

Xingyu Huang
Curriculum Vita

Department of Tourism and Hospitality Management

Temple University

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Last Updated: August. 2022

EDUCATION

Ph.D.

August 2019 - Present
Fox School of Business, Temple University (USA)
Major: Business Administration with Concentration of Tourism and Sports
Advisor: Xiang (Robert) Li, Ph.D.

M.S.

August 2016 - May 2019
School of Tourism Management, Sun Yat-sen University (China)
Major: Tourism Management
Advisor: Honggang Xu, Ph.D.

Exchange Student

September 2014 – February 2015
MCI Management Center Innsbruck (Austria)
Major: Business & Management

B.A.

September 2012 - June 2016
School of Tourism Management, Sun Yat-sen University (China)
Major: Tourism Management

AWARDS/RECOGNITION

- Second Place for the Second-year Research Paper at the 11th Annual Ph.D. Program School-Wide Research Competition, Temple University, 2021
- Outstanding Graduate Thesis, Sun Yat-sen University, 2019
- China National Scholarship for Graduate Students, 2017-2018
- Sun Yat-sen University First Prize Scholarship for Graduate Students, 2016-2018
- Chinese Government Scholarship, 2014-2015
- China National Scholarship for Undergraduates, 2013-2014
- Sun Yat-sen University Outstanding Student Scholarship, 2012-2015

PUBLICATIONS

Before joining Temple University as a Ph.D. student, my research interests focused on sustainability and community tourism. With a marketing-orientation, my current research interests include consumer behaviors and tourism/hospitality marketing, with special emphasis on tourist experience, health/well-being, and online marketing (e.g., influencer marketing).

Refereed Journal Articles in English

Huang, X., Xu, H., & Li, X. (2022). Spatial development of two villages: Bordering, debordering, and rebordering in a community scenic area. *Annals of Tourism Research*, 93, 103370. [SSCI]

Huang, X., & Xu, H. (2021). Local border and mobility: impacts of bordered community scenic areas. *Current Issues in Tourism*, 1-17. [SSCI]

Huang, X., Dai, S., & Xu, H. (2020). Predicting tourists' health risk preventative behavior and travelling satisfaction in Tibet: Combining the theory of planned behavior and health belief model. *Tourism Management Perspectives*, 33, 100589. [SSCI]

Xu, H., **Huang, X.**, & Zhang, Q. (2018). Tourism development and local borders in ancient villages in China. *Journal of Destination Marketing & Management*, 9, 330-339. [SSCI]

Xu, H., Xiang, Z., & **Huang, X.** (2017). Land policies, tourism projects, and tourism development in Guangdong. *Journal of China Tourism Research* (16), 1-17.

Working Papers

Huang, X., Li, X., & Lu, L. Travel shaming? Re-thinking Travel Decision-making amid a Global Pandemic. (Submitted to *Tourism Management* [SSCI], Under revision)

Huang, X., Wang, P., & Wu, L. Well-being through transformation: An integrative model of transformative tourism experiences and individual well-being. (Submitted to *Journal of Travel Research* [SSCI], Under revision)

Huang, X., & Wadhwa, M. The impact of irrelevant attributes on consumers' preferences.

Wadhwa, M., & **Huang, X.** Only if it's Instagrammable: Impact of social media on consumption behaviors.

Working Book Chapters

Yang, L., Li, X., & **Huang, X.** Ethnic Tourism and Quality of Life: Community Perspectives. In Uysal, M., Perdue, R. R., & Sirgy, M. J. (eds), *Handbook of Tourism and Quality-of-Life Research II*.

Conference Papers/Abstracts

Huang, X., Li, X., & Lu, L. (2021). Consequence-based vs. Ethic-based evaluations? Re-thinking travel decision-making amid a global pandemic. *Proceedings of the Travel and Tourism Research Association 51st Annual Conference*. Lake Orion, MI: TTRA Association.

Huang, X., Xu, H. & Li, X. (2021). A tale of two villages: Debordering and rebordering in the bordered community scenic area. *Proceedings of the Travel and Tourism Research Association 51st Annual Conference*. Lake Orion, MI: TTRA Association.

Huang, X., & Xu, H. (2020). Border and Mobility: The Impacts of bordered Community Scenic Areas, *Proceedings of the 25th Annual Graduate Education and Graduate Student Research Conference*, Las Vegas.

Huang, X., Xu, H., & Jiao, Y. (2018). The Effects of Satisfaction of Corporate Management, Trust in Government, Community Involvement on tourism development of cultural heritage site in China, *International Conference on Future of the Past: Tourism and Cultural Heritage in Asia*, Kyoto

Conference Presentations

Huang, X., & Wadhwa, M. (2022). The impact of irrelevant attributes on consumers' preferences: Joint versus separate evaluation. *The 2022 Annual International CHRIE Summer Conference*, Washington, DC.

Huang, X., Wang, P., & Wu, L. (2022). Well-being through transformation: An integrative model of transformative tourism experiences and hedonic VS. eudaimonic well-being. *The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Virtual Presentation)

Huang, X., & Li, X. (2021). The impact of the hotel wellness program on customers' sleep quality. *The 2021 Annual ICHRIE Conference* (Virtual Poster Presentation)

Huang, X., & Xu, H. (2016). Tourism development and local borders in ancient villages in China, *International Forum on Frontiers of Political Geography*, Guangzhou.

Huang, X., & Xu, H. (2016). The Border Research of Ancient Village Tourism Development, *The International Conference on Sustainable Tourism and Global-local Understanding*, Hong Kong.

