

CURRICULUM VITAE
(abbreviated, September 2017)

XIAOXIAO FU, Ph.D.
Assistant Professor

Rosen College of Hospitality Management
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I. EDUCATION

Doctor of Philosophy, **Purdue University**, West Lafayette, Indiana
Master of Science, **The Johns Hopkins University**, Baltimore, Maryland
Bachelor of Arts, **Peking University**, Beijing, China

II. AWARDS AND HONORS

Emerald Citations of Excellence Award	May 2017
Best Paper Nomination The 22 nd Graduate Student Research Conference in Hospitality and Tourism, Houston, TX	January 2017
Journal of Travel & Tourism Marketing Martin Oppermann Best Article of the Year Award	2015
University of Central Florida In-House Research Grant	2015-2016
University of Central Florida Rosen College Research Grant	2014-2015
Purdue Graduate School Excellence in Teaching Award Finalist	March 2014
Purdue HHS Outstanding Doctoral Student Award Finalist	March 2014
Purdue HTM Outstanding Doctoral Student Award	February 2014
Purdue Research Foundation Research Grant	August 2013-July 2014
Purdue CETA Award for Excellence in Teaching	April 2013
Best Paper Award The 18 th Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA	January 2013
Best Paper Nomination	January 2012

The 17th Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL

Purdue Doctoral Fellowship

August 2010-May 2013

Johns Hopkins Elinor and E. William Scriba Fund Scholarship

2009-2010

Johns Hopkins Carey Business School Grant

2009-2010

III. RESEARCH

Research Interests:

- Consumer experience and wellness in tourism and hospitality
- Destination marketing and branding
- Culture and emerging markets
- Specific market segments including family consumers and adolescents

Selected Journal Publications

1. **Fu, X.**, Zhang, W., Lehto, X.Y., & Miao, L. (In Press). Celebration of heritage: The dynamic relationship between community-based heritage events' attributes and perceived value. *Journal of Travel and Tourism Marketing*.
2. **Fu, X.**, Kang, J. & Tasci, A. (In Press). Flow and self-congruity as antecedents of visitor attitude and loyalty. *Journal of Travel and Tourism Marketing*.
3. **Fu, X.** & Lehto, X.Y. (In Press). Vacation co-creation: the case of Chinese family travelers. *International Journal of Contemporary Hospitality Management*.
4. **Fu, X.**, Huang, Z., Li, Q., & Kirillova, K. (In Press). Dissecting Chinese adolescents' overseas educational travel experiences: Movements, representations and practices. *Current Issues in Tourism*.
5. Wei, W., Hua, N., **Fu, X.**, & Guchait, P. (In Press). "You cannot be excused just because it is not your fault": The role of trust. *International Journal of Contemporary Hospitality Management*.
6. Lehto, X.Y., **Fu, X.**, Li, H., & Zhou, L. (2017). Vacation benefits and activities: Understanding Chinese family travelers. *Journal of Hospitality and Tourism Research*, 41(3), 301-328.
7. **Fu, X.**, Cai, L., & Lehto, X.Y. (2016). Framing Chinese tourist motivations through the lenses of Confucianism. *Journal of Travel and Tourism Marketing*, 34(2), 149-170.
8. Chen, Y., **Fu, X.**, & Lehto, X.Y. (2016). Chinese tourist vacation satisfaction and subjective well-being. *Applied Research in Quality of Life*, 11(1), 49-64.
9. **Fu, X.**, Tanyatanaboon, M., & Lehto, X.Y. (2015). Conceptualizing transformative guest experience at retreat centers. *International Journal of Hospitality Management*, 49, 83-92.
10. **Fu, X.**, Cai, L.A., & Lehto, X.Y. (2015). A Confucian analysis of Chinese tourist motivations. *Journal of Travel and Tourism Marketing*, 32(3), 180-198.
11. Lehto, X.Y., Cai, L.A., **Fu, X.**, & Chen, Y. (2014). Intercultural interactions outside the classroom: Narratives on a U.S. campus. *Journal of College Student Development*, 55(8), 837-853.

12. **Fu, X.**, Lehto, X.Y. & Park, O. (2014). What does vacation do to our family?-Contrasting the perspectives of parents and children. *Journal of Travel and Tourism Marketing*, 31, 461-475.
13. Kirillova, K., **Fu, X.**, Lehto, X.Y., & Cai, L.A. (2014). What makes a destination beautiful? Dimensions of Tourists' Aesthetic Judgment. *Tourism Management*, 42, 282-293.
14. Zhang, H., **Fu, X.**, Cai, L.A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223.
15. Torres, E., **Fu, X.**, & Lehto, X.Y. (2014). Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36, 255-262.
16. Lehto, X.Y., Park, O., **Fu, X.**, & Lee, G. (2014). Student life stress and leisure participation. *Annals of Leisure Research*, 17(2), 200-217.
17. Huang, Z., Zhao, C., Miao, L., & **Fu, X.** (2014). Triggers and inhibitors of fraudulent customer complaining behavior – Anecdotes from frontline employees in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 26(4), 544-571.
18. **Fu, X.**, Lehto, X.Y., & Cai, L.A. (2012). Culture-based interpretation of vacation consumption. *Journal of China Tourism Research*, 8(3), 320-333.

IV. TEACHING

University of Central Florida

Destination Marketing (HFT 4561)
 Destination Management (HFT 4736)
 Event Promotion (HFT 3561)
 Event Management (HFT 4757)

Purdue University

Introduction to Tourism Management (HTM 173)
 Hospitality and Tourism Marketing (HTM 231)
 Quantity Food Production and Service Lab (HTM 291L)

V. SERVICE

Ad-hoc Reviewer

Annals of Leisure Research
 Current Issues in Tourism
 International Journal of Contemporary Hospitality Management
 International Journal of Hospitality and Event Management
 International Journal of Hospitality Management
 Journal of China Tourism Research
 Journal of Destination Marketing and Management
 Journal of Foodservice Business Research
 Journal of Hospitality & Tourism Research
 Journal of Sustainable Tourism

Journal of Travel and Tourism Marketing
Journal of Vacation Marketing
The Annual APTA Conference
The Annual Graduate Student Research Conference in Hospitality and Tourism
The Annual ICHRIE Summer Conference
The U.S.A.-China Tourism Research Summit and Industry Dialogue

External dissertation proposal reviewer

James Cook University, Australia, 2017

Professional Affiliations

International Association of Exhibitions and Events Southeastern Chapter (IAEESE)
International Council of Hotel, Restaurant and Institutional Education (I-CHRIE)
International Society of Travel and Tourism Educators (ISTTE)

Committee/Administrative Work

Faculty Search Committee- SMART-Cities
Assistant Dean Search Committee
Dean's Doctoral Recruitment Committee
Event Management Advisory Board
Event Management Curriculum Committee
Awards Committee
International Relations Committee
Faculty Development Committee

Faculty Leadership

Co-Chair, Paper Review Committee and Member, Planning Committee for the 2nd U.S.A.-China
Tourism Research Summit and Industry Dialogue