

Full-time Assistant Professor/Associate Professor in Smart Cultural Tourism
(Ref: SCT 2025-11-10)
(Start date: September 2026)

Hong Kong Shue Yan University invites applications for a full-time academic position at the rank of Assistant or Associate Professor for its new Master of Social Sciences in Smart Cultural Tourism (MSSc-SCT) programme, hosted by the Department of Sociology. The appointment will commence in September 2026. Rank will be commensurate with the candidate's qualifications and experience.

The MSSc-SCT programme is a pioneering taught postgraduate programme in Hong Kong that uniquely integrates cultural tourism with smart technologies. It is strategically developed to align with the city's vision of becoming a smart city and a cultural hub, responding to the growing industry demand for professionals who can create in-depth, technology-enhanced cultural experiences.

Responsibilities:

The appointee will be expected to:

- Teach postgraduate courses in the MSSc-SCT programme.
- Supervise students' master projects and research-informed studio work.
- Contribute to the ongoing curriculum development and quality assurance of the programme.
- Pursue an active research agenda, secure competitive research grants, and publish in high-quality refereed journals.
- Engage in departmental and university service and administration.

Qualifications and Requirements:

Candidates should possess:

- A doctoral degree from a recognised university.
- At least one degree (at the bachelor's, master's, or doctoral level) associated with tourism management.
- Relevant teaching and/or industry experience in cultural tourism, creative industries, or related sectors.
- Proficiency in both English and Chinese (Putonghua) is required to teach effectively in the programme's dual language streams.
- Preference will be given to candidates with demonstrable expertise and research experience in AI and tourism.

The Programme:

The Master of Social Sciences in Smart Cultural Tourism (MSSc-SCT) is an innovative, interdisciplinary programme designed to cultivate professionals who can transform cultural content into engaging tourism experiences enhanced by smart technologies (e.g., AI, VR/AR, interactive media). The curriculum is built on two foundations: Domain

Knowledge of Cultural Tourism and Smart Technology Application Skills, preparing graduates for diverse careers in the tourism, cultural, creative, and technology sectors.

Application Procedure:

Applications should be sent via email to recruit_ap@hksyu.edu and must include the following documents:

1. A cover letter
2. A completed application form (please click [here](#) to download)
3. A full CV (including a detailed list of research projects and publications)
4. A teaching statement (max. 250 words)
5. A research statement (max. 250 words)
6. Two representative publications
7. Three reference letters (please arrange for the referees to send the letters directly to the application email address)

For enquiries about the position, please send an email to Dr. Shengdan CAI at scai@hksyu.edu.

Closing Date: 9 January 2026, or until the position is filled.

The review of applications will begin as soon as they are received and will continue until the position is filled. Only shortlisted candidates will be contacted. The personal data received will be kept confidential and used for recruitment purposes only.