

Dr Neil Li

Assistant Professor

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Electronic word-of-mouth & E-Commerce
- Image data analysis & machine learning
- Big data tourism demand forecasting
- AI application & Consumer psychology

Areas of Teaching Expertise

- Revenue management
- Wine economics
- Quantitative data analytics
- Research Methods

Personal Introduction

Dr. Neil Li is an Assistant Professor in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. Prior to joining the school in August 2018, he earned his Ph.D. degree and served as an instructor at the University of South Carolina in the USA. He also worked for the South Carolina SmartState Center of Economic Excellence in Tourism and Economic Development and Hilton Columbia Center.

As the principle investigator, Neil's research has been funded by National Natural Science Foundation of China (NSFC), Hong Kong Research Grant Council (RGC), the Hong Kong Polytechnic University (PolyU), and Hospitality and Tourism Research Centre (HTRC). In 2021, Neil received the **School Research Excellence Award**, and was named as "**Outstanding Young Researcher**". In 2019, he was a **nominee for School Teaching Excellence Award**. In 2017, he was named as University of South Carolina "**Breakthrough Graduate Scholar**", the university's "most prestigious annual prizes for research and scholarship" for research students. He was also a recipient of Chinese Government Award for "**Outstanding Self-Financed Students Abroad**" in 2018.

Dr. Li always looks forward to working with researchers and outstanding students in the broad field of big data analytics, user-generated content, and consumer psychology & behaviour. If you are interested in my research and want to the group as RA, please don't hesitate to send me an email with your CV and Transcripts.

Qualifications

[Academic Qualifications]

- PhD (2018) University of South Carolina, USA
- MSc (2012) Dongbei University of Finance and Economics, China
- BA (2010) Dongbei University of Finance and Economics, China

[Editorial Board Member]

- Journal of Travel Research
- Journal of Hospitality and Tourism Research
- Journal of Sustainable Tourism
- Tourism Economics
- Tourism Analysis

[Ad Hoc Reviewer for Journal]

- Tourism Management Journals: Annals of Tourism Research, Tourism Management, Journal of Travel Research, Journal of Travel & Tourism Marketing, International Journal of Tourism Research, Current Issues in Tourism, Tourism Economics, Journal of China Tourism Research
- Hospitality Management Journals: International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research
- Others: Journal of Electronic Commerce Research, Economic Modelling

[Ad Hoc Reviewer for Conference]

- APacCHRIE Conference (2021, 2020, 2019), Annual Graduate Student Research Conference in Hospitality & Tourism (2021, 2020), APacCHRIE & EuroCHRIE Joint Conference (2019), International Conference on Wine Market and Cultures of Consumption (2019), The 2nd “One Belt & One Road & One Tourism” International Conference (2019), Global Marketing Conference (2018), 2nd USA-China Tourism Research Summit (2017), APac TTRA (2015—), International CHRIE (2014—), European Conference on Information Systems (2014)

[Selected Honours/Awards]

- 2022, Best Research Paper Award Nominee, The 27th Annual Graduate Student Research Conference in Hospitality and Tourism, Huston, US
- 2021, SHTM Research Excellence Award, PolyU (Excellence Award at School level)
- 2021, Outstanding Young Researcher (Individual), Faculty/School Award-Research and Scholarly Activities, PolyU (Excellence Award at School Board level)
- 2021, “Letter of Appreciation” from the PolyU President for the Outstanding Performance in the Appraisal cycle of 2019/2020
- 2019, Teaching Excellence Award Nominee, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- 2020, Web of Science ESI Highly Cited Paper (Top 1%)
- 2019, Web of Science ESI Highly Cited Paper (Top 1%)
- 2018, Institut Paul Boscuse Research Award Nominee (Top 3 Finalist), The 36th Annual Conference of EuroCHRIE
- 2018, Chinese Government Award for Outstanding Students Abroad, The Ministry of Education of the People’s Republic of China
- 2017, Fellowship of College of Hospitality, Retail and Sport Management, University of South Carolina, 2017-2018
- 2017, Breakthrough Graduate Scholar, Vice President Office of Research, University of South Carolina
- 2016, Top 3 Finalist for the Best Paper Award, The 47th Annual Conference of International Travel and Tourism Research Association (TTRA)
- 2016, George Rogers Scholarship and Charles Walker Endowment, College of Hospitality, Retail and Sport Management, University of South Carolina
- 2015, Best Paper Award, The 3rd World Research Summit for Tourism and Hospitality
- 2015, Preparing Future Faculty (PFF) Award Recipient, University of South Carolina

