

Cece X. Y. Leung, Ph.D., CHE

Associate Professor & Graduate Program Coordinator

Department of Hospitality, Event & Tourism Management, University of North Texas

SUMMARY

- Developed the first STEM degree in Hospitality & Tourism Data Analytics, leading to a 111% increase in graduate enrollment in two years, with 97 active master's students (Fall 2024).
- Associate Editor for *Journal of Hospitality and Tourism Management* (SSCI), *Tourism Review* (SSCI), and *Journal of Smart Tourism*, and serve on the editorial boards of nine academic journals.
- Achieved 17 research awards, 100 journal publications (85 SSCI), 75 conference presentations, 18 invited research talks, and secured 14 funded grants. Google Scholar citations exceed 5,000.
- Over 10 years of college teaching experience, developing and teaching 14 courses (including 3 online), at both undergraduate and graduate levels.
- 10+ years of industry experience in event, tourism, and revenue management, with professional work in both the U.S. and China.

EDUCATION

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|------|---|
| 2012 | Hospitality Administration, Ph.D.
William F. Harrah College of Hospitality, University of Nevada, Las Vegas |
| 2006 | Tourism Planning, M.S.
School of Environmental Sciences, Peking University
Ranked #45 Best Global Universities by 2022 U.S. News |
| 2003 | Urban and Rural Planning, B.S.
School of Environmental Sciences, Peking University |

ACADEMIC EXPERIENCE

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|-------------------|---|
| Sep 2022-present | Associate Professor and Graduate Program Coordinator
Department of Hospitality, Event & Tourism Management, University of North Texas |
| Aug 2016-Aug 2022 | Assistant Professor
Department of Hospitality and Tourism Management, University of North Texas |
| Aug 2014-May 2015 | Adjunct Professor
William F. Harrah College of Hospitality, University of Nevada, Las Vegas |
| Aug 2012-May 2013 | Assistant Professor
Department of Nutrition & Hospitality Management, University of Mississippi |
| Aug 2009-May 2012 | Graduate Student Instructor; Research Assistant
William F. Harrah College of Hospitality, University of Nevada, Las Vegas |

INDUSTRY EXPERIENCE

- Feb 2015-Nov 2017 **Owner/Manager.**
Cactus Patio, Las Vegas, NV. Local patio furniture store.
- May 2013-Dec 2015 **Pricing Analyst** (Report to VP). Hotel/rental car inventory and revenue management; sales forecast and performance report; budget planning.
Allegiant Air, Las Vegas, NV. **Ninth** largest commercial airline in the US with 4,000 employees and over \$2.6 billion market capitalization.
- Sep 2007-Dec 2008 **Manager of Destination Marketing.** Team management; destination marketing plans (including event planning); DMOs relationships.
BES Cultural Tourism Group, Beijing, China. One of the biggest Chinese tourism consulting companies with seven offices in different cities.
- Jun 2006-Aug 2007 **Event Planner.** Plan and organize conferences, meetings, and other events for the organization
Pan-Pearl River Delta (PPRD) Regional Cooperation Organization, Guangzhou, China.
- Jan 2003-Jun 2006 **Tourism Planner.** Provide consulting service for destinations to plan and organize events and festivals.
BES Cultural Tourism Group, Beijing, China

EDITORIAL EXPERIENCE

- 2025-present **Associate Editor**
Journal of Smart Tourism
- 2022-present **Associate Editor**
Journal of Hospitality and Tourism Management (SSCI; Impact Factor: 7.6)
- 2021-present **Associate Editor and Editorial Assistant**
Tourism Review (SSCI; Impact Factor: 7.3)
- 2025 **Guest Editor**
Special Issue on “Smart and Sustainable: How AI Reshapes the Tourism Industry”
Tourism Analysis
Special Issue on “Discovering Chinese-driven technologies: Connecting global communities”
Electronic Markets (SSCI; Impact Factor: 7.1)
Special Issue on “Smart Tourism and Sustainable Development: A Digital Roadmap to Advancing the SDGs”
Journal of Smart Tourism
- 2024 **Guest Editor**
Special Issue on “Artificial Intelligence (AI) in Teaching and Learning for Hospitality and Tourism Education”

Journal of Hospitality and Tourism Education

- 2022-2024 **Guest Editor**
Special Issue on “Tourism Talent Challenge” and “Reshaping Future Tourism through Innovation”
Tourism Review (SSCI; Impact Factor: 7.3)
- 2021-2022 **Guest Editor**
Special Issue on “Experimentation for New Knowledge in Hospitality & Tourism”
Journal of Hospitality and Tourism Management (SSCI; Impact Factor: 7.6)
- Editorial Board Member**
- 2023-present *International Journal of Contemporary Hospitality Management* (SSCI; Impact Factor: 9.1)
Journal of Hospitality & Tourism Research (SSCI; Impact Factor: 4.4)
Tourism Analysis: An interdisciplinary Tourism & Hospitality Journal
Journal of Hospitality & Tourism Education
- 2022-present *Information Technology & Tourism* (SSCI; Impact Factor: 6.3)
- 2021-present *Journal of Travel Research* (SSCI; Impact Factor: 8)
Tourism Management Perspectives (SSCI; Impact Factor: 7.3)
- 2020-present *Journal of Global Hospitality and Tourism*
- 2017-present *Journal of Hospitality and Tourism Technology* (SSCI; Impact Factor: 5.3)

HONORS AND AWARDS

- 2024 **World’s Top 2% Cited Scientists’ List**
Ioannidis, John P.A. (2024), “August 2024 data-update for "Updated science-wide author databases of standardized citation indicators"”, Elsevier Data Repository, V7, doi: 10.17632/btchxktzyw.7
Stanford University
- 2024 **Toulouse Scholars Award**
University of North Texas
- 2024 **Conference Best Paper Award**
“Treat humans as objects: Robot anthropomorphism and hospitality employees’ workplace objectification”
2024 Annual ICHRIE Conference
- 2023 **World’s Top 2% Cited Scientists’ List**
Ioannidis, John P.A. (2023), “October 2023 data-update for "Updated science-wide author databases of standardized citation indicators"”, Elsevier Data Repository, V6, doi: 10.17632/btchxktzyw.6
Stanford University
- 2022- **UNT Leadership Fellows**
2023 *UNT Office for Faculty Success*
- 2022 **Conference Best Paper Award**
“Virtual kitchen or physical restaurant: Consumer’s choice based on causal

- attribution and power”
2022 Annual ICHRIE Conference
- 2021 **FutureFund™ Case Study Competition - Third Place Winner**
 “How DMOs respond to the COVID-19 pandemic: The case of Los Angeles”
2021 Annual ICHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference
- 2021 **Conference Best Paper Award**
 “Exploring perceived risks in ordering online food deliveries during COVID-19”
2021 West Federation CHRIE Conference
- 2021 **Undergraduate Student Research Competition - First Place Winner**
 “How airlines respond to the pandemic on Twitter: An application of situational crisis communication theory”
2021 West Federation CHRIE Conference
- 2019 **Conference Best Paper Award**
 “Virtual reality in hotel commercials: An experimental study of advertising effectiveness”
2019 Annual ICHRIE Conference
- 2019 **Research Impact Award**
College of Merchandising, Hospitality, & Tourism, University of North Texas
- 2018 **Emerald Literati Highly Commended Paper Award**
 “Hotel social media marketing: A study on message strategy and its effectiveness”
Journal of Hospitality and Tourism Technology (SSCI; Impact Factor: 5.3)
- 2016 **Article of the Year Award**
 “The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter”
Journal of Hospitality & Tourism Research (SSCI; Impact Factor: 4.4)
- 2016 **ProQuest Most-Accessed Dissertations & Theses Award**
 “The marketing effectiveness of hotel Facebook pages: From perspectives of customers and messages”
 Top 25 Most-Accessed Dissertations and Theses of 2 Million Full-Text Graduate Works in *ProQuest*
- 2013 **Outstanding Dissertation Award**
 “The marketing effectiveness of hotel Facebook pages: From perspectives of customers and messages”
University of Nevada, Las Vegas
- 2012 **Conference Best Paper Award**
 “The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter”
2012 Annual ICHRIE Conference
- 2012 **Outstanding Presentation Award - First Place Winner**
 “A conceptual model of the marketing effectiveness of social media in the hotel

industry”

