

## Steven (Wei) Xu

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### EDUCATION

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#### Nankai University (985 & 211 Project)

Mphil in Tourism Management (**Exam-Free Recommended Postgraduate**)

**Weighted Average Score:** 90.85/100 — **Rank:** 5/29

Tianjin, China

Sep. 2022 — Jun. 2025 (Expected)

Supervisor: Prof. Xiaoyi Li

#### South China Normal University (211 Project)

B.Mgt. in Exhibition Economy and Management

**Weighted Average Score:** 88.89/100 — **Rank:** 5/65 (Top 7.7%)

**High-lighted Honors:** National Scholarship, First Class Scholarship, Outstanding Student, Outstanding Thesis

Guangzhou, China

Sep. 2018 — Jun. 2022

Supervisor: Prof. Jun Li

### RESEARCH INTEREST

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**Tourist Behaviour:** Tourist Cognitive and Mental Process, Tourist Decision Making, Tourist Mobility, Tourist Misbehaving

**Visual Marketing:** Advertising Element and Influence, Visual Entropy and Tourist's Preference

### PUBLICATION & MANUSCRIPT

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#### [1] New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective

Xiaoyi Li, **Wei Xu\*** (*corresponding author*), Chunxiao Li.

In Chinese

**Tourism Tribune**, 2024, 39(2):49-60. (CSSCI, IF=5.654, DOI: <https://doi.org/10.19765/j.cnki.1002-5006.2024.02.010>)

#### [2] Liquid Life: The Logic of Mobility and Life Strategies of Digital Nomads

XieJia\*, Yanchang Yang, He Xuan, **Wei Xu**

In Chinese

**Tourism Science**, 2024, 38(5):41-56. (CSSCI, IF=3.861, DOI: <https://doi.org/10.16323/j.cnki.lykx.2024.05.003>)

#### [3] Are They Companions or Intruders? The Impact of Advertising Tourists' Images on Consumers' Purchase Intention to Tour Packages

Xiaoyi Li, **Wei Xu\*** (*corresponding author*), Yanchang Yang.

**Current Issues in Tourism**, Under Peer review, Submission Number: 246561231

### CONFERENCE PRESENTATION

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#### [1] New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective

Xiaoyi Li, **Wei Xu\*** (*corresponding author*), Chunxiao Li.

**Best Paper Award**, Invited Presentation

**China Tourism Research Annual Conference**, 2023, Wuhu, China

#### [2] A Study On Consumers' Travel Intention During the COVID-19 Normalization Period: From the Perspective of Attitudinal Ambivalence

**Wei Xu (first author)**, Jun Li\*.

Invited Presentation

**Tourism Science Annual Conference**, 2022, Online, China

### RESEARCH EXPERIENCE

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#### [1] New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective

\* **My Role: Main Contributor** / Supervisor: Prof. Xiaoyi Li & Prof. Chunxiao Li

Sep. 2022 — Feb. 2024

\* Took the unusual theory (a fundamental theory in tourism) as the object, sorted out its origin and development, identified the shortcomings and gaps of the theory, and reconstructed the theory based on embodied cognition and dual-system perspectives.

\* Took the tourist's environmental information cognitive processing as entry point, utilized the new unusual theory to explain the behavioral alienation phenomenons of tourist, and broadened the application scope of unusual theory from physical realms to virtual dimensions.

\* Finished the whole manuscript individually under supervisors' guidance (including all theoretical models), submitted and revised the paper. Gave presentation in 2023 China Tourism Research Annual Conference and won the best paper award.

#### [2] Are They Companions or Intruders? The Impact of Advertising Tourists' Images on Consumers' Purchase Intention to Tour Packages

\* **My Role: Main Contributor** / Supervisor: Prof. Xiaoyi Li

Dec. 2022 — Present

\* Proposed hypothesis and theoretical model based on the cognitive consistency theory to examine the impact of advertising tourists' images on consumers' purchase intention to different types of tour packages (including group tour package and self-guided tour package), participated in experiment design and data collection, prepared the manuscript.

\* Utilized Python to capture 900 photo advertisements on Ctrip.com, analyzed the features of the ads by manual coding.

\* Completed the experiment data (468 sample size) analysis and visualization: used SPSS to finish one & two way-ANOVA analysis, independent sample t-test, etc.; used PROCESS Model 4 to examine the mediating effect; used R to finish floodlight analysis and output Johson-Neyman plot.

