



吳曉紅 博士

Dr. Wu, Vivien
(Assistant Professor)

研究方向 (Research Area):

影視旅遊

Film-induced Tourism

旅遊中 AR/VR 的應用

Application of Augmented and Virtual Reality in Tourism

社交媒體行銷

Social Media Marketing

視頻遊戲旅遊

Video Game-induced Tourism

Tel.: (853) 8590-2814

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◆ JOURNAL PAPER

- ◆ **Wu, X.H.**, Lai, I.K.W., & Chen, J.W. (Accepted). How hotel VR photography previews enhance customers' immediate booking intention through mental imagery and perceived value. *Journal of Hospitality and Tourism Technology*. (SSCI)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2023). How to promote film tourism more effectively? From a perspective of self-congruity and film tourism experience. *Asia Pacific Journal of Tourism Research*, 28(6), 556-572. (SSCI)
- ◆ Chen, J.W., **Wu, X.H.**,* & Lai, I.K.W. (2023). A systematic literature review of virtual technology in hospitality and tourism (2013-2022). *SAGE Open*, 13(3), July-September 2023, 1-18. (Corresponding author) (SSCI, Q2)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2023). How the creativity and authenticity of destination short videos influence audiences' attitudes toward videos and destinations: The mediating role of emotions and the moderating role of parasocial interaction with Internet celebrities. *Current Issues in Tourism*, <https://doi.org/10.1080/13683500.2023.2229483> (SSCI, Q1)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2023). The psychological premise of spatial presence in 360° virtual tours: The role of the spatial situation in first-time and repeated users. *Journal of Hospitality and Tourism Technology*, <https://doi.org/10.1108/JHTT-04-2022-0093> (SSCI, Q2)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2022). How a 360° virtual tour is more effective than photographs on strengthening viewers' attitudes: The roles of mental imagery processing and a sense of presence. *Current Issues in Tourism*, <https://doi.org/10.1080/13683500.2022.2148520> (SSCI, Q1)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2022). How destination personality influences film tourists' destination loyalty: An application of self-congruity theory. *Current Issues in Tourism*, <https://doi.org/10.1080/13683500.2022.2140401> (SSCI, Q1)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2022). The use of 360-degree virtual tours to promote mountain walking tourism: stimulus-organism-response model. *Information Technology & Tourism*, 24(1), 85-107. (SSCI, Q1)
- ◆ **Wu, X.H.**, & Lai, I.K.W. (2021). Identifying the response factors in the formation of a sense of presence and a destination image from a 360-degree virtual tour. *Journal of Destination Marketing & Management*, 21, 100640. (SSCI, Q1)



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- ◆ **Wu, X.H.**, & Lai, I.K.W. (2021). The acceptance of augmented reality tour app for promoting film-induced tourism: The effect of celebrity involvement and personal innovativeness. *Journal of Hospitality and Tourism Technology*, 12(3), 454-470. (SSCI, Q2)

◇ CONFERENCE PAPER

- ◆ Fang, S., **Wu, X.H.**, * & Lai, I.K.W. (2021). Factors affecting Macau undergraduate students' acceptance of hospitality English APP: applicability of UTAUT model. *International Journal of Innovation and Learning*, 29(3), 250-266. (ESCI) (Corresponding author)
- ◆ **Wu, X.H.**, Tam, C.M., & Fang, S. (2020). Users' behavioral intention toward M-learning in tourism English education: A case study of Macao. *Proceedings of the 5th International Conference on Technology in Education*, August 19-22, Macau, China. (EI)
- ◆ **Wu, X.H.**, Fang, S., & Lai, I.K.W. (2019). Undergraduate student's acceptance of a situational and interactive hotel English learning APP: an empirical study based on the extension of UTAUT. *Proceedings of the 4th International Conference on Technology in Education*, March 15-19, Guangzhou, China. Excellent Paper Award. (EI)

◇ RESEARCH PROJECT

- ◆ 2024-2025, Research on the Effects and Sustainable Development of the Macau Smart Tourism Project (PI). Macau Foundation.
- ◆ 2023-2024, Research on the Mechanism and Implementation Path of Emerging Technologies Empowering Innovative Travel Services. Macau Foundation.
- ◆ 2020-2021, Smart Tourism Evaluation System and Empirical Analysis from Tourists' Perspective: Case Study of Macau (PI). Macau Foundation.
- ◆ 2020-2021, Macao Film-induced Tourism Map AR/AI Research- stage 2. Macau Higher Education Foundation.
- ◆ 2019-2020, Macao Film-induced Tourism Map AR/AI Research- stage 1. Macau Higher Education Foundation.
- ◆ 2018-2019, Tourists' Experience in Emotional Solidarity with Residents in Macao. Macau Foundation.
- ◆ 2016-2017, A Study of the Relationship of Employees' Working Pressure, Satisfaction, and Happiness in Macau Casino Hotels. Macau Foundation.



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◇ **CERTIFICATES AND AWARDS**

- ◆ 2022/2023 City University of Macau Outstanding Research Recognition
- ◆ 2021/2022 City University of Macau Outstanding Research Recognition
- ◆ 2020/2021 City University of Macau Outstanding Research Recognition
- ◆ 2020/2021 City University of Macau Teaching Recognition
- ◆ Certified Hospitality Supervisor (American Hotel & Lodging Educational Institute)
- ◆ Certified Guest Service Professional (American Hotel & Lodging Educational Institute)
- ◆ The 1st prize in the English Teaching Competition of Xiamen University in 2014