

Xiaoxiao Fu, Ph.D., CHE

Rosen College of Hospitality Management
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ACADEMIC APPOINTMENT

Associate Professor Fall 2020-Present
Assistant Professor Fall 2014-Spring 2020
(Tenured as of Spring 2020)
Rosen College of Hospitality Management
University of Central Florida

Invited Visiting Assistant Professor May-June 2017
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

EDUCATION

Doctor of Philosophy, Hospitality and Tourism Management August 2014
School of Hospitality and Tourism Management
Purdue University, West Lafayette, Indiana

Master of Science, Marketing May 2010
Carey Business School
The Johns Hopkins University, Baltimore, Maryland

Bachelor of Arts, Spanish Language and Literature July 2005
School of Foreign Languages
Peking University, Beijing, China

AWARDS AND HONORS

Emerging Scholar of Distinction April 2021
Selected globally by the International Academy for the Study of Tourism for significant contributions to tourism research – the highest recognition for an early career researcher in tourism (Only three selected globally).

Teaching Incentive Program (TIP) Award April 2021
One of the three recipient at Rosen College for outstanding contribution in teaching and learning and creative activities. \$5,000 one-time award and \$5,000 salary increase.

Excellence in Graduate Teaching Award March 2021
The only recipient at Rosen College for the Excellence in Graduate Teaching Award

Research Incentive Award (RIA) March 2020

One of the two recipient at Rosen College for outstanding scholarly contribution to the University's goal of achieving international prominence in research and creative activities. \$5,000 one-time award and \$5,000 salary increase.

3rd Prize, Excellence Research Achievement Award January 2020

Ministry of Culture and Tourism of the People's Republic of China

(中华人民共和国文化和旅游部 2019 年优秀研究成果三等奖)

Winning paper, "Motivation, attachment, and loyalty: Empirical evidence from exhibition attendees", published in *Tourism Management*, among all academic journal papers in 2019

20 winners (Paper Category) nationwide: three first prizes, seven second prizes, and ten third prizes

Best Poster Award January 2020

The 25th Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV

Selected as the only recipient for the Best Poster Award out of 130 submissions. \$125 award sponsored by Smith Travel Research.

3rd Prize, Excellent Achievements of Philosophy and Social Sciences of Shenzhen, China

(深圳市第九届哲学社会科学优秀成果三等奖)

November 2019

Winning paper, "Authenticity and loyalty at heritage sites: The moderation effect of postmodern authenticity", published in *Tourism Management*, among all academic journal papers in 2019

30 winners (Paper Category): five first prizes, twelve second prizes, and thirteen third prizes

Excellence in Research Award

March 2019

The only recipient at Rosen College for the Excellence in Research Award

Emerald Citations of Excellence Award

May 2017

Selected by Emerald Publishing for the winning paper, "Destination image and tourist loyalty: A meta-analysis," published in *Tourism Management*

Best Paper Nomination

January 2017

The 22nd Graduate Student Research Conference in Hospitality and Tourism, Houston, TX

Selected as one of eight nominees for the Best Paper Award among 160 submissions

Journal of Travel & Tourism Marketing Martin Oppermann Best Article of the Year 2015

Purdue Graduate School Excellence in Teaching Award Finalist

March 2014

Nominated by the College of Health and Human Sciences for the 2014 Graduate School Excellence in Teaching Award based on outstanding record of teaching and mentoring undergraduate students

Purdue HHS Outstanding Doctoral Student Award Finalist

March 2014

Selected by the School of Hospitality and Tourism Management and nominated by the College of Health and Human Sciences based on excellence in research, teaching, and engagement

Purdue HTM Outstanding Doctoral Student Award

February 2014

Awarded by the School of Hospitality and Tourism Management to one doctoral student based on achievements in research and scholarly activities

Purdue CETA Award for Excellence in Teaching April 2013
Voted HTM outstanding teaching assistant and awarded by the Committee on the Education of Teaching Assistants (CETA) and the Office of the Provost at Purdue University

Best Paper Award January 2013
The 18th Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA
Won the Best Paper Award (Tourism Category) among 301 submissions

Best Paper Nomination January 2012
The 17th Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL
Selected as one of six nominees for the Best Paper Award among 265 submissions

Purdue Doctoral Fellowship August 2010-May 2013
Competitive fellowship inclusive of full tuition and stipends awarded to one doctoral student

Johns Hopkins Elinor and E. William Scriba Fund Scholarship 2009-2010
Merit-based \$1000 scholarship awarded to one outstanding graduate student in business

Johns Hopkins Carey Business School Scholarship 2009-2010
\$1000 scholarship awarded to one second-year student with outstanding academic achievements

RESEARCH

RESEARCH EXPERTISE: Consumer experience and well-being; Place marketing and branding; Culture and emerging markets.

A. PUBLICATIONS

Received **2915 citations** and an **h-index of 25** on Google Scholar as of January 2022.