- 2013, Best Master Thesis Award, Liaoning Province, China,
- 2013, Best Master Thesis Award, Dongbei University of Finance & Economics (DUFE)
- 2013, Outstanding College Graduate, Liaoning Province, China
- 2012, National Scholarship (Post-graduate), China
- 2012, Excellent College Student, Liaoning Province, China
- 2010, TOP 150 Outstanding College Graduates, DUFE
- 2008, China Aerospace Scholarship, China
- 2008, National Scholarship (Undergraduate), China
- 2007, Government Scholarship (Undergraduate), China
- 15+ Other Awards on Various Academic, Research, and Extra-Curricular Activities in Undergraduate and Post-graduate

Selected Grants *Only listing the grants as PI or Co-I

1. “Multimodal Sentiment-based Content Selection and Image Design for Tourist Attractions: A Deep Learning Method”. Departmental General Research Funds (DGRF) of Hong Kong Polytechnic University, 12/2022-11/2024. Role: PI. Amount applied: HK\$ 120,000. (Result is pending)
2. “Do User-generated Visual Contents Matter for Hotel Revenue Performance? An Empirical Analysis Using Machine Learning and Dynamic Panel Data Model”. The Research Grant awarded by the School Research Excellence Award (Individual), The Hong Kong Polytechnic University, 2022-2025. Role: PI. Amount awarded: HK\$ 300,000.
3. “The Impact of Customer Generated Images on Customer Engagement and Product Rating: A Deep Learning and Panel Data Analysis”. Hong Kong Research Grant Council (RGC) Direct Allocation Grant (DAG), 7/2021-7/2023. Role: PI. Amount awarded: HK\$ 200,000.
4. “Monitoring and Forecasting Tourism Demand Using Online Search Traffic and Social Media Data”, Hong Kong Research Grant Council (RGC) Early Career Scheme (ECS), 1/2021-12/2022. Role: PI. Amount awarded: HK\$ 457,600.
5. “Market Bilateral Image Information Mining and Its Influence Mechanism on Consumers' Purchase Decisions”, National Natural Science Foundation of China (NSFC), Young Scientists Fund, 01/2020-12/2022. Role: PI. Amount awarded: CNY\$ 180,000.
6. “Modeling and Forecasting Tourism Demand in Hong Kong SAR Using the Mixed Frequency Approach – Theoretical Exposition and Empirical Evidence”, National Natural Science Foundation of China (NSFC), 2017-2021. Role: Co-I. Amount awarded: CNY\$ 480,000.
7. “Tourism Demand Forecasting Based on Internet Big Data from Multiple Sources: Methods and Empirical Applications”, Hospitality and Tourism Research Centre (HTRC), Hong Kong Polytechnic University, 2019-2022. Role: PI. Amount awarded: HK\$ 349,089.
8. “Posting Online Reviews with Photos: An Investigation of Motivation and Impact in the Restaurant Industry”, Departmental General Research Funds (DGRF) of Hong Kong Polytechnic University, 10/2021-9/2023. Role: PI. Amount awarded: HK\$ 99,950.

9. “Appearance Discrimination, Self-disclosure, and Trust in Peer-to-Peer Sharing Markets: Evidence from Airbnb”, Departmental General Research Funds (DGRF) of Hong Kong Polytechnic University, 9/2020-9/2022. Role: PI. Amount awarded: HK\$ 99,902.
10. “Are You Happy for Me? How Sharing Positive Tourism Experiences on Social Media Boosts Post-Trip Evaluation and Life Satisfaction”, Departmental General Research Funds of Hong Kong Polytechnic University (DGRF), 2019-2020. Role: PI. Amount awarded: HK\$ 49,944.
11. “Fraudulent Online Reviews: Firms’ Coping Strategies and Customers’ Responses”, Start-up Fund for New Recruits of Hong Kong Polytechnic University, 2019-2021. Role: PI. Amount awarded: HK\$ 249,998.
12. “The Effect of ‘disconfirmation’ on customers’ willingness to post online review: An experimental study”, funded by The Social Sciences Grant Program, Office of the Executive Vice President for Academic Affairs and Provost, University of South Carolina, 2017. Role: Project Manager. Amount awarded: US\$9,831.
13. “Domestic tourism motivation and consumption modes of urban residents in China”, funded by National Tourism Administration (P.R. China), 2009-2011. Role: Co-I.
14. “Investigating domestic tourist behavior: theoretical modes and policy framework”, funded by Ministry of Education (P.R. China), 2009-2011. Role: Co-I.