Graduate & Professional Student Research Forum, University of Nevada, Las Vegas

2011 **Excellent Paper Award - Third Place Winner**

“Tourist cognition of sense of place in tourism attractions”

China National Tourism Administration

GRANTS & CONTRACTS

- 2023 “Capacity-building workshop for tourism early career researchers in Vietnam regarding Sustainable Development Goals: Tourism Agenda 2030”
The British Academy
£29,980 (Applied; not Funded)
Role: Co-PI
- 2023 “Food Safety Leadership Pathway Program: Cultivating the Next Generation of Food Safety Leaders in the Hospitality Industry”
USDA Hispanic-Serving Institutions Education Grants Program
\$399,923 (Applied; not Funded)
Role: Co-PI
- 2023 “Working in a Hotel is Fun: Virtual Reality Game as a New Recruitment Tool for Hotels”
American Hotel & Lodging Foundation’s Research Grant
\$75,000 (Applied; not Funded)
Role: Principal Investigator
- 2023 “Learning Hospitality Graduate Programs from a World Top-Ranked University”
Micro Grant Mentoring Program, UNT Office for Faculty Success
\$1,500 (Funded)
Role: Principal Investigator
- 2022 “Capacity-building workshop for tourism and hospitality early career researchers in Southeast Asia regarding Sustainable Development Goals: Tourism Agenda 2030”
The British Academy
£29,999.91 (Applied; not Funded)
Role: Co-PI
- 2021 “Understanding and measuring resident attitudes towards tourism in Hawai’i”
Department of Business, Economic Development, and Tourism, State of Hawai’i
\$450,000 (Applied; not Funded)
Role: Co-PI
- 2021 “Post-pandemic hotel industry career barriers”
UNT Provost for Faculty Success CREATE Grant
\$5,000 (Funded)
Role: Principal Investigator
- 2021 “Applying meta-analysis in hospitality review studies”
UNT Provost for Faculty Success Faculty Summer Grant

- \$790 (Funded)**
Role: Principal Investigator
- 2020-2022 “Comparing data-driven with contextual advertising for small restaurants”
Facebook Research Grant
\$65,726 (Funded)
Role: Principal Investigator
- 2020 “Recovery and development of world tourism amid COVID-19”
World Tourism Cities Federation (WTCF) Research Grant
\$63,000 (Funded)
Role: Co-PI
- 2020-2022 “Globalizing the educational experience: The College of Merchandising, Hospitality, and Tourism”
U.S. Department of Education.
\$180,371 (Funded)
Role: Key Personnel
- 2020 “Improving senior users’ trust in AI voice assistants”
Facebook Research Grant
\$71,169 (Applied; not Funded)
Role: Co-PI
- 2019 “A path to success – real hotel career stories: Bilingual virtual reality video for opportunity youth”
American Hotel & Lodging Educational Foundation (AH&LEF) Research Grant
\$50,000 (Applied; not Funded)
Role: Co-PI
- 2019 “Working safely with fun: Bilingual virtual reality preventive training for hotel housekeepers”
American Hotel & Lodging Educational Foundation (AH&LEF) Research Grant
\$75,000 (Applied; not Funded)
Role: Principal Investigator
- 2018 “Levering the multiplier effect of social media to increase food access among youth”
Texas Health Resource 2018 Texas Health Community Impact Grant
\$52,528 (Applied; not Funded)
Role: Principal Investigator
- 2018 “An automated future for restaurants? A study of human-robot-interaction in restaurant takeout orders”
Foodservice Systems Management Education Council Research Grant
\$2,000 (Funded)
Role: Principal Investigator
- 2018 “Shaping the virtual future of the hotel industry: A study on advertising effectiveness of hotel commercial presented by video and virtual reality”
UNT Office of Research & Innovation Small Grant

- \$2,000 (Funded)**
Role: Principal Investigator
- 2018 “Expanding recruitment and student exchange with Chinese universities”
UNT Office of the Provost and Vice President for Academic Affairs Service Grant
\$8,000 (Funded)
Role: Principal Investigator
- 2017 “Sewing the deep pocket: An analysis of crime-related hotel lawsuits”
American Hotel & Lodging Educational Foundation (AH&LEF) Research Grant
\$39,377 (Applied; not Funded)
Role: Principal Investigator
- 2012 “How destination Facebook page changes travelers’ visit intention and decision making: A longitudinal study”
Hilton Foundation Summer Grant
\$7,000 (Funded)
Role: Principal Investigator
- 2011 “The marketing effectiveness of social media in the hotel industry: A conceptual model and a quasi-experiment”
Hilton Foundation Summer Grant
\$7,000 (Funded)
Role: Principal Investigator
- 2006 “Recreation behavior of residents and spatial mode of tourist attraction of recreational belt around metropolis in China”
National Natural Science Foundation of China Grant
\$36,000 (Funded)
Role: Key Personnel
- 2006 “Midterm evaluation of master plan of tourism development for Beijing”
Beijing Tourism Administration Grant
\$1,500 (Funded)
Role: Co-PI
- 2005 “Study of tourism and relevant industry in China”
TEDA International Group Foundation Research Grant
\$15,000 (Funded)
Role: Co-PI

PUBLICATIONS

Google Scholar Citations = 4811; h-index = 36; i10-index = 58 (Updated 11/23/2024)

Journal Publications (*Student author)

100. **Leung, X. Y.**, Jin, D., & Shi, X., (2025). Rethinking hospitality leadership: Cultivating human-robot co-working harmony through rapport leadership, *Journal of Hospitality & Tourism Research*, accepted February 17, 2025 (SSCI; Impact Factor: 4.4)
99. Shi, X., Shi, H., & **Leung, X. Y.** (2025). Examining the impact of realistic job previews on leaders’ behavioral integrity and newcomers’ psychological contract breach: A

- multiwave field experiment. *International Journal of Contemporary Hospitality Management*, accepted January 30, 2025 (SSCI; Impact Factor: 9.1)
98. Sun, J., Zhang, X., & **Leung, X. Y.** (2025). More communication less information: Engage virtual meeting attendees from a cognitive load theory perspective. *Event Management*, accepted January 21, 2025
 97. Cai, R., **Leung, X. Y.**, & Lu, L. (2024). When the future feels closer than the past: An experimental research of nostalgia vs. forestalgia in destination ads. *Journal of Hospitality & Tourism Research*, <https://doi.org/10.1177/10963480241305764> (SSCI; Impact Factor: 4.4)
 96. Zhao, L., Zhang, W., J. M. Chen, **Leung, X. Y.** (2024). Impacts of population aging on tourism development in China: Direct, indirect, and spatial perspectives. *Current Issues in Tourism*, <https://doi.org/10.1080/13683500.2024.2440617> (SSCI; Impact Factor: 5.7)
 95. Woyo, E., Venganai, H., Leung, X. (2024). Empowerment typologies of female entrepreneurs in Zimbabwe: Overcoming socio-economic challenges. *Journal of Place Management and Development*, <https://doi.org/10.1108/JPMD-05-2024-0042> (SSCI; Impact Factor: 1.8)
 94. Wang, D.*, Ma, E., & **Leung, X. Y.** (2024). Working with robots: A job design perspective of hospitality employees' collaboration intentions with service robots. *Journal of Hospitality and Tourism Management*, 61, 66-77. <https://doi.org/10.1016/j.jhtm.2024.09.012> (SSCI; Impact Factor: 7.6)
 93. Li, L., **Leung, X. Y.**, & Yang, L.* (2024). How tie strength and face consciousness moderate the impact of social media on impulsive travel intentions: A social-technical perspective. *Journal of Hospitality and Tourism Technology*, <https://doi.org/10.1108/JHTT-02-2024-0112> (SSCI; Impact Factor: 5.3)
 92. Maleki, B., Sun, J., & **Leung, X. Y.** (2025). Unveiling the experiences at Iranian food events: A qualitative approach and conceptual framework. *Event Management*, 29 (1), 39-49. <https://doi.org/10.3727/152599524X17203983597473> (Impact Factor: 1.3)
 91. Xiong, W., Huang, M.*, **Leung, X. Y.**, & Li, Y. (2025). The healing impact of travel on the mental health of breast cancer patients. *Tourism Management*, 106, 104997. <https://doi.org/10.1016/j.tourman.2024.104997> (SSCI; Impact Factor: 11)
 90. **Leung, X. Y.**, Zhong, Y., & Sun, J. (2025). The impact of social media influencer's age cue on older adults' travel intention: The moderating roles of travel cues and travel constraints. *Tourism Management*, 106, 104979. <https://doi.org/10.1016/j.tourman.2024.104979> (SSCI; Impact Factor: 11)
 89. **Leung, X. Y.**, O'Connor, P., López, E. P., & Tan, G. W. H. Editorial: Reshaping Future Tourism through Innovation. *Tourism Review*, accepted May 17, 2024. (SSCI; Impact Factor: 7.3)
 88. **Leung, X. Y.** (2024). Bridging the digital divide in hospitality and tourism: Digital inclusion for disadvantaged inclusion for disadvantaged. *Journal of Global Hospitality and Tourism*, 3(2), 181-184. DOI: 10.5038/2771-5957.3.2.1056
 87. Huang, H., & **Leung, X. Y.** (2024). Experimental design for sustainable tourism: A horizon 2050 paper. *Tourism Review*, <https://doi.org/10.1108/TR-12-2023-0867> (SSCI; Impact Factor: 7.3)
 86. **Leung, X. Y.**, Viglia, G., & Buhalis, D. (2024). Immersive advertising through experience cocreation: Lessons from the visitor economy. *Journal of Advertising*

