

Sau Ying Pamela Ho  
Division of Business and Hospitality Management (BHM)  
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## Research outputs

### **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 Sep 2021, In: *Tourism Recreation Research*.

### **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 Sep 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., Sep 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 Sep 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.

**Activities****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 (Scheme Leader)

24 Jan 2022 → 31 May 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 Sep 2021

**Subject Leader of BMMH2138 The Events Industry**

Sau Ying Pamela Ho (Subject Leader)

1 Sep 2021 → 1 Dec 2021

**Subject Leader of BMMH2162 Service Management in Hospitality and Tourism Industry**

Sau Ying Pamela Ho (Subject Leader)

1 Sep 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

## 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

## Projects

**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

**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

**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 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.

1/06/20 → ...

**Impacts of Heritage Tourism on Quality of Life | CPCE Research Fund**

Ho, S. Y. P.

1/01/11 → ...

**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