

游仲恩 博士

Dr. Yu, Joanne
(Assistant Professor)

研究方向 (Research Area):

旅遊行銷

Tourism marketing

消費體驗

Consumer experience

人機交互

Human-robot interaction

社群媒體數據分析

Social media data analysis

旅遊和酒店業的新興技術

Emerging technologies in tourism
and hospitality

機器學習和自然語言處理

Machine learning and natural language
processing

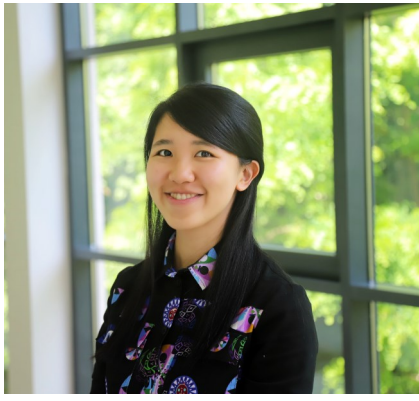
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◇ JOURNAL PAPER

- ◆ Yu, J., Hong, W. C. H., & Egger, R. (2024). The Art of Post Captions: Readability and User Engagement on Social Media. *Journal of Travel Research*, 00472875241228822. (SSCI)
- ◆ Yu, J., Dickinger, A., & Egger, R. (2024). Leveraging emojis as visual semiotics for enhanced engagement in destination marketing. *Journal of Destination Marketing & Management*, 33, 100925. (SSCI)
- ◆ Yu, J., Dickinger, A., So, K. K. F., & Egger, R. (2024). Artificial intelligence-generated virtual influencer: Examining the effects of emotional display on user engagement. *Journal of Retailing and Consumer Services*, 76, 103560. <https://doi.org/10.1016/j.jretconser.2023.103560> (SSCI)
- ◆ Hong, W. C. H., Ngan, H. F. B., Yu, J., & Arbouw, P. (2024). Examining cultural differences in Airbnb naming convention and user reception: an eye-tracking study. *Journal of Travel & Tourism Marketing*, 40(6), 475-489. <https://doi.org/10.1080/10548408.2023.2263764> (SSCI)
- ◆ Wen, J., Goh, E., & Yu, J. (2023). Segmentation of physician-assisted suicide as a niche tourism market: An Initial Exploration. *Journal of Hospitality & Tourism Research*, 47(3), 574-589. <https://doi.org/10.1177/10963480211011630> (SSCI)
- ◆ Ngan, H. F., Lei, W. S. C., & Yu, J. (2022). Eye-Tracking Analysis on Potential Art Festival Goers. *Event Management*, 26(2), 437-452. <https://doi.org/10.3727/152599521X16106577965189> (ESCI)
- ◆ Hong, W. C. H., Ngan, H. F. B., Yu, J., & Zhao, Y. (2022). An eye-tracking study of exoticism in intra-national destinations in the Greater Bay area of China. *Tourism Recreation Research*, 47(4), 414-427. <https://doi.org/10.1080/02508281.2020.1846431> (SSCI)
- ◆ Lian, X., Hong, W. C. H., & Yu, J. (2022). An eye-tracking study on autistic children's visual attention: The use of spatial-progression, time-sequence, colours and shape-patterns in picture book designs. *Current Psychology*, 1-13. <https://doi.org/10.1007/s12144-022-03091-1> (SSCI)
- ◆ Ngan, H. F. B., Bavik, A., Kuo, C. F., & Yu, C. E. (2022). Where you look depends on what you are willing to afford: Eye tracking in menus. *Journal of Hospitality & Tourism Research*, 46(1), 100-124. <https://doi.org/10.1177/1096348020951226> (SSCI)



