林冰娜 博士

Dr. Lin, Bingna (Assistant Professor)

研究方向(Research Area)：

旅遊酒店消費者行為

Consumer Behavior in Tourism and Hospitality

智慧服務與人工智能

Service Innovation and Artificial Intelligence

文化遺產

Cultural Heritage

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JOURNAL PAPER

- **Lin, B.**, Wang, Y., & Hua, N. (2026). From Need Satisfaction to Identity Expression: Self-presentation Strategies in Travel Experience Sharing on Social Media. *International Journal of Human-Computer Interaction*, 1-26. (SSCI, JCR Q1)
- Wang, J., Dai, X., Lin, Y., & **Lin, B***. (2026). Vlog Information Characteristics and Audience Involvement on Check-in Intention at Instagrammable Tourist Places. *Journal of Vacation Marketing*. (SSCI, JCR Q1)
- **Lin, B.***, Hua, N., & Zhao, X. (2026). Unlocking hotel employees' green advocacy: An environmental love-based framework for understanding green human resource management practices. *International Journal of Contemporary Hospitality Management*, *38*(7), 2305-2327. (SSCI, JCR Q1)
- Wang, Y., Zhu, Y., **Lin, B.***, Wang, R., Miao, H., & Xiong, M. (2026). How does menu narrative stimulate tourists' willingness to disseminate food culture? The mediating roles of self-referencing and emotional healing. *Journal Hospitality and Tourism Management*. 67, 101439. (SSCI, JCR Q1)
- **Lin, B.** (2026). Unpacking the impact of social environment and psychological gratifications on tourists' strategic self-presentation: A narrative identity perspective. *Journal of Hospitality and Tourism Insights*, 1-18. (ESSCI, JCR Q1)
- **Lin, B.**, Fu, X.*, Wang, W., Hancer, M., & So, K. (2026). Unveiling the role of entertainment in destination branding: Developing and validating a scale for entertainment destination experience. *International Journal of Contemporary Hospitality Management*, 2-21. (SSCI, JCR Q1)
- Fu, X., Park, J., **Lin, B.**, & Wang, Y. C. (2026). Attendee–Environment Interactions at Trade Exposition: An Environment–Perception–Behavior/Behavioral Intention (EPB) Model. *Tourism Analysis, 31*(1), 99-118.
- Xie, J., Li, X., Li, Y., **Lin, B**., & Qiao, Z. (2026). What accounts for the charm of collective tourism attraction? An explanation from the interaction ritual chains theory perspective. *Journal of Destination Marketing & Management*, 39, 101043. (SSCI)
- Yang, Y., Fu, X., & **Lin, B***. (2025). Does participation in domestic and international tourism activities affect life happiness? Evidence from the US counties. *Tourism Economics*, 13548166251379655. (SSCI)
- Yi, X., Fu, X., **Lin, B**., Zhang, G., Jiang, L., & Zhang, J. (2025). Investigating the impact of tourists' perceived authenticity and aesthetics on word-of-mouth in cultural heritage sites. *Tourism Management*, 111, 105167. (SSCI)