Publications (*Corresponding Author; # Supervised Student/RA)

1. Guo, R.[#], & Li, H.* (2022). Can the amount of information and information presentation reduce choice overload? An empirical study of online hotel booking. *Journal of Travel & Tourism Marketing*. (Accepted)
 - **# GUO Rui received SHTM Best MSc Dissertation Award 2020/2021**
2. Li, H., Wang, Q.[#], Zhang, L.[#], & Cai., D.[#] (2022) Big data in China tourism research: A systematic review of publications from international journals. *Journal of China Tourism Research*. (Accepted)
 - **Invited review paper**
3. Hu, M., Li, H.*, Song, H., Li, X., & Law, R. (2022). Tourism demand forecasting using tourist-generated online review data. *Tourism Management*, 90, 104490.
4. Zhang, Z., Qiao, S., Li, H., & Zhang, Z. (2022). How rainy-day blues affect customers’ evaluation behavior: Evidence from online reviews. *International Journal of Hospitality Management*, 100, 103090.
5. Li, H.*, Meng, F., & Hudson, S. (2021). Are hotel guests altruistic? How positive review disconfirmation impacts consumers’ online review behavior. *Journal of Hospitality and Tourism Research*, 10963480211030313.
6. Hu, M., Xiao, M., & Li, H.* (2021). Which search queries are more powerful in tourism demand forecasting: Searches via mobile device or PC? *International Journal of Contemporary Hospitality Management*, 33(6), 2022-2043. **(All three authors contributed equally to the paper)**

7. Li, SN., **Li, H.***, Song, H., Chen, M. (2021). Mitigating tourism social costs during a pandemic: Evaluating residents' perceptions and behavioral intentions. *Journal of Travel Research*, 00472875211000447.
8. **Li, H.***, Meng, F., & Zhang, X. (2021). Are you happy for me? How sharing positive tourism experiences through social media affects post-trip evaluation. *Journal of Travel Research*, 0047287521995253. (**Authors contributed equally to the paper**)
9. Zhang, Z., **Li, H.**, Yang, Y., & Xu, Y. (2021) Not all words are beneficial: The impact of management response contents on customer engagement behavior. *International Journal of Hospitality Management*, 93, 102805.
10. **Li, H.**, Qi, R., Liu, H., Meng, F., & Zhang, Z. (2021) Can time soften your opinion? The influence of consumer experience valence and review device type on restaurant evaluation. *International Journal of Hospitality Management*, 92, 102729.
11. **Li, H.***, Meng, F., & Pan, B. (2020). How does review disconfirmation influence customer online review writing behavior? A mixed method investigation in restaurant industry. *International Journal of Contemporary Hospitality Management*, 32(11), 3685-3703.
12. Li, X., **Li, H.***, Pan, B., & Law, Rob. (2020). Machine Learning in Internet Search Query Selection for Tourism Forecasting. *Journal of Travel Research*, 0047287520934871.
13. **Li, H.**, Hu, M., & Li, G. (2020). Forecasting tourism demand with multisource big data. *Annals of Tourism Research*, 83.
 - **ESI Highly Cited Paper (Top 1%)**
 - **Media Coverages:** SHTM+ICON LinkedIn Page; PolyU SHTM WeChat Page
14. **Li, H.**, Liu, H., & Zhang, Z. (2020). Online persuasion of review emotional intensity: A text mining analysis of restaurant reviews. *International Journal of Hospitality Management*, 89.
15. **Li, H.**, Meng, F., Jeong, M., & Zhang, Z. (2020). To follow others or be yourself? Social influence effects on online restaurant reviews. *International Journal of Contemporary Hospitality Management*, 32(3), 1067-1087.
16. Xu, Y., **Li, H.**, Law, R., & Zhang, Z. (2020). Can receiving managerial response induce more user reviewing effort? An empirical investigation of hotel business. *Tourism Management*, 77.
17. **Li, H.**, Xie, K., & Zhang, Z. (2020). Effects of consumer experience and disconfirmation on the timing of online reviews: Field evidence from the restaurant business. *International Journal of Hospitality Management*, 84.
18. **Li, H.**, Zhang, Z., Meng, F., & Zhang, Z. (2019). "When you write review" matters: The interactive effect of prior online reviews and review temporal distance on consumers' restaurant evaluation. *International Journal of Contemporary Hospitality Management*, 31(3), 1273-1291.