- Research*, 64(3), 319-334. DOI: 10.2501/JAR-2024-019 (SSCI; Impact Factor: 2.1)
85. Park, J., **Leung, X. Y.**, Ponting, S. S. A., & Cain, L. (2024). Impact of supervisor identity on hospitality employees' work intentions: Rethinking of social dominance and intersectionality theory. *Journal of Hospitality and Tourism Management*, 59, 49-59. <https://doi.org/10.1016/j.jhtm.2024.03.011> (SSCI; Impact Factor: 7.6)
 84. Huang, X., **Leung, X. Y.**, Li, S., & Wei, Z.* (2024). Tourism consumers' time estimation of virtual reality experience: Combining self-reporting and physiological measures. *Tourism Management Perspectives*, 50, 101210. <https://doi.org/10.1016/j.tmp.2023.101210> (SSCI; Impact Factor: 7.3)
 83. **Leung, X. Y.**, & Ladkin, A. (2024). Guest editorial: Tourism talent challenge post-pandemic and the way forward. *Tourism Review*, 79(1), 1-8. <https://doi.org/10.1108/TR-02-2024-742> (SSCI; Impact Factor: 7.3)
 82. Song, X.*, Gu, H., Li, Y., **Leung, X. Y.**, & Ling, X. (2024). The influence of robot anthropomorphism and perceived intelligence on hotel guests' continuance usage intention. *Information Technology & Tourism*, 26, 89-117. <https://doi.org/10.1007/s40558-023-00275-8> (SSCI; Impact Factor: 6.3)
 81. **Leung, X. Y.**, Zhang, H.*, & Bai, B. (2024). How DMOs respond to the COVID-19 pandemic: The case of Los Angeles. *Journal of Hospitality & Tourism Cases*, 11(1), 16-22. <https://doi.org/10.1177/21649987231208836>
 80. Song, X.*, Li, Y., **Leung, X. Y.**, & Mei, D. (2024). Service robots and hotel guests' perceptions: Anthropomorphism and stereotypes. *Tourism Review*, 79(2), 505-522. <https://doi.org/10.1108/TR-04-2023-0265> (SSCI; Impact Factor: 7.3)
 79. Wei, Z.*, **Leung, X. Y.**, & Xu, H. (2024). Examine pet travel experiences from human–pet interaction: The moderating role of pet attachment. *Tourism Review*, 79(4), 812-824. <https://doi.org/10.1108/TR-01-2023-0002> (SSCI; Impact Factor: 7.3)
 78. Hernandez-Calderon, A.*, **Leung, X. Y.**, & Kim, J. (2023). Hotel guests' intention to stay during the pandemic: A comparison of frequent versus non-frequent travelers. *Journal of Hospitality and Tourism Management*, 56, 48-57. <https://doi.org/10.1016/j.jhtm.2023.06.008> (SSCI; Impact Factor: 7.6)
 77. **Leung, X. Y.**, Fong, L. H. N., Xue X.*, & Mattila, A. S. (2024). What makes experimental research publishable in leading hospitality and tourism journals? Perspectives of editorial board members. *International Journal of Contemporary Hospitality Management*, 36(4), 1418-1431. <https://doi.org/10.1108/IJCHM-12-2022-1514> (SSCI; Impact Factor: 9.1)
 76. **Leung, X. Y.**, Cui, R., Zhang, H.*, & Bai, B. (2024). When causal attribution meets cuisine type: How consumer power and moral identity moderate virtual kitchen patronage. *International Journal of Contemporary Hospitality Management*, 36(4), 1279-1298. <https://doi.org/10.1108/IJCHM-12-2022-1554> (SSCI; Impact Factor: 9.1)
 75. Zhong, Y., **Leung, X. Y.**, Sun, J., & Ng, B. P. (2023). The impacts of pandemic-related media coverage on workplace ageism among younger hospitality and tourism employees. *International Journal of Contemporary Hospitality Management*, 35(11), 3787-3806. <https://doi.org/10.1108/IJCHM-11-2022-1351> (SSCI; Impact Factor: 9.1)
 74. **Leung, X.** & Wen, H. (2023). Gender differences in digital food ordering experiences: An application of the technology acceptance model and self-congruity theory. *Journal of Foodservice Management & Education*, 17(1), 19-25.

73. **Leung, X. Y.**, Fong, L. H. N., & Mattila, A. S. (2023). Editorial: Experimentation for knowledge creation in hospitality & tourism. *Journal of Hospitality and Tourism Management*, 55, 380-382. <https://doi.org/10.1016/j.jhtm.2023.05.004> (SSCI; Impact Factor: 7.6)
72. Godovykh, M.*, Fu, X., & **Leung, X. Y.** (2023). Humor on destination websites: Effects of humor on attitudes and visit intentions. *Tourism Analysis: An Interdisciplinary Tourism & Hospitality Journal*, 28(3), 371-386. <https://doi.org/10.3727/108354223X16837426437308> (Impact Factor: 1.4)
71. Liu, M., Liu, X., Muskat, B., **Leung, X.**, & Liu, S. (2024). Employees' self-esteem in psychological contract: Workplace ostracism and counterproductive behavior. *Tourism Review*, 79(1), 152-166. <https://doi.org/10.1108/TR-11-2022-0535> (SSCI; Impact Factor: 7.3)
70. Batouei, A.*, Boninsegni, M. F., **Leung, X. Y.**, & Theoh, A. P. (2023). Enhancing full-service restaurant online food ordering experiences: Which factors should restaurants emphasize?. *International Journal of Hospitality & Tourism Administration*, <https://doi.org/10.1080/15256480.2023.2175289> (Impact Factor: 2.9)
69. Kim, J., **Leung, X. Y.**, & McKneely, B.* (2023). The effects of Instagram social capital, brand identification and brand trust on purchase intention for small fashion brands: The generational differences. *Journal of Fashion Marketing and Management*, 27(6), 988-1008. <https://doi.org/10.1108/JFMM-05-2021-0126> (SSCI; Impact Factor: 3.2)
68. Buhalis, D., **Leung, X. Y.**, Fan, D., Darcy, S., Chen, G., Xu, F., Tan, G., Nunkoo, R., & Farmaki, A. (2023). Editorial: Tourism 2030 and the contribution to the Sustainable Development Goals. *Tourism Review*, 78(2), 293-313. <https://doi.org/10.1108/TR-04-2023-620> (SSCI; Impact Factor: 7.3)
67. Zhang, H.*, **Leung, X. Y.**, & Bai, B. (2023). Cultural attractiveness index for sustainable cities: Tourism agenda 2030. *Tourism Review*, 78(2), 411-426. <https://doi.org/10.1108/TR-05-2022-0255> (SSCI; Impact Factor: 7.3)
66. **Leung, X. Y.**, Zhang, H., Lyu, J., & Bai, B. (2023). Why do hotel frontline employees use service robots in the workplace? A technology affordance theory perspective. *International Journal of Hospitality Management*, 108, 103380. <https://doi.org/10.1016/j.ijhm.2022.103380> (SSCI; Impact Factor: 9.9)
65. **Leung, X. Y.**, Shi, X., & Huang, X. (2023). How virtual reality moderates daily negative mood spillover among hotel frontline employees: A within-person field experiment. *Tourism Management*, 95, 104680. <https://doi.org/10.1016/j.tourman.2022.104680> (SSCI; Impact Factor: 11)
64. Xiong, W., Huang, M.*, Okumus, B., **Leung, X. Y.**, Cai, X., & Fan, F. (2023). How emotional labor affects hotel employees' mental health: A longitudinal study. *Tourism Management*, 94, 104631. <https://doi.org/10.1016/j.tourman.2022.104631> (SSCI; Impact Factor: 11)
63. Lee, L., Mistry, T., Ponting, S., Wang, M., & **Leung, X.** (2023). Be adaptive to stay: A multidimensional examination of career adaptability among hospitality employees. *Journal of Hospitality & Tourism Research*, 47(4), 804-817. <https://doi.org/10.1177/10963480221133777> (SSCI; Impact Factor: 4.4)
62. **Leung, X. Y.**, Wu, L., & Sun, J. (2023). Exploring secondary crisis response strategies for airlines experiencing low-responsibility crises: An extension of the situational crisis

