



胡興報 博士

Dr. Hu, Simon
(Assistant Professor)

研究方向(Research Area) :

數字營銷

Digital Marketing

科技與服務創新

Technology and Service Innovation

收益管理

Revenue Management

會展與節慶管理

Events Management

Tel.: (853) 8590-2604

Email: simonhu@cityu.mo

◇ JOURNAL PAPER

- ◆ Liu, H., Feng, S., & **Hu, X. S.** (2022). Process vs. outcome: Effects of food photo types in online restaurant reviews on consumers' purchase intention. *International Journal of Hospitality Management*, 102, <https://doi.org/10.1016/j.ijhm.2022.103179>. (SSCI: Q1)
- ◆ **Hu, X.**, & Yang, Y. (2021). Do lower costs necessarily induce higher value ratings? An analysis of online hotel reviews. *Current Issues in Tourism*, 24(16), 2357-2373. (SSCI: Q2)
- ◆ **Hu, X.**, & Yang, Y. (2021). What makes online reviews helpful in tourism and hospitality? A bare-bones meta-analysis. *Journal of Hospitality Marketing & Management*, 30(2), 139-158. (SSCI: Q1)
- ◆ **Hu, X.**, & Yang, Y. (2019). Determinants of consumers' choices in hotel online searches: A comparison of consideration and booking stages. *International Journal of Hospitality Management*, 86, 102370. <https://doi.org/10.1016/j.ijhm.2019.102370>. (SSCI: Q1)
- ◆ **Hu, X.**, Yang, Y., & Park, S. (2019). A meta-regression on the effect of online ratings on hotel room rates. *International Journal of Contemporary Hospitality Management*, 31(12), 4438 – 4461. (SSCI: Q1)
- ◆ Yang, Y., Park, S., & **Hu, X.** (2018). Electronic word of mouth and hotel performance: A meta-analysis. *Tourism Management*, 67, 248 – 260. (SSCI: Q1)
- ◆ Zhang, Y., Li, X. R., Su, Q., & **Hu, X.** (2017). Exploring a theme park's tourism carrying capacity: A demand-side analysis. *Tourism Management*, 59, 564 – 578. (SSCI: Q1)
- ◆ 楊暘, & **胡興報**. (2017). 頂級商學期刊酒店與旅遊點評研究的啟示. *旅遊導刊*, 1(3), 111 – 114.



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- ◆ 胡興報, 蘇勤, & 張影莎. (2012). 國內旅遊者網路旅遊資訊搜尋動機與搜尋內容研究. 旅遊學刊, 27(11), 105 – 112. (CSSCI)
- ◆ 張影莎, 蘇勤, 胡興報, & 盧松. (2012). 基於排隊論的方特歡樂世界主題公園容量研究. 旅遊學刊, 27(1), 66 – 72. (CSSCI)
- ◆ 胡興報, 蘇勤, & 張影莎. (2011). 國外網路旅遊資訊搜尋研究進展與啟示. 旅遊學刊, 26(6), 86 – 93. (CSSCI)
- ◆ 胡興報, & 蘇勤. (2011). 黃山國內旅遊者網路旅遊資訊搜索行為研究. 安徽師範大學學報(自然科學版), 34(3), 282 – 287.

◇ CONFERENCE PAPER

- ◆ Hu, X., & Yang, Y. (2019). Cheerleader effect: Is a group of dish photos on social media more attractive than individuals? Houston, TX: The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (presented by Hu)
- ◆ Hu, X., & Yang, Y. (2018). Determinants of online review helpfulness in tourism and hospitality: A meta-analysis. Guangzhou, China: APacCHRIE Conference 2018. (presented by Hu)
- ◆ Hu, X., & Yang, Y. (2018). Why do customers click a hotel's link on the review sites? An understanding of factors affecting customers' consideration of a hotel. Fort Worth, TX: The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (presented by Hu)
- ◆ Yang, Y., Hu, X., & Tang, J. (2017). Do avatars matter? Vienna, Austria: Workshop on Tourism Design Analytics 2017.
- ◆ Hu, X., & Yang, Y. (2016). How do benefit and cost shape perceived value of hotel stays? Insights from big data analysis. Veil, CO: TTRA 2016 Annual Conference. (presented by Hu)



