

Sau Ying Pamela Ho
Division of Business and Hospitality Management (BHM)
Email: pamela.ho@cpce-polyu.edu.hk



Qualifications

Doctor of Philosophy, The Hong Kong Polytechnic University
Award Date: 30 Jun 2008

B.A.(Hons) in Tourism Management
Award Date: 30 Jun 1998

2001 → ... Certified Hospitality Educator, CHE

Research outputs

A theoretical model of students' acceptance on the adoption of AI
Tse, P. M. D., Wong, S. M. H. & Ho, S. Y. P., Jun 2024.

Tourists' perceptions of the competitive destination

Xu, J., McKercher, B. & Ho, S. Y. P., 2024, (E-pub ahead of print) In: Journal of Vacation Marketing.

Technology Application in Green Events: A Study of Perceptions between Event Organizers and Attendees

Yang, Y. & Ho, S. Y. P., 10 Nov 2023.

Pilgrimage tourism in hong kong? Case study of tourists' visitation to chinese folk-religion temples

Tse, P. M. & Ho, S. Y. P., 29 Aug 2023, *Prospects and Challenges of Global Pilgrimage Tourism and Hospitality*. IGI Global, p. 96-106 11 p.

An Exploration of the Work Expectation-Reality Gap among iGen Students

Lee, Y. P. C., Tse, P. M. D. & Ho, S. Y. P., 16 Jun 2023.

The Utilization of E-learning Platforms for a Paperless Learning Environment from the Student Perspectives

Tse, P. M. D., Lee, Y. P. C. & Ho, S. Y. P., 16 Jun 2023.

Harnessing the Experiential Learning - the Impacts of Study Tours on Destination Experience and Revisit Intention

Ho, S. Y. P. & Xu, J., 2023.

Post-COVID destination competitiveness

Xu, J., McKercher, B. & Ho, P. S. Y., 1 Nov 2021, In: *Asia Pacific Journal of Tourism Research*. 26, 11, p. 1244-1254 11 p.

Whether educational tourism can help destination marketing? An investigation of college students' study tour experiences, destination associations and revisit intentions

Xu, J. & Ho, P. S. Y., 9 Sept 2021, In: *Tourism Recreation Research*. 49, 1, p. 131-146 16 p.

Transforming cultural tourism experience into a digital space: a case study of virtual museums in Asia

Lau, C., Wong, H. & Ho, P., 2021.

An Exploratory Study of Exhibitor Perspective of Green Exhibition in Hong Kong

Hong, K. L. & Ho, S. Y. P., 5 Jun 2017.

Managing heritage resources as tourism products

Ho, P. S. Y. & McKercher, B., 1 Jan 2017, *Managing Heritage and Cultural Tourism Resources: Critical Essays, Volume One*. Taylor and Francis, p. 215-226 12 p.

Cultural tourism and the enhancement of quality-of-life

McKercher, B. & Ho, P., 1 Jan 2012, *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. Springer Netherlands, p. 341-357 17 p.

Developing Cultural Events for Tourism – The Impacts on Quality of Life

Ho, S. Y. P., 8 Aug 2011.

Cultural Events as Tourism Products - Opportunities and Challenges

Ho, S. Y. P. & To, A., 14 Jul 2010.

New Senior Secondary (NSS) Enriching Knowledge for the Tourism and Hospitality Studies Curriculum Series: Theme Park

Ho, S. Y. P., 2009, HKSAR : Curriculum Development Institute, Education Bureau.

Assessing the Tourism Potential of Smaller Cultural and Heritage Attractions

McKercher, B. & Ho, P. S. Y., 15 Sept 2006, In: *Journal of Sustainable Tourism*. 14, 5, p. 473-488 16 p.

Assessing the tourism potential of smaller cultural and heritage attractions

McKercher, B. & Ho, P. S. Y., 2006, In: *Journal of Sustainable Tourism*. 14, 5, p. 473-488 16 p.

Relationship between tourism and cultural heritage management: Evidence from Hong Kong

McKercher, B., Ho, P. S. Y. & du Cros, H., Aug 2005, In: *Tourism Management*. 26, 4, p. 539-548 10 p.

Managing heritage resources as tourism products

Ho, P. S. Y. & McKercher, B., Sept 2004, In: *Asia Pacific Journal of Tourism Research*. 9, 3, p. 255-266 12 p.

Attributes of popular cultural attractions in Hong Kong

McKercher, B., Ho, P. S. Y. & du Cros, H., Apr 2004, In: *Annals of Tourism Research*. 31, 2, p. 393-407 15 p.