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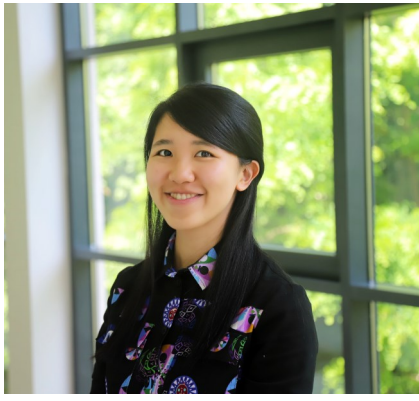
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- ◆ Egger, R., & Yu, J.* (2022). A topic modeling comparison between lda, nmf, top2vec, and bertopic to demystify twitter posts. *Frontiers in sociology*, 7, 886498. <https://doi.org/10.3389/fsoc.2022.886498> (ESCI) *Corresponding author
 - ◆ Yu, J., & Egger, R. (2022). Looking behind the scenes at dark tourism: a comparison between academic publications and user-generated-content using natural language processing. *Journal of Heritage Tourism*, 17(5), 548-562. <https://doi.org/10.1080/1743873X.2022.2097011> (ESCI)
 - ◆ Arefieva, V., Egger, R., & Yu, J. (2021). A machine learning approach to cluster destination image on Instagram. *Tourism Management*, 85, 104318. <https://doi.org/10.1016/j.tourman.2021.104318> (SSCI)
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*Corresponding author
 - ◆ Yu, J., & Egger, R. (2021). Color and engagement in touristic Instagram pictures: A machine learning approach. *Annals of Tourism Research*, 89, 103204. <https://doi.org/10.1016/j.annals.2021.103204> (SSCI)
 - ◆ Wen, J., Hou, H., Kozak, M., Meng, F., Yu, C. E., & Wang, W. (2021). The missing link between medical science knowledge and public awareness: implications for tourism and hospitality recovery after COVID-19. *European Journal of Management and Business Economics*, 30(2), 230-242. <https://doi.org/10.1108/EJMBE-11-2020-0329> (ESCI)
 - ◆ Egger, R., & Yu, J.* (2021). Identifying hidden semantic structures in Instagram data: a topic modelling comparison. *Tourism Review*, 77(4), 1234-1246. <https://doi.org/10.1108/TR-05-2021-0244> (SSCI) *Corresponding author
 - ◆ Kuo, C. F., Bavik, A., Ngan, H. F. B., & Yu, C. E. (2021). The sweet spot in the eye of the beholder? Exploring the sweet sour spots of Asian restaurant menus. *Journal of Hospitality Marketing & Management*, 30(2), 242-257. <https://doi.org/10.1080/19368623.2020.1790076> (SSCI)
 - ◆ Neuhofer, B., Egger, R., Yu, J., & Celuch, K. (2021). Designing experiences in the age of human transformation: An analysis of Burning Man. *Annals of Tourism Research*, 91, 103310. <https://doi.org/10.1016/j.annals.2021.103310> (SSCI)
 - ◆ Yu, C. E., Wen, J., & Yang, S. (2020). Viewpoint of suicide travel: An exploratory study on YouTube comments. *Tourism Management Perspectives*, 34, 100669. <https://doi.org/10.1016/j.tmp.2020.100669> (SSCI)



