

## Professor Cathy Hsu

Chair Professor  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

### Areas of Research Expertise

- Tourist behavior and resident sentiment
- Hospitality and destination marketing
- Hospitality education and student learning

### Areas of Teaching Expertise

- Service quality management
- Hospitality and tourism marketing
- Hospitality and tourism education

### Personal Introduction

Professor Cathy H.C. Hsu joined the School of Hotel and Tourism Management in July 2001. Previously, she was a professor at Kansas State University. Prior to that, she was on faculty at Iowa State University for 9 years.

She is the co-author of the book, *Tourism: The Business of Hospitality and Travel*, published in 2018 and lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley and Sons.

Her research foci have been hospitality and tourism marketing, tourist behaviors, resident sentiment and stereotypes, hotel branding, and service quality. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization, Hong Kong Tourism Board, Garden Hotels in Guangzhou, and Kansas Travel and Tourism Development Division.

Professor Hsu is the Editor-in-Chief of *Tourism Management* and was the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism* for 16 years. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

### Qualifications

[ Academic qualifications ]

- Ph.D. Iowa State University
- MSc Iowa State University
- BS Fu-Jen University

[ Professional Qualifications ]

- TedQual Auditor, UNWTO Themis Foundation (2014)
- CHE (Certified Hospitality Educator) (2006)
- CHA (Certified Hotel Administrator) (1993)

## Publications

[ Selected Journal Articles ]

- Weber, Karin, and Hsu, Cathy H.C. Beyond a Single Firm and Internal Focus Service Failure/Recovery: Multiple Providers and External Service Recoveries. *Journal of Travel Research*. (in press)
- Chu, Angela., and Hsu, Cathy H.C. (2021). Principal-Agent Relationship within a Cruise Supply Chain Model for China. *Journal of Hospitality and Tourism Research*, 45(6), 998-1021.
- Chen, Nan and Hsu, Cathy H.C. (2021). Tourist Stereotype Content: Dimensions and Accessibility. *Annals of Tourism Research*, 89, 103212.
- Chen, Nan, Hsu, Cathy H.C., and Li, Xiang (Robert). (2021). Resident Sentiment toward a Dominant Tourist Market: Scale Development and Validation. *Journal of Travel Research*, 60(7), 1408-1425.
- Zhang, Shiqin, Chen, Nan, and Hsu, Cathy H.C. (2021). Facial Expressions versus Words: Unlocking Complex Emotional Responses of Residents towards Tourists. *Tourism Management*, 83,104226.
- Weber, Karin, and Hsu, Cathy H.C. (2021). Banding Together in a Festival Context: Examining Effects of a Joint-Stakeholder External Service Recovery. *Tourism Management*, 83, 104204.
- Fu, Yu., Hao, Jin-Xing, Hsu, Cathy H.C., and Li, Xiang (Robert). (2020). Introducing News Media Sentiment Analytics to Residents' Attitudes Research. *Journal of Travel Research*, 59(8), 1353-1369.
- Liu, Xiaofeng, Hsu, Cathy H.C., and Fan, Daisy X.F. (2020). From Brand Identity to Brand Equity: A Multilevel Analysis of the Organization–Employee Bidirectional Effects in Upscale Hotels. *International Journal of Contemporary Hospitality Management*, 32(7), 2285-2304.
- Fan, Daisy X.F., Hsu, Cathy H.C., and Lin, Bingna. (2020). Tourists' Experiential Value Co-creation through Online Social Contacts: Customer-dominant Logic Perspective. *Journal of Business Research*, 108, 163-173.
- Denizci Guillet, Basak, Pavesi, Anna, Hsu, Cathy H.C., and Weber, Karin. (2019). What Can Educators Do to Better Prepare Women for Leadership Positions in the Hospitality Industry? Perspectives of Female Executives in Hong Kong. *Journal of Hospitality and Tourism Education*, 31(4), 197-209.
- Chen, Nan, Masiero, Lorenzo and Hsu, Cathy H.C. (2019). Chinese Outbound Tourist Preferences for All-inclusive Group Package Tours: A Latent Class Choice Model, *Journal of Travel Research*, 58(6), 916-931.
- Denizci Guillet, Basak, Pavesi, Anna, Hsu, Cathy H.C., and Weber, Karin. (2019). Is There Such Thing as Feminine Leadership? Being a Leader and Not a Man in the Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 31(7), 2970-2993.
- Hsu, Cathy H.C., and Chen, Nan. (2019). Resident Attribution and Tourist Stereotypes. *Journal of Hospitality and Tourism Research*, 43(4), 489-516.
- Fu, Yu., Hao, Jin-Xing, Li, Xiang (Robert), and Hsu, Cathy H.C. (2019). Predictive Accuracy of Sentiment Analytics for Tourism: A Metalearning Perspective on Chinese Travel News, *Journal of Travel Research*, 58(4), 666-679.

