” 2.2 Setting up the programming environment
11:00 – 11:20	Coffee Break
11:20 – 12:50	• Module 3: Hands-on practice: build your first tourism agent 3.1 Connecting ai to the real world (tool calling mechanism) 3.2 Writing core code and configuring prompts 3.3 Run and witness the magic • Module 4: Summary and Future Outlook 4.1 Review and elevation 4.2 Q&A
13:00 – 14:30	Lunch (at MGM Cotai - Hao Guo)

PROGRAMME

DAY 3 (Con't) – Thursday, 24 September 2026

14:30 – 17:30	Technical Tour: **Guided Tour at Grand Lisboa Palace & UTM Taipa Campus**
17:30 – 18:00	Transfer to Hotel Royal Macau (Free evening)

DAY 4 – Friday, 25 September 2026

Cultural Interpreter: Dr Tammy KU, Lecturer, Macao University of Tourism (UTM)

09:00 – 12:30	Site Tour of UNESCO Cultural Heritage - **Macao Historic Centre**
12:30 – 13:30	Lunch at UTM Café
13:30 – 14:00	Transfer to Hotel Royal Macau
14:00 – 15:00	Break
15:00 – 15:30	Transfer to UTM Mong-Ha Campus
15:30 – 16:30	Chinese culture souvenir making

PROGRAMME

DAY 4 (Con't) – Friday, 25 September 2026 (Venue: Macao University of Tourism, Mong-Ha Campus)

Closing and Farewell

16:30 – 17:30	Celebration of the 31st Anniversary of UTM
17:30 – 18:00	Macanese Cuisine Cooking Demo Venue: Demo Kitchen, by Chef of UTM Educational Restaurant
18:00 – 18:15	Certificate Presentation
18:00 – 20:30	Farewell Dinner - Macanese Cuisine Buffet (hosted by UTM at UTM Educational Restaurant)
20:30 – 21:00	Transfer to Hotel Royal Macau

DAY 5 – Saturday, 26 September 2026

All Day – Departure

OPENING SESSION



Ms Judy WONG
Director of Global Centre for Tourism Education and Training
Macao University of Tourism



Mr Shijun LIU
Executive Director
UN Tourism



Dr Iwan DIETSCHI
Senior Vice President of Hospitality
MGM

Thematic Discussion:
Restructuring Travel Discovery, Decision-Making, and Destination Competitiveness in the AI Era

Speakers



Dr Cathy JIN
Associate Professor
Department of Tourism and Marketing
Griffith University



Mr Andreas REIBRING
Senior Analyst and Hong Kong Representative
Kairos Future



Mr Leon LI
Vice President of Public Affairs
Fliggy, Alibaba Group

Thematic Discussion:
Restructuring Travel Discovery, Decision-Making, and Destination Competitiveness in the AI Era

Panel discussion

Moderator



Dr Irene CHAN
Associate Professor
Director of UTM-CRCS Centre
Macao University of Tourism



Dr Cathy JIN
Associate Professor
Department of Tourism and Marketing
Griffith University



Mr Andreas REIBRING
Senior Analyst and
Hong Kong Representative
Kairos Future



Mr Leon LI
Vice President of Public Affairs
Fliggy, Alibaba Group



Dr Iwan DIETSCHI
Senior Vice President
of Hospitality
MGM

Session I:
The AI Platforms and Ecosystems of Destination Branding

Speakers



Dr Shanshan QI
Associate Professor
Macao University of Tourism



Ms Xinye LI
Weixin Mini Programs
International Industry Manager
Tencent



Prof Louis LIU
Professor of
the School of Tourism Management
Sun Yat-Sen University

Session II:
AI-Powered Marketing — Strategy and Tools

Speakers



Dr Helmond IO
Associate Professor &
Director of International Centre for
Tourism and Hospitality Research
Macao University of Tourism



Mr Gary CHENG
Global Head of Destination Partnerships
Klook



Ms Cora VONG
Acting Head of
Organisational Planning and
Development Department
Macao Government Tourism Office

Session III:
Digital Trust and Cyber Resilience for Destinations in the AI Era

Speakers



Dr Simon LEI
Associate Professor & Coordinator for Technology-Oriented Programmes and Courses
Macao University of Tourism



Mr Derek WATTERUD
Vice President of Resort Technology
MGM



Ms Orianne DERRIER
Senior Project Specialist at Regional Department for Asia and the Pacific
UN Tourism