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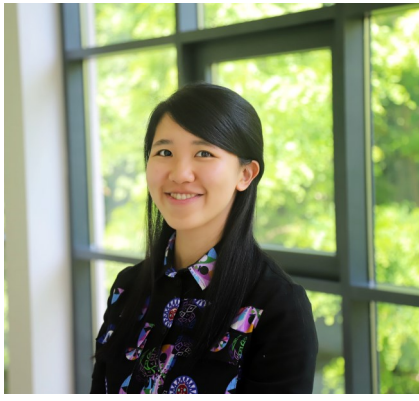
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- ◆ Yu, C. E., Xie, S. Y., & Wen, J. (2020). Coloring the destination: The role of color psychology on Instagram. *Tourism Management*, 80, 104110. <https://doi.org/10.1016/j.tourman.2020.104110> (SSCI)
- ◆ Wen, J., Liu, X., & Yu, C. E. (2020). Exploring the roles of smart services in Chinese senior tourists' travel experiences: an application of psychological reactance theory. *Anatolia*, 31(4), 666-669. <https://doi.org/10.1080/13032917.2020.1742750> (ESCI)
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- ◆ Yu, C. E. (2020). Humanlike robots as employees in the hotel industry: Thematic content analysis of online reviews. *Journal of Hospitality Marketing & Management*, 29(1), 22-38. <https://doi.org/10.1080/19368623.2019.1592733> (SSCI)
- ◆ Yu, C. E., & Zhang, X. (2020). The embedded feelings in local gastronomy: a sentiment analysis of online reviews. *Journal of Hospitality and Tourism Technology*, 11(3), 461-478. <https://doi.org/10.1108/JHTT-02-2019-0028> (SSCI)
- ◆ Wen, J., Yu, C. E., & Goh, E. (2019). Physician-assisted suicide travel constraints: thematic content analysis of online reviews. *Tourism Recreation Research*, 44(4), 553-557. <https://doi.org/10.1080/02508281.2019.1660488> (SSCI)
- ◆ Yu, C. E., Wen, J., Goh, E., & Aston, J. (2019). "Please help me die": applying self-determination theory to understand suicide travel. *Anatolia*, 30(3), 450-453. <https://doi.org/10.1080/13032917.2019.1642923> (ESCI)
- ◆ Yu, C. E., & Sun, R. (2019). The role of Instagram in the UNESCO's creative city of gastronomy: A case study of Macau. *Tourism Management*, 75, 257-268. <https://doi.org/10.1016/j.tourman.2019.05.011> (SSCI)
- ◆ Yu, C. E., & Ngan, H. F. B. (2019). The power of head tilts: gender and cultural differences of perceived human vs human-like robot smile in service. *Tourism Review*, 74(3), 428-442. <https://doi.org/10.1108/TR-07-2018-0097> (SSCI)
- ◆ Yu, C. E. (2019). Show your teeth and tilt your head! Customer preferences towards a service with a smile. *European Journal of Tourism Research*, 22, 31-44. (ESCI)
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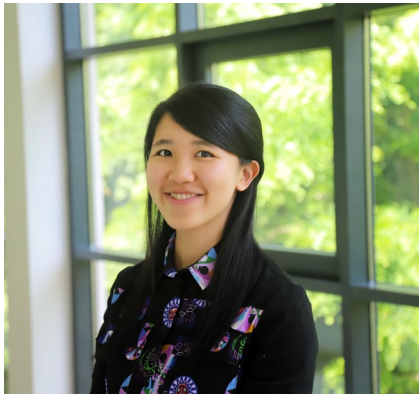
- ◆ Ngan, H. F. B., & Yu, C. E. (2019). To smile or not to smile—an eye-tracking study on service recovery. *Current Issues in Tourism*, 22(19), 2327-2332. <https://doi.org/10.1080/13683500.2018.1502260> (SSCI)

◇ BOOK CHAPTER

- ◆ Egger, R., & Yu, J. (2022). Epistemological challenges. In *Applied Data Science in Tourism* (pp. 17-34). Springer, Cham.
- ◆ Egger, R., & Yu, J. (2022). Data science and interdisciplinarity. In *Applied Data Science in Tourism* (pp. 35-49). Springer, Cham.
- ◆ Rainoldi, M., Yu, C. E., & Neuhofer, B. (2020). The museum learning experience through the visitors' eyes: An eye tracking exploration of the physical context. *Eye tracking in tourism*, 183-199.

◇ CONFERENCE PAPER

- ◆ Rainoldi, M., Van den Winckel, A., Yu, J., Neuhofer, B. (2022). Video Game Experiential Marketing in Tourism: Designing for Experiences. In: Stienmetz, J.L., Ferrer-Rosell, B., Massimo, D. (eds) *Information and Communication Technologies in Tourism 2022. ENTER 2022*. Springer, Cham. https://doi.org/10.1007/978-3-030-94751-4_1
- ◆ Yu, J., Egger, R. (2021). Tourist Experiences at Overcrowded Attractions: A Text Analytics Approach. In: Wörndl, W., Koo, C., Stienmetz, J.L. (eds) *Information and Communication Technologies in Tourism 2021*. Springer, Cham. https://doi.org/10.1007/978-3-030-65785-7_21
- ◆ Volchek, K., Yu, J., Neuhofer, B., Egger, R., Rainoldi, M. (2021). Co-creating Personalised Experiences in the Context of the Personalisation-Privacy Paradox. In: Wörndl, W., Koo, C., Stienmetz, J.L. (eds) *Information and Communication Technologies in Tourism 2021*. Springer, Cham. https://doi.org/10.1007/978-3-030-65785-7_8
- ◆ Daxböck, J., Dulbecco, M. L., Kursite, S., Nilsen, T. K., Rus, A. D., Yu, J., & Egger, R. (2021). The Implicit and Explicit Motivations of Tourist Behaviour in Sharing Travel Photographs on Instagram: A Path and Cluster Analysis. In: Wörndl, W., Koo, C., Stienmetz, J.L. (eds) *Information and Communication Technologies in Tourism 2021*. Springer, Cham. https://doi.org/10.1007/978-3-030-65785-7_22