- Qiu, Hailian, Hsu, Cathy H.C., Li, Minglong, Shu, Boyang. (2018). Self-drive Tourism Attributes: Influences on Satisfaction and Behavioural Intention. *Asia Pacific Journal of Tourism Research*, 23(4), 395-407.
- Li, Minglong, and Hsu, Cathy H.C. (2018). Customer Participation in Services and Employee Innovative Behavior: The Mediating Role of Interpersonal Trust. *International Journal of Contemporary Hospitality Management*, 30(4), 2112-2131.
- Chen, Nan, Hsu, Cathy H.C., and Li, Xiang (Robert). (2018). Feeling Superior or Deprived? Attitudes and Underlying Mentalities of Residents towards Mainland Chinese Tourists, *Tourism Management*, 66, 94-107.
- Hsu, Cathy H.C., and Li, Minglong. (2017). Development of a Cruise Motivation Scale for Emerging Markets in Asia. *International Journal of Tourism Research*, 19, 682-692.
- Lee, Seonjeong (Ally), Oh, Haemoon, Hsu, Cathy H.C. (2017). Country-of-Operation and Brand Images: Evidence from the Chinese Hotel Industry. *International Journal of Contemporary Hospitality Management*, 29(7), 1814-1833.
- Hsu, Cathy H.C., and Li, Minglong. (2017). Effectiveness and Usage Frequency of Learning Methods and Tools: Perceptions of Hospitality Students in Hong Kong. *Journal of Hospitality and Tourism Education*, 29(3), 101-115.
- Tsai, Henry, Hsu, Cathy H.C. and Lee, Louisa Yee-Sum. (2017). A Casino-induced Satisfaction of Needs: Scale Development and its Relationship with Casino Customer Loyalty. *Journal of Travel & Tourism Marketing*, 34(7), 986-1000.
- Weber, Karin, Sparks, Beverly, and Hsu, Cathy H.C. (2017). Moving Beyond the Western versus Asian Culture Distinction: An Investigation of Acculturation Effects. *International Journal of Contemporary Hospitality Management*, 29(6), 1703-1723.
- Li, Minglong, and Hsu, Cathy H.C. (2017). Customer Participation in Services and its Effect on Employee Innovative Behavior. *Journal of Hospitality Marketing & Management*, 26(2), 164-185.
- Hsu, Cathy H.C., Xiao, Honggen, and Chen, Nan. (2017). Hospitality and Tourism Education Research from 2005 to 2014: Is the Past a Prologue to the Future? *International Journal of Contemporary Hospitality Management*, 29(1), 141-160.
- Li, Minglong, and Hsu, Cathy H.C. (2016). A Review of Employee Innovative Behavior in Services. *International Journal of Contemporary Hospitality Management*, 28(12), 2820 - 2841.
- Weber, Karin, Sparks, Beverly, and Hsu, Cathy H.C. (2016). The Effects of Acculturation, Social Distinctiveness, and Social Presence in a Service Failure Situation. *International Journal of Hospitality Management*, 56, 44-55.
- Ji, Mingjie, Li, Mimi, and Hsu, Cathy H.C. (2016). Emotional Encounters of Chinese Tourists in Japan. *Journal of Travel and Tourism Marketing*, 33(5), 645-657.
- Chan, Eric S.W., and Hsu, Cathy H.C. (2016). Environmental Management Research in Hospitality. *International Journal of Contemporary Hospitality Management*, 28(5), 886-923.
- Li, Minglong, and Hsu, Cathy H.C. (2016). Linking Customer-employee Exchange and Employee Innovative Behavior. *International Journal of Hospitality Management*, 56, 87-97.
- Weber, Karin, Hsu, Cathy H.C., and Sparks, Beverly. (2016). Same but Different: Chinese-American and Mainland Chinese Consumers' Perceptions of and Behavior in a Service Failure Situation. *Journal of Travel and Tourism Marketing*, 33(4), 471-496.
- Hsu, Cathy H.C., and Huang, Songshan (Sam). (2016). Reconfiguring Chinese Cultural Values and Their Tourism Implications. *Tourism Management*, 54, 230-242.
- Fan, Daisy X.F., Qiu, Hanqin, Hsu, Cathy H.C., and Liu, Zhaoping. (2015). Comparing Motivations and Intentions of Potential Cruise Passengers from Different Demographic Groups: A Case of China. *Journal of China Tourism Research*, 11(4), 461-480.

