

## **Background to Dr Glenn McCartney PhD**

Glenn has been working in Macao's gaming industry since 1997 starting as Director of Marketing & Sales and Director of Public Relations for one of Macao's largest casino hotels at that time. In 2001 he joined the Macao Government and began his research on Macao's gaming industry looking primarily at the casino liberalization process. His initial casino industry consultancy was with Galaxy prior to opening their first property, the Waldo Hotel. He went on to consult for The Venetian after the opening of Sands, as well as MGM, and with Galaxy prior to the opening of their Cotai property. In 2012 he consulted as head of retail marketing for The Shoppes at The Venetian (Four Seasons and Sands Cotai Central). Glenn holds a Doctorate Degree in Tourism Management from the University of Surrey, UK, which he completed in Macao, where he traveled to China's major cities to study Chinese outbound travel behaviour. Glenn's work in China spans over 20 years, particularly with a focus on marketing and promotion. He is currently Assistant Professor at the University of Macau, where he also lectures the newly introduced MSc in International Integrated Resort Management the first such Master's Degree globally.

In 2004 he was appointed as the British Honorary Consul, Macao. With a need to have a greater understanding of travel in Asia, Glenn wrote the graduate textbook 'Event Management: An Asian Perspective' published by McGraw-Hill in 2010. In April 2013 his new textbook 'Tourism Management: An Asian Perspective' will also be launched again with McGraw-Hill. This examines tourism planning and management across the Asia region including recommendations and best practices with exclusive interviews with regional travel and hospitality celebrities.