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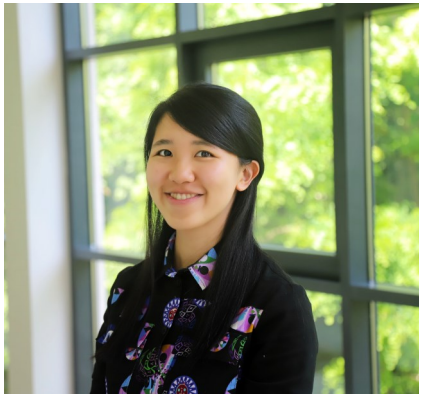
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- ◆ **Yu, C. E.** (2020) Emotional Contagion in Human-Robot Interaction, *e-Review of Tourism Research*, 17(5). Available at: <https://ertr-ojs-tamu.tdl.org/ertr/article/view/561>
- ◆ Peralta, R. L., Ngan, H. F. B., & **Yu, C. E.** (2019). An Eye-tracking Study of University EFL Students' Online Reading Behavior. The 15th International Cognitive Linguistics Conference, August 6-11, Nishinomiya, Japan.
- ◆ **Yu, C. E.**, & Ngan, H. F. B. (2019). The Displays of Smile During Service Failure: An Eye Tracking Study. Travel and Tourism Research Association 2019 annual research conference, April 8-10, Bournemouth, United Kingdom.
- ◆ Ngan, H. F. B., & **Yu, C. E.** (2018). I am looking where you are looking: An eye-tracking study of gaze direction and its influence on consumer behavior. International Conference on Tourism and Retail Management, December 2-4, Macau.
- ◆ Tou, L., Ngan, H. F. B., & **Yu, C. E.** (2018). Expertise and visual patterns: How experts and novice process financial data. International Conference on Tourism and Retail Management, December 2-4, Macau.
- ◆ Hong, C. H., Ngan, H. F. B., Zhao, Y., **Yu, C. E.**, & Liang J. P. (2018). Perceptions of intra-national exotic destinations in the Greater Bay Area. Proceedings of 3rd Annual IPBA and DBM-VI Conference 2018, December 5-7, Macau.
- ◆ **Yu, C. E.** (2018). Humanlike robot and human staff in service: Age and gender differences in perceiving smiling behaviors. In 2018 7th International Conference on Industrial Technology and Management (ICITM) (pp. 99-103). IEEE. <https://doi.org/10.1109/ICITM.2018.8333927>
- ◆ **Yu, C. E.** (2018). Perceptual differences toward humanlike robots and humans in service: Individualist versus collectivist cultures. In ISCONTOUR 2018 Tourism Research Perspectives: Proceedings of the International Student Conference in Tourism Research (p. 323). BoD-Books on Demand.
- ◆ **Yu, C. E.** (2018). Smiles from Different Cultures: Encoder and Decoder. Paper presented at the Tourism Education Student Summit 2018 (TEd Student Summit 2018), Retrieved from <https://www.ift.edu.mo/publication/eProceedings/2018/mobile/index.html>

◇ CERTIFICATION and AWARDS

- ◆ 2nd IFITT Journal Paper of the Year Award 2022
- ◆ 2nd Place Best Research Paper (Full Paper) Award, International ENTER Conference on Information and Communication Technologies in Tourism 2021



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- ◆ Young Researcher Best Presentation Award, 2019 Travel and Tourism Research Association TTRA Europe Chapter
- ◆ Best Research Paper Award, 2018 Macao Tourism Education Student Summit
- ◆ 2nd Place Best ICT Paper Award, ISCONTOUR 2018 International Student Conference in Tourism Research
- ◆ Excellent Oral Presentation Certificate, 2018 7th International Conference on Industrial Technology and Management