[3] **Show Order or Disorder? The Impact of Natural Landscape Images' Visual Entropy on Tourists' Preference**

\* **My Role: Research Leader / Graduate thesis** / Supervisor: Prof. Xiaoyi Li Feb. 2024 — Present

\* The thesis aimed to explore two questions: 1) How does visual entropy affect tourists' judgment of natural landscape types? 2) How does visual entropy affect tourists' preferences for different types of natural landscapes?

\* Completed literature review and proposed hypothesis, preliminarily designed the research method and experimental program.

\* Completed two pretests to establish the relationship between visual entropy of landscape images (high vs. low) and landscape types (purely natural vs. artificially natural).

[4] **Crowding-Out or Complementing? Experimental Study on the Interaction Between Material Incentives and Social Preferences / National Social Science Foundation Project (No. 23BJL124)**

\* **My Role: Project Member** / Research Leader: Prof. Xiaoyi Li Sep. 2022 — Present

\* Participated in writing the project proposal and was listed as the project member. Based on behavioral and experimental economics method, the project aimed to explore the complementary and crowding-out effects of economic incentives on the social preferences of incentivized individuals under different interaction structures and incentive approaches.

\* Participated in the experiment design, based on five game theory models (including unilateral and multilateral prisoner's dilemma), two incentive methods (including endogenous and exogenous incentives) to design twenty sets of experiment programs.

[5] **Liquid Life: The Logic of Mobility and Life Strategies of Digital Nomads**

\* **My Role: Research Assistant** / Research Leader: Prof. Jia Xie Sep. 2023 — Apr. 2024

\* Participated in the field research in the DNA digital nomad community (Huzhou, Zhejiang province) for a month, completed interviews with 12 digital nomads and 1 community manager, and completed the transcription of the interviewing texts.

\* Participated in review, editing and revising the manuscript.

[6] **A Study On Consumers' Travel Intention During the COVID-19 Normalization Period: From the Perspective of Attitudinal Ambivalence**

\* **My Role: Research Leader / Undergraduate thesis** / Supervisor: Prof. Jun Li Mar. 2021 — Aug. 2022

\* Took the normalization period of COVID-19 as background, designed an inter-group experiment (418 sample size) based on the theory of attitudinal ambivalence, to explore the influence mechanism of perceived epidemic risk and perceived attraction of the destinations on consumers' travel intentions.

\* Gain Outstanding Undergraduate Thesis award ,and gave a presentation in 2022 Tourism Science Annual Conference.

**SELECTED HONOR & AWARD**

Nation Scholarship for Undergraduate, <i>Top 0.1%</i>	2021
Top 100 Outstanding Undergraduate Student, <i>Top 1%</i>	2021
First Class Undergraduate Scholarship, <i>Top 4%</i>	Twice: 2021, 2022
Outstanding Undergraduate Thesis, <i>Top 5%</i>	2022
First Class Graduate Scholarship, <i>Top 7%</i>	2023
Silver Award, The 7th China International 'Internet+' Innovation and Entrepreneurship Competition, <i>Top 0.1%</i>	2021
Best Paper Award, 2023 China Tourism Research Annual Conference, <i>Top 3%</i>	2023
Second Price, The 11th National College Service Outsourcing Innovation and Entrepreneurship Competition, <i>Top 3%</i>	2020
First Price, 2020 National College Business Elite Challenge Competition, <i>Top 1%</i>	2020
First Price, The 10th Heritage Conservation Proposal Competition for Chinese College Students, <i>Top 1%</i>	2021
Second Price, 2021 Guangdong Hong Kong Macau Greater Bay Area Sustainable Business Case Study Competition	2021

**INTERNSHIP**

Marketing Intern, <i>Mars Co., Ltd.</i>	Mar.2022 — Jun.2022
Market Investment Intern, <i>JD Property, JD.com, Inc.</i>	Oct.2021 — Feb.2022
Educational Tour Designer Intern, <i>Guangdong Qingling Eduaction Investment Co., Ltd.</i>	Sep.2020 — Sep.2021

**SKILL**

**Languages:** English (fluent, CET6-510, preparing for TOFEL and GRE), Mandarin (native), Cantonese (fluent)

**Tools:** SPSS, Amos, R, ROST, Python, Microsoft Office (Word, Excel, PowerPoint), GPower, LaTeX, GitHub, Photoshop