Adopting a Product Approach: The Common Ground for Cultural Heritage Management and Tourism

Ho, S. Y. P., 24 Sept 2003.

Activities-based segmentation of the cultural tourism market

McKercher, B., Ho, P. S. Y., Cros, H. D. & Chow, B., 12 Jul 2002, In: *Journal of Travel and Tourism Marketing*. 12, 1, p. 23-46 24 p.

Projects

Destination Competitiveness in a Post-COVID-19 World | RGC FDS project 2021/22 | HK\$ 634,440 | UGC/FDS24/B15/21

Xu, J. B., McKercher, B., Ho, S. Y. P. & Wut, T. M. E.

1/01/22 → 31/12/23

Impacts of experiential learning on destination image and travel behaviour: A case study of overseas study tours | CPCE Research Fund

Ho, S. Y. P. & Xu, J. B.

1/01/21 → 31/03/23

Enhancing Experimental Learning in Tourism & Hospitality Education: The development of an online 3D virtual tour-guiding platform | CPCE Pedagogical Innovation Fund (PIF) on e-learning

Lau, C. Y., Ho, S. Y. P. & Chan, M. L. B.
1/02/21 → 28/02/23

Impacts of Heritage Tourism on Quality of Life | CPCE Research Fund
Ho, S. Y. P.
1/01/11 → 31/12/12

Cultural Tourism Specialist for the Feasibility Study on Conservation and Development of Wun Yiu Pottery Kiln Site (2003) commissioned by the Leisure and Cultural Services Department, The Government of Hong Kong SAR
Ho, S. Y. P.
1/01/03 → 31/12/03

Ocean Park Halloween Bash Study (2003)
Ho, S. Y. P.
1/01/03 → 31/12/03

Specialist in Cultural Tourism Specialist for the consultancy project 'Development of Tourism in the Northern New Territories, Hong Kong SAR, PRC' (2002) commissioned by Tourism Commission, The Government of Hong Kong SAR
Ho, S. Y. P.
1/01/02 → 31/12/03

Activities

Organize Joint-Programme Activity for all BHM students -Disney's Executive Sharing in Marketing and Advertising
Ching Sze Jessie Ho (Organizer), Chammy, Yan-Lam Lau (Coordinator), Sau Ying Pamela Ho (Coordinator), Qi Eileen Feng (Coordinator) & Simon Yuen (Coordinator)
7 Jun 2024

Programme Leader of Bachelor of Business Administration (Honours) in Tourism Services Operations and Management (84082/84083)
Sau Ying Pamela Ho (Programme Leader)
Jun 2024 → ...

Tourism and Hospitality Management (SJR 2022 Q2) (Journal)
Sau Ying Pamela Ho (Reviewer)
28 May 2024

Tourism Review (Journal)
Sau Ying Pamela Ho (Reviewer)
28 May 2024

CPCECPR Conference 2024
Sau Ying Pamela Ho (Participant)
19 Apr 2024 → 20 Apr 2024

BHM Trainee Programme: Live Action Role Play experience + corporate event planning sharing session
Po Man Deborah Tse (Organiser) & Sau Ying Pamela Ho (Organiser)
11 Apr 2024

Event Experience Day: Cathay Pacific/HSBC Hong Kong Sevens 2024 -Jockey Club Sevens School Tour
Po Man Deborah Tse (Organizer), Sau Ying Pamela Ho (Organizer), Chammy, Yan-Lam Lau (Organizer) & Kwok Way William Leung (Organizer)
5 Apr 2024

Memorandum of Understanding Signing Ceremony with Shangri-La Group - 27 Mar 2024

Sau Ying Pamela Ho (Organiser)

27 Mar 2024

Leximancer: An Alternative Choice of Doing Data Analysis in Qualitative Research

Sau Ying Pamela Ho (Participant)

12 Mar 2024

BHM Trainee Programme: Professional Grooming Class

Po Man Deborah Tse (Organiser) & Sau Ying Pamela Ho (Organiser)

6 Mar 2024

BHM Trainee Programme: Professional Make-up Class

Po Man Deborah Tse (Organiser) & Sau Ying Pamela Ho (Organiser)

5 Mar 2024

CPCE Excellence Contest 2024

Sau Ying Pamela Ho (Facilitator)

2 Mar 2024

BHM Trainee Programme: Professional Portrait Session

Sau Ying Pamela Ho (Organiser) & Po Man Deborah Tse (Organiser)

22 Feb 2024

MAXQDA: Basic Operation For Qualitative Research Involving Interviews

Sau Ying Pamela Ho (Participant)