Session IV:
Hands-on Workshop: Hello, AI Agent in Tourism

Speakers



Dr Fenix FENG
Associate Professor
Macao University of Tourism

Day 4:
A Day for Culture Experience

Cultural Interpreter



Dr Tammy KU
Lecturer
Macao University of Tourism



Dr LEE Chau Ping
President
Arts, Painting and Calligraphy Association of Macau



Mr Alex TANG
President
Macao Yunnan Tea Chamber of Commerce

CERTIFICATE PRESENTATION



Dr Fanny VONG
Rector
Macao University of Tourism



Ms Orianne DERRIER
Senior Project Specialist
Regional Department for
Asia and the Pacific
UN Tourism

SPEAKER

Dr Xin (Cathy) Jin is an Associate Professor of the Department of Tourism and Marketing at Griffith University and serves as Director of Higher Degree by Research for Griffith Business School. Dr Jin's main research interests are visitor economy and visitor behaviour, with projects focusing on source market characteristics, visitor experiences, and impacts of digitalisation and social changes on visitor economy. She has authored or co-authored about 70 refereed publications in top tier tourism, hospitality and event journals. She is Managing Editor for Tourism Management. She also sits on the editorial board of several academic journals including Asia Pacific Journal of Tourism Research, and Journal of Vocation Marketing. She has completed as lead or co-lead projects funded by The Australian Trade and Investment Commission, the Department of Foreign Affairs and Trade, and the Queensland Government. She was awarded 2022 CAUTHE Fellows Commendation Award for significant contribution to research by Council for Australasian Tourism and Hospitality Education. She is an elected Fellow of International Association for China Tourism Studies.



Dr Cathy JIN
Associate Professor
Department of Tourism and Marketing
Griffith University

SPEAKER

Andreas Reibring is Senior Analyst and Hong Kong Representative at Kairos Future, a consulting and research company headquartered in Sweden that works with trend analysis, scenario planning, strategy and innovation. Travel and tourism is one of the company's key areas, in which it has been supporting regional, national and international tourism organisations for more than a quarter of a century.

Andreas has worked for Kairos Future from the Asia-Pacific region for the last decade. Before moving to Hong Kong in 2023, he was based in Shanghai and Guangzhou. His work in the tourism field centres on understanding travelling and destinations from travellers' own perspectives. He has long been involved in developing Kairos Future's methods for exploring large volumes of information with the help of AI and machine learning. Topics he has studied range from multi-destination travel patterns to the attitudes and practices of outbound Chinese travellers. He is currently studying responsible travel and how European destinations are seen and discussed in long-haul markets. Andreas holds a Bachelor's degree in social philosophy and a Master's degree in political science from Uppsala University, Sweden.



Mr Andreas REIBRING
Senior Analyst and
Hong Kong Representative
Kairos Future

SPEAKER

Yang Li (Leon Li), graduated from the London School of Economics and Political Science with a master's degree in public policy, is currently the Vice President of Public Affairs of Alibaba Fliggy. He joined Alibaba Group in 2020 and served as the director of external liaison department and strategic development department. Since August 2023, he has been the Vice President of Public Affairs of Fliggy, Alibaba Group, where he oversees international destination marketing partnerships. He leverages Alibaba's ecosystem resources to deeply collaborate with national tourism boards, airlines, hotel groups, shopping malls, and theme parks worldwide, launching numerous innovative marketing initiatives.



Mr Leon LI
Vice President of Public Affairs
Fliggy, Alibaba Group

SPEAKER

Dr Dietschi leads the hospitality division of MGM including Hotel, Food and Beverage, and Retail Operations. He joined in 2021 and was part of the company's retendering efforts for the license renewal for the next 10 years. He is a dedicated leader and hospitality expert and assists the various divisions with day-to-day operations, involving service excellence, business recovery, product enhancement and development.

Prior to MGM, he served as multi-property Vice-President at Marriott International, Luxury, overseeing eight properties in Mainland China, including The Ritz Carlton and St. Regis in Shenzhen, The Ritz-Carlton and the W in Guangzhou, The Ritz-Carlton, St. Regis, and the W in Chengdu, as well as The Ritz Carlton Harbin and Jiuzhaigou at the pre-opening stage.

Dr. Dietschi possesses more than thirty years of luxury hotel knowledge and experience, working in 13 countries and four continents, including 23 hotel openings, and was a member of The Ritz-Carlton Global General Manager Service Excellence team.