19. **Li, H.**, Wang, C., Meng, F., & Zhang, Z. (2019). Making restaurant reviews useful and/or enjoyable? The impacts of temporal, explanatory, and sensory Cues. *International Journal of Hospitality Management*, 83, 257-265.
20. Zhang, Z., **Li, H.***, Meng, F., & Zhang, Z. (2019). The effect of management response similarity on online hotel booking: A text mining approach. *International Journal of Contemporary Hospitality Management*, 31(7), 2739-2758.
21. Zhang, Z., Liang, S., **Li, H.**, & Zhang, Z. (2019). Booking now or later: Do online peer reviews matter?. *International Journal of Hospitality Management*, 77, 147-158.
 - **ESI Highly Cited Paper (Top 1%)**
22. Fang, L., **Li, H.**, & Li, M. (2019). Does the hotel location tell a true story? Evidence from Geographically Weighted Poisson Regression analysis of hotels in Hong Kong. *Tourism Management*, 72, 78-91.
 - **Media Coverages:** Hotel Online, Pacific Asia Travel Association (PATA), Hsyndicate, Hospitality Net, International Hotel & Restaurant Association (IHRA), Hotel Technology Next Generation (HTNG), HITEC Bytes, AMFORHT, Travel News Hub, 4Hoteliers, Foodhospitalityindia.com, PineappleSearch.com, RestaurantNews.US, The International Association of Hotel General Managers, and Horizons-SHTM Magazine
23. Kubickova, M., Kirimhan, D., & **Li, H.** (2019). The impact of crises on hotel rooms' demand in developing economies: The case of Terrorist Attacks of 9/11 and the Global Financial and Economic Crisis of 2008. *Journal of Hospitality and Tourism Management*, 38, 27-38.
24. Meng, F., Zhang P., **Li, H.***, & So, K. F. (2019). Modeling precursors of impulsive tourist shopping behavior: Evidence from long-haul Chinese outbound tourists. *International Journal of Tourism Research*, 21(3), 344-358.
25. **Li, H.***, Goh, C., Hung, K., & Chen, J. L. (2018). Relative climate index and its effect on seasonal tourism demand. *Journal of Travel Research*, 57(2), 178-192.
26. Liu, H., **Li, H.***, Dipietro, R.B., & Levitt, J.A. (2018). The role of authenticity in mainstream ethnic restaurants: evidence from an Independent full-service Italian restaurant. *International Journal of Contemporary Hospitality Management*, 30(2), 1035-1053.
27. Zhang, Z., **Li, H.**, Meng, F., & Xiao, S. (2018). Gender difference in restaurant online booking timing and the moderating effects of sell-out risk and review information type. *Journal of Electronic Commerce Research*, 19(3), 266-279.
28. **Li, H.**, Song, H., & Li, L. (2017). A dynamic panel data analysis of climate and tourism demand: Additional evidence. *Journal of Travel Research*, 56(2), 158-171.
29. **Li, H.**, Zhang, Z., Meng, F., & Janakiraman, R. (2017). Is peer evaluation of consumer online reviews socially embedded? – An examination combining reviewer's social network and social identity. *International Journal of Hospitality Management*, 67, 143-153.