- communication theory. *Journal of Travel Research*, 62(4) 878-892.
<https://doi.org/10.1177/00472875221095210> (SSCI; Impact Factor: 8)
61. **Leung, X. Y.**, Kim, J., & Heitman, S.* (2022). Rethinking common ingroup identity model in minority restaurant messages: The moderating role of moral identity. *International Journal of Hospitality Management*, 107, 103352.
<https://doi.org/10.1016/j.ijhm.2022.103352> (SSCI; Impact Factor: 9.9)
 60. Xiong, W., Huang, M.*, Okumus, B., **Leung, X. Y.**, & Cai, X. (2022). When social phobia meets excessive service: Effects on customer delight and loyalty. *Tourism Management Perspectives*, 44, 101031. <https://doi.org/10.1016/j.tmp.2022.101031> (SSCI; Impact Factor: 7.3)
 59. **Leung, X. Y.**, Chen, H., Chang, W., & Mhlana, L. (2022). Is VR game training more effective for hospitality employees? A longitudinal experiment. *Tourism Management Perspectives*, 44, 101020. <https://doi.org/10.1016/j.tmp.2022.101020> (SSCI; Impact Factor: 7.3)
 58. Xiong, W., Huang, M.*, **Leung, X. Y.**, Zhang, Y., & Cai, X. (2023). How environmental emotions link to responsible consumption behavior: Tourism agenda 2030. *Tourism Review*, 78(2), 517-530. <https://doi.org/10.1108/TR-01-2022-0010> (SSCI; Impact Factor: 7.3)
 57. Xue, L., **Leung, X. Y.**, & Ma, S. (2022). What makes a good “guest”: Evidence from Airbnb hosts’ reviews. *Annals of Tourism Research*, 95, 103426.
<https://doi.org/10.1016/j.annals.2022.103426> (SSCI; Impact Factor: 10)
 56. **Leung, X. Y.**, Sun, J., & Asswailem, A.* (2022). Attractive females versus trustworthy males: Explore gender effects in social media influencer marketing in Saudi restaurants. *International Journal of Hospitality Management*, 103, 103207.
<https://doi.org/10.1016/j.ijhm.2022.103207> (SSCI; Impact Factor: 9.9)
 55. **Leung, X. Y.**, Wang, X., Levitt, J., & Lu, L. (2022). Cocreating food experiences “delivered” from iconic local restaurants. *International Journal of Contemporary Hospitality Management*, 34(8), 3065-3083. <https://doi.org/10.1108/IJCHM-07-2021-0954> (SSCI; Impact Factor: 9.1).
 54. Li, Q.*, He, H., Sun., J., & **Leung, X. Y.** (2022). Networking for better information-gathering performance at trade shows: A multigroup analysis. *Journal of Hospitality and Tourism Management*, 51, 462-470. <https://doi.org/10.1016/j.jhtm.2022.04.015> (SSCI; Impact Factor: 7.6)
 53. Fong, L. H. N., Ye, B. H., Leung, D., & **Leung, X. Y.** (2022). Unmasking the imposter: Do fake hotel reviewers show their faces in profile pictures? *Annals of Tourism Research*, 93, 103321. <https://doi.org/10.1016/j.annals.2021.103321> (SSCI; Impact Factor: 10)
 52. Sun, J., **Leung, X. Y.**, Zhang, H.*, & Williams, K. (2022). Attracting generation Z talents to the hospitality industry through COVID CSR practices. *International Journal of Contemporary Hospitality Management*, 34(4), 1587-1606.
<https://doi.org/10.1108/IJCHM-03-2021-0293> (SSCI; Impact Factor: 9.1)
 51. Cai, R., **Leung, X. Y.**, & Chi, G. (2022). Ghost kitchens on the rise: Effects of knowledge and perceived benefit-risk on customers’ behavioral intentions. *International Journal of Hospitality Management*, 101, 103110.
<https://doi.org/10.1016/j.ijhm.2021.103110> (SSCI; Impact Factor: 9.9)

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9. **Leung, X. Y.**, Jiang, L., & Busser, J. (2013). Online student evaluations of hospitality professors: A cross-cultural comparison. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 12(1), 36-46. <https://doi.org/10.1016/j.jhlste.2012.10.001> (SSCI; Impact Factor: 4.8)
8. **Leung, X. Y.**, & Baloglu, S. (2013). Tourism competitiveness of Asia Pacific destinations. *Tourism Analysis*, 18(4), 371-384. <https://doi.org/10.3727/108354213X13736372325876> (Impact Factor: 1.4)
7. Wu, B., Xue, L., Morrison, A., & **Leung, X. Y.** (2012). Frame analysis on Golden Week policy reform in China. *Annals of Tourism Research*, 39(2), 842-862. <https://doi.org/10.1016/j.annals.2011.10.002> (SSCI; Impact Factor: 10)
6. **Leung, X. Y.**, Wang, F., Wu, B., Bai, B., Stahura, K. A., & Xie, Z. (2012). A social network analysis of overseas tourist movement patterns in Beijing: The impact of the Olympic Games. *International Journal of Tourism Research*, 14(5), 469-484. <https://doi.org/10.1002/jtr.876> (SSCI; Impact Factor: 4.1)
5. **Leung, X.**, Wang, F., Wu, B., & Busser, J. A. (2011). Park user quality evaluation: Applying an Analytical Hierarchy Process for managers. *Managing Leisure*, 16(2), 142-160. <https://doi.org/10.1080/13606719.2011.559092> (currently known as: *Managing Sport and Leisure*) (Impact Factor: 1.9)
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3. Wang, F., & **Yu, X.** (2008). Evaluation of recreation activities in urban parks and 'expectation disconfirmation-experience level' management: An example of Wuxi City. *Geographical Research*, 27(5), 1059-1070. (Chinese Journal)
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1. Wu, B., **Yu, X.**, & Ning D. (2006). The tendency of themed scenic spots development in China: A statistics and analysis on national A grade scenic spots. *Geography and Geo-Information Science*, 22(1), 89-93. (Chinese Journal)

Conference Presentations & Proceedings (* Student authors)