- Hsu, Cathy H.C., Liu, Zhaoping (George), and Huang, Songshan (Sam). (2015). Acquiring Intangible Resources through Entrepreneurs' Network Ties: A Longitudinal Study of Chinese Economy Hotel Chains. *Cornell Hospitality Quarterly*, 56(3), 273-284.
- Chan, Andrew, Hsu, Cathy H.C., and Baum, Tom. (2015). The Impact of Tour Service Performance on Tourist Satisfaction and Behavioral Intentions: A Study of Chinese Tourists in Hong Kong. *Journal of Travel and Tourism Marketing*, 32(1-2), 18-33.
- Li, Xiang (Robert), Hsu, Cathy H.C., and Lawton, Laura J. (2015). Understanding Residents' Perception Changes toward a Mega-Event through a Dual-Theory Lens. *Journal of Travel Research*, 54(3), 396-410.
- Legohérel, Patrick, Hsu, Cathy H.C., and Daucé, Bruno. (2015). Variety Seeking: A CHAID Segmentation Approach of the International Travelers' Market. *Tourism Management*, 46, 359-366.
- Weber, K., Hsu, Cathy H.C., and Sparks, B. (2014). Customer Responses to Service Failure: The Influence of Acculturation. *Cornell Hospitality Quarterly*, 55(3), 300-313.
- Fan, Daisy, X.F., and Hsu, Cathy H.C. (2014). Potential Mainland Chinese Cruise Travelers' Expectations, Motivations, and Intentions. *Journal of Travel and Tourism Marketing*, 31(4), 522-535.
- Huang, Songshan (Sam), Liu, Zhaoping, and Hsu, Cathy H.C. (2014). Customer Experiences with Economy Hotels in China: Evidence from Mystery Guests. *Journal of Hospitality Marketing & Management*, 23: 266-293.
- Oh, Haemoon, and Hsu, Cathy H.C. (2014). Assessing Equivalence of Hotel Brand Equity Measurement in Cross-Cultural Contexts. *International Journal of Hospitality Management*, 36, 156-166.
- Hsu, Cathy H.C. (2014). Brand Evaluation of Foreign vs. Domestic Luxury Hotels by Chinese Travelers. *Journal of China Tourism Research*, 10(1), 35-50.
- Song, Hanqun, and Hsu, Cathy H.C. (2014). A Visual Analysis of Destinations in Travel Magazines. *Journal of Travel and Tourism Marketing*, 31, 162-177.
- Hsu, Cathy H.C., and Song, Hanqun. (2013). Destination Image in Travel Magazines: A Textual and Pictorial Analysis of Hong Kong and Macau. *Journal of Vacation Marketing*, 19(3), 253-268.
- Song, Hanqun, and Hsu, Cathy H.C. (2013). The Image of Taiwan as a Travel Destination: Perspectives from Mainland China. *Journal of Travel and Tourism Marketing*, 30(3), 253-271.
- Ekiz, H.E., Au, Norman, and Hsu, Cathy H.C. (2012). Development of a Tourist Complaining Constraints (TCC) Measurement Scale. *Scandinavian Journal of Hospitality and Tourism*, 12(4), 373-399.
- Hsu, Cathy H.C., and Song, Hanqun. (2012). Projected Images of Major Chinese Outbound Destinations. *Asia Pacific Journal of Tourism Research*, 17(5), 577-593.
- Hsu, Cathy H.C. and Huang, Songshan (Sam). (2012). An Extension of the Theory of Planned Behavior Model for Tourists. *Journal of Hospitality and Tourism Research*, 36(3), 381-416.
- Hsu, Cathy H.C., Liu, Zhaoping (George), and Huang, Songshan (Sam). (2012). Managerial Ties in Economy Hotel Chains in China: Comparison of Different Ownership Types during Entrepreneurial Processes. *International Journal of Contemporary Hospitality Management*, 24(3), 477-495.
- Hsu, Cathy H.C., Oh, Haemoon, and Assaf, A. George. (2012). A Customer-based Brand Equity Model for Upscale Hotels. *Journal of Travel Research*, 51(1), 81-93.
- Legohérel, Patrick, Daucé, Bruno, and Hsu, C.H.C. (2012). Divergence in Variety Seeking: An Exploratory Study among International Travelers in Asia. *Journal of Global Marketing*, 25, 213-225.

