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Dr. Xu Ye is a faculty member of the Faculty of Hospitality and Tourism Management at Macau University of Science and Technology. Her research area includes event and destination branding, interaction value of exhibitors, proximity and authenticity of festival perception, motivation of event volunteers, etc.

She has been an active member of many professional organizations as well as certified member of the UFI-Exhibition Management (UFI-EMD) and Exhibition Management (IAEE-CEM).

Dr.Xu's recent publication includes Advancing the understanding of the resident pro-tourism behavior scale: An integration of item response theory and classical test theory, Perceptions on Tea Restaurant and Community Based Tourism, Exploring relationships between tourist-host interaction, guests' perceptions of B & B hosts' service quality, tourists' perceived trust and recommendation intention.

