



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

Xiaonan Li  
Assistant Professor

| <u>Areas of Research Expertise</u>                                                                                                                                                                | <u>Areas of Teaching Expertise</u>                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>● Digital Tourism Marketing</li><li>● Cultural Heritage Tourism</li><li>● Sustainable Tourism</li><li>● Tourism and Hospitality Consumer Behavior</li></ul> | <ul style="list-style-type: none"><li>● MICE Material Design and Production</li><li>● Hospitality and Tourism Business and Management</li><li>● Tourism and Hospitality Marketing</li></ul> |

## Qualifications

[Academic Qualifications]

|           |                                                                     |
|-----------|---------------------------------------------------------------------|
| 2022-2026 | Ph.D./ Hospitality Management/ University of Macau                  |
| 2019-2022 | Master/Tourism Management/ Beijing International Studies University |
| 2015-2019 | Bachelor/Tourism Management/ Hebei Agricultural University          |

[Teaching Experience]

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|--------------|--------------------------------------------------------------------------------------------------------------|
| 2026-Present | Assistant professor/Faculty of Hospitality and Tourism Management/Macau University of Science and Technology |
| 2022-2024    | Teaching Assistant/Faculty of Business Administration/University of Macau                                    |

[Editorial Experience]

*Ad-Hoc Reviewer*

- Annals of Tourism Research
- Journal of Destination Marketing & Management
- Asia Pacific Journal of Tourism Research
- Tourism Review
- Current Issues in Tourism
- Information Technology & Tourism
- Humanities and Social Sciences Communications

## Research & Publications

### [Journal Articles] (\*Corresponding author)

- Liu, X., **Li, X.\***, Lisa C. W., & Law, R. (2026). The power of process: Demonstrating cultural relic restoration to foster cultural inheritance. *Tourism Management*, 117, 105455.
- Chen, S., **Li, X.**, Xu, Yu., Law, R., & Zuo, Y. (2026). Tourism marketing in multimodal digital content environments: Generation of travel intention and its influencing mechanism. *Tourism Management*, 117, 105467.
- Law, R., & **Li, X.\*** (2026). Missing voices in tourism research. *Asia Pacific Journal of Tourism Research*, 31(8), 1511-1513.
- Liu, X., **Li, X.\***, & Law, R. (2025). Leveraging rituals to boost unity of employee-robot team. *Annals of Tourism Research*, 115, 104041.
- Zhong, L., Xu, Z., **Li, X.**, Law, R., Wang, Y., & Zhu, M. (2025). Exploring the therapeutic potential of long-term virtual tourism: Empowering tourists on the path to depression recovery. *Tourism Management*, 111, 105221.
- Zhong, L., **Li, X.**, Sun, S., Law, R., & Zhu, M. (2025). Tourism research from 1945 to 2022. *Tourism Review*, 80(2), 417-432.
- Lin, K. J., Zhang, K., Chen, S., Ye, H., **Li, X.\***, & Law, R. (2025). Value formation in AI-integrated service system: review and implications on hospitality and tourism research. *The Service Industries Journal*, 45(7-8), 635-656.
- Lin, K. J., Chen, S., Zhang, K., **Li, X.**, Ye, H., & Law, R. (2024). Technology evaluation: a systematic review and implications for ethical technology management in tourism and hospitality. *Asia Pacific Journal of Tourism Research*, 1-17.
- Li, X.**, & Law, R. (2024). Handbook on Food Tourism (Research Handbooks in Tourism series) edited by Eerang Park and Sangkyun Kim, Cheltenham, UK, Edward Elgar, 2024, 328 pp., \$215.00 (Hbk), ISBN: 978-1803924168
- Li, X.**, Ye, H., Lin, K. J., Chen, S., Zhang, K., & Law, R. (2024). Research Productivity of Institutes in Hospitality and Tourism: Integrating Metrics of Total and per Capita Contribution. *Journal of Hospitality & Tourism Education*, 1-11.
- Zhang, K., **Li, X.**, Ye, H., Lin, K. J., Chen, S., & Law, R. (2024). How can ChatGPT assist hospitality and tourism education?. *Journal of Teaching in Travel & Tourism*, 24(4), 438-448.
- Chen, S., Zhang, K., **Li, X.**, Ye, H., Lin, K. J., & Law, R. (2024). Potential tourists' response to nuclear and radiation crises from risk information to actions. *Asia Pacific Journal of Tourism Research*, 29(10), 1237-1253.
- Zhong, L., Zhu, M., **Li, X.**, Morrison, A. M., & Camilleri, M. A. (2024). What motivates international tourists' positive word-of-mouth? The effect of individualist and collectivist cultural orientations. *Tourism Review*, 46(2), 190-206.
- Law, R., Chen, S., **Li, X.\***, & Fong, D. K. C. (2024). Analyzing review studies of the recent development in hospitality. *International Journal of Contemporary Hospitality Management*, 36(6), 2086-2106.
- Zhong, L., Morrison, A. M., Zheng, C., & **Li, X.** (2023). Destination image: a consumer-based, big data-enabled approach. *Tourism Review*, 78(4), 1060-1077.
- Zhong, L., Sun, S., Law, R., **Li, X.**, & Deng, B. (2023). Health tourism in China: a 40-year bibliometric analysis. *Tourism Review*, 78(1), 203-217.
- Li, X.**, Chan, D. C., & Law, R. (2023). Strategic Framework for Website Evaluation based on a Review of Tourism and Hospitality Literature from 2010-2023. *Journal of Smart Tourism*, 3(3), 17-27.
- Chen, S., Zhang, K., **Li, X.\***, Ye, H., Lin, K. J., & Law, R. (2023). ChatGPT: Cross-cultural tourism research imperative. *Journal of Economics and Management*, 45(1), 137-146.
- Zhong, L., **Li, X.**, Sun, S., Law, R., Qi, X., & Dong, Y. (2022). Influencing Factors of Students' Learning Gains in Tourism Education: An Empirical Study on 28 Tourism Colleges in China. *Sustainability*, 14(24), 16601.