Being a native Swiss, Dr. Dietschi speaks fluent French, German and English. He graduated from the world-renowned École Hôtelière de Lausanne, Switzerland; received his Executive MBA from California State University, Monterey Bay, in 2012, and his Doctor of Business Administration from the College of Management and Technology at Walden University (USA) in 2018. He published his first book titled "Mastering Hospitality" in 2021 and is a frequent speaker at Universities.



Dr Iwan DIETSCHI
Senior Vice President of Hospitality
MGM

MODERATOR

Dr Irene Chan received her Bachelor's degree in Hotel Management from UTM. Having worked in the industry for some time, she joined the University of Macau where she obtained her Master's degree in Business Administration (MBA) at the same time. Subsequently, she obtained her PhD in Hotel and Tourism Management from the Hong Kong Polytechnic University. At UTM, Irene teaches both daytime and evening courses, including Management Accounting, Research Methods, Quantitative Methods in the Service Industry, and Smart Tourism.



Dr Irene CHAN
Associate Professor
Director of UTM-CRCS Centre
Macao University of Tourism

SPEAKER

Dr Shanshan Li received her PhD from the School of Hotel and Tourism Management, Hong Kong Polytechnic University. She has worked in the tourism industry for over ten years, teaching courses in Principle of management, Research methods, Strategic management and Destination branding. Her research areas of interest include the application of computer technology in the tourism industry, destination branding/marketing, and the development of smart tourism.



Dr Shanshan QI
Associate Professor
Macao University of Tourism

SPEAKER

Xinye Li is responsible for international merchant operations for Weixin Mini Programs at Tencent. She works with merchants and partners across global markets to drive Mini Program adoption, marketing, and customer engagement, with a focus on cross-border travel and local-market use cases.

Prior to this role, Xinye worked in business analysis at Weixin Pay. Xinye's professional background spans digital payments, business analysis, and international merchant operations within the Weixin ecosystem.

Xinye holds an MPhil in Finance and Economics from the University of Cambridge.



Ms Xinye LI
Weixin Mini Programs
International Industry Manager
Tencent

SPEAKER

Professor Louis Liu, with a doctoral degree from National University of Singapore, is currently a Professor of School of Tourism Management of Sun Yat-sen University, serving as Assistant Dean of the School and holding the title of Yat-sen Pioneer Scholar. His research spans tourism geography, tourism management, AI/big data tourism and business models, across the interdisciplinary fields of geography, management, and information systems. He is widely recognized as a leading scholar in AI/big data and industrial upgrading in tourism. To date, Prof. Liu has published over 100 research papers in various leading journals, such as Nature Climate Change and Annals of Tourism Research.

Prof. Liu has been the chief big data analyst of MCSTO for UN Tourism since 2015. He also serves as Chief Secretary of the Commission on Tourism Geography of the Geographical Society of China, and Chief Secretary of the Tourism Poverty Alleviation Alliance under the Ministry of Education of China. He is also the Editor-in-Chief of Regional Studies, Regional Science, Vice Editor-in-Chief of Tourism Forum (Chinese). In March 2026, he became the Fellow of the Regional Studies Association (RSA), the third scholar from China to receive this distinction.



Prof Louis LIU
Professor
School of Tourism Management
Sun Yat-Sen University

SPEAKER

Dr Helmond Io is an interdisciplinary researcher, holding a Ph.D. in Business Administration with a specialization in Information Systems from the University of Macau. He has rich research experience in intelligent systems, having published numerous academic papers. His research areas include innovative technology adoption, human-computer interaction, and conversational agents. Dr Io has conducted several innovative projects and has mentored students and young entrepreneurs to participate in innovation and entrepreneurship competitions. He has also served as a judge for various entrepreneurship competitions. Dr Io is also a cycling and rowing enthusiast.



Dr Helmond IO
Associate Professor &
Director of International Centre for Tourism and Hospitality Research
Macao University of Tourism

SPEAKER

Gary Cheng is currently heading the Global Destination Partnership Team at KLOOK with the mission to deepen Klook's partnership with Destination Marketing Organizations (DMOs) in co-creating innovations and values for the tourism industry.

Gary is a strong believer in partnership and is always on the lookout for new synergy with new and existing partners. He has been instrumental in building and expanding the Global Destination Partnership Team at KLOOK and in forging a number of major partnerships with top DMOs around the globe. Before KLOOK, he was the lead of Destination Marketing (North Asia, Southeast Asia, and Micronesia) at TripAdvisor, supporting numerous DMOs with their digital transformation as well as digital marketing effort. He also worked at Hong Kong Tourism Board where he established the marketing partnership team. Before finding his passion in the tourism industry, Gary had been a marketer by training. He used to work in top marketers including Procter & Gamble where he worked in a number of global brands and acquired a solid foundation in branding and marketing.



