Xia Menglong, Wilson
Assistant Professor

Areas of Research Expertise	Areas of Teaching Expertise
● Tourism ICT management ● Destination management ● Brand marketing & management ● Machine learning	● Tourism marketing ● Smart tourism ● Tourism E-commerce ● Smart tourism ● Information management

Qualifications

[Academic Qualifications]

2018	PhD / Tourism management / Macau University of Science and Technology
2013	Master / International tourism management //Macau University of Science and Technology
2011	Bachelor / Computer Science / Macau Polytechnic Institute

Publications

[Journal Articles]

- Xia, M. L., Zhang, Y., & Zhang, C. (2018). A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective. *Journal of Destination Marketing & Management*, 8, 259-270. [SSCI].

- Lin, P. G., Zhang, T., Xia, M. L., Zhou, J., Nie, P. Y. (2018). Cross-Lingual Analysis of English and Chinese Web Search. *International Journal of Web and Grid Services*, DOI:10.1504/IJWGS.2018.095663 [SCIE].

- Pai, C. K., Xia, M. L., & Wang, T. W. (2014). A comparison of the official tourism website of five east tourism destinations. *Information Technology & Tourism*, *14*(2), 97-117.

[Conference Papers]

- Xia, M. L., & Zhang, Y. (2015). A structural equation model of the effect of booking apps towards on hotel brand image: a smartphone user perspective. The 21st Asia Pacific Tourism Association (APTA) Annual Conference, Kualalumpur, Malaysia.

- Pai, C. K., Xia, M. L., & Wang, T. W. (2013). Assessing Official Tourism Website Effectiveness among Five East Asian Countries. The *2nd Annual International Conference on Tourism and Hospitality Research (THoR 2013)*, 21-22 July 2013, Singapore.

- Pai, C. K., Xia, M. L., Wang, T. W., & Chen, S. H. (2013). Measuring Information Technology Department Service Quality from Casino's Employees in Macau. *The 3rd International Conference on E-Business Technology and Strategy (iCETS 2013)*, 27-29 June 2013, Macau. (IEEE Index).