- Tsang, Nelson K.F., and Hsu, Cathy H.C. (2011). Thirty years of research on tourism and hospitality management in China: A review and analysis of journal publications. *International Journal of Hospitality Management*, 30(4), 886-896.
- Hsu, C.H.C., Cai, L.A., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.
- Huang, Songshan (Sam), Hsu, Cathy H.C., & Chan, Andrew. (2010). Tour Guide Performance and Tourist Satisfaction: A Study of the Package Tours in Shanghai. *Journal of Hospitality and Tourism Research*, 34(1), 3-33.
- Hsu, Cathy H.C. and Gu, Zheng. (2010). Ride on the Gaming Boom: How Can Hong Kong, Macau and Zhuhai Join Hands to Develop Tourism in the Region? *Asia Pacific Journal of Tourism Research*, 15(1), 57-77.
- Huang, Jue, and Hsu, Cathy H.C. (2010). The Impact of Customer-to-Customer Interaction on Cruise Experience and Vacation Satisfaction. *Journal of Travel Research*, 49(1), 79-92.
- Hsu, Cathy H.C., and Kang, Soo, K. (2009). Chinese Urban Mature Travelers' Motivation and Constraints by Decision Autonomy. *Journal of Travel and Tourism Marketing*, 26(7), 703-721.
- Huang, Songshan (Sam), and Hsu, Cathy H.C. (2009). Travel Motivation: Linking Theory to Practice. *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 287-295.
- Huang, Jue, and Hsu, Cathy H.C. (2009). Interaction among Fellow Cruise Passengers. *Journal of Travel and Tourism Marketing*, 26(5/6), pp. 547-567.
- Huang, Songshan (Sam), and Hsu, Cathy H.C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, 48(1), 29-44.
- Legohérel, Patrick, Daucé, Bruno, Hsu, Cathy H.C., and Ranchhod, Ashok. (2009). Culture, Time Orientation and Exploratory Buying Behavior. *Journal of International Consumer Marketing*, 21(2), 93-107.
- Huang, Songshan (Sam) and Hsu, Cathy H.C. (2008). Recent Tourism and Hospitality Research in China. *International Journal of Hospitality and Tourism Administration*, 9(3), 267-287.
- McKercher, B., Law, R., Weber, K., Song, H., and Hsu, Cathy H.C. (2007). Why Referees Reject Manuscripts. *Journal of Hospitality and Tourism Research*, 31(4), 455-470.
- Hsu, Cathy H.C., and Kang, S.K. (2007). CHAID- Based Segmentation: International Visitors' Trip Characteristics and Perceptions. *Journal of Travel Research*, 46(2), 207-216..
- Hsu, Cathy H.C., Cai, L.A., and Wong, K. (2007). A Model of Senior Tourism Motivations: Anecdotes from Beijing and Shanghai. *Tourism Management*, 28, 1262-1273.
- McCleary, Ken W., Weaver, Pamela A., and Hsu, Cathy H. C. (2007). The Relationship Between International Leisure Travelers' Origin Country and Product Satisfaction, Value, Service Quality, and Intent to Return. *Journal of Travel and Tourism Marketing*, 21(2/3), 117-130.
- Hsu, Cathy H.C. Hsu, and Crotts, John C. (2006). Segmenting Mainland Chinese Residents Based on Experience, Intention and Desire to Visit Hong Kong. *International Journal of Tourism Research*, 8(4), 279-287.
- Law, Rob, and Hsu, Cathy H.C. (2006). Importance of Hotel Website Dimensions and Attributes: Perceptions of Online Browsers and Online Purchasers. *Journal of Hospitality and Tourism Research*, 30(3), 295-312.
- Hsu, Cathy H.C., Kang, S.K., and Lam, T. (2006). Reference Group Influences among Chinese Travelers. *Journal of Travel Research*, 44(4), 474-484.