Refereed Journal Articles

(SSCI refers to social science citation index; IL refers to Rosen College Indicative List;

*corresponding author)

1. **Fu, X.***, Kirillova, & Lehto, X. (2022). Travel and life: A developmental perspective on tourism consumption over life course. *Tourism Management*.
<https://doi.org/10.1016/j.tourman.2021.104447>. **SSCI. IL**
2. **Fu, X.**, Lin, B., & Wang, Y. C. (2021). Healthy food exposition attendees' purchasing strategies: A mental budgeting perspective. *International Journal of Contemporary Hospitality Management*. DOI: <https://doi.org/10.1108/IJCHM-07-2020-0774>. **SSCI.**
3. **Fu, X.**, Lin, B., Wang, Y-C., & Sun, Y. (2021). Memorable Boat Show Experiences: Examining the Mechanisms of Value and Mianzi from the Perspective of High-end Chinese Attendees. *Journal of China Tourism Research*, 17(3), 415-436.
4. Yi, X., **Fu, X.**, Lin, S., & Xiao, H. (2021). Integrating authenticity, well-being, and memorability in heritage tourism: A two-site investigation. *Journal of Travel Research*. DOI: <https://doi.org/10.1177/0047287520987624>. **SSCI. IL.**
5. Yi, X., **Fu, X.**, So, K., & Zheng, C. (2021). Authenticity and place attachment: New findings from Chinese world heritage sites. *Journal of Hospitality and Tourism Research*. **SSCI. IL.** DOI: <https://doi.org/10.1177/10963480211027629>
6. Lin, B., & **Fu, X.** (2021). The gaze and tourist-host relationship—state of the art. *Tourism Review*. DOI: <https://doi.org/10.1108/TR-11-2019-0459>. **SSCI.**
7. Wang, J., **Fu, X.***, Wang, Y., & Wei, F. (2021). Driving boundary-spanning behaviors: A social exchange and role theory perspective. *Journal of Quality Assurance in Hospitality & Tourism*. DOI: <https://doi.org/10.1080/1528008X.2021.1871701>
8. Wang, J., **Fu, X.***, & Wang, Y. (2021). Can “bad” stressors spark “good” behaviors in frontline employees? Exploring the roles of motivation and emotion. *International Journal of Contemporary Hospitality Management*, 33(1), 101-124. **SSCI. IL.**
9. Díaz-Pérez, F. M., **Fu, X.**, Fyall, A., Deel, G., & García-González, C. G. (2021). Florida State Parks: A CHAID Approach to Market Segmentation. *Anatolia*, 32(2), 246-261.
10. Miao, L., Im, J., **Fu, X.***, Kim, H., & Zhang, Y. (2021). Proximal and distal post-COVID travel behavior. *Annals of Tourism Research*. DOI: <https://doi.org/10.1016/j.annals.2021.103159>. **SSCI. IL.**
11. Chaulagain, S., Farboudi Jahromi, M., & **Fu, X.** (2021). Americans' intention to visit Cuba as a medical tourism destination: A destination and country image perspective. *Tourism Management Perspectives*. DOI: <https://doi.org/10.1016/j.tmp.2021.100900>. **SSCI.**
12. Bu, N., Pan, S., Kong, H., **Fu, X.***, & Lin, B. (2021). Profiling literary tourists: A motivational perspective. *Journal of Destination Marketing and Management*. **SSCI. IL.** DOI: <https://doi.org/10.1016/j.jdmm.2021.100659>

13. **Fu, X.***, Ridderstaat, J., & Jia, C. (2020). Are all tourism markets equal? Linkages between market-based tourism demand, quality of life, and economic development in Hong Kong. *Tourism Management*. DOI: <https://doi.org/10.1016/j.tourman.2019.104015>. **SSCI. IL.**
14. **Fu, X.***, Kang, J., Hahm, J., & Wiitala, J. (2020). Investigating the consequences of theme park experience. *International Journal of Contemporary Hospitality Management*, 32(3), 1181-1199. **SSCI. IL.**
15. Aleshinloye, K., **Fu, X.**, Ribeiro, M., Woosnam, K., & Tasci, A. (2020). The influence of place attachment on social distance: Examining mediating effects of emotional solidarity and the moderating role of interaction. *Journal of Travel Research*, 59(5), 828-849. **SSCI. IL.**
16. Pan, Y., **Fu, X.***, & Wang, Y. (2020). How does travel link to life satisfaction for senior tourists? *Journal of Hospitality and Tourism Management*, 45, 234-244. **SSCI.**
17. Kirillova, K., **Fu, X.**, & Kucukusta, D. (2020). Workplace design and wellbeing: Aesthetic perceptions of hotel employees. *The Service Industries Journal*, 40(2), 27-49. **SSCI.**
18. Lehto, X., **Fu, X.***, Kirillova, K., & Chen, B. (2020). What do parents look for in an overseas youth summer camp? Perspectives of Chinese parents. *Journal of China Tourism Research*, 16(1), 96-117.
19. Bu, N., **Fu, X.***, Kong, H., & Okumus, F. (2020). Transformation of China Market in Hong Kong Tourism Industry. *Journal of China Tourism Research*. DOI: <https://doi.org/10.1080/19388160.2020.1837324>.
20. Sorrentino, A, **Fu, X.**, Quintano, M., Romano, R., & Risitano, M. (2020). Measuring event experience and its behavioral consequences in the context of a sporting mega-event. *Journal of Hospitality and Tourism Insights*, 3(5), 589-605.
21. Kirillova, K., Wang, D., **Fu, X.**, & Lehto, X. (In Press). Beyond “culture”: A comparative study of forces structuring tourism consumption. *Annals of Tourism Research*. DOI: <https://doi.org/10.1016/j.annals.2020.102941>. **SSCI. IL.**
22. Tasci, A.D.A., Fyall, A.D., & **Fu, X.** (2021). Social Representations of Space Travel: Modeling the Antecedents and Outcomes. *International Journal of Tourism Research*, 23(4), 611-635. **SSCI. IL.**
23. Mao, Z., Li, D., Yang, Y., **Fu, X.**, & Yang, W. (2020). Chinese DMOs’ engagement on global social media: Examining post-related factors. *Asia Pacific Journal of Tourism Research*, 25(3), 274-285. **SSCI.**
24. **Fu, X.**, Yi, X., Okumus, F., & Jin, W. (2019). The inner mechanism of exhibition attachment and exhibition satisfaction: A comparison of first time and repeat attendees. *Tourism Management*, 72, 92-104. **SSCI. IL.**
25. **Fu, X.*** (2019). Revisiting authenticity and loyalty: How existential authenticity affects cognitive, affective, and conative loyalty. *Journal of Destination Marketing and Management*, 12, 84-94. **SSCI.**
26. **Fu, X.*** (2019). An experience-attachment-loyalty model for exhibition attendees: The mediation effect of exhibition attachment. *International Journal of Hospitality and Event Management*, 2(2), 109-134.
27. Zhang, R., **Fu, X.**, Zhang, M, & Du, W. (2019). Investigating the social exclusion perception of the informally employed group in Chinese rural tourism—A case study of Zhuji ancient alley. *Tourism Tribune*, 34(5), 26-36.
28. Zhang, T., Wei, W., **Fu, X.**, Hua, N., & Wang, Y. (2019). Exploring the roles of technology, people, and organization in building a tourism destination experience: Insights from the