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- ◆ Hu, X., Zhang, Y., & Li, R. (2015). Safety and tourism destination image: A case study. Tampa, FL: The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (presented by Hu)
- ◆ Zhang, Y., Su, Q., Li, R., & Hu, X. (2013). Modelling capacity-related factors in a theme park context. Kansas City, MO: TTRA 2013 International Conference.
- ◆ Zhang, Y., Su, Q., Li, R., & Hu, X. (2013). Optimizing theme park capacity through spatial design: A case study of Wuhu Fantawild Adventure in China. Seattle, WA: The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

◇ RESEARCH PROJECT

- ◆ 2022 Macau Foundation Sustainable Development Strategies for the GBA Tourism Industry under the Influence of the Covid-19 Pandemic Co-P.I.: Dr. Xingbao (Simon) Hu, Ivan Lai, Yingsha Zhang, Zengxian Liang, Xialei Duan
- ◆ 2018 Destination Canada, The Role of Brand Equity in the U.S. Travelers' Path to Purchase, P.I.: Dr. Robert Li, Dr. Yang Yang, Dr. Chihyung "Michael" Ok, Dr. Yingsha Zhang, and Dr. Sharon Zou Research Assistant (survey design, content analysis, and quantitative data analysis of two-wave surveys across 2018 and 2019)
- ◆ 2018 16th Young Scholar Forum Fund, Fox School of Business, Temple University, Smile Big or Not? Effects of a Reviewer's Smile Intensity on Perceived Warmth, Competence of Reviewer, and Perceived Helpfulness of Online Reviews-With CO-P.I.: Dr. Yang Yang and Dr. Joydeep Srivastava



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- ◆ 2017 China National Tourist Office-Los Angeles and Nankai China – U.S. Tourism Research Center, Study of American Outbound Tourists, P.I.: Dr. Robert Li and Dr. Yang Yang Research Assistant (secondary data collection and proposal writing)
- ◆ 2017 China National Tourist Office – Los Angeles Taxes Levied on Tourism-related Sector in the U.S.: An Overview, P.I.: Dr. Robert Li and Dr. Yang Yang Research Assistant (secondary data collection)
- ◆ 2016 13th Young Scholar Forum Fund, Fox School of Business, Temple University, Do Avatars Matter? Investigating the Influence of Reviewers' Profile Photos on Readers' Rated Helpfulness and Purchase Intentions With Co-P.I.: Dr. Yang Yang
- ◆ 2016 China National Tourist Office-Los Angeles and Nankai China – U.S. Tourism Research Center The Development of US Restroom System, P.I.: Dr. Robert Li and Dr. Yang Yang Research Assistant (secondary data collection and report writing)
- ◆ 2015 11th Young Scholar Forum Fund, Fox School of Business, Temple University, What Factors Shape Travelers' Perceived Value of Hotels: Insights from Big Data Analysis With Co-P.I.: Dr. Yang Yang and Dr. Bo Ji

◇ CERTIFICATE AND AWARDS

- ◆ Tourism Big Data (earned May 2020), Beijing International Studies University
- ◆ Fox Online Teaching Certificate (earned Dec. 2019), Temple University



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- ◆ Fundamental Text Mining (earned Dec. 2017) , SAGE Campus
- ◆ Certificate of Second Level C++ Programming (earned Oct. 2006), National Education Examinations Authority & The Ministry of Education of China
- ◆ China Tour Guide (earned May 2006), The China National Tourism Administration
- ◆ July 2019 Best Poster Award, China Tourism Forum 2019 – USA
- ◆ Oct. 2017 Second place, 7th Annual PhD Program Research Competition, Temple University (Second-year Research Paper)
- ◆ Aug. 2015 Full Scholarship, Fox School of Business Administration, Temple University
- ◆ June 2011 Outstanding Master Thesis, Anhui Normal University (6% out of all graduates)
- ◆ Mar. 2010 Excellent Director of the Graduate Association
- ◆ June 2008 Excellent Senior Thesis Award (5% out of 237 students)
- ◆ June 2008 Outstanding Undergraduate Student Award (10% out of 237 students)
- ◆ June 2008 First-class Scholarship for Outstanding Student (3 out of 63 students)
- ◆ Nov. 2007 First-class Scholarship for Outstanding Student (3 out of 63 students)
- ◆ Nov. 2007 National Inspirational Scholarship of China (2 out of 63 students)
- ◆ July 2007 Excellent Hotel Trainee Award (5% out of 237 students)



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- ◆ Oct. 2006 First-class Scholarship for Outstanding Student (3 out of 63 students)
- ◆ Sep. 2004 Outstanding Freshman Scholarship (10 out of 237 students)