Mr Gary CHENG
Global Head of Destination Partnerships
Klook

SPEAKER

Graduated with a Master's degree in Business Administration, specialising in Marketing and Strategic Management, from a joint programme offered by the University of Macau and ISCTE IUL (University Institute of Lisbon), Portugal.

Joined the Macao Government Tourism Office (MGTO) in October 1994. In 2011, she was appointed Head of the Marketing Division at MGTO, overseeing worldwide tourism promotion for Macao. She also served as a member of the Publicity Sub committee of the Organising Committee of the Macao Grand Prix.

Currently, she serves as Acting Head of the Organisational Planning and Development Department at MGTO. Her responsibilities include formulating tourism development strategies, coordinating research and planning, drawing up annual work plans, and advancing digital related initiatives such as smart tourism projects.



Ms Cora VONG
Acting Head of
Organisational Planning and Development Department
Macao Government Tourism Office

SPEAKER

Dr Simon Lei has been a full-time faculty member of UTM/IFT since Fall 2009. Before that, he had held various supervisory positions in several multinational firms/organisations, covering the sectors of computer software, public utility, casino hotel, and education respectively. His research interests focus primarily on information systems management, hospitality management, technology-powered business firms. He is currently the deputy coordinator of Marketing and Brand Management degree programme (English medium).



Dr Simon LEI
Associate Professor
Macao University of Tourism

SPEAKER

Derek Watterud is Vice President of Resort Technology at MGM China, with responsibility for cybersecurity, hospitality technologies, guest-facing technologies, entertainment technologies, convention services technologies, multimedia platforms, and enterprise technology across MGM MACAU and MGM COTAI.

Over the past two decades, Derek has helped design and deploy technology solutions supporting some of the hospitality industry's most sophisticated integrated resort environments. His work has included enterprise hospitality systems, advanced guest room technologies, entertainment and theater technologies, large-scale multimedia platforms, and immersive digital experiences supporting luxury hospitality, gaming, entertainment, and convention operations.

Derek and his team have built an industry-leading cybersecurity program focused on strong security fundamentals, practical risk management, and measurable risk reduction. Their approach demonstrates that security and operational excellence can successfully coexist, strengthening the protection of business systems and guest data while continuing to support innovation, complex resort operations, and exceptional guest experiences.

With more than 30 years of experience in hospitality and gaming and over 18 years leading technology organizations in Asia, Derek is passionate about the role of cybersecurity, artificial intelligence, and emerging technologies in shaping the future of hospitality and tourism.



Mr Derek WATTERUD

Vice President of
Resort Technology
MGM

SPEAKER

Orianne Derrier is a Senior Project Specialist at the Regional Departmenf for Asia and the Pacific of UN Tourism.

She started her tourism studies at the young age of 16, with a high-school technical degree specialized in rural development through tourism. Her academic journey combined with work-study programmes enabled her to gain professional experience in various sectors of the tourism and travel industry, such as local tourism offices, hotels, airports and travel agencies. After completing her masters' degree in Tourism Management at the University of Savoie Mont-Blanc in France, she joined a start-up travel agency in Costa Rica before beginning her career in 2017 at UN Tourism within the Regional Department for Asia and the Pacific.

In 2021, she was assigned a new role as Programme Officer at the UN Tourism Regional Support Office for Asia and the Pacific based in Nara, Japan where she served as the liaison for the Regional Department for Asia and the Pacific. In 2023, she returned to the UN Tourism Headquarters and since then has carried on her project management duties for the Asia-Pacific region, while supporting the department with the implementation of UN Tourism's Programme of Work and with Member States relations for selected South Asian countries.



Ms Orianne DERRIER
Senior Project Specialist
Regional Department for
Asia and the Pacific
UN Tourism

SPEAKER

Dr Fenix Feng received his Ph.D. from Beijing University of Posts and Telecommunications. He serves as the Vice President of the Hebei Youth and Children Development Research Association, an Expert for China Unicom Online, an Associate Editor for Humanities & Social Sciences Communications (Nature Portfolio) · an Associate Editor for Journal of Information, Communication and Ethics in Society(Wiley), and an Editorial Board Member for Social Sciences.