- 2nd USA-China tourism research summit and industry dialogue. *Journal of Destination Marketing and Management*, 12, 130-135. **SSCI**.
29. Chaulagain, S., Wiitala, J., & Fu, X. (2019). The U.S. market's intent to travel to Cuba: A country image and destination image perspective. *Journal of Destination Marketing and Management*, 12, 1-11. **SSCI**.
30. Ryu, K., Lehto, X., Gordon, S., & Fu, X. (2019). Effect of a brand story structure on narrative transportation and perceived brand image of luxury hotels. *Tourism Management*, 71, 348-363. **SSCI. IL**.
31. Fu, X.*, & Lehto, X. (2018). Vacation co-creation: The case of Chinese family travelers. *International Journal of Contemporary Hospitality Management*, 30(2), 980-1000. **SSCI. IL**.
32. Fu, X.*, Zhang, W., Lehto, X., & Miao, L. (2018). Celebration of heritage: The dynamic relationship between community-based heritage events' attributes and perceived value. *Journal of Travel and Tourism Marketing*, 35(2), 202-217. **SSCI. IL**.
33. Fu, X.*, & Lehto, X. (2018). From farmland to city-land: Dissecting leisure travel experience of Chinese urban re-settlers. *Journal of Destination Marketing and Management*, 8, 61-73, **SSCI**.
34. Yi, X., Fu, X., Yu, L., & Jiang, L. (2018). Authenticity and loyalty at heritage sites: The moderation effect of postmodern authenticity. *Tourism Management*, 67, 411-424. **SSCI. IL**. (as noted in the publication the first and second authors contributed equally to the research).
- 3rd Prize, Excellent Achievements of Philosophy and Social Sciences of Shenzhen, China (2019)**
35. Choi, S. H., & Fu, X.* (2018). Hosting friends and family as a sojourner in a tourism destination. *Tourism Management*, 67, 47-58. **SSCI. IL**. (as noted in the publication the first and second authors contributed equally to the research).
36. Yi, X., Fu, X., Jin, W., & Okumus, F. (2018). Constructing a model of exhibition attachment: Motivation, attachment, and loyalty. *Tourism Management*, 65, 224-236. **SSCI. IL**.
- 3rd Prize, Excellence Research Achievement Award, Ministry of Culture and Tourism of the People's Republic of China**
37. Gregory, A., & Fu, X. (2018). Examining family cohesion's influence on resort vacation satisfaction. *Journal of Hospitality and Tourism Insights*, 1(1), 54-64.
38. Mejia, C., Wei, W., Fu, X., Hua, N., & Wang, Y. (2018). Hospitality and tourism experts' perspectives on Chinese independent tourists' US service expectations through a mobilities lens. *International Journal of Tourism Research*, 20(6), 726-737. **SSCI. IL**.
39. Mejia, C., Hua, N., Wei, W., Fu, X., & Wang, Y. (2018). The promise of the 2016 USA-China tourism year: Strategies to boost tourism exchange. *Journal of Destination Marketing and Management*, 8, 423-425. **SSCI**.
40. Manthiou, A. K., Kang, J., Hyun, & Fu, X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75, 38-47. **SSCI. IL**.
41. Ryu, K., Lehto, X., Gordon, S., & Fu, X.* (2018). Compelling brand storytelling for luxury hotels. *International Journal of Hospitality Management*, 74, 22-29. **SSCI. IL**.
- Best Paper Nomination (2017)**
Graduate Student Research Conference in Hospitality and Tourism