- Sun, S., Zhong, L., Law, R., **Li, X.**, Deng, B., & Yang, L. (2022). Health tourism evolution: a review based on bibliometric analysis and the China national knowledge infrastructure database. *Sustainability*, 14(16), 10435.
- Zhong, L., Sun, S., Law, R., **Li, X.**, & Yang, L. (2022). Perception, reaction, and future development of the influence of COVID-19 on the hospitality and tourism industry in China. *International Journal of Environmental Research and Public Health*, 19(2), 991.
- Zhong, L., Sun, S., Law, R., & **Li, X.** (2021). Tourism crisis management: Evidence from COVID-19. *Current Issues in Tourism*, 24(19), 2671-2682.
- Zhong, L., **Li, X.**, Law, R., & Sun, S. (2020). Developing sustainable urbanization index: Case of China. *Sustainability*, 12(11), 4585.

### ***[Conference Papers]***

- Li, X.**, Chen, S., Law, R., Fong, L. H. N. (2024). Examining the interaction effects of website cues on online travel agencies. *Proceedings of the APTA 2024 Annual Conference*. July, Macau, pp. 584-587.
- Li, X.**, Liu, X., Law, R., & Fong, L. H. N. (2024). Does Voice or Text in Chatbot Interactions Influence Consumer Impulsive Buying? *Proceedings of the APacCHRIE 2024 Conference*. May, Seoul, Korea, pp.668-673.
- Li, X.**, Chen, S., & Law, R. (2023). Functionality Performance of Tourism and Hospitality Programmes on University Websites. *Proceedings of Hospitality and Tourism Education Symposium*. November, Macau, China, pp.33-34.
- Zhong, L., **Li, X.**, Deng, B., Yang, L., Qi, X. (2020). Research on Urbanization Model Based on Residents' Perception. Ningbo, China, the 2020 International Conference on Resource Sustainability: Sustainable Urbanisation in the BRI Era (icRS Urbanisation 2020).