75. Lyu, J., **Leung, X. Y.**, Mao, Z., & Li, Y. (2025, February 27-March 1). Social media usage and successful aging: The role of senior travel. *2025 West Federation CHRIE Conference*. Frisco, TX.
74. Wang, Z.*, & **Leung, X. Y.** (2025, February 27-March 1). Identity transition in young women's solo travel journey. *2025 West Federation CHRIE Conference*. Frisco, TX.
73. Yang, L.*, & **Leung, X. Y.** (2025, February 27-March 1). The hotel robot debate on twitter: A social network and epistemic network analysis. *2025 West Federation CHRIE Conference*. Frisco, TX.
72. Yang, L.*, & **Leung, X. Y.** (2025, January 2-4). Exploring media frames: How GenAI revolutionizes stakeholder dynamics in the tourism industry. *The 30th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX.
71. **Leung, X. Y.**, Buhalis, D., & Fan, D. (2024, July 24-26). Tourism contribution to sustainable development goals: Agenda 2030. *2024 Annual ICHRIE Conference*, Montreal, Quebec, Canada.
70. Yang, L.*, **Leung, X. Y.**, & Cai, R. (2024, July 24-26). AI-based information search in culinary travel planning: Applying goal orientation theory in heuristic decision-making. *2024 Annual ICHRIE Conference*, Montreal, Quebec, Canada.
69. **Leung, X. Y.**, Li, B., & Yang, L.* (2024, July 24-26). Treat humans as objects: Robot anthropomorphism and hospitality employees' workplace objectification. *2024 Annual ICHRIE Conference*, Montreal, Quebec, Canada.
68. Wang, F., Jiang, L., & **Leung, X. Y.** (2024, May 21-24). How does cultural heritage-scape impact tourists' psychological wellbeing? A mixed-method study. *The 9th Conference of the International Association for Tourism Economics*, Orlando, FL.
67. Yang, L.*, & **Leung, X. Y.** (2024, January 4-6). AI-based information processing model: Uncover travel planning using ChatGPT. *The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Miami, FL.
66. **Leung, X. Y.**, Zhong, Y., & Sun, J. (2023, July 3-7). The effects of social media influencers on senior travelers: An experimental study. *The 10th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference*, Rome, Italy.
65. **Leung, X. Y.**, Wang, Z.* & Huang, X. (2023, July 3-7). A systematic literature review on women's empowerment in tourism. *The 10th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference*, Rome, Italy.
64. Wang, D.*, Ma, E., & **Leung, X. Y.** (2023, July 5-7). Exploring hotel employees' collaboration intentions with service robots, a job demands-resources perspective. *Surrey 2023 Conference*, Guildford, Surrey, UK.
63. Hernandez Calderon, A.*, **Leung, X. Y.**, & Kim J. (2023, January 6-7). Hotel guests' intention to stay during a pandemic: A comparison of frequent versus infrequent travelers. *The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Pomona, CA.
62. Wang, J.*, & **Leung, X. Y.** (2023, January 6-7). How do tourists experience happiness in dark tourism? *The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Pomona, CA.
61. **Leung, X. Y.**, Cui, R., Zhang, H.*, & Bai, B. (2022, August 2-6). Virtual kitchen or

- physical restaurant: Consumer's choice based on causal attribution and power. *2022 Annual ICHRIE Conference*, Washington D.C.
60. **Leung, X. Y.**, Fong, L. H. N., Mattila, A. S., & Xue J.* (2022, August 2-6). Experimental research in hospitality management and tourism: Editorial board members' opinions. *2022 Annual ICHRIE Conference*, Washington D.C.
 59. Wang, D.*, Ma, E., & **Leung, X. Y.** (2022, August 2-6). Would you like to work with a robot? A job demands-resources perspective on hotel employees' collaboration intentions with service robots. *2022 Annual ICHRIE Conference*, Washington D.C.
 58. Sun, J., **Leung, X. Y.**, & Zhang, X. (2022, August 2-6). The impact of mental fatigue and social attachment on virtual meeting attendees' behavioral engagement: A social cognitive perspective. *2022 Annual ICHRIE Conference*, Washington D.C.
 57. **Leung, X. Y.**, Kim, J., & Heitman, S.* (2022, June 13-16). How minority-owned restaurant appeal to White customers: An application of common ingroup identity model. *2022 Annual Travel and Tourism Research Association International Conference*, Victoria, British Columbia, Canada.
 56. **Leung, X. Y.**, Wu, L., & Sun, J. (2022, February 10-12). Applying the situational crisis communication theory in exploring the effectiveness of crisis response strategies for airlines. *2022 West Federation CHRIE Conference*, Virtual.
 55. Zhang, H.*, **Leung, X. Y.**, & Bai, B. (2022, January 11-14). Measuring residents' pro-tourism citizenship behavior: Scale development and validation. *ENTER2022 e-Tourism Conference*, Virtual.
 54. Li, Q.*, He, H., Sun, J., & **Leung, X. Y.** (2022, January 6-8). Explore exhibitors' organizational learning and information-gathering performance at trade show: The moderating role of exhibiting experience. *The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Virtual.
 53. Zhang, H.*, **Leung, X. Y.**, & Bai, B. (2022, January 6-8). A systematic literature review on tourism destination governance: Progress and prospects. *The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Virtual.
 52. **Leung, X.** & Fong, L. (2021, July 26-30). Workshop on experimental research method in hospitality and tourism. *2021 Annual ICHRIE Conference*, Virtual.
 51. **Leung, X.**, Sun, J., & Zhang, H.* (2021, July 26-30). How the hotel industry attracts Generation Z employees: An application of social capital theory. *2021 Annual ICHRIE Conference*, Virtual.
 50. Cai, R., **Leung, X.**, & Chi, C. (2021, July 26-30). Customers' benefit and risk perceptions of Ghost kitchens: Prospect and trust building theories. *2021 Annual ICHRIE Conference*, Virtual.
 49. **Leung, X.**, & Wen, H. (2021, March 25-26). Gender differences in digital food ordering experiences: An application of the technology acceptance model and self-congruity theory. *2021 FSMEC (Foodservice System Management Education Council) Conference*, Virtual.
 48. Hernandez Calderon, A.*, **Leung, X. Y.**, Kim, J., & Kennon, L. (2021, February 18-20). Exploring the impacts of COVID-19 on hotel booking intentions: An application of the Protection Motivation Theory. *2021 West Federation CHRIE Conference*, Virtual.
 47. Sun, J., **Leung, X. Y.**, Zhang, H.*, & Williams, K. (2021, February 18-20). Hotel CSR

- amid COVID-19: Another way to attract Generation Z employees. *2021 West Federation CHRIE Conference*, Virtual.
46. **Leung, X.** & Cai, R. (2021, February 18-20). Exploring perceived risks in ordering online food deliveries during COVID-19. *2021 West Federation CHRIE Conference*, Virtual.
 45. **Leung, X.**, Chen, H., & Chang, W. (2021, February 18-20). An Experimental Study of VR Training Effectiveness Applying CATLM. *2021 West Federation CHRIE Conference*, Virtual.
 44. Zhang, H.*, **Leung, X. Y.**, & Bai, B. (2021, January 19-22). A conceptual framework of destination sustainability in sharing economy. *ENTER2021 – The 28th annual eTourism Conference*, Virtual.
 43. Zhang, H.*, **Leung, X. Y.**, & Bai, B. (2021, January 8-9). A grounded theory study of crowdsourcing in tourism apps. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Virtual.
 42. Liu, F.*, & **Leung, X. Y.** (2021, January 8-9). How COVID-19 impact pilots' organizational citizenship behaviors: An application of affective event theory and organizational support. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Virtual.
 41. Asswailem, A.*, Sun, J., & **Leung, X. Y.** (2021, January 8-9). Social media influencer and independent restaurants choice in Saudi Arabia. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Virtual.
 40. **Leung, X. Y.**, Chen, H., & Sanchez, T.* (2020, July 22-24). The influence of training format on hotel employees' training outcomes: Does training content matter?. *2020 Annual ICHRIE Conference*, Phoenix, AZ. (Conference canceled)
 39. **Leung, X. Y.**, & Wen, H. (2020, July 22-24). Annoy or angry? How emotion affects restaurant digital takeout order experience. *2020 Annual ICHRIE Conference*, Phoenix, AZ. (Conference canceled)
 38. McKneely, B.*, Kim, J., Pookulangara, S., & **Leung, X.** (2020, March 11-14). Social capital on Instagram: Application for small apparel retailers. *2020 Association of Collegiate Marketing Educators (ACME) Conference*, San Antonio, TX.
 37. Josiam, B. M., **Leung, X. Y.**, Sohail, S. M., Alamer, M.*, & Alharbi, A. (2020, January 9-11). A SEM analysis of movie-induced international tourism by Saudis. *International Conference on Entrepreneurship & Family Business (ICEFB)*, Mumbai, India.
 36. Sun, J., Bai, B., & **Leung, X. Y.** (2020, February 6-8). Social media influencer and event endorsement: The model of attitude change. *2020 West Federation CHRIE Conference*, Pomona, CA.
 35. Wen, H., & **Leung, X. Y.** (2020, February 6-8). Exploring the impact of background music on customers' perceptions of ethnic restaurants: The moderating role of dining companions. *2020 West Federation CHRIE Conference*, Pomona, CA.
 34. Carrillo, C.*, & **Leung, X.** (2020, January 3-5). The effectiveness of advertising media for in-store restaurants: A comparison between flyers and announcement. *The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Las Vegas, NV.
 33. Zhang, H.*, Bai, B., & **Leung, X.** (2020, January 3-5). The beauty of culture: Developing a cultural attractiveness index for world tourism cities. *The 25th Annual*

Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Las Vegas, NV.

