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研究方向(Research Area) :

智慧旅遊

Smart Tourism

遊客行為

Tourist Behaviours

文化和遺產旅遊

Cultural and Heritage Tourism

目的地品牌建設

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◇ JOURNAL PAPER

- ◆ Xu, H., Lovett, J. C., & Law, R. (2022). Understanding Destination Value Co-Creation on Social Media: An Application of Travel Blog Analysis. *Tourism and Hospitality*, 3(3), 573-588. DOI:10.3390/tourhosp3030035.
- ◆ Xu, H., Cheung, L. T., Lovett, J., Duan, X., Pei, Q., & Liang, D. (2021). Understanding the influence of user-generated content on tourist loyalty behavior in a cultural World Heritage Site. *Tourism Recreation Research*, 1-15. DOI : 10.1080/02508281.2021.1913022.
- ◆ Xu, H., Lovett, J., Cheung, L. T., Duan, X., Pei, Q., & Liang, D. (2021). Adapting to social media: the influence of online reviews on tourist behaviour at a world heritage site in China. *Asia Pacific Journal of Tourism Research*, 26(10), 1125-1138. DOI:10.1080/10941665.2021.1952460.(SSCI)
- ◆ Duan, X., Marafa, L. M., Chan, C. S., Xu, H., & Cheung, L. T. (2020). Measuring the gaps in the projected image and perceived image of rural tourism destinations in China's Yangtze River Delta. *Sustainability*, 12(12), 5121. DOI:10.3390/su12125121.(SSCI)

◇ CERTIFICATION AND AWARDS

- ◆ National Scholarship. Hainan University,2012
- ◆ Dean List. The Chinese University of Hong Kong,2014