



<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Nature-based Tourism Protected Areas Management Environmental Attitude and Behaviour	Ecotourism Sustainable Tourism Hotel Management Training and Development

[Academic Qualifications]

- 2020 PhD / Ecotourism The Education University of Hong Kong
- 2012 Master Sustainable Tourism / The Chinese University of Hong Kong
- 2010 Bachelor / Tourism Management / The Macau University of Science and Technology
- 2008 Hospitality Program Certificate The Florida State University

[Journal Articles]

- Liu, K.S.W., Gou, G.R. & Cheung, L.T.O.* (2016). Understanding participants' motivation and willingness to pay for joining ecotourism training courses in HK. *Journal of Sustainable Tourism*, 33 (1), 23-34.
- Cheung, L.T.O., Fok, L., Gou, R. (2016). Students' academic performance in environmental studies: An empirical study of different groups of secondary school graduates. *Journal of Environmental Education*, 25, 211-225.
- Wong, F. Y. & Gou, R. (2014). Urban Protected Areas: Basic Structure and Global Experience (in Chinese). *Journal of Urban Planning*, 14, 140-151.

[Conference Papers]

- Gou, R. (2014). Local residents' perception on the impacts of ecotourism development in the Wolong Nature Reserve, China. the International Conference on Sustainable Tourism and Resilience in Urban Environments, Hong Kong.
- Gou, R. (2010). Tourist Motivation and Satisfaction in Linear Cultural Heritage Routes: The Case Study of the Tea-Horse Road, China. The World Leisure Congress, Rimini, Italy.