- **Media Coverage:** Darla Moore School of Business, University of South Carolina, Moore School marketing professor's research finds quasi-elitist social network within consumer review communities
30. Kubickova. M., & **Li, H.*** (2017). Tourism competitiveness, government and TALC model: The evaluation of Costa Rica, Guatemala, and Honduras. *International Journal of Tourism Research*, 19(2), 223-234.
 31. Li S.N., **Li, H.**, Song, H., Lundberg, C., & Shen, S. (2017). The economic impact of on-screen tourism: The case of the Lord of the Rings and the Hobbit. *Tourism Management*, 60, 177-187.
 32. Zhou, B., Yang, B., **Li, H.**, & Qu, H. (2017). The spillover effect of attractions: evidence from Eastern China. *Tourism Economics*, 23(4), 731–743.
 33. Meng F., Zou, T., **Li, H.**, Ren, Y., & Zhang, P. (2016). International tourism hub: Function assessment and application. *Tourism Economics*, 22(6), 1225-1244.
 34. **Li, H.**, Chen, L., Li, G., & Goh, C. (2016). Tourism and regional income inequality: Evidence from China. *Annals of Tourism Research*, 58, 81-99.
 - **Media Coverage:** China's tourists: Economics, the environment and what they want, Cited by Journalist's Resource: Research on today's news topics
 35. **Li, H.**, Meng, F., & Zhang Z. (2016). Non-participation of domestic tourism: Analyzing the influence of discouraging factors. *International Journal of Tourism Research*, 18(6), 567-578.
 36. Zou, T., Meng, F., **Li, H.**, Zhang, P., & Ren, Y. (2016). Research note: Assessment index of international tourism hubs. *Tourism Economics*, 22(2), 324-330.
 37. **Li, H.***, Zhang, Z., & Goh, C. (2015). Analyzing non-participation in domestic tourism: a combined framework. *Journal of Travel & Tourism Marketing*, 32(4), 454-473.
 38. **Li, H.***, Goh, C., Zhang, H. Q., & Meng, F. (2015). Effect of tourism on balanced regional development: A dynamic Panel Data analysis in Coastal and inland China. *Asia Pacific Journal of Tourism Research*, 20(6), 694-713.
 39. **Li, H.***, Goh, C., & Zhang, Z. (2015). Is the growth of tourism-specialized economies sustainable? A case study of Sanya and Zhangjiajie in China. *Journal of China Tourism Research*, 11(1), 35-52.
 40. Goh, C., **Li, H.***, & Zhang, Q. (2015). Achieving balanced regional development in China: is domestic or international tourism more efficacious? *Tourism Economics*, 21(2), 369-386.
 41. Zhang, Z., **Li, H.**, & Law, R. (2015). Differences and similarities in perceptions of hotel experience: The role of national cultures. *Journal of Travel & Tourism Marketing*, 32(sup1), S2-S14.
 42. Zhang, Z., Zhang, Z., & **Li, H.** (2015). Predictors of the authenticity of Internet health rumours. *Health Information & Libraries Journal*, 32(3), 195-205.

- **Policy Coverage:** WHO public health research agenda for influenza: promoting the development and application of new public health tools, Cited by World Health Organization on 01 Jan 2017

43. Zhang, Z., Li, X., & **Li, H.** (2015). A quantitative approach for assessing the critical nodal and linear elements of a railway infrastructure. *International Journal of Critical Infrastructure Protection*, 8, 3-15.
44. Goh, C., **Li, H.***, & Li, M. (2014). A comparative analysis of domestic and international tourism spatial distribution: Trends and impacts. *Journal of China Tourism Research*, 10(4), 388-413.
45. Ma, T., **Li, H.**, & Yu, X. (2015). A study on the mediating role of emotional labor between leadership climate and emotional commitment: A case of Dalian's catering service industry. *Journal of Dongbei University of Finance and Economics*, 2, 39-46. (Chinese)
46. Long, J., & **Li, H.** (2012). An empirical study on domestic tourism consumption modes of urban residents in China. *Geographical Research*, 31 (1), 155-168. [CSSCI] (Chinese)
47. Long, J., & **Li, H.*** (2012). Development strategy of island tourism in Liaoning: From the perspective of climate comfort. *Resources Science*, 34(5), 981-987. [CSSCI] (Chinese)
48. **LI, H.**, Long, J., & Cheng, S. (2012). The impact of tourist involvement on post-tour behavioral intentions under museums' situation: Mediating effect of tourist experience quality. *Journal of Beijing International Studies University*, 3, 54-64. (Chinese)
49. Long, J., & **Li, H.** (2012). A study on the barriers and destination preference of citizens-not-traveling-recently. *Tourism Science*, 26(3), 54-66. [CSSCI] (Chinese)
50. Geng, S., & **Li, H.** (2012). Consumer decision-making behavior of event sports tourists: A conceptual framework. *China Sport Science*, 32(11), 27-33. [CSSCI] (Chinese)
51. Ma, G., Long, J., & **Li, H.** (2012). An empirical study on tourism destination choice factors of different personality seniors. *Geographical Research*, 31(11), 2185-2196. [CSSCI] (Chinese)
52. **Li, H.** & Long, J. (2011). The functional mechanism of hotel frontline employee's emotional dissonance, salary, promotion chances to job satisfaction and turnover intention. *Journal of Beijing International Studies University*, 11, 45-54. (Chinese)