42. Fu, X.*, Kang, J., & Tasci, A. (2017). Self-congruity and flow as antecedents of attitude and loyalty towards a theme park brand. *Journal of Travel and Tourism Marketing*, 34(9), 1261-1273. **SSCI. IL.**
43. Fu, X.*, Huang, Z., Li, Q., & Kirillova, K. (2017). Dissecting Chinese adolescents' overseas educational travel experiences: Movements, representations and practices. *Current Issues in Tourism*, 21(10), 1115-1136. **SSCI. IL.**
44. Lehto, X., 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. **SSCI. IL.**
45. Wei, W., Hua, N., Fu, X., & Guchait, P. (2017). The impacts of hotels' error management culture on customer engagement behaviors (CEBs). *International Journal of Contemporary Hospitality Management*, 29(12), 3119-3137. **SSCI. IL.**
46. Fu, X.*, Cai, L., & Lehto, X. (2016). Framing Chinese tourist motivations through the lenses of Confucianism. *Journal of Travel and Tourism Marketing*, 34(2), 149-170. **SSCI. IL.**
47. Chen, Y., Fu, X., & Lehto, X. (2016). Chinese tourist vacation satisfaction and subjective well-being. *Applied Research in Quality of Life*, 11(1), 49-64. **SSCI.**
48. Fu, X.*, Tanyatanaboon, M., & Lehto, X. (2015). Conceptualizing transformative guest experience at retreat centers. *International Journal of Hospitality Management*, 49, 83-92. **SSCI. IL.**
49. Fu, X.*, Cai, L., & Lehto, X. (2015). A Confucian analysis of Chinese tourist motivations. *Journal of Travel and Tourism Marketing*, 32(3), 180-198. **SSCI. IL.**
Martin Oppermann Best Article of the Year (2015)
Best Paper Award (2013)
Graduate Student Research Conference in Hospitality and Tourism
50. Choi, S. H., & Fu, X. (2015). Re-examining the dimensionality of leisure motivation and leisure satisfaction in a multicultural context: Evidence from Macau. *Humanities & Social Sciences Reviews*, 3(1), 6-10.
51. Lehto, X., Cai, L., 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. **SSCI.**
52. Torres, E., Fu, X., & Lehto, X. (2014). Are there gender differences in what drives customer delight? *Tourism Review*, 69(4), 297-309. **SSCI.**
53. Fu, X.*, Lehto, X., & 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. **SSCI. IL.**
54. Kirillova, K., Fu, X., Lehto, X., & Cai, L. (2014). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. *Tourism Management*, 42, 282-293. **SSCI. IL.**
55. Zhang, H., Fu, X., Cai, L., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223. **SSCI. IL.**
Emerald Citations of Excellence Award (2017)
56. Torres, E., Fu, X., & Lehto, X. (2014). Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36, 255-262. **SSCI. IL.**

57. Lu, Y., Fu, X., & Adler, H. (2014). Travel safety concerns: Feedback from international student market in the United States. *International Journal of Tourism Anthropology*, 3(3), 211-226.
58. Lehto, X., Park, O., Fu, X.*, & Lee, G. (2014). Student life stress and leisure participation. *Annals of Leisure Research*, 17(2), 200-217.
59. 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. **SSCI. II.**
60. Fu, X.*, Lehto, X., Cai, L., & Morrison, A. M. (2013). Linking island tourist activity participation and satisfaction-Evidence from Fiji. *International Journal of Tourism Anthropology*, 3(1), 58-73.
61. Fu, X., & Zheng, Z. (2013). Rethinking “travel” and “destiny” in Confucian concept of travel and leisure. *Journal of Shihezi University (Social Science Edition, in Chinese)*, 27(4), 46-49.
62. Fu, X.*, Huang, Z., & Cai, L. (2012). Chinese water culture and implications for cruise tourism—a five-dimension framework. *International Journal of Tourism Anthropology*, 2(4), 318-329.
63. Fu, X.*, Lehto, X., & Cai, L. (2012). Culture-based interpretation of vacation consumption. *Journal of China Tourism Research*, 8(3), 320-333.

Book Chapters

64. Fu, X., Lehto, X., & Cai, L. (2016). Culture-based interpretation of vacation consumption. In M. Li & H. Xiao (Eds.), *China Tourism: Cross-cultural Studies* (pp. 96-109). London and New York: Routledge. URI: <http://hdl.handle.net/10397/35252>.

Encyclopedia

- Fu, X., & Lin, B. (2020). Well-being. *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing Ltd. DOI: <https://doi.org/10.4337/9781800377486.well.being>

Trade Publications

1. Deel, F., & Fu, X. (2020). The nuances of hiring and training in hospitality industry. *HospitalityNet*. <https://www.hospitalitynet.org/opinion/4099430.html>
2. Cardone, K., & Fu, X. (2019). Empathy in leadership, life, and the hospitality industry. *HospitalityNet*. <https://www.hospitalitynet.org/opinion/4091832.html>
3. Fu, X. (2019). 2019 Winter Travel Survey. *WalletHub*. <https://wallethub.com/blog/winter-travel-survey/54756/#expert=xiaoxiao-fu>
4. Fu, X. (2018). Best credit cards for international travel. *WalletHub*. https://wallethub.com/credit-cards/international/#Xiaoxiao_Fu
5. Fu, X. (2014). Best & worst cities for winter holiday travel. *WalletHub*. <http://wallethub.com/edu/best-worst-cities-for-winter-travel/7930/#xiaoxiao-fu>

B. REFEREED CONFERENCE PROCEEDINGS

Stand-up Presentations

1. Lin, B., Fu, X., & Wang, Y. (2021). A conceptualization of technology-facilitated tourism mobilities mechanism. The 6th World Research Summit for Tourism and Hospitality, December 14-15, 2021, Orlando, FL.