- Lam, Terry, and Hsu, Cathy H.C. (2006). Predicting Behavioral Intention of Choosing a Travel Destination. *Tourism Management*, 27(4), 589-599.
- Cheng, Simone, Lam, Terry, and Hsu, Cathy H.C. (2006). Negative Word-of-Mouth Communication Intention: An Application of the Theory of Planned Behavior. *Journal of Hospitality and Tourism Research*, 30(1), 95-116.
- Law, Rob, and Hsu, Cathy H.C. (2005). Customers' perceptions on the importance of hotel website dimensions and attributes, *International Journal of Contemporary Hospitality Management*, 17(6), 493-503. (Emerald LiteratiNetwork 2006 Highly Commended Award)
- Cheng, Simone, Lam, Terry, and Hsu, Cathy H.C. (2005). To Test the Sufficiency of The Theory of Planned Behavior: A Case of Customer Dissatisfaction Responses in Restaurants. *International Journal of Hospitality Management*, 24(4), 475-492.
- Huang, Songshan, Hsu, Cathy H.C. (2005). Mainland Chinese Residents' Perceptions and Motivations of Visiting Hong Kong: Evidence from Focus Group Interviews. *Asia Pacific Journal of Tourism Research*, 10(2), 191-205.
- Kang, S.K., & Hsu, Cathy H.C. (2005). Dyadic Consensus on Family Vacation Destination Selection. *Tourism Management*, 26(4), 571-582.
- Wolfe, Kara, Hsu, Cathy H.C., and Kang, S.K. (2004). Buyer Characteristics among Users of Various Travel Intermediaries. *Journal of Travel and Tourism Marketing*, 17(2/3), 51-62.
- Lam, Terry, & Hsu, Cathy H.C. (2004). Theory of Planned Behavior: Potential Travelers from China. *Journal of Hospitality and Tourism Research*. 28(4), 463-482.
- Kang, S.K., & Hsu, Cathy H.C. (2004). Spousal conflict level and resolution in family vacation destination selection. *Journal of Hospitality and Tourism Research*. 28(4), 408-424.
- Hsu, Cathy H.C., Wolfe, Kara. and Kang, Soo K. (2004). Image Assessment for a Destination with Limited Comparative Advantage. *Tourism Management*, 25(1), 121-126.
- Hsu, Cathy H.C. (2003). Hsu, Cathy H.C. Residents' Opinions on Gaming Activities and the Legalization of Soccer Betting. *Asia Pacific Journal of Tourism Research*, 8(2), 23-31.
- Kang, Soo K., Hsu, Cathy H.C., and Wolfe, Kara. (2003). Family Traveler Segmentation by Vacation Decision-Making Patterns. *Journal of Hospitality and Tourism Research*, 27(4), 448-469.
- Hsu, Cathy H.C. (2003). Mature Motorcoach Traveler's Satisfaction: A Preliminary Step Toward Measurement Development. *Journal of Hospitality and Tourism Research*, 27(3), 291-309.
- Hsu, Cathy H.C., and Kang, Soo K. (2003). Profiling Asian and Western Family Independent Travelers (FITs): An Exploratory Study. *Asia Pacific Journal of Tourism Research*, 8(1), 58-71.
- Hsu, Cathy H.C. (2002). Mature Motorcoach Traveler's Satisfaction: A Preliminary Step Toward Measurement Development. *Journal of Hospitality and Tourism Research*, 27(3), 291-309.
- Hsu, Cathy H.C., Kang, Soo K., and Wolfe, Kara. (2002). Psychographic and Demographic Profiles of Niche Market Leisure Travelers. *Journal of Hospitality and Tourism Research*, 26(1), 3-22.
- Hsu, Cathy H.C., and Lee, Eun-Joo. (2001). Segmentation of Senior Motorcoach Travelers. *Journal of Travel Research*, 40(4), 364-373.
- Choi, Jeong-Ja, and Hsu, Cathy H.C. (2001). Native American Casino Website Assessment. *Journal of Travel & Tourism Marketing*, 10(2/3), 101-116.
- Oh, Haemoon, and Hsu, Cathy H.C. (2001). Volitional Degrees of Gambling Behaviors. *Annals of Tourism Research*, 28(3), 618-637.

