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Academic Qualifications

Ph.D. in Tourism Management, Macau University of Science and Technology, China, Macau SAR

Master in International Hospitality Management, City University of Macau, China, Macau SAR

Bachelor in Financial, Dongguan City University, China

Teaching Areas

Financial accounting

Management accounting

Areas of Research Expertise

User-generated content

Consumer behavior

Tourism and hospitality marketing and management

Tourism policies

Working Experience

2026 - Present Lecturer, School of Liberal Arts, Macau University of Science and Technology, China, Macau SAR

Journal Articles

1. **Hu, Z.**, Chen, X., Zhang, Y., & Luo, J. M. (2026). Hotel online employee experiences and employee satisfaction and recommendation: An evolutionary stimulus-organism-response perspective. *International Journal of Contemporary Hospitality Management*, 1–20.
SSCI Q1 IF: 11.3 ABDC: A ABS: 3 Top 10% Journal
2. **Hu, Z.**, Chen, L., & Duan, J. (2026). Transit visa-free and inbound tourism: City-level evidence from China. *Journal of Travel Research*. Advance online publication. <https://doi.org/10.1177/00472875261454674>
SSCI Q1 IF: 9.7 ABDC: A* ABS: 4 Top 10% Journal
3. **Hu, Z.**, Chi, C. G.-Q., & Luo, J. M. (2026). Plugging into the future: How electric vehicle (EV) charging facilities affect U.S. hotel customers' perceptions and decisions. *Journal of Hospitality Marketing & Management*. Advance online publication. <https://doi.org/10.1080/19368623.2025.2594109>
SSCI Q1 IF: 12.4 ABDC: A ABS: 1 Top 10% Journal



4. Zhou, P., **Hu, Z.**, Chen, H., & Luo, J. M. (2026). Professional mentality in the age of intelligence: How does cynicism moderate the impact of AI awareness on employees' career development? *International Journal of Hospitality Management*, 134, 104531. <https://doi.org/10.1016/j.ijhm.2025.104531>
SSCI Q1 IF: 8.3 ABDC: A* ABS: 3 Top 10% Journal
5. Yu, S., Li, X., & **Hu, Z.** (2026). Does intergenerational conflict reduce the subjective well-being of adult children? The role of conflict management styles. *Applied Research in Quality of Life*. <https://doi.org/10.1007/s11482-026-10569-8>
SSCI Q1 IF: 2.7 ABDC: B
6. **Hu, Z.**, Zhou, P., Law, R., & Luo, J. M. (2026). Exploring differences in customer emotion toward robot and human employees in different hotel service scenarios. *Journal of Quality Assurance in Hospitality & Tourism*. Advance online publication. <https://doi.org/10.1080/1528008X.2026.2619433>
ESCI Q2 IF: 2.8 ABDC: B ABS: 1
7. **Hu, Z.**, Yu, S., & Luo, J. M. (2025). "This is inequity!" Exploring the potential positive impact of negative online reviews. *Journal of Hospitality and Tourism Management*, 64, 101321. <https://doi.org/10.1016/j.jhtm.2025.101321>
SSCI Q1 IF: 10.1 ABDC: A* ABS: 2 Top 10% Journal
8. **Hu, Z.**, Yu, S., & Luo, J. M. (2025). Exploring customer heterogeneity in hotel attribute preferences: An empirical study based on role theory. *Journal of Vacation Marketing*. Advance online publication. <https://doi.org/10.1177/13567667251352547>
SSCI Q1 IF: 5.6 ABDC: A ABS: 1
9. **Hu, Z.**, & Luo, J. M. (2025). Understanding residents' motivation, psychological involvement, and psychological well-being in urban parks. *Cities*, 157, 105598. <https://doi.org/10.1016/j.cities.2024.105598>
SSCI Q1 IF: 7.0 ABS: 2 Top 10% Journal Nature Index Journal
10. Luo, J. M., **Hu, Z.**, & Leong, A. M. W. (2025). Exploring the experience attributes of intangible cultural heritage through big data analytics. *Journal of Vacation Marketing*. Advance online publication. <https://doi.org/10.1177/13567667251323644>
Corresponding author.
SSCI Q1 IF: 5.6 ABDC: A ABS: 1
11. **Hu, Z.**, Luo, J. M., Geng-Qing Chi, C., & Gursay, D. (2024). Examination of experience attributes of parks in urban tourist destinations and their influence on visitor satisfaction: A topic modelling approach. *Leisure Studies*. Advance online publication. <https://doi.org/10.1080/02614367.2024.2392583>
SSCI Q2 IF: 2.8 ABDC: A ABS: 2



