

Full-time Assistant Professor/Associate Professor in Smart Cultural Tourism
(Ref: SCT 2026-06-29)
(Start date: September 2026)

Hong Kong Shue Yan University invites applications for three full-time academic positions 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 in a relevant field (e.g., digital heritage, digital humanities, or cultural computing).
- Demonstrated expertise or a strong research track record in conducting interdisciplinary research at the intersection of cultural/heritage tourism and digital technologies (e.g., AR, VR, MR).
- Relevant teaching experience in smart cultural tourism or closely related disciplines.
- High proficiency in both English and Chinese (Putonghua), with the ability to teach effectively across the programme's dual-language streams.
- Relevant industry work experience or a strong professional industry network is highly preferred.

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 positions, please send an email to Dr. Shengdan CAI at scai@hksyu.edu.

Closing Date: Review of applications will commence on **15 July 2026** 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.