2. Lin, B., & **Fu, X.** (2020). Viewing tourist-host relationship through gaze: a critical analysis of current knowledge. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, NV.
3. **Fu, X.**, Tasci, A.D.A., & Fyall, A. (2019). Coming Soon: Public Support for Space Tourism. The 5th World Research Summit for Tourism and Hospitality, December 13-16, 2017, Orlando, FL.
4. Yi, X., & **Fu, X.** (2019). Exploring the formation process of exhibitors' exhibition attachment. The 5th World Research Summit for Tourism and Hospitality, December 13-16, 2017, Orlando, FL.
5. Huang, A., Aleshinloye, K., **Fu, X.**, & Woosnam, K. (2019). The effect of spatial distance on visitors' motivation to travel, perception of safety, and impact on the community: A Case study of the Osun Osogbo Cultural Festival in Nigeria (2014-2017). The 5th World Research Summit for Tourism and Hospitality, December 13-16, 2017, Orlando, FL.
6. **Fu, X.**, Tasci, A.D.A., & Fyall, A. (2019). Attitudes towards Space Travel and Tourism. The 4th International Conference on Tourism & Leisure Studies, May 16-17, 2019, Miami, FL.
7. Chaulagain, S., Wiitala, J., & **Fu, X.** (2019). The U.S. market's intent to travel to Cuba: A country image and destination image perspective. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2019, Houston, TX.
8. Lehto, X., Pu, Q., & **Fu, X.** (2018). Experiencing Chinese Cuisine: A Content Analysis of Chinese Food Images among English-speaking International Travelers. The 7th International Tourism Studies Association (ITSA) Biennial Conference, August 6-10, Tshwane, South Africa.
9. Li, D., Mao, Z., Yang, W. & **Fu, X.** (2018). Engagement strategies for Chinese regional destination management organizations. The 2018 Asia Pacific Forum for Graduate Students Research in Tourism, May 16-18, 2018, Honolulu, Hawaii.
10. Ryu, K., Lehto, X., Gordon, S., & **Fu, X.** (2018). Effect of brand story structure on luxury hotel consumers' narrative transportation. The 2018 Annual ICHRIE Summer Conference, July 25-27, 2018, Palm Springs, California.
11. **Fu, X.** (2017). What is wanted and what is achieved? Tying Chinese outbound tourist motivations with destination activities. 2nd USA-China Tourism Research Summit and Industry Dialogue, December 14, 2017, Orlando, FL.
12. Gregory, A., & **Fu, X.** (2017). The influence of family cohesion on vacation satisfaction: The importance of activities programming. The 4th World Research Summit for Tourism and Hospitality, December 15-19, 2017, Orlando, FL.
13. Kirillova, K., Wang, D., **Fu, X.**, & Lehto, X. (2017). Tourism mobilities and its factors through time: A comparative inquiry of Chinese, Russian, and U.S. Societies. TTRA Asia Pacific Chapter Conference, December 6-8, 2017, Hong Kong, SAR.
14. Hahm, J., Kang, J., & **Fu, X.** (2017). How to motivate millennial employees: an investigation of cash vs non-cash incentives. IMEX (International Meetings and Events Exhibition), October 10-12, 2017, Las Vegas, NV.
15. **Fu, X.**, & Kang, J. (2017). Investigating the consequences of theme park experience: An inferential-associative perspective. The 3rd Global Tourism & Hospitality Conference, May 16-18, 2017, Hong Kong, SAR.

16. Ryu, K., Lehto, X., Gordon, S., & **Fu, X.** (2017). Cultivating an Otaku culture for luxury hotel brands: The role of storytelling. The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 4-6, 2017, Houston, TX. **Best Paper Nomination.**
17. **Fu, X.**, & Lehto, X. (2016). From farmland to city-land: Dissecting leisure travel experience of Chinese urban re-settlers. The 6th International Tourism Studies Association (ITSA) Biennial conference, August 18-19, 2016, London, UK.
18. **Fu, X.**, Huang, Z., & Li, Q. (2016). Chinese adolescents' overseas educational travel: activities, benefits, and personal values. The 2nd Global Tourism & Hospitality Conference, May 16-18, 2016, Hong Kong, SAR.
19. **Fu, X.**, & Lehto, X. (2016). Understanding family interaction during vacation experience: What did we converse about? The 2nd Global Tourism & Hospitality Conference, May 16-18, 2016, Hong Kong, SAR.
20. Aztori, R., & **Fu, X.** (2016). The sustainable tourist experience: antecedents, components, and consequences. The 2016 European Council on Hotel, Restaurant and Institutional Education, Oct. 26-28, 2016, Budapest, Hungary.
21. Sun, Y., Wang, Y., & **Fu, X.** (2016). Memorable experiences at boat show and effects on perceived value and intention. The 6th Advances in Hospitality and Tourism Marketing and Management Conference, July 14-17, 2016, Guangzhou, China.
22. **Fu, X.**, Wei, W., & Wang, Y. (2015). Assessing work-related psychology and behavior among hotel employees in China: From the perspective of need fulfilment. The 3rd World Research Summit for Tourism and Hospitality, December 15-19, 2015, Orlando, FL.
23. Wei, W., Hua, N., **Fu, X.**, & Guchait, P. (2015). The effects of hotels' error management culture in response to information security breach on consumer behavior, trust, and commitment. The 3rd World Research Summit for Tourism and Hospitality, December 15-19, 2015, Orlando, FL.
24. Choi, S. H., & **Fu, X.** (2014). Reexamining the dimensionality of leisure motivation and leisure satisfaction in a multicultural context: Evidence from Macao. The 3rd Hong Kong International Conference on Education, Psychology and Society, December 29-31, 2014, Hong Kong, SAR.
25. **Fu, X.**, Cai, L., & Hundley, G. (2014). The characteristics and success factors of family businesses in tourism. The 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2013, Houston, TX.
26. **Fu, X.**, & Lehto, X. (2013). Facilitating conference attendee's experience: A means-end exploration. The 2nd World Research Summit for Tourism and Hospitality, December 15-17, 2013, Orlando, FL.
27. Torres, E., **Fu, X.**, & Lehto, X. (2013). Customer delight and those who experience it: The influence of gender. The 2nd World Research Summit for Tourism and Hospitality, December 15-17, 2013, Orlando, FL.
28. Tanyatanaboon, M., **Fu, X.**, & Lehto, X.Y (2013). Conceptualizing transformative experience among spiritual retreat visitors in Thailand. The 19th Asia Pacific Tourism Association Annual Conference, July 1-4, 2013, Bangkok, Thailand.
29. Lehto, X., **Fu, X.**, Li, H., & Zhou, L. (2013) What do they want and what do they do? Linking benefits sought to destination activities of Chinese family travelers. The 11th Asia-Pacific CHRIE (APacCHRIE) Conference, May 21-24, 2013, Macau, SAR.