15 Feb 2024

Guest Lecture by Prof McKercher - Understanding Tourism - Concepts and Theories

Sau Ying Pamela Ho (Organiser)

26 Jan 2024

RCGB Research Seminar on Exploring Green Practices through Tourism and Employee Welfare

Sau Ying Pamela Ho (Participant)

19 Jan 2024

Sharing of good practices for Blended learning (BHMH2162)

Sau Ying Pamela Ho (Speaker)

15 Jan 2024

Hangzhou Five Day Study Tour

Chammy, Yan-Lam Lau (Organiser) & Sau Ying Pamela Ho (Member of programme committee)

10 Jan 2024 → 14 Jan 2024

BHM Promotion Taskforce

Sau Ying Pamela Ho (Member)

Jan 2024 → ...

Frutus Charity Event

Sau Ying Pamela Ho (Organiser)

Jan 2024 → Jul 2024

Greater Bay Area Conference 2023 When GBA Meets ASEAN — One Heart and One Mind

Sau Ying Pamela Ho (Participant)

22 Nov 2023

International Conference on Sustainability and Green Technologies (ICSGT 2023)

Sau Ying Pamela Ho (Participant)

24 Oct 2023 → 25 Oct 2023

ESG Sustainable Guest Talk Series - Sino Group's Sustainable Tourism Practices

Sau Ying Pamela Ho (Organiser)

13 Oct 2023

Ocean Park Halloween Bash Behind-the-scene Tour cum Management Talk

Pui Yan Kate Law (Organizer) & Sau Ying Pamela Ho (Organizer)

10 Oct 2023

AFECA Asia MICE Youth Challenge 2023 -CPCE Team

Po Man Deborah Tse (Supervisor) & Sau Ying Pamela Ho (Supervisor)

5 Oct 2023

2+2 BHM Alumni Guest Lecture Series: Event Planning - The Key to Win a Bid by Silvia Hong

Sau Ying Pamela Ho (Organiser) & Chammy, Yan-Lam Lau (Organiser)

4 Oct 2023

CPCE Research Seminar on FDS/IIDS

Sau Ying Pamela Ho (Participant)

4 Oct 2023

Programme Planning Committee for Applied Degree

Sau Ying Pamela Ho (Chairperson)

1 Oct 2023 → 1 May 2024

CPCE Campus Committee

Sau Ying Pamela Ho (Member)

Oct 2023 → ...

Hong Kong International Airport integrated tour

Pui Yan Kate Law (Organizer) & Sau Ying Pamela Ho (Organizer)

Oct 2023

4th Global Tourism Student Summit: HKCC student speaker

Po Man Deborah Tse (Supervisor) & Sau Ying Pamela Ho (Supervisor)

27 Sept 2023

RCGB Research Workshop on "Leveraging Cloudbreakr Platform"

Sau Ying Pamela Ho (Participant)

18 Sept 2023

2+2 BHM Guest Lecture Series: Responsible Tourism - Itinerary Planning for Special Interest Travel by Ms Ellie Ying, KKDay

Chammy, Yan-Lam Lau (Chair) & Sau Ying Pamela Ho (Organiser)

15 Sept 2023

RCGB Public Lecture: Investigating Green Business through Greenwashing and ESG

Sau Ying Pamela Ho (Participant)

13 Jul 2023

China Daily Mastermind Roundtable on Sustainable Tourism and Hospitality

Sau Ying Pamela Ho (Moderator)

5 Jul 2023

RCGB Research Seminar on "Investigating Green Practices through Social Media Data and CSR"

Sau Ying Pamela Ho (Participant)

15 Jun 2023

Mentorship Programme Appreciation Dinner

Sau Ying Pamela Ho (Member of programme committee)

28 Apr 2023

RCGB Research Seminar: Advancing sustainability in the business world: Investigating current issues and future directions

Sau Ying Pamela Ho (Participant)

27 Apr 2023

Tourism Guest Talk Series - "AsiaWorld-Expo in Covid Era: BHMH2139 Convention and Exhibition Operations" by Ms. Bowie Wong, Business Development Manager, AsiaWorld-Expo

Po Man Deborah Tse (Organiser), Sau Ying Pamela Ho (Member of programme committee), Chammy, Yan-Lam Lau (Member of programme committee) & Man Leong, Benny Chan (Member of programme committee)

25 Apr 2023

CPCE Health Conference 2023 - "Trends and Challenges in Healthcare Professional Management in Hong Kong and the Greater Bay Area"

