



區偉政 博士

Dr. Au, Wilson
(Assistant Professor)

研究方向 (Research Area):

智慧旅遊

Smart Tourism

零工經濟

Gig Economy

旅行體驗

Travel Experience

旅遊複雜性

Tourism Complexity

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◇ JOURNAL PAPER

- ◆ Lin, P. M. C., Lo, A., **Au, W. C. W.***, & Wang, R. (2024) Effectiveness of message framing in changing restaurant diners' plant-based meat consumption. *Journal of Hospitality and Tourism Research*. (SSCI)
- ◆ Qiu, W. W., Yu, H. T., Lin, P. M. C., & **Au, W. C. W.** (2024). Evaluating rural homestay accommodations in China using the hospitality index: An online review-based approach. *International Journal of Hospitality Management*, 121, 103792. (SSCI)
- ◆ Tsang, N. K. F., & **Au, W. C. W.** (2023). Smart tourism experience design in amusement parks: An application of the quality function deployment methodology. *Journal of Hospitality and Tourism Research*. (SSCI)
- ◆ Lin, P. M. C., **Au, W. C. W.**, & Baum, T. (2023). Examining the spillover effect of food-ordering mobile app service quality on food satisfaction. *International Journal of Contemporary Hospitality Management*. (SSCI)
- ◆ Lin, P. M. C., Peng, K. L., **Au, W. C.**, Qiu, H., & Deng, C. D. (2023). Digital menus innovation diffusion and transformation process of consumer behavior. *Journal of Hospitality and Tourism Technology*. (SSCI)
- ◆ Tsang, N. K. F., Gong, A., & **Au, W. C. W.***. (2023). Rural tourism product promotion: A comparison of message techniques. *Journal of Travel & Tourism Marketing*. (SSCI)
- ◆ Lin, P. M. C., Peng, K. L., **Au, W. C. W.**, & Baum, T. (2022). Labor market transformation in the hospitality gig economy in a post pandemic era: Impacts of institutional governance. *International Journal of Contemporary Hospitality Management*. (SSCI)
- ◆ **Au, W. C. W.**, & Tsang, N. K. F. (2022). Smart travel experiences: A bibliometric analysis of knowledge domains and research areas. *Journal of Hospitality & Tourism Research*, 1-17. (SSCI)
- ◆ **Au, W. C. W.**, & Tsang, N. K. F. (2022). Gig workers' self-protective behaviour against legal risks: An application of protection motivation theory. *International Journal of Contemporary Hospitality Management*. (SSCI)
- ◆ **Au, W. C. W.**, & Tsang, N. K. F. (2022). What makes a destination smart? An intelligence-oriented approach to conceptualizing destination smartness. *Journal of Travel & Tourism Marketing*, 39(4), 448-464. (SSCI)



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- ◆ Lin, P. M. C., Peng, K. L., & **Au, W. C.** (2022). To return or not to return? Identifying VFR travel constraints during the pandemic. *Journal of Travel & Tourism Marketing*, 39(1), 18-30. (SSCI)
- ◆ Tsang, N. K., Zhu, M., & **Au, W. C. W.** (2022). Investigating the Attributes of Cultural Creative Product Satisfaction-the Case of the Palace Museum. *Journal of China Tourism Research*, 1-20. (ESCI)
- ◆ Chan, M. K. M., Tsang, N. K., & **Au, W. C. W.** (2022). Effective approaches for encouraging hotel guests' voluntary bedding linen reuse behaviour. *International Journal of Hospitality Management*, 101, 103105. (SSCI)
- ◆ Lin, P. M., Peng, K. L., **Au, W. C.**, & Baum, T. (2021). Food-delivery Workers in the Sharing Economy: Supply-side Human Resource Transformation. *International Journal of Hospitality & Tourism Administration*, 1-26. (ESCI)
- ◆ Lin, P. M. C., Ok, M. C., & **Au, W. C.** (2021). Dining in the sharing economy: A comparison of private social dining and restaurants. *International Journal of Contemporary Hospitality Management*. (SSCI)
- ◆ **Au, W. C.**, Tsang, N. K. F., & Fung, C. (2021). Exploring jaystaycationer behaviours: Cause, typology, and hotel workers' responses. *Asia Pacific Journal of Tourism Research*, 26(11), 1207-1224. (SSCI)
- ◆ Lin, P. M. C., Peng, K. L., Wang, S., **Au, W. C.**, & Feng, Y. (2021). Impact of online food delivery services on China's hotel catering businesses. *Journal of China Tourism Research*, 1-21. (ESCI)
- ◆ Peng, K. L., Qiu, H., Lin, P. M., & **Au, W. C.** (2021). Ownership Structure and Performance of China's A-Share-Listed Benchmark Hotels. *Journal of China Tourism Research*, 1-19. (ESCI)
- ◆ Lin, P. M. C., Ok, M. C., & **Au, W. C.** (2021). Peer-to-peer dining: A motivational study. *Journal of Hospitality & Tourism Research*, 1-26. (SSCI)
- ◆ Lin, P. M. C., Ok, M. C., & **Au, W. C.** (2021). Tourists' private social dining experiences. *Tourist Studies*, 21(2), 278-299. (SSCI)
- ◆ Lin, P. M. C., **Au, W. C.**, Leung, V. T. Y., & Peng, K. L. (2020). Exploring the meaning of work within the sharing economy: A case of food-delivery workers. *International Journal of Hospitality Management*, 91, 102686. (SSCI)
- ◆ Kirillova, K., & **Au, W. C.** (2020). How do tourism and hospitality students find the path to research? *Journal of Teaching in Travel & Tourism*, 20(4), 284-307. (SSCI)



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◆ CONFERENCE PAPER

- ◆ **Au, W. C. W.**, & Tsang, N. K. F. (2023). The smartness paradox and the privacy paradox in tourist's perceived value of smart travel experiences: An application of complexity theory. Paper presented in The 28th Annual Graduate Conference in Hospitality and Tourism in Anaheim, California, USA.
- ◆ **Au, W. C. W.** (2022). Privacy paradox in smart tourism: An application of privacy calculus model. Paper presented in GBAGRADCON2022 and received Best Paper Award.
- ◆ Lin, P. M. C., Ok, M. C., & **Au, W. C.** (2020). Dining in the sharing economy: A comparison of private social dining and restaurants. Paper presented in APacCHRIE 2020.
- ◆ Lin, P. M. C. & **Au, W. C.** (2020). Role challenges in sharing economy employment: A study of online food-delivery workers. Paper presented in APacCHRIE 2020.
- ◆ Lin, P. M. C. & **Au, W. C.** (2020). Private social dining: A motivation study. Paper presented in ATLAS Gastronomy and Tourism Research Group Meeting 2020.