- Chen, Joseph S., and Hsu, Cathy H.C. (2001). Developing and Validating a Riverboat Gaming Impact Scale. *Annals of Tourism Research*, 28(2), 459-476.

[ Selected Books and Book Chapters ]

- Li, Mimi, and Hsu, Cathy H.C. (2019). *Hospitality and Tourism Marketing Management*. Zhejiang, China: Zhejiang University Press. (Bilingual)
- Cook, Roy A., Hsu, Cathy H.C. and Taylor, Lorraine L. (2018). *Tourism: The Business of Hospitality and Travel*. (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
- Sheldon, Pauline J., and Hsu, Cathy H.C. (Eds.). (2016). *Tourism Education: Global Issues and Trends*. Bingley, UK: Emerald.
- Hsu, Cathy H.C. and Gartner, William C. (Ed.). (2012). *The Routledge Handbook of Tourism Research*. Milton Park, UK: Routledge.
- Hsu, Cathy H.C. (2011). *Tourism Marketing Management and Practice*. Taipei: Yang-Chih Book Co. Ltd. (in Chinese)
- Yeoman, Ian, Hsu, Cathy H.C. Smith, K., & Watson, Sandra (Ed.). (2010). *Tourism and Demography*. Woodeaton, Oxford: Goodfellow Publishers Ltd.
- Hsu, Cathy H.C. (2009). *Tourism Marketing*. Beijing: Renming University Press. (in Chinese)
- Huang, Songshan (Sam), and Hsu, Cathy H.C. (2009). *Structural Analysis of Tourist Behavior: A Study on Past Mainland Chinese Visitors to Hong Kong*. Koln, Germany: Lambert Academic Publishing.
- Hsu, C., Killion, L., Brown, G., Gross, M.J., & Huang S. (2008). *Tourism Marketing: An Asia-Pacific Perspective*. Milton, Australia: John Wiley & Sons Australia, Ltd.
- Hsu, Cathy H.C. (Ed.). (2006). *Casino Industry in Asia Pacific: Development, Operations, and Impact*. New York: The Haworth Hospitality Press.
- Hsu, Cathy H.C. (Ed.). (2005). *Global Tourism Higher Education: Past, Present, and Future*. New York: The Haworth Hospitality Press.

