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(Assistant Professor)

研究方向 (Research Area):

顧客心理及行為

Customer Psychology and Behavior

目的地行銷

Destination Marketing

旅遊體驗

Tourist Experience

酒店管理

Hotel Management

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◇ JOURNAL PAPER

- ◆ **Tang, X., & Fong, L. H. N.** (2024). Host language, guest language or hybrid? Language strategy in destination advertising. *Current Issues in Tourism*, Forthcoming. (SSCI)
- ◆ **Tang, X., & Fong, L. H. N.** (2024). Does perceived yuanfen impact Chinese customers' hotel ratings?. *International Journal of Hospitality Management*, 122, 103871.(SSCI)
- ◆ **Tang, X., Fong, L.H.N., & So, A.S.I.** (2024). Toward a framework for perceived yuanfen in the accommodation service encounter: a grounded theory study. *International Journal of Contemporary Hospitality Management*, 36(1), 155-181. (SSCI)
- ◆ **Tang, X., Fong, L.H.N., & So, A.S.I.** (2022). Feeling Lucky and Novelty Seeking during Vacation: The Mediating Role of Time Orientation. *Leisure Sciences*, 1-20. (SSCI)
- ◆ **唐香姐, 徐紅罡.** (2019). 大理打工旅遊者的流動力研究. *旅遊學刊*, 34(10): 137-146. (CSSCI)
- ◆ **唐香姐, 徐紅罡.** (2015). 生活方式型移民研究綜述. *地理科學進展*, 34(9): 1096-1106. (CSSCI)
- ◆ **徐紅罡, 唐香姐.** (2015). 流動性視角下打工旅遊者行為特徵研究——以大理古城為例[J]. *人文地理*, 30(4): 129-135. (CSSCI)

◇ CONFERENCE PAPER

- ◆ **Tang, X., Fong, L.H.N.** (2022), Chinese customers' perceived yuanfen in hotels and intention to recommend: Feeling of gratitude as a mechanism. Paper presented at the 2022 APacCHRIE Conference, Malaysia.
- ◆ **Tang, X., Fong, L. H. N.** (2020), "Enjoy the present moment": Present orientation, attitude towards new tourism experience, and the mediating effect of prevention focus. Proceedings of the 2020 APacCHRIE Conference, Hong Kong S.A.R., China.