

## Research Directions and Applications of Artificial Intelligence (AI) in Smart Tourism in the Guangdong-Hong Kong-Macau Greater Bay Area (GBA)

### Research Seminar:

## How Smart Technologies Transform the Way We Travel

**Date:** 14 June 2022 (Tuesday)  
**Time:** 2:00 p.m. – 5:00 p.m.  
**Mode:** Online (Zoom video conferencing)  
**Language:** English

### How Applications of Smart Tourism Enhance the Destination Experiences

**Speaker: Mr Kevin Shui**

**Founder and Chief Producer, Good Cause Digital**

Mr Shui is an acuminous strategist as well as a seasoned digital marketer with more than 20 years experience in Asia-Pacific markets and proven successes in cultivating new markets, new segments and new products. Mr Shui is well connected with travel and lifestyle brands, media and entertainment sector, multi-media production houses, social and media agencies in the APAC region to produce seriously interesting and high quality multi-media content campaigns, experiences and events. He also has a strong heart in driving the marketing industry forward, helping businesses in digital transformation, as well as nurturing young creators.



### The Role of Virtual Reality Interactivity in Building Tourists' Memorable Experiences and Post-adoption Intentions in the COVID-19 Era

**Speaker: Dr Wilson Leung**

**Lecturer, Division of Science, Engineering and Health Studies, CPCE**

Dr Leung is a Lecturer at the Division of Science, Engineering and Health Studies, College of Professional and Continuing Education, The Hong Kong Polytechnic University. He received his Ph.D. in Information Systems from Hong Kong Baptist University. His research interests include social commerce, tourism consumer behavior, and IT adoption and user behaviors. His research publications have appeared in *Computers in Human Behavior*, *Tourism Management*, *Internet Research*, *Information Technology & People*, among other journals.



### Moderators:

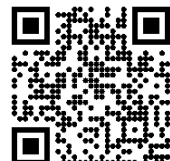
**Dr Tiffany Leung**  
Assistant Professor,  
Faculty of Business,  
City University of Macau



**Dr Si Shi**  
Associate Professor,  
School of Business Administration,  
Southwestern University of  
Finance and Economics



*All are welcome!  
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**Kindly make the reservation at <https://forms.gle/idqRaPWx5aFSRN3bA>**

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*[Project: Research Directions and Applications of Artificial Intelligence (AI) in Smart Tourism in the Guangdong-Hong Kong-Macau Greater Bay Area (GBA) (UGC/IIDS24/B02/21)].*

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