30. Kirillova, K., **Fu, X.**, Lehto, X. & Cai, L. (2013). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. The 11th Asia-Pacific CHRIE (APacCHRIE) Conference, May 21-24, 2013, Macau, SAR.
31. **Fu, X.**, Cai, L., & Lehto, X. (2013). Motivation of Chinese tourists: A means-end approach. The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2013, Seattle, WA. **Best Paper Award-Tourism Category**
32. **Fu, X.**, & Lehto, X. (2012). Perception of crowding and experience satisfaction in a beach setting: Exploring the moderating effect of desired privacy. The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 5-7, 2012, Auburn, AL.
33. Zhang, X., **Fu, X.**, & Lehto, X. (2012). Changes in leisure participation patterns of expatriates in China. The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 5-7, 2012, Auburn, AL. **Best Paper Nomination.**
34. **Fu, X.**, Lehto, X., & Cai, L. (2011). Linking island tourists' activity participation and satisfaction-Evidence from Fiji. The 9th Asia-Pacific CHRIE (APacCHRIE) Conference, June 2-5, 2011, Hong Kong, SAR.
35. **Fu, X.**, Lehto, X., & Cai, L. (2010). Cultured divergence of consumption values in vacation experience. The 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 6-8, 2011, Houston, TX.
36. **Fu, X.**, Huang, Z., & Cai, L. (2010). Chinese cruise tourists' motivations-A cultural- historical perspective. The 2010 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), October 18-22, 2010, Long Beach, CA, Catalina Island, CA and Ensenada, Mexico.

Poster Presentations

1. **Fu, X.**, Baker, C., Zhang, W., & Zhang, R. (2021). Theme park storytelling: Deconstructing narrative immersion in Chinese theme parks. Themed Experience and Attractions Academic Symposium, November, 2021, Orlando, FL.
2. Lin, B., **Fu, X.**, & Hancer, M. (2021). Food experience during travel: Understanding foodstagramming and social presence on social media. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 8-9, 2021, Houston, TX.
3. Kirillova, K., & **Fu, X.** (2020). Existential aspects of wine consumption and marketing: A conceptual exploration. EMAC Annual Conference, May 27-29, Budapest, Hungary.
4. Farboudi Jahromi, M., Tasci, A. D. A., Sonmez, S., **Fu, X.**, Ro, H., & Morgan, N. (2020). Hospitality employees' helping behavior towards victims of trafficking. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, NV. **Best Poster Award.**
5. Lin, B., & **Fu, X.** (2020). Understanding tourist gaze through customer-to-customer interaction grounded in customer-dominant logic. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, NV.

6. Chaulagain, S., & Fu, X. (2017). Americans' intention to engage in medical tourism in Cuba: a country image perspective. The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2018, Fort Worth, TX.
7. Jia, C., Fu, X., & Okumus, F. (2017). Virtual reality technology and customer delight in theme parks: the role of experience quality. The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2018, Fort Worth, TX.
8. Fu, X., & Kang, J. (2016). Flow and self-congruity as antecedents of visitor attitude and loyalty towards a theme park brand. The 2016 Annual ICHRIE Summer Conference, July 20-22, 2016, Dallas, Texas.
9. Kang, J., & Fu, X. (2016). Investigating the consequences of theme park experience: Applying flow theory to brand commitment and active engagement. The 2016 Annual ICHRIE Summer Conference, July 20-22, 2016, Dallas, Texas.
10. Fu, X., Lehto, X., & Cai, L. (2012). The sociability of travel: understanding family interaction during vacation. The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2013, Houston, TX.
11. Wen, X., Fu, X., & Lehto, X. (2013). Understanding Chinese resort consumers: Linking personal values with activity participation. The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2013, Seattle, WA.
12. Fu, X., Studebaker, J., & Collins, D. (2012). East meets West: Global connections and hybrid identities-Evidence from international master's students. The 6th Annual Graduate Student Education Symposium, March 27, 2012, West Lafayette, IN.
13. Fu, X., Cai, L., & Lehto, X. (2012). Conceptualizing Confucianism-based behavioral model-The Chinese consumer in the global travel marketplace. The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 5-7, 2012, Auburn, AL.
14. Fu, X., & Lehto, X. (2011). Perception of crowding and experience satisfaction in a beach setting: Exploring the moderating effect of desired privacy. The 2011 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), October 20-22, 2011, Miami, FL.
15. Fu, X., Zhang, W., & Lehto, X. (2011). Facilitating attendee's social experience at conventions. The 2011 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), October 20-22, 2011, Miami, FL.

C. GRANTS

Internal Grant Applications

1. Deconstructing narrative immersion in theme parks. Rosen College Research Scholars Grant. Role: Co-PI. Amount: \$2,500. Funded. (October 2021).
2. What kinds of stories should Chinese theme parks tell? A survey of Chinese visitors on narrative preference. Rosen College Research Scholars Grant. Role: PI. Amount: \$2,500. Funded. (November 2019).
3. Exploration of the Root Causes for the Loss of Vacation. Rosen College Research Clusters Grant. Role: Co-PI. Amount: \$10,000. Not funded. (November 2019).