12. Luo, J. M., **Hu, Z***, & Law, R. (2024). Exploring online consumer experiences and experiential emotions offered by travel websites that accept cryptocurrency payments. *International Journal of Hospitality Management*, 119, 103721. <https://doi.org/10.1016/j.ijhm.2024.103721>

Corresponding author.

SSCI Q1 IF: 8.3 ABDC: A* ABS: 3 Top 10% Journal

13. Luo, J. M., & **Hu, Z.** (2023). Blockchain technology-based business model: A case study of travel sites. *Journal of Tourism Quarterly*, 5(3–4), 59–76.

Corresponding author.

Conference Papers

1. **Hu, Z.**, Chi, C. G.-Q., & Luo, J. M. (2025, November). *How electric vehicle (EV) charging facilities affect U.S. hotel customers' perceptions and decisions*. [Paper presentation]. EuroCHRIE 2025 Conference, Hague, Netherlands.
2. **Hu, Z.**, & Luo, J. M. (2023, August). *Seasonal differences in urban park experience attributes: Results of UGC topic modelling*. [Paper presentation]. 10th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, Rome, Italy.
3. **Hu, Z.**, & Luo, J. M. (2023, November). *Seasonal variations in tourist image of Mount Fuji: A user-generated content analysis*. [Paper presentation]. 3rd Global Congress of Special Interest Tourism & Hospitality Conference, Macau, China.

Research Grants

2023 – 2024 | Research Assistant, A Study on Attitudes towards Intangible Performing Arts Heritage in the Tourism Context: The Case of Cantonese Opera

Grants Source: Macau University of Science and Technology (MUST) Foundation

- Data Processing: Assisted in conducting qualitative and quantitative research; responsible for core data collection, organization, data cleaning, and analysis.
- Academic Output: Deeply involved in the drafting and writing of project research reports and academic papers.

2021 – 2022 | Research Assistant, Research on Sustainable Development Strategies for the Tourism Industry in the Guangdong-Hong Kong-Macao Greater Bay Area Based on COVID-19 Impact Assessment

Grants Source: Macao Foundation

- Research Execution: Participated in the design and implementation of qualitative and quantitative research; completed large-scale data collection and analysis.
- Report Writing: Assisted in coordinating and drafting official research reports and related academic papers.

2019 – 2020 | Project Lead, Investigation on Financial Talent Demand in Dongguan and Surrounding Areas



Grants Source: 2019 Guangdong Provincial College Students' Innovation and Entrepreneurship Training Program

- Team Coordination: Led the research team, spearheading the research proposal and questionnaire design.
- Field Research: Coordinated with banks, securities firms, and insurance institutions to complete field interviews and data collection; independently authored the final research report.

Awards and Honors

2022 | Excellent Paper Award, 5th Guangdong–Hong Kong–Macao Greater Bay Area Postgraduate Forum

2019 | National Second Prize, 10th “Zheng Da Cup” Market Research Competition

2018 | Second Prize, Southern China Division, National College FinTech Innovation Competition

2018 | Third Prize, Guangdong Division, National Mobile Internet Innovation Competition

2018 | Excellence Award, HUAWEI Developer Codelabs

Editorial and Academic Service

Journal Reviewer:

International Journal of Contemporary Hospitality Management (SSCI)

Journal of Hospitality and Tourism Management (SSCI)

Tourism Review (SSCI)

Current Issues in Tourism (SSCI)

Journal of Vacation Marketing (SSCI)

Humanities and Social Sciences Communications (SSCI)

Journal of Quality Assurance in Hospitality & Tourism (ESCI)

Conference Editor:

Editorial Board Member, 2024/2025 Guangdong–Hong Kong–Macao Greater Bay Area Forum on Urban Destiny and Development

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