With an H-index of 13 (Scopus) / 10 (Web of Science), Dr Feng has presided over 30+ research grants, including projects funded by the National Natural Science Foundation of China, the Ministry of Education (Humanities & Social Sciences), and the Hebei Provincial Excellent Youth Natural Science Foundation. His academic portfolio extends significantly into educational sciences and interdisciplinary studies, earning him the Hebei Provincial Social Science Achievement Award twice (Second Prize in Education, Host; Third Prize in Knowledge Networks, Independent, 2025).



Dr Fenix FENG
Associate Professor
Macao University of Tourism

CULTURAL INTERPRETER

Dr Ku Kei leng (Tammy) is dedicated in sharing Chinese rich traditional heritage and culture with the world, fostering appreciation, and understanding through diverse experiences. With over 18 years of volunteer community service, Dr Ku actively supports cultural sites in passing down legacies ensuring they are safeguarded and thrived in the modern society.



Dr Tammy KU
Lecturer
Macao University of Tourism

CULTURAL INTERPRETER

Dr Lee Chau Ping, a renowned Lingnan Artist and calligrapher, currently holds the position of visiting professor of calligraphy and painting at Beijing Institute of Technology. He is recognized as national Artist of China due to his exceptional contributions to the field.
With over 50 years, Dr. Lee Chau Ping has dedicated himself in Chinese calligraphy and painting. He studied painting with Professor Li Ming, a disciple of Gao Jianfu, the founder of Lingnan Painting.
He frequently serves as a judge for the Cross-Strait Children's Painting and Calligraphy Competition, the Macau Primary and Secondary School Calligraphy Competition, and the Macau Secondary School Tao Te Ching 《道德經》Calligraphy Competition.

Dr Lee Chau Ping is passionate about community services and has taken on the mission of promoting Chinese calligraphy and painting. He has conducted over 150 cultural promotion activities in cities across the Chinese Mainland, Macau SAR, Hong Kong SAR and overseas. His works are often collected by museums around the world such as Australia, Belgium, Canada, France, Indonesia, Japan, Malaysia, Portugal, Singapore, South Korea, Thailand, the United States and the United Kingdom.

Dr Lee Chau Ping holds a license as a Traditional Chinese Medicine Practitioner, an MBA from Royal College in Canada, a PhD in Management Philosophy from Preston University, and a PhD in Business Administration from Renmin University of China. In 2000, he founded the Macau Calligraphy and Painting Art Association and serves as its founding president.



Dr LEE Chau Ping
President
Arts, Painting and Calligraphy Association of Macau

CULTURAL INTERPRETER

Alex Tang (鄧志安), President of the Macao Yunnan Tea Chamber of Commerce, is dedicated to promoting Pu'er tea culture in Macau and overseas, and to advancing tea industry and cultural tourism exchanges between Yunnan and Macau.

Main Duties and Activities

- Product Promotion: Promotes Pu'er tea culture, using culture to drive product sales, and collaborates with tea enterprises to develop the Macau souvenir and hotel markets.
- Tea Art Activities: Tea art and cultural demonstrations.



Mr Alex TANG
President
Macao Yunnan Tea
Chamber of Commerce

MASTER OF CEREMONY

Mary Eddy has a multidisciplinary teaching background - teaching courses in English language, sustainability, and supervising undergraduate tourism and hospitality related research. Since joining UTM in 2013, she has been regularly involved in English course management, policy task forces, and faculty development trainings related to teaching and standardization. Aside from being in the classroom, she enjoys mentoring students and newer academic staff. She has research interests in tourism and hospitality (particularly accessibility, senior tourism, and social connection in tourism and events), and education (tourism education, ESL teaching methods and materials development, and inclusive teaching and learning).



Ms Mary EDDY
Lecturer
Macao University of Tourism

PROGRAMME CURATOR

Judy Wong is Director of the Global Centre for Tourism Education and Training (GCTET) at the Macao University of Tourism (UTM). She oversees the Centre's international collaborations, training initiatives, and regional engagement efforts, supporting Macao's development as a platform for tourism education and professional development. Working closely with partners across the Greater Bay Area and beyond, she promotes knowledge exchange and cooperation in tourism education and talent development.

With more than two decades of experience in education, lifelong learning, and talent development, Ms Wong has dedicated her career to helping individuals realise their potential through learning and professional growth. As a proud Macao native, she is passionate about the development of young people and the future of her hometown. She believes education plays a vital role in connecting individuals with society and creating opportunities for meaningful contribution to sustainable community development.



Ms Judy WONG
Director of Global Centre for Tourism Education and Training
Macao University of Tourism



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SUSTAINABLE DEVELOPMENT GOALS