**Selected Research Grants**

- A Decision Support System for Post-COVID Tourism Policy Formation and Monitoring
- A Longitudinal Study of Tourists' Emotional Experience: Examining the Underlying Emotion Generative and Regulatory Processes
- The Role of Attribution in Shaping Tourist Stereotypes
- Reimagining Informal Collaborative Learning
- Intrinsic and Extrinsic Influential Factors of Tourist Emotional Experiences
- Tourist Stereotypes: Triggers, Content, Model Building, and Resolutions
- Resident Sentiment of Tourism: Construct and Model Development
- Enhancing Hong Kong's Competitiveness as a Regional Cruise Hub from a Policy Perspective
- Determining Factors Influencing Outbound Tour Selection: Evidence from Mainland China
- Service Failure and Recovery in a Strategic Airline Alliance Setting: Investigating the Effects of Consumer Acculturation and Informational Justice
- Chinese-American Consumers' Responses to Service Recovery Strategies: Testing the Effect of Acculturation and Pre-Consumption Mood
- Learning/Teaching Strategies for Gen Y Learners
- Modern Chinese Culture Value Structure: A Precursor to Cross-cultural Tourist Behavior Research

- The Effect of Acculturation on Consumer Responses to Service Recovery Strategies: An Australian-Chinese Perspective
- Developing Intercultural Awareness and Skills for Hospitality and Tourism Management Students in China: An Exploratory Study
- A Hotel Brand Equity Model: Longitudinal Validation and Index Development
- Determining Chinese Hotel Brand Equity in the Globalizing Market Environment
- Examining Local Residents' Perceived Socio-economic Impacts of the Expo 2010 Shanghai, China
- Thirty Years of Research on Tourism and Hospitality Management in China: A Review and Assessment of Journal Publications
- The Relationships amongst Interaction Behaviour, Emotion, and Service Quality Through a Cultural Lens
- Structures, Effects and Development of Entrepreneurs' Networks in a Transition Economy: A comparative Study of State-owned, Private and Foreign Economy Hotel Chains in China
- Development of a Destination Branding Model
- Consumer Responses to Service Recovery Strategies in a Strategic Alliance: Incorporating Justice and Acculturation Theory
- Assessing Hong Kong's Competitiveness as an International Tourism Destination Using Tourist Satisfaction Indexes
- Ride on the Gaming Boom: How Can Hong Kong, Macau and Zhuhai Join Hands to Develop Tourism in the Region?
- Linking the Performance of Tour Guides based on Role Theory to Tourist Satisfaction with Guiding Services: A Study of Mainland Chinese Tour Groups in Hong Kong
- Service Quality in Tour Guiding and Tourist Satisfaction
- Competitive Destination Image of Hong Kong among Segments of Mainland Chinese Travelers
- Visitation Influence on Perceived Destination Image of Hong Kong: Evidence from Individual Mainland Chinese Outbound Travelers
- Precursors of Mainland Chinese Travelers' Visit to Hong Kong: Incorporating Travel Motivation Theory into the Theory of Planned Behavior
- Understanding Mainland Chinese Domestic Mature Travellers' Motivation and Behaviour
- Mainland Chinese Travellers' Intention of Choosing Hong Kong as a Travel Destination: A Test of the Theory of Reasoned Action

## **Consultancies**

- Curriculum Development Consultancy. University of Tabuk.
- Teaching Hotel Consultation. Yinxing Hospitality Management College.
- Exotic Cruise Port Study 2013. Hong Kong Tourism Board.
- Hong Kong, Macau, and Taiwan Residents' Travel Behavior in China. China Tourism Academy.
- Executive Vision, Mission, and Values. City of Dreams, Melco PBL Gaming (Macau) Limited.
- Assessment of Hotel Reservation and Property Management Systems: Directions for Medium and Long-term Development. Guangzhou Ning Nan Company (Garden Hotel in Guangzhou).
- Feasibility Study on the Operation of Branding and Corporate Image. Guangzhou Ning Nan Company (Garden Hotel in Guangzhou).
- Advertising Effectiveness Study for the Lawrence Convention and Visitors Bureau, Lawrence, Kansas, USA
- Usage of Travel Information Centers for the Kansas Department of Commerce, Division of Travel and Tourism, Kansas, USA



- Advertising Effectiveness Study for the Kansas Department of Commerce, Division of Travel and Tourism, Kansas, USA
- Image Study for the Kansas Department of Commerce, Division of Travel and Tourism, Kansas, USA
- Strategic Marketing Plan Development for the Kansas Department of Commerce, Division of Travel and Tourism, Kansas, USA
- Development of a Hospitality Training Program. Iowa Department of Economics Development, Division of Tourism, USA.