RESEARCH GRANTS & PROJECTS

Principal Investigator. *Only if it's Instagrammable: Impact of social media on consumption behaviors.* Funded by the 23rd Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University. Co-P.I.: Dr. M. Wadhwa. (Dec. 2022 - Apr. 2023). \$1,000

Principal Investigator. *Travel shame and guilt: Re-thinking travel decision-making amid a global pandemic.* Funded by the 22nd Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University. Co-P.I.: Dr. L. Lu., Dr. X. Li. (Apr. 2021 - Dec. 2022). \$1,000

Principal Investigator. *Integrating transformative service experiences with individual wellbeing: A mixed-method approach.* Funded by the 21st Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University. Co-P.I.: Dr. L. Wu., Dr. X. Li. (Dec. 2020-Apr. 2022). \$1,000

Principal Investigator. *What will affect sleep experience during travel? A multi-method empirical research.* Funded by the 2020 Seed Funding Forum, Fox School of Business, Temple University. Co-P.I.: Dr. X. Li., Dr. Y. Yang., Dr. H. Rao. (Mar. 2020-Dec. 2021). \$2,450

Principal Investigator. *The rhythm of sleep during travel: Factors, patterns and impacts.* Funded by 19th Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University. Co-P.I.: Dr. X. Li. (Nov. 2019-Apr. 2021). \$900

Research Assistant. *Philadelphia International Airport passenger experience study.* Funded by Philadelphia International Airport. P.I.: Dr. X. Li. Co-P.I.: Drs. Y. Yang., L. Wu., L. Lee., B. Barber. (July 2021-July 2022). \$75,000.

Research Assistant. *Monitoring and analyzing the COVID-19 impacts on U.S. tourism.* Funded by the 2020/21 CIBER International Business Research Award, Center for International Business Education and Research, Temple University. P.I.: Dr. Y. Yang. Co-P.I.: Dr. X. Li. (Dec. 2020-Sept. 2021). \$4,900.

Xingyu Huang, CV (Fall 2022)

Research Assistant. *Marketing channel and strategy analysis of US travel market.* China National Tourist Office-Los Angeles. P.I.: Dr. Y. Yang, Co-PI: Dr. X. Li., Dr. L. Lu. (Aug. 2020-Jan. 2021). Amount confidential.

Research Assistant. *Roundtable discussion on “Market Outlook on U.S. Tourism to China”.* Funded by China National Tourist Office-New York. P.I.: Dr. X. Li. Co-P.I.: Dr. L. Wu. (July 2019). Amount confidential.

TEACHING EXPERIENCE

Instructor, Temple University 08/2022-present

Designed, developed, and instructed the following course:

- THM 3396 Marketing in Tourism and Hospitality, Fall 2022, Undergraduate

Instructor, Temple University 08/2021-12/2021

Designed, developed, and instructed the following course:

- THM 3396 Marketing in Tourism and Hospitality, Fall 2021, Undergraduate

Guest Lecturer, Temple University 08/2020-12/2020

Lectured the following course:

- THM 3396 Marketing in Tourism and Hospitality, Fall 2020, Undergraduate

Teaching Assistant, Temple University 09/2019-05/2022

Assisted the development of lecture content and grading for the following courses:

- THM 0877 Using Cultural Intelligence in a Globalized World, Spring 2022, Undergraduate
- THM 2311 Global Issues in Travel, Spring 2020, Undergraduate
- THM 1311 Bus. of Tourism & Hospitality, Fall 2019, Undergraduate

PROFESSIONAL EXPERIENCE

General Coordinator 2017-2018

- Sustainable Monitoring Program at Hongcun and Xidi World Heritage Site, Anhui, China, organized by Monitoring Center for UNWTO Sustainable Tourism Observatories.
- Led the team to make the archives of ancient dwellings, business stores and environmental issues, conduct interviews with local government/residents, and give workshops about heritage protection to the locals

Research Intern 2017-2018

- Feasibility Analysis of Tourism Development on Hong Kong-Zhuhai-Macao Bridge, commissioned by Zhuhai Culture Sports/Tourism Bureau
- Conducted interviews with different governmental sectors; marketing data collection and analysis; report writer and presenter

Research Intern 2017

- Standard for Educational Wildlife Tourism Area in Tibet, commissioned by Tourism Development Commission of Tibet Autonomous Region
- Participated in on-site investigations in Tibet; interviewed, analyzed, discussed, and wrote the draft

Public Service Intern 2015

Xingyu Huang, CV (Fall 2022)

- Zhuhai Red Cross Office
- Conducted event planning, inviting of guest speakers and preparation of discussion topics

Industry Intern

2014

- Chimelong Ocean Kingdom
- Salesperson

SERVICE EXPERIENCE

Ad-hoc Reviewer for Referred Journals

10/2019-present

Tourism Geographies

Leisure Sciences

Journal of China Tourism Research

Ad-hoc Reviewer for Refereed Conference Proceedings

02/2022- present

The 2022 Annual ICHRIE Summer Conference & Marketplace

Student Representative for the Ph.D. Committee

08/2022- present

School of Sport, Tourism and Hospitality Management, Temple University

CERTIFICATES

2021 Certificate for Completion of the Ph. D. Teaching Academy, July 2021, Fox School of Business, Temple University

2020 Certification in Hotel Industry Analytics (CHIA), April 2020, American Hotel & Lodging Education Institute