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- Yi, X., Fu, X., **Lin, B**., & Cai, X*. (2025). Home: Developing and testing a scale. *Habitat International*, 159, 103374. (SSCI)
- **Lin, B**., Fu, X., & Murphy, K*. (2024). Investigating the food-stagramming mechanism: A customer-dominant logic perspective of customer engagement. *Journal of Hospitality and Tourism Management*, 58, 371-380. (SSCI)
- Lu, L., Hua, M., Sun, X., Zou, R.*, & **Lin, B**. (2024). AI robots over sommeliers? Exploring the service provider effect on diners' wine ordering decisions at restaurants. *International Journal of Hospitality Management*, 122, 103879. (SSCI)
- Yi, X., Fu, X., **Lin, B**., & Sun, J*. (2024). Authenticity, identity, self-improvement, and responsibility at heritage sites: The local residents' perspective. *Tourism Management*, 102, 104875. (SSCI)
- **Lin, B**., Wang, S., Fu, X., & Yi, X.* (2022). Beyond local food consumption: The impact of local food consumption experience on cultural competence, eudaimonia, and behavioral intention. *International Journal of Contemporary Hospitality Management,35*(1), 137-158. (SSCI)
- **Lin, B**., Fu, X.*, & Lu, L. (2022). Foodstagramming as a self-presentational behavior: Perspectives of tourists and residents. *International Journal of Contemporary Hospitality Management, 34*(12), 4686-4707. (SSCI)
- Ridderstaat, J., Fu, X., & **Lin, B*.** (2022). A framework for understanding the nexus between tourism development and poverty: *Application to Honduras. Tourism Management*, 93, 104620. (SSCI)
- Pan, Y., **Lin, B**., Fu, X.*, & Huang, A. (2022). Determinants of destination choices of traveling for old-age resources: Evidence from Urban Older Adults. *Journal of China Tourism Research*, 1-21.
- Bu, N.T., Pan, S., Kong, H., Fu, X.*, & **Lin, B**. (2021). Profiling literary tourists: A motivational perspective. *Journal of Destination Marketing & Management*, 22, 100659. (SSCI)
- Fu, X., **Lin, B**., & Wang, Y. C.* (2020). Healthy food exposition attendees' purchasing strategies: a mental budgeting perspective. *International Journal of Contemporary Hospitality Management, 33*(7), 2352-2370. (SSCI)
- Fu, X., **Lin, B**., Wang, Y. C.*, & Sun, Y. (2020). Memorable Boat Show Experiences: Examining the Mechanisms of Value and Mianzi from the Perspective of High-end Chinese Attendees. *Journal of China Tourism Research*, 1-22.
- **Lin, B.*,** & Fu, X. (2020). Gaze and tourist-host relationship – State of the art. *Tourism Review, 76*(1), 138-149. (SSCI)

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- Fan, D. X.*, Hsu, C. H., & **Lin, B.** (2020). Tourists' experiential value co-creation through online social contacts: Customer-dominant logic perspective. *Journal of Business Research*, 108, 163-173. (SSCI)
- Lin, P. M.*, Qiu Zhang, H., Hung, K., **Lin, B**., & Fan, D. X. (2019). Stakeholders' views of travelers' choice of Airbnb. *Journal of Travel & Tourism Marketing, 36*(9), 1037-1049. (SSCI)
- Fan, D.*, Buhalis, D., & **Lin, B**. (2019). A tourist typology of online and face-to-face social contact: destination immersion and tourism encapsulation/decapsulation. *Annals of Tourism Research*, 78, 102757, 1-16. (SSCI)

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◇ BOOK CHAPTER

- Fu, X., & **Lin, B.** (2022). Well-being. *The Encyclopedia of Tourism Management and Marketing* (pp. 732-735). Edward Elgar Publishing.

◇ CONFERENCE PAPER

- Deng, H.*, & **Lin, B.** (2026). Unveiling the impact of AI communication styles on customer evaluations in service interactions: The role of alienation and imposed intimacy. 2026 Tourism and Hospitality Leadership Summit, Macau, China.
- Hong, R.*, **Lin, B.**, & Deng, H. (2026). Are tourists attached to AI travel companions? The impact of AI travel companions on tourist experiences. 2026 Tourism and Hospitality Leadership Summit, Macau, China.
- Zhang, J.*, & **Lin, B.** (2026). Exploring the sensory impact of food videos on tourists' travel intentions. 2026 Tourism and Hospitality Leadership Summit, Macau, China.
- Li, K.*, & **Lin, B.** (2026). Exploring the Impact of Perceived Interactivity of Intelligent Voice Assistants on Hotel Guests' Behavioral Intentions. The 3rd International Early-Career Researcher Conference in Hospitality and Tourism Conference, Macau, China.
- Han, X.*, & **Lin, B.** (2026). Unpacking the Role of Nostalgia emotions in Historical Theme Parks: The Perspective of Cultural Scene Theory. International Conference on Culture, Tourism and Hospitality, Macau, China.
- **Lin, B**. & Tan, Y. (2025). Dissecting the formation of embodied metaphors in virtual reality tourism. International Conference on Destinations, Events and Sports 2025. Sapporo Japan.

