



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
澳門科技大學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Pengsongze (Dave) Xue
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
● Consumer behavior ● Lodging management ● Quantitative analysis	● Hotel operations ● Business statistics ● Customer relationship management ● Revenue management

Qualifications

[Academic Qualifications]

- Ph.D. in Services Management, University of Guelph, 2026
- M.S. in Tourism and Hospitality Management, University of Guelph, 2019
- B.Com. in Hospitality and Tourism Management, University of Guelph, 2017

[Teaching Experience]

Instructor

- Advanced Lodging Management, University of Guelph, January – April 2025, 2026
- Advanced Restaurant Operations, University of Guelph, January – April 2025

Seminar Instructor

- Strategic Management, University of Guelph, September 2021 – April 2022

Guest Lecture

- Destination Management and Marketing, University of Guelph, October 2024
- Contemporary Issues in Tourism, University of Guelph, March 2024
- Research Applications, University of Guelph, March 2021, 2023, 2024 & 2025
- Accommodation Management, George Brown College, May 2022 & 2023

Research & Publications

[Journal Articles]

1. Yu, M., **Xue, P.**, & H.S. Choi. (2026). The roles of motivation, opportunity, and ability on willingness-to-pay for cannabis-infused edibles in hospitality establishments and the mediating role of involvement. *International Journal of Tourism Research*, 28(2), 70273. <https://doi.org/10.1002/jtr.70273>. (SSCI Q1-listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
2. Wang, H., Chai, Y., & **Xue, P.** (2025). From perception to memorability: A study on the mechanisms of tourists' well-being in red tourism. *Journal of Fujian Normal University (Natural Science)*, 41(5). <https://doi.org/10.12046/j.issn.1000-5277.2025060017> (CSCD).
3. Li, Z., Jo, W., & **Xue, P.** (2025). Understanding consumer personal traits in smart hotel choice: A diffusion of innovation approach. *International Journal of Hospitality Management*, 130, 104273. <https://doi.org/10.1016/j.ijhm.2025.104273> (SSCI Q1 Top-listed; Impact Factor: 8.3; A* in ABDC; Q1 in Scimago).
4. Wang, H., **Xue, P.**, Dong, J., & Jo, W. (2025). Understanding memorable red tourism experiences using Q Method. *Journal of Resources and Ecology*, 16(3), 856-867. <https://doi.org/10.5814/j.issn.1674-764x.2025.03.021> (CSCD; Q2 in Scimago).
5. Jo, W., Lin, Y., **Xue, P.**, & Joppe, M. (2024). Role of deindividuation between perceived crowding and tourist behaviors: Moderating effect of environmental knowledge. *International Journal of Tourism Research*, 26(5), 2748. <https://doi.org/10.1002/jtr.2748> (SSCI Q1-listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
6. **Xue, P.**, & Jo, W. (2023). Investigating consumer purchase decision based on switching barriers and decision postponement: Moderating role of time pressure. *Journal of Hospitality and Tourism Insights*, 7(4), 1681-1698. <https://doi.org/10.1108/JHTI-12-2022-0628> (ESCI Q1-listed; Impact Factor: 4.8; C in ABDC; Q1 in Scimago).
7. Van Embden, K., Jo, W., Holmes, M., & **Xue, P.** (2022). Consumer evaluation of food truck offerings through image, perceived risk, and experiential value. *Journal of Foodservice Business Research*, 27(5), 573-600. <https://doi.org/10.1080/15378020.2022.2131965> (ESCI Q2-listed; CiteScore: 5.8; C in ABDC; Q2 in Scimago).
8. **Xue, P.**, Jo, W., & Bonn, M. A. (2020). Online hotel booking decisions based on price complexity, alternative attractiveness, and confusion. *Journal of Hospitality and Tourism Management*, 45, 162–171. <https://doi.org/10.1016/j.jhtm.2020.08.013> (SSCI Q1-listed; Impact Factor: 7.8; A in ABDC; Q1 in Scimago).

[Conference Papers]

1. Yu, M., H.S. Choi., & **Xue, P.** (2026). The great green divide: How portfolio scale and certification gaps predict greenwashing risk in global hotel chains. *24th Asia Pacific region chapter of Council on Hotel, Restaurant, and Institutional Education*, May 28 -31, 2026. Osaka, Japan.
2. **Xue, P.**, Jo, W., & Oh, H. (2025). Exploring switching resistance of hotel reward program members: A perceived relationship investment perspective. *30th Asia Pacific Tourism Association Conference*, July 7-9, 2025. Busan, Korea.
3. **Xue, P.**, & Jo, W. (2025). Why choose smart hotels? Insights from younger generations. *30th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism*, January 2-4, 2025. Houston, TX, USA.

4. **Xue, P.,** Jo, W., & Kim, J. (2024). Investigating employee citizenship behavior and customer orientation. *29th Asia Pacific Tourism Association Conference*, July 3-5, 2024. Macao, China.
5. Yu, M., **Xue, P.,** & Choi, H. (2024). Investigating the antecedents of value co-destruction and related contextual differences. *29th Asia Pacific Tourism Association Conference*, July 3-5, 2024. Macao, China.
6. Xue, P., & Jo, W. (2024). Investigating digital well-being of e-sports hotel guests: The broaden-and-build theory approach. *23rd Asia Pacific region chapter of Council on Hotel, Restaurant, and Institutional Education*, May 24-26, 2024. Seoul, Korea.
7. **Xue, P.,** & Jo, W. (2023). Hotel reward program benefits: scale development and validation. *42nd International Society of Travel & Tourism Educators*, October 11-13, 2023. Toronto, Canada.
8. **Xue, P.,** Jo, W., & Lee, M. (2023). An examination of hotel reward program benefits using fuzzy-set qualitative comparative analysis. *28th Asia Pacific Tourism Association Conference*, July 5-7, 2023. Chiang Mai, Thailand.
9. **Xue, P.,** Wang, H., & Jo, W. (2023). Understanding memorable red tourism experiences using Q method. *28th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism*, January 5-7, 2023. Los Angeles, CA, USA.
10. **Xue, P.,** Jo, W., & Lin, Y. (2022). The effect of perceived crowding on tourist behavior and deindividuation: moderating role of pro-environmental knowledge. Virtual Conference: *28th Asia Pacific Tourism Association Conference*, July 6- July 9, 2022.
11. **Xue, P.,** & Jo, W. (2021). Investigating consumer decision postponement and booking decision. Virtual Conference: *27th Asia Pacific Tourism Association Conference*, June 30-July 2, 2021. (*Nominated for the best paper award*).
12. **Xue, P.,** & Jo, W. (2021). Examining consumer's decision postponement towards online hotel booking decision. Virtual Conference: *26th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism*, January 7-9, 2021.
13. **Xue, P.,** & Jo, W. (2019). Choose now or later? An examination of decision postponement and purchase intention based on price complexity, alternative attractiveness, and confusion. *24th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism*, January 3-5, 2019. Houston, TX, USA.

[Research Projects Funded]

1. Investigate antecedents of repurchase intention for e-sports hotel guests: A perspective of diffusion of innovation theory. (\$5,000 CAD). University of Guelph, 2024.
2. Hotel reward program benefits for members and non-members: Conceptualization, scale development, and validation. (\$5,000 CAD). University of Guelph, 2023.
3. Technology progress in hospitality and tourism research: A systematic review. (\$5,000 CAD). University of Guelph, 2022.
4. Role of deindividuation between perceived crowding and tourist behaviors: Moderating effect of environmental knowledge. (\$5,000 CAD). University of Guelph, 2022.