[Conference Papers]

53. Cai, D., Ji, H., Wang, Q., Gao, H., & **Li, H.** (2022). Effects of customer-generated visual content. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Huston, Texas, USA, January 7-8.
 - **Best Paper Award Nominee**

54. Cai, D., Wang, Q., & **Li, H.** (2022). Does beauty always prevail? evidence from peer-to-peer sharing accommodation markets. *The 27th Annual Graduate Student Research Conference in Hospitality and Tourism*, Huston, Texas, USA, January 7-8.
55. Cai, D., **Li, H.**, & Gao, H. (2021). Multisensory Marketing on wine tourism: Case Studies of Rioja and Ribera del Duero in Spain. *2032 APacCHRIE Conference*, Singapore, June 2-4.
56. Zhang, X., Meng, F., & **Li, H.** (2021). How do I like the host's photo? The effect of visual cue on guests' perception of hosts and behavioral intention. *The 26th Annual Graduate Student Research Conference in Hospitality and Tourism*, Huston, Texas, USA, January 7-9.
57. Zhang, X., Meng, F., & **Li, H.** (2020). How local's attitude contributes to tourist's place attachment and well-being? *The 25th Annual Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, USA, January 3-5.
58. **Li, H.** & Meng, F. (2019). The impact of disconfirmation on consumers' willingness to post online reviews. *International conference on Tourism and Retail Management 2019*, Tianjin, China, October 27-28.
59. **Li, H.** & Meng, F. (2019). When your experience deviates from others': Exploring the impact of disconfirmation on consumers' online review behavior. *2019 APacCHRIE & EuroCHRIE Joint Conference*, Hong Kong, May 22-25.
60. **Li, H.**, Meng, F., & Jeong, M. (2019). An examination of social influence on online reviews – the case of Yelp. International Travel and Tourism Research Association (TTRA) 2019 Annual Conference. Melbourne, Australia, June 25-27, 2019.
61. Kubickova. M., Kirimhan, D., & **Li, H.** (2018). Managing hotel room demand during crises: The case of developing economies. *EuroCHRIE 2018 Conference*, Dublin, Ireland, November 7-9.
- **One of the three nominees for the Institut Paul Boscuse Research Award**
62. Meng, F., **Li, H.**, Wang, C., & Zhang, Z. (2018). Making restaurant reviews useful and/or enjoyable? The impacts of temporal, explanatory, and sensory Cues. *International conference on Tourism and Retail Management 2018*, Macao, China, December 3-4.
63. Liu, H. & **Li, H.** (2018). How review emotional content influences consumer response toward online reviews: Roles of review length and reviewer expertise. *16th APacCHRIE Conference*, Guangzhou, China, May 31–June 2.
64. **Li, H.**, Meng, F., Zhang, Z., & Zhang, Z. (2018). To follow others or be yourself? Effect of temporal distance in online reviews. *The 23th Annual Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, Texas, USA, January 3-5.
65. **Li, H.** & Meng, F. (2018). Exploring the impact of “disconfirmation” on customer willingness to post online reviews. *The 23th Annual Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, Texas, USA, January 3-5.

