



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
澳門科技大學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Xia Menglong, Wilson

Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Tourism ICT Management● Destination Management● Brand Marketing & Management● Tourism Big Data	<ul style="list-style-type: none">● Tourism Marketing● Tourism Psychology● Tourism Economics● Smart Tourism

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., Zhang, Y., & Gu, R. (2023). Creative Tea Beverages as a New Tourism Attraction? Exploring Determinants of Tourists' Repurchase Intention Using Dual Process Theory. *Sustainability*, 15(13), 10642. [SSCI]
- Zhang, Y., Xia, M.*, & Liu, Y. (2023). The Causality and Antecedents of Tourism Small & Medium-Sized Enterprises'(SMEs) Coopetition in Complex Institutional Contexts. *Sustainability*, 15(6), 5156. [SSCI] (*Corresponding Author)
- Xia, M. and Zhang, Y. (2021), "Linear and nonlinear relationships: a hybrid SEM-neural network approach to verify the links of online experience with luxury hotel branding", *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTI-02-2021-0039> (ESCI)

- 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, Kuala Lumpur, 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).

Research Projects

- 2022.11 - 虛擬空間中文化互動體驗及其效應機制研究/MUST Faculty Research Grants