32. **Leung, X. Y.**, Lyu, J. & Bai, B. (2019, July 24-26). Virtual reality in hotel commercials: An experimental study of advertising effectiveness. *2019 Annual ICHRIE Conference, New Orleans, LA.*
31. **Leung, X. Y.**, & Yang, Y. (2019, May 22-25). Are all five stars equal: Anchoring vignettes in hotel online ratings. *2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.*
30. Lyu, J., **Leung, X. Y.**, & Bai, B. (2019, May 22-25). Virtual reality and advertising effectiveness: A presence-mediated model. *2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.*
29. **Leung, X. Y.**, & Wen, H. (2019, May 22-25). “Alexa, stop.” A study of chatbot use in restaurant takeout orders. *2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.*
28. Schuelke, W. C.*, **Leung, X. Y.**, Kennon, L., & Connors, P. (2019, May 22-25). Geocaching and nature tourism in state parks. *2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.*
27. Qu, H., **Leung, X. Y.**, & He, J. (2019, May 22-25). “Will you stay?” A study of hotel management intern’s job satisfaction and career intention. *2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.*
26. Torres, B.*, & **Leung, X.** (2019, January 3-5). A study on the effects of self-service kiosk technology in quick-service restaurant settings. *The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.*
25. **Leung, X. Y.** (2018, May 30–June 2). A longitudinal study of following destination Facebook page. *The 16th Apac-CHRIE Conference, Guangzhou, China.*
24. Bai, B., **Leung, X. Y.**, Fong, D., & Law, R. (2018, May 30–June 2). Destination image change through different lenses: A perception comparison of tourists. *The 16th Apac-CHRIE Conference, Guangzhou, China.*
23. Wen, H., **Leung, X. Y.**, Li, X., & Kwon, J. (2018, May 30–June 2). What influences Chinese students’ intentions to pursue hospitality careers? A comparison of three-year versus four-year hospitality programs. *The 16th Apac-CHRIE Conference, Guangzhou, China.*
22. Sun, J.*, Bai, B., & **Leung, X. Y.** (2018, January 3-5). Examining the Influence of Meeting Giveaways on Attendees Word of Mouth Intention. *The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort Worth, TX.*
21. **Leung, X. Y.**, & Jiang, L. (2017, December 8-11). How do destination Facebook pages work? An extended TPB model of fans visit intention. *The 4th World Research Summit for Tourism & Hospitality, Orlando, FL.*
20. **Leung, X. Y.**, Sun, J.*, & Bai, B. (2017, December 8-11). Social media research from a platform perspective: Comparison and trends. *The 4th World Research Summit for Tourism & Hospitality, Orlando, FL.*
19. **Leung, X. Y.**, Wen, H., & Jiang, L. (2017, December 7). What do hospitality undergraduates learn in different countries? An international comparison of curriculum.

The 2nd USA-China Tourism Research Summit and Industry Dialogue, Orlando, FL.

18. **Leung, X. Y., & Yang, Y.** (2017, July 26-28). What are guests afraid of? The impact of perceived crimes on hotels' online ratings. *2017 Annual ICHRIE Conference*, Baltimore, MD.
17. **Leung, X. Y., Sun, J., & Bai, B.** (2017, June 25). Bibliometrics of social media research: A co-citation and co-word analysis. *2017 Annual iHITA (International Hospitality Information Technology Association) Conference*, Toronto, Canada.
16. **Leung, X. Y., & Xue, L.** (2013, June 20-22). Destination images of American cities: A comparison of visitors' and residents' perceptions. *2013 Annual TTRA (Travel and Tourism Research Association) International Conference*, Kansas City, MO.
15. **Leung, X. Y., Jiang, L., & Kang, H.** (2013, July 24-27). How destination Facebook page changes travelers' decision making: A longitudinal study. *2013 Annual ICHRIE Conference*, St. Louis, MO.
14. **Tanford, S., & Leung, X. Y.** (2013, July 24-27). Models of hotel loyalty for reward program members: A comparison of tier levels. *2013 Annual ICHRIE Conference*, St. Louis, MO.
13. **Leung, X. Y., Bai, B., & Brewer, P.** (2012, August 1-4). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *2012 Annual ICHRIE Conference*, Providence, RI.
12. **Leung, X. Y., Bai, B., & Brewer, P.** (2012, June 17-19). What influences travelers' social media experiences? Application of the motivation, opportunity, ability (MOA) theory. *2012 Annual TTRA International Conference*, Virginia Beach, VA.
11. **Leung, X. Y., & Jiang, L.** (2012, January 27-28). Online student evaluation: A comparison of American and Chinese hospitality professors. *2012 Western Federation CHRIE Regional Conference*, Las Vegas, NV.
10. **Leung, X. Y., Bai, B., & Brewer, P.** (2012). A conceptual model of the marketing effectiveness of social media in the hotel industry. *The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Auburn, AL.
9. **Leung, X. Y., Xue, L., & Bai, B.** (2012, January 5-7). Internet marketing research in hospitality and tourism: A review and future directions. *The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Auburn, AL.
8. **Leung, X. Y., & Bai, B.** (2011, July 27-30). Framing Las Vegas: Understanding videos shared by Chinese tourists. *2011 Annual ICHRIE Conference*, Denver, CO.
7. **Leung, X. Y., Murukutla, M., & Bai, B.** (2011, July 27-30). The social media research in the hospitality field. *2011 Annual ICHRIE Conference*, Denver, CO.
6. **Leung, X. Y., Hertzman, J., & Erdem, M.** (2011, January 6-8). Food companies' corporate social responsibility regarding food safety: A content analysis of restaurant websites. *The 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX.
5. **Leung, X. Y., Xu, L., & Bai, B.** (2011, January 6-8). Chinese tourism research trends: A social network analysis of doctoral dissertations from 1999 to 2010. *The 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX.
4. **Yu, X., Wu, B., Wang, F., Xie, Z., & Bai, B.** (2010, June 20-22). Overseas tourist

- movement patterns in Beijing: The impact of the Olympic Games. *2010 Annual TTRA International Conference*, San Antonio, TX.
3. **Yu, X., & Stahura, K.A.** (2010, June 9-11). A grounded theory of Chinese students' leisure behavior in an American university. *2010 Harrah Hospitality Research Summit*, Las Vegas, NV.
 2. **Yu, X., & Busser, J. A.** (2010, January 7-9). Park user quality evaluation: Applying an analytical hierarchy process for managers. *The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Washington, D.C.
 1. **Yu, X., & Busser, J. A.** (2010, January 7-9). Sponsorship experiential marketing: A case study of the Coca-Cola marketing campaign at the 2008 Beijing Olympic Games. *The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Washington, D.C.

Invited Talks & Panels

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|------|---|
| 2024 | “Social Media Recruitment in Hospitality Post-Great Resignation”
Webinar – Work Meets Personal Life: Navigating Social Media in the Workplace. Surrey Hospitality and Tourism Management, University of Surrey. November 7, 2024. 30 attendees. |
| 2024 | “Experimental Design for Sustainable Tourism: A Horizon 2050 Paper”
<i>Tourism Review</i> Webinar – Shaping the Future of Tourism for Global Prosperity. October 29, 2024. Over 130 attendees. |
| 2024 | <i>Journal of Hospitality & Tourism Management</i> (JHTM) Anniversary Webinar - Service Management Revolution in the Hospitality and Tourism Industry. Moderator. Oct 17, 2024. Over 70 attendees. |
| 2024 | “Revolutionizing hospitality and tourism with technology: My research journey”
Tourism College of Beijing Union University, Beijing, China, June 19, 2024
Zhejiang University, Hangzhou, China, June 26, 2024
Shandong University, Jinan, China, July 12, 2024
KYUNG HEE University, Online workshop, September 25, 2024
Huaqiao University, Online workshop, December 7, 2024 |
| 2024 | “High-Quality Manuscript Writing - Tips and Topics”
Huaqiao University, Online workshop, January 2, 2024
Hangzhou City University, Hangzhou, China, June 25, 2024
Shandong University Weihai Campus, Weihai, China, July 7, 2024 |
| 2024 | “Experimental method in hospitality & tourism: Basics and tips”
Beijing International Studies University, Beijing, China, June 21, 2024 |
| 2023 | “Manuscript Writing: Pitfalls & Tips”
<i>Journal of Hospitality & Tourism Management</i> (JHTM) 2023 Research Symposium. December 4, 2023, Seoul, South Korea. 20 attendees. |
| 2023 | Panel Session - Tourism and Hospitality Education and Research for Student Success.
<i>2023 TTRA Asia Pacific Annual Chapter Conference</i> Special Panel. Panelist, December 1-4, Seoul, South Korea. 40 attendees. |
| 2023 | Research Panel Discussion - Trailblazing the Research Landscape Amid Global |