66. **Li, H.**, Zhang, Z., Meng, F., & Li, S.N. (2017). Gender difference in advance online restaurant booking behavior: A big data approach. *The 22th Annual Graduate Student Research Conference in Hospitality and Tourism*, Huston, USA, January 5-7.
67. **Li, H.**, Zhang, Z., Janakiraman, R., & Meng, F. (2016). How review sentiment and readability affect online peer evaluation votes? – An examination combining reviewer’s social identity and social network. *International Travel and Tourism Research Association (TTRA) Annual Conference*. Vail, Colorado, USA, Jun 14-16.
- **Top 3 Finalist/nominee for the Best Paper Award**
68. **Li, H.**, Meng, F., Hudson, S., & Cárdenas D.A. (2016). Destination branding incongruity from stakeholder perspective: Theoretical framework and empirical evidence. *International TTRA Annual Conference*. Vail, Colorado, USA, Jun 14-16, 2016.
69. Li, S.N., **Li, H.**, Song, H., Lundberg, C., & Shen, S. (2016). The economic impact of film tourism: The case of the Lord of the Rings and Hobbit. *International TTRA Annual Conference*. Vail, Colorado, USA, Jun 14-16.
70. Liu, H., **Li, H.**, & Dipietro, R.B. (2016). Impact of perceived authenticity: A case study of an independent Italian restaurant. *The 21th Annual Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, USA, January.
71. **Li, H.**, Chen, J, & Li, G. (2015). Economic development and regional inequality in China: What role does tourism play? *3rd World Research Summit for Tourism and Hospitality and 1rst USA-China Tourism Research Summit*, Florida, USA, December 15-19.
- **Best Paper Award**
72. Meng, F., Zhang P., & **Li, H.** (2015). Modeling precursors of impulsive tourist shopping behavior: evidence from long-haul Chinese outbound tourists. *3rd World Research Summit for Tourism and Hospitality and 1rst USA-China Tourism Research Summit*, Florida, USA, December 15-19.
73. Zhou, B., Yang, B., & **Li, H.** (2015). The spatial spillover effect of tourist attractions. *The 5th International Conference on Tourism and Hospitality between China–Spain*. Tianjin, China, September 3-6.
74. **Li, H.**, Chen, J, & Li, G. (2015). How does tourism development contribute to regional income inequality? A case of China. *The 5th Conference of the International Association for Tourism Economics*, Hong Kong, June 30-July 2.
75. Zou, T., Ren, Y., **Li, H.**, Meng, F., & Zhang, P. (2015). Assessment index of international tourism hub and its application. *The 5th Conference of the International Association for Tourism Economics*, Hong Kong, June 30-July 2.
76. **Li, H.**, Song, H., & Meng, F. (2015). Effect of home climate on tourism demand at city-level destinations. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*, Florida, USA, January 8-11.

Teaching Experience

[Teaching at Hong Kong Polytechnic University]

- HTM563 Revenue Management in Hospitality Industry
- HTM582 Research Methods
- HTM 531 Revenue Management
- HTM 560 Wine Economics
- HTM 4337 Revenue Management

[Teaching at University of South Carolina]

- 2018 Spring, HRTM 381 Destination Marketing and Management
- 2017 Fall, HRTM 110 Introduction to Hospitality Industry
- 2017 Fall, HRTM 381 Destination Marketing and Management
- 2017 Spring, HRTM 110 Introduction to Hospitality Industry
- 2016 Fall, HRTM 381 Destination Marketing and Management
- 2016 Spring, HRTM 381 Destination Marketing and Management
- 2015 Fall, HRTM 381 Destination Marketing and Management

Consultancy and Executive Development Program (EDP)

- “Demand forecasting”. November 2021: Chimelong Group, SHTM Hong Kong
- “An economic impact assessment of the 2019 Pacific Asia Travel Association (PATA) Travel Mart”, funded by Pacific Asia Travel Association (PATA), 2019. Role: Project Manager/PolyU consultant.
- “An economic impact assessment of the 2018 Pacific Asia Travel Association (PATA) Travel Mart”, funded by Pacific Asia Travel Association (PATA), 2018. Role: Project Manager/PolyU consultant.
- “Global Tourism”. January 2019: Pei Hua Education Foundation, SHTM Hong Kong
- “Sharing on Teaching and Learning of Excellent Teachers”. February 22, 2019: Panel discussion, Training for Guangdong Vocational College of Hotel Management

Service

[Internal Service]

