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學歷

博士	觀光與款待管理	羅森款待管理學院	中佛羅里達大學，美國
碩士	資訊科技與決策科學	G. Brint Ryan 商學院	北德州大學，美國
碩士	觀光與款待管理	商品、觀光與款待學院	北德州大學，美國
學士	國際貿易與經濟	經濟學院	貴州財經大學，中國

教學科目

智慧觀光時代的行銷
會展營運與規劃
渡假村管理
服務品質與零售管理研究
優質服務溝通技巧
休閒產業導論
博物館展覽與典藏管理

研究方向

研究重點包括消費者行為、人工智慧與機器人技術的採用與應用、數位行銷、大數據分析，以及使用者產生內容的分析，這些主題皆聚焦於觀光與款待資訊科技的採用與應用情境中。

工作經驗

2024 年 8 月一至今 助理教授，博雅學院，澳門科技大學，中國澳門

發表

學術期刊論文

1. Okumus, F., **An, Q.**, & Lee, G. (2026). Antecedents and outcomes of corporate digital social responsibility in hospitality and tourism: a systematic review and integrative framework. *Current Issues in Tourism*, 1-19. [SSCI]
2. **An, Q.**, Ozturk, A. B., Hancer, M., Hua, N., & Berezina, K. (2026). The effects of information and individual difference factors on online travel agency consumers' confusion and decision postponement: An integration of information processing theory and stressor-strain-outcome framework. *International Journal of Hospitality Management*, 135, 104642. [SSCI].



3. **An, Q.**, Ozturk, A. B., Hancer, M., Hua, N., & Berezina, K. (2026). Stranded by complexity: how online travel agency feature overload impacts user's decision postponement and switching intention. *International Journal of Contemporary Hospitality Management*, 38(3), 1069-1091. [SSCI].
4. **An, Q.**, Ozturk, A. B., & Okumus, F. (2025). Uncovering the influences of user-generated photos and user profiles on customers' online hotel review perceptions and booking intentions. *Journal of Vacation Marketing*, 13567667251362485. [SSCI].
5. **An, Q.**, Le, L. H., Ozturk, A. B., & Hancer, M. (2025). Assessing the effects of text– image congruence on hotel guests' perceptions toward hotel websites and booking intention. *Journal of Hospitality and Tourism Technology*, 1-24. [SSCI].
6. Pizam, A., Ozturk, AB., Hacikara, A., **An, Q.**, Chaulagain, S., Adela, B., Buhalis, D.,
7. Fuchs, G., Hara, T., Meira, J., García Revilla, R., Sethi, D., Shen, Y., & State, O. (2023). Hotel Customers' Use Intentions of Robotics: Role of Utilitarian and Hedonic Values. *Journal of Hospitality and Tourism Technology*. [SSCI].
8. **An, Q.**, & Ozturk, A. B. (2022). Assessing the effects of user-generated photos on hotel guests' price, service quality, overall image perceptions and booking intention. *Journal of Hospitality and Tourism Technology*, 13, 608-625. [SSCI].
9. **An, Q.**, Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2020). Role of User-Generated Photos in Online Hotel Reviews: An Analytical Approach. *Journal of Hospitality and Tourism Management*, 45, 633-640. [SSCI].

研討會論文

Stand-Up Presentations

1. **An, Q.**, Ozturk, AB., Hancer, M., Hua, N., & Berezina, K. (2025). Balancing Innovation and Simplicity: Examining Technology-Driven Risks and Behavioral Outcomes in Online Travel Agencies. APacCHRIE 2025 Conference, Chiang Mai University, Thailand, 27-30 May 2025.
2. **An, Q.**, Varga, S., Okumus, F., & Ozturk, AB. (2024). Social Loafing in Hospitality and Tourism Education: Why Do the Students Slack Off in Teamwork? The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
3. **An, Q.**, Okumus, F., & Ozturk, AB. (2023). How Cyberslacking Impacts Hospitality Education. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.
4. **An, Q.**, Okumus, F., & Ozturk, AB. (2023). Why Do Students Slack Off in Teamwork?. Sunshine State Teaching and Learning Conference, Orlando, U.S.A., May. 15-17, 2023.



5. **An, Q.**, Ridderstaat, J., & Ozturk, AB. (2022). A Photo Worth Thousands of Words: The Effects of User-Generated Photos on Online Hotel Review Helpfulness. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, U.S.A., Jan. 7-8, 2022.
6. **An, Q.**, & Ozturk, AB. (2021). Understanding the Comparative Importance of Online Review Attributes on Perceived Online Hotel Review Helpfulness. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
7. **An, Q.**, Ma, Y., Du, Q., Xiang, Z., & Fan, W. (2018). Characteristics of User-Generated Photos in Online Hotel Review. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX, U.S.A., January 5-8, 2018.

Poster Presentations

1. **An, Q.**, Varga, S., Okumus, F., & Ozturk, AB. (2024). Clicking Instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, U.S.A., Jan. 4-6, 2024.
2. **An, Q.**, Lin, B., Fu, X., Ozturk, AB., & Hua, N. (2023). Assessing the Effects of User-Generated Contents on Tourists' Visiting Intention. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Los Angeles, CA, U.S.A., Jan. 6-7, 2023.
3. **An, Q.**, Le, L. H., Ozturk, AB, Hancer, M., & Altin, M. (2022). Role of Text-Image Congruence on Hotel Guests' Trustworthiness, Attitude, Fluency Perception, and Booking Intention. The 40th EBES Conference, Istanbul, Turkey. Jul. 6-8, 2022
4. **An, Q.**, & Ozturk, AB. (2021). Assessing the Effects of Text-Image Congruence on Hotel Guests' Information Perceptions and Booking Intention. The 6th World Research Summit for Tourism and Hospitality, Orlando, FL, U.S.A., Dec. 14-15, 2021.
5. **An, Q.**, & Ozturk, AB. (2021). How User-Generated Photos and Users' Profile Embedded Within Online Reviews Influence Hotel Guests' Perceived Information Quality, Credibility, And Value of Online Reviews. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, U.S.A., Jan. 7-9, 2021.
6. **An, Q.**, & Ozturk, AB. (2020). Assessing the Impact of User-Generated Photos on Hotel Guests' Brand Image and Price Perceptions. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV, U.S.A., Jan. 3-5, 2020.



獎項及榮譽

2023 研究生會議發表獎助金美國中佛羅里達大學 研究生院 (College of Graduate Studies)

編輯及學術服務

2019 年—至今 匿名審稿人

《國際旅館管理期刊》(International Journal of Hospitality Management, SSCI)

《當代旅館管理國際期刊》(International Journal of Contemporary Hospitality Management, SSCI)

《旅館與觀光研究期刊》(Journal of Hospitality and Tourism Research, SSCI)

《旅館行銷與管理期刊》(Journal of Hospitality Marketing & Management, SSCI)

《旅館與觀光管理期刊》(Journal of Hospitality and Tourism Management, SSCI)

《旅館與觀光科技期刊》(Journal of Hospitality and Tourism Technology, SSCI)

Annals of Operations Research

《全面品質管理與企業卓越期刊》(Total Quality Management & Business Excellence, SSCI)

《度假行銷期刊》(Journal of Vacation Marketing, SSCI)

《目的地行銷與管理期刊》(Journal of Destination Marketing & Management, SSCI)

《旅遊評論》(Tourism Review, SSCI)

最後更新：2026 年 9 月 03 日