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- **Lin, B**., & Zhu, H. (2025). Investigating the role of perceived benefits of host-guest interaction in the festival tourism context. Global Hospitality and Tourism Research Summit. Fukuoka Japan.
- 張倞滈 & **林冰娜**. (2025). 探究犯罪電影對遊客行為意向的感官影響. 2025 粵港澳大灣區城市命運與發展論壇. 中国澳门.
- Zhang, H., You, Y., & **Lin, B.** (2025). Exploring the impact mechanism of digital immersive experience service failure in museum settings. Asia Pacific Tourism Association Annual Conference 2025. Busan, South Korea.
- 鄧鴻澤 & **林冰娜**. (2024). 顧客寬容在餐廳機器人服務失敗中的作用. 旅遊學刊-區域旅遊合作與夥伴關係國際研討會. 中国澳门.
- **Lin, B**., & Fu, X. Ask a robot to be your guide? Investigating the educational entertainment in museums. (2023). The 8th Annual SECSA CHRIE Conference, Orlando, USA.
- **Lin, B**., & Fu, X. (2023). Entertainment experience in tourism and hospitality: A systematic literature review. The 8th Annual SECSA CHRIE Conference, Florida, USA.
- An, Q., **Lin, B**., Fu, X., Ozturk, AB., & Hua, N. (2023). Assessing the Effects of User-Generated Contents on Tourists' Visiting Intention. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, California, USA.
- **Lin, B**., Fu, X., & Murphy, K. (2023). Dissecting the mechanism of foodstagramming: Drivers and consequences of customer engagement. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, California, USA.
- **Lin, B**., Fu, X., & Lu, L. (2022). Foodstagramming as a self-presentational behavior. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Texas, USA.
- **Lin, B**., Fu, X., & Wang, Y. (2021). A conceptualization of technology-facilitated tourism mobilities mechanism. The 6th World Research Summit for Tourism and Hospitality, Florida, USA.
- **Lin, B**., Fu, X., & Hancer, M. (2021). Food experience during travel: Understanding foodstagramming and social presence on social media. 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, USA.
- **Lin, B**., Wang, Y., & Hua, N. (2021). Self-presentation mechanism in travel experience sharing: A self-determination theory approach. The 6th World Research Summit for Tourism and Hospitality, Florida, USA.

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- **Lin, B**., & Fu, X. (2020). Understanding tourist gaze through customer-to-customer interaction grounded in customer-dominant logic. 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Nevada, USA.
- **Lin, B**., & Fu, X. (2020). Viewing tourist-host relationship through gaze: A critical analysis of current knowledge. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Nevada, USA.

◇ RESEARCH PROJECTS

- Fundacao Macau ：粵港澳大灣區合作背景下澳門居民的跨境文娛旅遊機制與策略研究（結題），項目主持人
- Fundacao Macau：智慧旅遊背景下粵港澳大灣區遊客體驗優化和居民幸福感研究（結題），項目參與人
- National Social Science Fund of China: 鄉村旅遊地文化景觀的原真性構建與形成機制研究（結題），主要參與人

◇ CERTIFICATES AND AWARDS

Certification

- Certified hospitality educator (CHE), AHLEI, American Hotel & Lodging Educational Institute

Research Awards

- Best Conference Paper Award, The 4th Guangdong–Hong Kong–Macao Greater Bay Area Forum: Urban Destiny and Development, Zhuhai City, China.
- Best Conference Paper Award, 2026 Tourism and Hospitality Leadership Summit, Macau, China.
- Best Conference Paper Award, The 10th Tourist Behavior Research Conference, Gansu, China
- Best Paper Nomination, Asia Pacific Tourism Association (APTA) Annual Conference 2025, South Korea
- Best Conference Paper, Tourism Tribune-International Symposium on Regional Tourism Collaboration and Partnerships, Macau, China
- Outstanding Contribution Award, Annals of Tourism Research Empirical Insights

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Teaching Awards

- Outstanding Teaching Performance Award, City University of Macau
- University Award for the Excellent Graduate Teaching Assistant, University of Central Florida

Other Awards and Honors

- Chinese Government Award for Outstanding Students Abroad, China Scholarship Council (CSC)
- Graduate Dean's Dissertation Completion Fellowship, University of Central Florida
- Etta Jean & Dr. Frank Juge Graduate Fellowship, University of Central Florida (2020-2021, 2022-2023)
- Florida Restaurant & Lodging Association, USA- FRLAEF Post-Secondary Scholarship
- Women's Executive Council of Orlando USA- Outstanding Female Scholarship