4. Understanding frontline employees' boundary-spanning behavior: Exploring possible antecedents of the "above and beyond". Rosen College Research Scholars Grant. Role: PI. Amount: \$2,500. Funded. (December 2018)
5. Enhancing tourists' satisfaction with Florida's heritage sites: the roles of destination attributes and tourist involvement. Rosen College Research Scholars Grant. Role: PI. Amount: \$2,500. Funded. (November 2017)
6. Visitor study of Orlando: comparing minority and non-minority visitors. Rosen College Research Clusters Grant. Role: Co-PI. Amount: \$7,500. Not funded. (November 2017)
7. Vacation as prescription for senior well-being. University of Central Florida In-House Research Grant. Role: PI. Amount: \$7,500. Funded. (February 2016)
8. Vacation-taking as medicine for elderly cancer patients. Gerontology Grant Program, Learning Institute for Elders, University of Central Florida. Role: PI. Amount: \$7,500. Unfunded. (November 2015)
9. Understanding family vacation experience: The role of family interaction. Rosen College Research Grant. Role: PI. Amount: \$2,500. Funded. (October 2014)
10. The sociability of travel: Understanding family interaction during vacation. Purdue Research Foundation Doctoral Fellowship Grant. Role: PI. Grant in provision of full tuition and stipend. (August 2014)

External Grant Applications

11. Community Sentiment Study 2022. VisitOrlando. Submitted. Role: Co-PI. Amount: \$90033. Submitted. (November, 2021).
12. The sociability of tennis: Examining the social experiencescape of USTA tennis facilities. Letter of Inquiry submitted. Declined. Role: PI. (October 2021)
13. Promoting vacation as a means for successful aging. The Retirement Research Foundation Responsive Grants. Letter of Inquiry submitted. Role: PI. Amount: \$38,310 requested. Declined. (December 2018)
14. Promoting Work Productivity of Sales Personnel: Comparing Cash versus Travel as Incentives Incentive Research Foundation. Role: PI. Amount: \$47,764. Unfunded. (April 2018)
15. Investigating cash and non-cash incentives in motivating millennial employees. Incentive Research Foundation. Role: Co-PI. Amount: \$47,591. Unfunded. (September 2017)

Participation in External Projects:

16. The construction and mechanism of the authenticity of cultural attractions in rural destinations. National Social Science Fund of China. Role: Co-I. **Funded.** Amount: \$31,071. (September, 2021, grant number: 21BGL285).
17. Cultivating National Identity: Identifying and Anchoring Strategically Effective National Education for Hong Kong Senior Secondary School Students. Hong Kong Strategic Public Policy Research Funding Scheme. Role: Co-I. Amount: \$458,380 requested. (August 2021)
18. I Hope S/He can Love this Beautiful World: Travel by Families Living with Autism Spectrum Disorder. Hong Kong General Research Fund. Role: Co-I. Amount: \$6,935 requested. Unfunded (March 2021).

D. INVITED TALKS

1. *Travel intentions during Covid-19: Industry webinar*. Rosen College, June 10, 2020. (Presented by collaborators)
2. *My contribution to theory*. Theories in Hospitality and Tourism (HFT 7295), Rosen College, Fall 2018, Fall 2019.
3. *Place attachment in tourism research*. University of International Business and Economics, China, July 14, 2018.
4. *Mixed-method research in hospitality and tourism publications*. Sun Yat-Sen University, China. June 24, 2018.
5. *An integrated review on family tourism*. Sun Yat-Sen University, China. May 27, 2017.
6. *Vacation co-creation in family tourism*. The Hong Kong Polytechnic University. May 24, 2017.
7. *Family consumers in timeshare industry*. Advanced Vacation Ownership Resort Planning (HMG 6347), Rosen College, Spring 2016.
8. *Meta-analysis in tourism research*. Advanced Research Methods in Hospitality and Tourism (HMG 7589), Rosen College, Spring 2016.
9. *Challenges and opportunities for a heritage destination*. Tourism Bureau of Qufu, China. July 15, 2015.
10. *Qualitative methods in tourism research*. Research Methods and Analysis (RST 370), University of Illinois at Urbana-Champaign. October 17, 2013.
11. *The characteristics and success factors of family businesses in tourism*. The 2013 Mahota Symposium, China. September 10, 2013.
12. *Marketing philosophies and practices in hospitality and tourism industry*. Nanshan Tourism Corporation, China. June 7, 2012.
13. *Marketing Management and Introduction to Tourism Management*. Purdue-Nanshan Foundation Exchange Program, China. May-June 2012.

TEACHING

TEACHING EXPERTISE: Hospitality and tourism marketing; Destination management; Event management.

A. COURSES TAUGHT

(Student evaluations measured by *Overall effectiveness of the instructor* on a 5-point scale)

Ph.D. Course

- Strategies and Tactics in Travel and Tourism (HMG 7715)
 - Face-to-face three-hour instruction of advanced tourism theory
 - Developed entirely new syllabus and handpicked each article for weekly reading list
 - Seminar including 10 Ph.D. students

Masters Courses

- Mega Events (HMG 6756)
 - Large graduate class including 30-40 students
- Principle of Destination Marketing and Management (HMG 6566)
 - Graduate seminar including 10-20 students

Undergraduate Courses

- Destination Marketing (HFT 4561)
 - “Quality” Online Course Designation (2021)
 - Served as the course leader at Rosen College since 2018
 - Large undergraduate class including 45 to 75 students
 - Developed three teaching modes: *Face-to-Face, Mixed & Web* modes
- Destination Management (HFT 4736)
 - Large undergraduate class including 60 to 80 students
- Tourism Management (HFT 3700)
 - Large undergraduate class including 60 to 80 students
- Event Promotion (HFT 3512)
 - Serve as the course leader at Rosen College 2015-2017
 - Core course in event management degree including 16 to 45 students
 - Developed two teaching modes: *Mixed & Web* modes
- Event Management (HFT 4757)
 - Capstone class in event management degree
 - Taught in *Face-to-Face* mode

Graduate Instructor, Purdue University

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

B. STUDENT MENTORING

Visiting scholars

Sylvia Wang (Major advisor, 2018-2019)