Sau Ying Pamela Ho (Participant)

22 Apr 2023

ESG: Sustainable Tourism Guest Talk Series (II): "The Importance of Geoconservation in Hong Kong" delivered by Ms Cindy Choi, Chairman of Association of Geoconservation, Hong Kong

Chammy, Yan-Lam Lau (Chair), Sau Ying Pamela Ho (Organiser) & Man Leong, Benny Chan (Member of programme committee)

12 Apr 2023

ESG Sustainable Tourism Guest Talk Series (I): "ESG and Certifications in Hospitality" delivered by Professor Wilco Chan, IFT Macau

Chammy, Yan-Lam Lau (Chair), Sau Ying Pamela Ho (Organiser) & Man Leong, Benny Chan (Member of programme committee)

4 Apr 2023

Hong Kong International Aviation Academy - 1-Day Integrated Tour

Sau Ying Pamela Ho (Chair), Chammy, Yan-Lam Lau (Organiser) & Man Leong, Benny Chan (Organiser)

4 Apr 2023

Event Experience Day: Cathay/HSBC Hong Kong Sevens 2023 - Jockey Club Sevens School Tour

Po Man Deborah Tse (Organiser), Sau Ying Pamela Ho (Organiser), Chammy, Yan-Lam Lau (Organiser) & Kwok Way William Leung (Organiser)

31 Mar 2023

IDS Public Lecture (RCGB) The future of sustainability in business

Sau Ying Pamela Ho (Participant)

31 Mar 2023

Ngong Ping 360 + Tai O Sustainability Study Tour

Sau Ying Pamela Ho (Chair), Man Leong, Benny Chan (Organiser) & Chammy, Yan-Lam Lau (Organiser)
25 Mar 2023

Ocean Park Site Visit cum Management Talk

Sau Ying Pamela Ho (Chair), Man Leong, Benny Chan (Organiser) & Chammy, Yan-Lam Lau (Organiser)
17 Mar 2023

大人物 SPEEDchat

Sau Ying Pamela Ho (Programme Leader)
14 Mar 2023 → 26 Apr 2023

BHMH1103 and BHMH 2139 - Revision Center for Buddies

Sau Ying Pamela Ho (Chair) & Po Man Deborah Tse (Organiser)
1 Mar 2023 → 30 Apr 2023

Disney Open House for Dream Makers

Ching Sze Jessie Ho (Chair), Chammy, Yan-Lam Lau (Organiser), Sau Ying Pamela Ho (Organiser), Jennifer Sio Leng Leong (Participant) & Man Leong, Benny Chan (Participant)
2 Feb 2023

BHMS4644 Integrated Study (Hospitality and Tourism Management)

Sau Ying Pamela Ho (Supervisor)
2023 → ...

China Internship Programme

Sau Ying Pamela Ho (Project Owner)
2023 → ...

Work Integrated Education (WIE) Coordinator (8C121-EM)

Sau Ying Pamela Ho (Project Owner)
2023 → ...

Tourism Guest Talk Series - 'Travel Industry of Hong Kong: Past, Present and the Future' delivered by Ms Keller Mak, General Manager, Travel Industry of Hong Kong

Chammy, Yan-Lam Lau (Chair) & Sau Ying Pamela Ho (Organiser)
15 Nov 2022

Event Experience Day: Cathay Pacific/HSBC Hong Kong Sevens 2022 - Friday Student Program

Chammy, Yan-Lam Lau (Chair), Kwok Way William Leung (Organiser), Sau Ying Pamela Ho (Organiser) & Po Man Deborah Tse (Member of programme committee)
4 Nov 2022

Tourism Guest Talk Series - "Smart Distribution in the Tourism and Event Industry" delivered by Mr. Nicky Kwok, Head of Business Development, KKday

Sau Ying Pamela Ho (Chair) & Chammy, Yan-Lam Lau (Organiser)
11 Oct 2022

Mentorship Programme Welcome Ceremony

Sau Ying Pamela Ho (Member of programme committee)
8 Oct 2022

Revamp of Associate Degree Programme in Business (Tourism Management) 8C108-TM

Sau Ying Pamela Ho (Project Owner) & Man Leong, Benny Chan (Project Owner)
Oct 2022 → Dec 2022

3rd Global Tourism Student Summit: HKCC student speaker

Po Man Deborah Tse (Supervisor) & Sau Ying Pamela Ho (Supervisor)
27 Sept 2022

Tourism Guest Talk Series - "New Challenges of the Airlines Industry" Delivered by Dr. Benson Tang, Executive Director and Founder of Corporate Travel Community, Informa Group

Chammy, Yan-Lam Lau (Chair) & Sau Ying Pamela Ho (Organiser)
27 Sept 2022

BHM Divisional Programme Committee

Sau Ying Pamela Ho (Member)
1 Jul 2022 → ...