Societal Challenges

- The 8th Annual SESCA CHRIE Conference*. March 10-11, Orlando, FL. 100 attendees.
- 2023 “Conducting tourism research in the post-COVID era”
Beijing International Studies University. Research Seminar, June 13, 2023.
Over 100 attendees.
- 2023 *Tourism Review Webinar Series - Future Innovations in Tourism Destination Management*. Moderator. March 2, 2023. Over 100 attendees.
- 2023 *Tourism Review Webinar Series - Future Innovations in Tourism Marketing*. Moderator. February 2, 2023. Over 200 attendees.
- 2022 “Experimental design in hospitality and tourism”
Journal of Hospitality & Tourism Management (JHTM) 2022 Online Research Symposium. December 6-7, 2022. Over 400 attendees.
- 2022 *Tourism Review Agenda 2030 Webinar*, panelist. March 24, 2022. Over 300 attendees.
- 2022 “Experimental method in hospitality & tourism: Basics and tips” (Virtual)
Hangzhou City University, Hangzhou, China, November 18, 2022
Dongbei University of Finance and Economics, Dalian, China, August 11, 2022
- 2021 “Standing Together, Educating Together” Panelist (Virtual)
ICHRIE special panel discussion, April 30, 2021
- 2020 “My Research Amid COVID-19,”
Leading through COVID-19 Webinar.
UNT CMHT, July 9, 2020, 136 attendees.
- 2019 Keynote speech: “Basics of experimental research design”
Tourism Experimental Research Method Conference
Jinan, Shandong, China. September 28, 2019.
- 2019 Research Beast Webinar: “Basics of experimental research design”
YouTube: <https://www.youtube.com/watch?v=q6hlAJbGULk&t=4s>. August 6, 2019. 43,011 views (as of 6/8/2022)
- 2019 “Experimental method in hospitality/tourism research”
Jinan University, Guangzhou, China. May 27, 2019.
Peking University, Beijing, China. May 29, 2019.

Media Appearances

- The Dallas Morning News*, July 6, 2023, “Dallas ban has Airbnb, short-term rental owners facing tough business decisions.” By Jason Beeferman.
<https://www.dallasnews.com/news/2023/07/05/for-dallas-short-term-rental-ban-whats-next-court-defiance-owners-experts-weigh-in/>
- Fort Worth Star-Telegram*, May 10, 2019, “Soon you may board a plane or buy a meal with just a face scan. You OK with that?” by Gordon Dickson. <https://www.star-telegram.com/news/business/technology/article230122074.html>

TEACHING & MENTORSHIP

Class Taught

- 2016-2023 HMGT5590 Hospitality and Tourism Data Analytics (graduate)
CMHT5400 Quantitative Data Analysis: Applications in Merchandising & Hospitality Management (graduate)
HMGT5585 Smart Destination (graduate online class)
HMGT4600/HMGT5500 Information Technology in Hospitality & Tourism
HMGT3300 Hospitality Industry Marketing & Sales (online)
HMGT2920 Analytical Tools for Hospitality & Tourism (new course development)
Department of Hospitality and Tourism Management, University of North Texas
- 2014-2015 HMD226 Industry Computer Applications for Hospitality & Tourism
William F. Harrah College of Hospitality, University of Nevada, Las Vegas
- 2012-2013 NHM464 Marketing in the Hospitality Industry
NHM362 Front Office Operation (new course development)
NHM361 Lodging (hybrid)
Department of Nutrition and Hospitality Management, University of Mississippi
- 2011-2012 TCA490 Festival & Event Management
TCA380 Hospitality Marketing
TCA141 Introduction to Travel and Tourism
HMD101 Introduction to the Hotel Industry
William F. Harrah College of Hospitality, University of Nevada, Las Vegas

Directed Student Learning

Doctoral Dissertation

- FL 2023- Present Faculty Advisor / Dissertation Committee Chair
Liyu (Chloe) Yang
Department of Information Science & Department of Hospitality and Tourism Management, University of North Texas
- FL 2021- SP 2023 Dissertation Committee Chair
Mohammed Alamer, "The role of social media influencers in influencing Saudi tourists' domestic destination choice."
Department of Information Science & Department of Hospitality and Tourism Management, University of North Texas
- SP 2022- FA2022 Dissertation Committee Member
Danni Wang, "Relationships among service robots' anthropomorphism, employees' role clarification, threat and collaboration intention."
Department of Hospitality & Tourism Management, University of Massachusetts Amherst
- FA 2021- SP 2022 Dissertation Committee Member
Huiying Zhang, "Measuring residents' pro-tourism citizenship behavior: Scale development and validation."

- FA 2017-
SU 2018 Dissertation Committee Member
Jie Sun, "Social media influencer endorsement and events: An integrated framework of congruence."
William F. Harrah College of Hospitality, University of Nevada, Las Vegas

Master Thesis

- FA 2023-
SP2024 Thesis Committee Member, Elisabeth Sherrell, "Perceived Value and Repeat Purchase Intent of Educational Conference Attendees: The Role of Event Features."
Department of Hospitality and Tourism Management, University of North Texas
- FA 2020-
SP 2021 Thesis Committee Chair
Araceli Hernandez Calderon, "Exploring the impacts of COVID-19 on hotel booking intentions: An application of the protection motivation theory."
Department of Hospitality and Tourism Management, University of North Texas
- FA 2019-
SP 2020 Thesis Committee Chair
Cindy Carrillo, "Anxiety in the workplace: A study of different anxiety relief methods for hotel employees."
Department of Hospitality and Tourism Management, University of North Texas
- SP 2019-
FA 2019 Thesis Committee Member
Brittany McKneely, "Effects of customer's evaluations about Instagram attributes towards purchase intentions for small apparel retailers: Application of social capital theory."
Department of Merchandising and Digital Retailing, University of North Texas
- FA 2018-
SP 2019 Thesis Committee Chair
Bryan Torres, "Examining self-service kiosks in quick-service restaurant settings."
Department of Hospitality and Tourism Management, University of North Texas

Problem in Lieu of Thesis

- SP 2022 Estephen (Alex) Martinez, "The effects of technology on employee satisfaction in resort hotels."
Department of Hospitality and Tourism Management, University of North Texas
- FA 2021 Stacy Heitman, "Applying common ingroup identity model in minority-owned restaurant marketing message."
Department of Hospitality and Tourism Management, University of North Texas
- SP 2021 Abdulmohsen Asswailem, "Social media influencer and independent restaurants choice in Saudi Arabia."
Department of Hospitality and Tourism Management, University of North Texas
- SP 2021 Vy Tran, "Minority-owned small restaurant Facebook visual analysis."
Department of Hospitality and Tourism Management, University of North Texas

- FA 2020-
SP 2021 Fangyu Liu, “How COVID-19 impact flight attendants’ organizational citizenship behaviors: An application of affective event theory and organizational support.”
Department of Hospitality and Tourism Management, University of North Texas
- SP 2020-
SU 2020 Sitha Sam Burke, “Employee attitudes towards informational and service driven robots.”
Department of Hospitality and Tourism Management, University of North Texas
- FA 2018-
FA 2019 Tania Sanchez, “Finding the best training method for the hotel industry.”
Department of Hospitality and Tourism Management, University of North Texas
- SP 2018 Sarah Flores, “Consumer intentions toward self-service technology in hotels.”
Department of Hospitality and Tourism Management, University of North Texas

Undergraduate Student Research

- FA 2020-
SP 2021 Montserrat Diaz Reyes, Marthina Orso Tondo, Natalie Tran, & Le Bich Ngoc (Jennifer) Vo, “How airlines respond to the pandemic on Twitter: An application of situational crisis communication theory.”
Department of Hospitality and Tourism Management, University of North Texas

