

Faculty of

Xia Menglong, Wilson

Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Tourism ICT Management Destination Management Brand Marketing & Management Tourism Big Data	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?  
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Theory. *Sustainability*, 15(13), 10642. [SSCI]

Zhang, Y., Xia, M.\*, & Liu, Y. (2023). The Causality and Antecedents of Tourism Small &  
Medium-Sized ) 1 ) ' ' -  
Contexts. *Sustainability*, 15(6), 5156. [SSCI] (\*Corresponding Author)

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 -

/MUST Faculty Research Grants