Guest Lecture Series for 8C121 EM - New Dynamics and Trends in Event Management by : Ms. Fanny Manner (PHD candidate, School of Hotel and Tourism Management - The Hong Kong Polytechnic University)

Sau Ying Pamela Ho (Organiser) & Po Man Deborah Tse (Organiser)
28 Apr 2022

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

Sau Ying Pamela Ho (Participant)
27 Apr 2022

Guest Talk Series for 8C121 EM - Venue Management for M+ Museum by Ms Kimberly Leung, Facilities Service Team

Sau Ying Pamela Ho (Organiser) & Po Man Deborah Tse (Organiser)
13 Apr 2022

Guest Talk Series for BHMH1103 - Mr Roy Cheung, Founder & Director , Admin and Business Management, Stage Culture Group & Dreampresso Coffee Workshop

Sau Ying Pamela Ho (Chair) & Man Leong, Benny Chan (Chair)
4 Apr 2022

IIDS Research Seminar: VR Tourism in Future

Sau Ying Pamela Ho (Participant)
21 Mar 2022

Subject Leader of BHMH1103 Introduction to Tourism

Sau Ying Pamela Ho (Subject Leader)
24 Jan 2022 → ...

CPCE Research Seminar by BHM

Sau Ying Pamela Ho (Participant)
12 Jan 2022

HKCC Online Info Day 2022

Sau Ying Pamela Ho (Programme Leader)
8 Jan 2022

Study Talk - Catholic Ming Yuen Secondary School

Sau Ying Pamela Ho (Organiser)
20 Oct 2021

AFECA Asia MICE Youth Challenge 2021

Sau Ying Pamela Ho (Participant)

Oct 2021 → Nov 2021

Global Tourism Student Summit

Sau Ying Pamela Ho (Organiser)

27 Sept 2021

World Tourism Day 2021: Global Tourism Student Summit- HKCC student speaker

Po Man Deborah Tse (Supervisor) & Sau Ying Pamela Ho (Supervisor)

27 Sept 2021

Subject Leader of BHMH2138 The Events Industry

Sau Ying Pamela Ho (Subject Leader)

1 Sept 2021 → ...

Subject Leader of BHMH2162 Service Management in Hospitality and Tourism Industry

Sau Ying Pamela Ho (Subject Leader)

1 Sept 2021 → 31 Dec 2021

Programme Leader (8C121-Higher Diploma Programme in Event Management)

Sau Ying Pamela Ho (Programme Leader)

Aug 2021 → ...

HKCC Online Info Day2021

Sau Ying Pamela Ho (Programme Leader)

19 Jun 2021

Study Talk - STFA Leung Kau Kui College

Sau Ying Pamela Ho (Organiser)

8 Jan 2021

Applied Sciences (Journal)

Sau Ying Pamela Ho (Reviewer)

2021 → ...

Associate Member, CPCE Centre for Pedagogic Research (CPCECPR), The Hong Kong Polytechnic University

Sau Ying Pamela Ho (Associate Member)

2021 → ...

Sustainability (Journal)

Sau Ying Pamela Ho (Reviewer)

2021 → ...

Member of the General University Requirements Committee (GUR)

Sau Ying Pamela Ho (Member)

2017 → ...

Alumni Liaison Committee

Sau Ying Pamela Ho (Member)

2014 → ...

Co-convenor of Academic Discipline of Hotel and Tourism Management

Sau Ying Pamela Ho (Member)

2014 → 2019

Member of CPCE Mentorship Programme

Sau Ying Pamela Ho (Member)

2014 → ...

Academic Advisor (8C121- Higher Diploma Programme in Event Management)

Sau Ying Pamela Ho (Academic Advisor)

2009 → ...

Assistant Programme Leader (8C121-Higher Diploma Programme in Event Management)

Sau Ying Pamela Ho (Assistant Programme Leader)

2009 → 2021

Subject Leader of BMMH1103 Introduction to Tourism

Sau Ying Pamela Ho (Academic Advisor)

2008 → ...

Prizes**Community Impact Award**

Hong, K.L. (Recipient) & Ho, Sau Ying Pamela (Recipient), 5 Jun 2017

Sir Edward Youde Memorial Fellowship

Ho, Sau Ying Pamela (Recipient), 2000