Ph.D. students

- Bingna Lin (Committee chair, in progress)
- Wen Zhang (Committee member, 2019-Present)
- Rosa Gabriela Lelo de Larrea Chico (Committee member, 2019-2021, graduated in 2021)
- Estella Zhang, Oklahoma State University (Committee member, 2020-Present)
- Lily Chao (Committee member, 2018-2020, graduated in 2020)
- Melissa Farboudi Jahromi (Committee member, 2018-2020, graduated in 2020)
- Jessica Wiitala (Supervisor for research assistantship, Spring 2019)
- Jeremy Fairley (Supervisor for teaching assistantship, Spring/Summer 2019)
- Roberta Aztori (Supervisor for research assistantship, Spring 2016)

Master's students

- Helen (Chenge) Jia (Committee Co-Chair, graduated in Spring 2018)
- Claire (KyungIn) Ryu, Purdue University (Committee member, graduated in 2017)
- Ericka Bauer (Research adviser for UCF Graduate Research Forum, 2018)

Undergraduate students

- Kyle Cardone (Research adviser for UCF Undergraduate Research Showcase, 2018)

C. CERTIFICATION

- Certified Hospitality Educator 2018
- Certificate of Completion of the Rosen College Webcourses Boot Camp 2015
- Online Course Development Certification, University of Central Florida 2014

SERVICE AND LEADERSHIP

A. LEADERSHIP

- **Program Director**, Dick Pope Sr. Institute for Tourism Studies, Rosen College, University of Central Florida, 2022-Present
- **Regional Vice President**, USA and Canada, International Tourism Studies Association
- **Chair**, Research Incentive Award Committee, Rosen College, University of Central Florida, 2021-2022
- **Chair**, Doctoral Rotation Committee, Rosen College, University of Central Florida, 2018-2019
- **College representative**, Honors in the Major Coordinator, University of Central Florida, 2019-2021
- **Chair**, Undergraduate Research Committee, Rosen College, University of Central Florida, 2018-2019, 2020-2021
- **Journal section editor**, Conference Notes and Reports Editor, *Anatolia: An International Journal of Tourism and Hospitality Research*
- **Chair**, Steering Committee, 3rd USA-China Tourism Research Summit and Industry Dialogue, December 2019
- **Co-Chair**, International Affairs Committee, Rosen College, University of Central Florida, 2017-2018
- **Co-Chair**, Paper Review Committee and Member, Planning Committee, 2nd U.S.A.-China Tourism Research Summit and Industry Dialogue, December 2017
- **Session Chair**, Consumer behavior, 4th World Research Summit for Tourism and Hospitality, Orlando, FL, December 2017

B. REFeree

Editorial Board Member

- *Journal of Hospitality & Tourism Research*
- *Journal of Destination Marketing and Management* (awarded Outstanding Reviewer in 2016)
- *Annals of Tourism Research Empirical Insights*
- *Journal of China Tourism Research*
- *International Journal of Hospitality and Event Management*

Ad Hoc Reviewer

- *Annals of Tourism Research*
- *Asia Pacific Journal of Tourism Research*
- *Current Issues in Tourism*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management* (awarded Outstanding Reviewer in 2017)
- *International Journal of Tourism Cities*
- *Journal of China Tourism Research*
- *Journal of Foodservice Business Research*
- *Journal of Hospitality & Tourism Insights*
- *Journal of Hospitality & Tourism Technology*

- *Journal of Sustainable Tourism*
- *Journal of Travel and Tourism Marketing*
- *Journal of Vacation Marketing*
- *Tourism and Hospitality Research*
- *Tourism Management*

Conference Reviewer

- Asia Pacific Tourism Association Conference
- Graduate Student Research Conference in Hospitality and Tourism
- International Council on Hotel, Restaurant & Institutional Education (I-CHRIE) Conference
- USA-China Tourism Research Summit and Industry Dialogue
- World Tourism Research Summit

External Dissertation Proposal Reviewer

- Manisha Argwal (Ph.D. student), James Cook University, Australia, 2017
- Samira Zare (Ph.D. student), James Cook University, Australia 2017

External Referee for Government Grant

- Hong Kong General Research Fund Proposal, Research Grant Council of Hong Kong, 2013

C. COMMITTEE

University Committees

- Undergraduate Research Council 2018-2020
- Benefits Committee 2019-Present
- Student Accessibility Services Faculty Advisory Board 2018-2019

College Standing Committees

- Dean's Doctoral Rotation Committee 2018-2020
- Undergraduate Research Committee 2019-2021
- Undergraduate Policy and Curriculum Committee 2021-Present
- International Affairs Committee 2014-Present
- Faculty Development Committee 2014-2018

College Ad Hoc Committees

- Research Incentive Award 2021/2022
- Excellence in Research Award 2020/2021
- Excellence in Graduate Teaching Award 2021-2022
- Instructor Promotion Committee 2019/2020/2021
- Teaching Incentive Program Award Committee Spring 2018
- Smart Cities Search Committee 2017-2018
- Dean's Doctoral Recruitment Committee 2017-2018, 2021-2022
- Assistant Dean Search Committee Summer 2017

Department Committees

- AESP committee 2020-2021
- P&T committee Fall 2020
- Chair Search Committee Fall 2019
- Event Management Advisory Board 2017-2018
- Event Management Curriculum Committee 2017-2018

Other Voluntary Services

- Faculty Interviewer-Disney College Program 2014-Present
- Judge-Undergraduate Student Research Showcase Spring 2019
- Faculty Ambassador-UCF 2019 Faculty and Staff Campaign Spring 2019

D. PROFESSIONAL AFFILIATIONS

- Annual Graduate Education and Graduate Students' Research Conference Committee
- International Association of Amusement Parks and Attractions (IAAPA)
- International Association of Exhibitions and Events Southeastern Chapter (IAESEE)
- International Society of Travel and Tourism Educators (ISTTE)
- International Tourism Studies Association (ITSA)
- National Center for Faculty Development & Diversity (NCFDD)