- Member, School Research Committee, School of Hotel and Tourism Management, 2021-
- PATA Hong Kong SHTM Student Chapter Faculty Advisor, 2020-
- Member of Task Force to Develop a Proposal for Establishment of the Smart Tourism Institute under PAIR, 2021-2022

- Member of Task Force for Developing new BSc scheme’s Smart Tourism and Hospitality specialism, 2021
 - Developed the subject named “Artificial Intelligence in Tourism and Hospitality”
- Member of Task Force for Developing an Online MSc Degree, 2020-2021
 - Developed the subject named “Artificial Intelligence and Data Analytics in Hospitality Business”
 - Developed the subject named “Hospitality Business Research Methods”
- Member of Task Force for Proposed Program Planning, BSc in Smart Tourism and Hospitality Management for PolyU (Foshan)
 - Developed the programme course structure
- Academic Advisors of undergraduate students (2018-present)
 - ✓ Received thank you note from the student, “THANK YOU YOUR ACADEMIC ADVISOR/ACADEMIC COUNSELLOR TODAY” Campaign, Office of General University Requirements.
- Panel Member for Admission Interview for JUPAS (undergraduate), Hong Kong MSc (IHM, TEM, and IWM), China MSc, and China DHTM, 2018-

[External Service]

- Judge, U.S. Travel Association’s ESTO (Educational Seminar for Tourism Organizations) Awards program for 2019, Austin, Texas, USA, August 17-20, 2019.
- Judge, U.S. Travel Association’s ESTO (Educational Seminar for Tourism Organizations) Awards program for 2018, Phoenix, USA, June 8-22, 2018.
- Graduate Student Assistant, the 47th International Travel and Tourism Research Association (TTRA) Annual Conference, Vail, CO, USA, June 14-16, 2016.
- Conference Planning Committee Member, the 2nd International Executive Forum on Tourism Innovation and Entrepreneurship, University of South Carolina, Columbia, SC, USA, August 3–4, 2015.
- Judge, University of South Carolina Collegiate DECA competition in Columbia, SC, USA

[Thesis Advising]

- Supervisory Committee (2021/2022)
 - ✓ Hong Kong D.HTM thesis committee (Candidate: CHEN Fengyi)
- Chief Supervisor (2020/2021)
 - ✓ MSc Thesis Supervisor (Students: GUO Rui & LAI Chunni)
 - ✓ **GUO Rui received SHTM Best MSc Dissertation Award 2020/2021**
- Supervisory Committee (2020/2021)
 - ✓ Hong Kong D.HTM thesis committee (Candidate: XIAO Xuan)

- Chief Supervisor (2019/2020)
 - ✓ BSc Honors Degree thesis supervisor (Student: KIM Ellen)
- Supervisory Committee (2019/2020)
 - ✓ China D.HTM thesis committee (Candidate: LIU Yongsheng)
- Chief Supervisor (2018/2019)
 - ✓ BSc Honors Degree Thesis Supervisor (Student: ZHOU Lida)
 - ✓ MSc Thesis Supervisor (Students: CHEN Chen & WU Weiran)
- Supervisory Committee (2018/2019)
 - ✓ HK D.HTM thesis committee (Candidate: YI Xiaoqian (Carol))

[Research Postgraduate Student & Research Assistant Supervision]

Duration	Student Name	Degree Program	Education	My Role	Co-Supervisor
2020 Sep — present	Cai, Danting	Ph.D. [Regular Track]	Master Degree (with distinction), PolyU & University of Derby	Chief-supervisor	Prof. Rob Law
2021 Jan — present	Gao, Huicai	Ph.D. [ECS Track]	Master Degree, Peking University & Singapore Management University in IT engineer & management	Chief-supervisor	Prof. Haiyan Song
2022 Jan — present	Ji, Haipeng	Ph.D. [3+1 Top-up Funding Scheme]	Master Degree, Xiamen University	Chief-supervisor	Dr. Dan Wang
2020-present	Nyaga, Olive	Ph.D.	---	Supervisory committee member	
2020 Sep — present	Lin, Gabrielle	Ph.D.	---	Member of supervisory committee	
2021 April — present	Wang, Qian	Research Assistant	Master Degree, Dongbei Normal University	Supervisor	NA
2021 Nov — present	Zhang, Lingyan	Research Assistant	Master Degree (with distinction), National University of Singapore	Supervisor	NA