Graduate Student Research Seminar

- FA 2020-
FA 2021 Virtually meet with 9 master/phd students weekly to advise them on how to conduct research and write academic papers. Wrote three journal manuscripts: “Empowering women through tourism: A systematic literature review,” “Examine pet travel experiences from human–pet interaction: The moderating role of pet attachment,” “How do tourists experience happiness in dark tourism?”
Shandong University

Guest Lecture

- Oct 2023 Guest speech: “Quantitative Data Analysis”
University of North Texas, CMHT 5300 – Research Methods.
Instructor: Dr. Jiyoung Kim. October 11, 2023
- Feb 2023 Guest chef: “Chinese Cuisine”
University of North Texas, HMGT 3470 - Global Kitchen: A Culinary Journey.
Instructor: Chef Jodi Duryea. February 23, 2023
- Mar 2022 Guest speech: “Introduction to Experimental Method”
Auburn University, HOSP 8870 – Advanced Hospitality Management Research & Applications.
Instructor: Dr. Yee Ming Lee. March 1, 2022
- Mar 2021 Guest speech: “Introduction to Experimental Method”
Auburn University, HOSP 8870 – Advanced Hospitality Management Research & Applications.
Instructor: Dr. Yee Ming Lee. March 1, 2021
- Feb 2021 Guest speech: “My Research Stories”
Research Jam Session, organized by Dr. Faizan Ali. February 4, 2021.

- Jan 2021 CMHT Soar Lecture: “Hospitality: Why should I?”
Lamar High School, January 27, 2021
- Nov 2018 Guest speech: “Chinese Cuisine”
University of North Texas, HMG 3470 - Global Kitchen: A Culinary Journey.
Instructor: Chef Jodi Duryea. November 16, 2018

Mentored Visiting Scholar

- 2018 - 2019 Dr. Hua Qu, South China Normal University, China

SERVICES

Professional Service

- 2020-present **Conference Paper Review Track Co-Chair** (Service Management & Marketing Track)
ICHRIE (International Council on Hotel, Restaurant, and Institutional Education)
- 2024 **PhD Thesis Examiner**
“The role of informal transport workers in tourism: A case study of tricycle guiding in Baler, Philippines,” University of Melbourne
- 2020-2022 **Director of Networking.** In charge of virtual conference planning & organization and social media marketing.
West Federation CHRIE (Council on Hotel, Restaurant, and Institutional Education)
- 2020-2022 **2021 ICHRIE Conference Marketing Committee Member & 2021 ICHRIE Conference Networking Committee Member**
ICHRIE (International Council on Hotel, Restaurant, and Institutional Education)
- 2020 **Organizational Task Force Member.** Conducted research on organization management model and reported to the board.
ICHRIE (International Council on Hotel, Restaurant, and Institutional Education)
- 2012-present **Ad Hoc Reviewer (Academic Journals)**
Anatolia: An International Journal of Tourism and Hospitality Research
Annals of Tourism Research (SSCI)
Asia Pacific Journal of Tourism Research (SSCI)
British Food Journal (SCI)
Computers in Human Behavior (SSCI)
Cornell Hospitality Quarterly (SSCI)
Information Technology & Tourism (SSCI)
International Journal of Hospitality Management (SSCI)
International Journal of Contemporary Hospitality Management (SSCI)
Journal of Destination Marketing & Management (SSCI)
Journal of Global Business Insights
Journal of Hospitality & Tourism Research (SSCI)

Journal of Hospitality Marketing & Management (SSCI)
Journal of Quality Assurance in Hospitality & Tourism
Journal of Service Management (SSCI)
Journal of Service Theory and Practice (SSCI)
Journal of Sustainable Tourism (SSCI)
Journal of Travel & Tourism Marketing (SSCI)
Journal of Travel Research (SSCI; Impact Factor: 8)
Journal of Urban Technology (SSCI)
Sustainability (SSCI)
The Service Industries Journal (SSCI)
Tourism Management (SSCI)
Tourism Management Perspectives (SSCI)
Tourism Analysis: An Interdisciplinary Journal
Tourism Review (SSCI)

2013-present **Ad Hoc Reviewer (Academic Conferences)**
 2019 APacCHRIE & EuroCHRIE Joint Conference
 2017, 2018, 2019, 2020, 2021, 2022, 2023 APTA Conference
 2017, 2020, 2021, 2022, 2023, 2024 Graduate Education & Graduate Student
 Research Conference in Hospitality & Tourism
 2013, 2014, 2019, 2020, 2021, 2022, 2024 ICHRIE Conference
 2020, 2021, 2022, 2024 *West Federation* CHRIE Conference

Professional Memberships

2016-present Member, ICHRIE

Institutional Service

2024-2025 Group IV representative, University Faculty Development Leave Committee
 University of North Texas

2024-2025 Member, CMHT Research Committee
 College of Merchandising, Hospitality & Tourism, University of North Texas

2023-2024 At-large representative, University Faculty Grievance Committee
 University of North Texas

2023-2024 Ex officio (Grad Coordinator), CMHT Graduate Committee
 College of Merchandising, Hospitality & Tourism, University of North Texas

2023-2024 Co-Chair, HETM Chair Reappointment Evaluation Ad-Hoc Committee
 College of Merchandising, Hospitality & Tourism, University of North Texas

2023-2024 Chair, HETM Travel Policy Ad-Hoc Committee
 Department of Hospitality, Event, & Tourism Management, University of North
 Texas

2022-2023 Chair, CMHT Graduate Committee
 College of Merchandising, Hospitality & Tourism, University of North Texas

2022-2023 Member, CMHT Personnel Affairs Committee (PAC)
 College of Merchandising, Hospitality & Tourism, University of North Texas

2019-2023	Advisor, Hotel Association of Tarrant County UNT Student Chapter Department of Hospitality and Tourism Management, University of North Texas
2021-2022	Member, CMHT Undergraduate Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2021-2022	Co-Chair, ACPHA Accreditation Committee Department of Hospitality and Tourism Management, University of North Texas
2020-2021	Member, CMHT Strategic Planning Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2020-2021	Member, HTM Strategic Planning Committee Department of Hospitality and Tourism Management, University of North Texas
2019-2021	Member, CMHT Research Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2020	Co-Chair, New Event Management BS Degree Proposal Committee Department of Hospitality and Tourism Management, University of North Texas
2020	Chair, HTM Marketing Video Committee Department of Hospitality and Tourism Management, University of North Texas
2020	Co-Chair, CMHT Curriculum Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2019-2020	Chair, HTM Lecturer Position Search Committee Department of Hospitality and Tourism Management, University of North Texas
2018-2019	Member, China Advisory Council University of North Texas
2017-2019	Co-Chair, HTM International Student Recruitment Committee Department of Hospitality and Tourism Management, University of North Texas
2018-2019	Member, Retail Technology Faculty Search Committee Department of Merchandising and Digital Retailing, University of North Texas
2018-2019	Member, CMHT Graduate Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2017-2018	Member, CMHT Ad Hoc Committee-Best Practices College of Merchandising, Hospitality & Tourism, University of North Texas
2017-2018	Member, HTM Marketing Committee Department of Hospitality and Tourism Management, University of North Texas
2016-2017	Member, CMHT Research Committee College of Merchandising, Hospitality & Tourism, University of North Texas
2016-2017	Member, HTM Chair Search Committee Department of Hospitality and Tourism Management, University of North Texas
2012-2013	Faculty Advisor, Ole Miss Ambassadors for Southern Hospitality University of Mississippi

Public Service

Feb 2020 Student Competition Judge
Texas DECA State Career Development Conference, Fort Worth, TX

Mar 2019 Ed Tech Ascend - Technology Pitch Competition Judge
US-China Smart Education Conference, Denton, TX

CERTIFICATES

2023 Certificate of Excellence in Teaching Online
UNT CLEAR

2018 Microsoft Office Specialist (MOS) Excel 2016 Expert
Microsoft

2017 Microsoft Office Specialist Excel 2016
Microsoft

2013 Certified Flight Attendant
Federal Aviation Administration; ID#: 3711143

2012 Trainer for Certification in Hotel Industry Analytics
Smith Travel Research; American Hotel & Lodging Educational Institute

2012 Online Instructor Certification
University of Mississippi

2011 Certified Hospitality Educator
American Hotel & Lodging Educational Institute; ID#: 0251919