

## **Dr. Ye (Sandy) Shen**

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Rm 11-253, Experience Industry Management Department  
California Polytechnic State University, San Luis Obispo, 1 Grand Ave, 93407

### **EDUCATION**

**Ph.D. University of Guelph, Canada**

School of Hospitality, Food and Tourism Management, 2020

- Ph.D. in Management
- Thesis: *Gamification in Tourism and Hospitality: Theoretical Foundations, Player Typology, and Effectiveness*

**M.Sc. Peking University, China**

Department of Urban and Regional Planning, 2013

- Master in Urban and Regional Planning
- Thesis: *Study on Disciplinary System Structure and Spatial Characteristics: Based on Literature Analysis of International Tourism Journals*

**B.Mgmt. Southeast University, China**

Department of Tourism Management, 2010

- Bachelor in Tourism Management
- Thesis: *Tourism Development of Historical and Cultural Sites: Prince Gong's Mansion*

**Exchange Program Hong Kong Polytechnic University, Hong Kong, 2009**

School of Hospitality and Tourism Management

### **TEACHING EXPERIENCE**

**California Polytechnic State University, San Luis Obispo**

**Assistant Professor**, 2021 – Present

RPTA 114 Introduction to Hospitality and Travel

RPTA 314 Sustainable Travel and Tourism Planning

RPTA 330 Directed Field Experience

RPTA 460 Senior Project in Experience Industry Management.

RPTA 465 Internship

**University of Guelph, Canada**

**Lecturer**, 2018 – 2020

MGMT 2150 Introduction to Canadian Business Management

**Seminar Instructor**, 2014 – 2018

HTM 1070 Responsible Tourism Policy and Planning

MGMT 4000 Strategic Management

**Guest Lecturer**

TRMH 6100 Foundations of Tourism and Hospitality

- Destination image and branding
- Understanding the impact of culture on tourist behavior
- Theories of tourism

HTM 3160 Destination Management and Marketing

- Experiential marketing: Gamification and destination marketing
- Understanding the impact of culture on tourist behavior

TRMH 6250 Tourism and Sustainable Development

- Tourism crisis management and recovery

Workshops

- The application of eye-tracking in tourism and hospitality research
- The impact of innovative technologies on the hotel industry
- An introduction to Q methodology
- How to analyze big data

**The Hong Kong Polytechnic University, Hong Kong**  
**Guest Lecturer**

HTM 582 Research Methods

- Methodological triangulation and eye tracking technique

**Ryerson University, Canada**  
**Guest Lecturer**

HTT 700 Current Issues in Hospitality/Tourism

- Understanding the impact of culture on tourist behavior

**Peking University, China**  
**Guest Lecturer**

Recreation and Tourism Planning

- Regional tourism planning: Beijing as a case
- Benefits and costs of tourism

**Teaching Assistant**

Recreation and Tourism Planning

## **WORK EXPERIENCE**

**Research Assistant**

University of Guelph, Canada, 2015 – 2020

- Led and participated in seven research projects and responsible for writing grant proposals, collecting data, conducting analyses, and writing research papers

**Consultant**

China Academy of Urban Planning and Design (CAUPD), China, 2012 – 2014

- Led and worked on over 10 tourism planning and development projects
- Responsible for tourist behavior studies, market analysis, tourism experience design, and strategic research
  - Won the CAUPD 2014 Best Planning Award

**Coordinator**

Center for Recreation and Tourism Research, Peking University, China, 2011 – 2012

- Led four research projects, developed CRTR Newsletters, and organized weekly meetings

**Leadership Development Program**

Hotel Nikko New Century Beijing, China, 2009 – 2010

- Worked in three departments: Food and Beverage, Finance and Accounting, and Marketing
- Served food and beverage, and recorded data to keep perpetual inventory
- Summarized and compiled information for the hotel's financial records
- Participated in developing marketing plans

**PUBLICATIONS AND PRESENTATIONS****Summary**

Categories	Number of Publications
Journal Publications	21
Book Chapters	8
Conference Proceedings and Presentations	35
<b>Total</b>	<b>64</b>

**Journal Publications** (\*\*A+, \*A on the 2019 ABDC Journal Quality List)

1. **Shen, Y.**, Jo, W., Joppe, M. (2022). Role of country image, subjective knowledge, and destination trust on travel attitude and intention during a pandemic. *Journal of Hospitality and Tourism Management*, 52, 275-284. <https://doi.org/10.1016/j.jhtm.2022.07.003>\*
2. Pizam, A., Ozturk, A. B., Balderas-Cejudo, A., Buhalis, D., Fuchs, G., Hara, T., Meira, J., Revillae, M., Sethi, D., **Shen, Y.**, State, O., Hacikara, A., & Chaulagain, S. (2022). Factors affecting hotel managers' intentions to adopt robotic technologies: A global study. *International Journal of Hospitality Management*, 102, 103139. <https://doi.org/10.1016/j.ijhm.2022.103139> \*\*
3. Shen, Y. (2022). Book Review - World tourism cities: A systematic approach to urban tourism. *International Journal of Tourism Cities*, 8(3), 799-801.
4. Lin, Y., & Shen, Y. (2022). Immersive experiences: The combination of innovation, technology, and tourism. *Tourism Tribune*. (Accepted).
5. **Shen, Y.**, Huang, S., Choi, H. C., & Morrison, A. M. (2021). Does brand love matter to casual restaurants? A multi-group path analysis. *Journal of Hospitality Marketing and Management*. <https://doi.org/10.1080/19368623.2021.1867282> \*
6. **Shen, Y.**, Kokkranikal, J., Christensen, C. P., & Morrison, A. M. (2021). Perceived importance of and satisfaction with marina attributes in sailing tourism experiences: A kano model approach. *Journal of Outdoor Recreation and Tourism*. <https://doi.org/10.1016/j.jort.2021.100402>
7. Christensen, C. P., **Shen, Y.**, Kokkranikal, J., & Morrison, A. M. (2021). Understanding British and Danish sailing tourism markets: An analysis based on Kano's Evaluation Matrix. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1891742> \*

8. **Shen, Y.**, Choi, H. C., Joppe, M., & Yi, S. (2020). What motivates visitors to participate in a gamified trip? A player typology using Q methodology. *Tourism Management*, 78, 104074. <https://doi.org/10.1016/j.tourman.2019.104074> \*\*
9. **Shen, Y.**, Lever, M., & Joppe, M. (2020). Investigating the appeal of a visitor guide: A triangulated approach. *International Journal of Contemporary Hospitality Management*, 32(4), 1539-1562. <https://doi.org/10.1108/IJCHM-03-2019-0281> \*
10. Huang, S., Choi, H. C., **Shen, Y.**, & Chang, H. (2021). Predicting behavioral intention: The mechanism from pre-trip to post-trip. *Tourism Analysis: An Interdisciplinary Journal* (Accepted) \*
11. Joppe, M., **Shen, Y.**, & Veltri, G. (2020). Embedding Indigenous learning outcomes in a tourism curriculum: The case of Confederation College, Canada. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 26, 100241. <https://doi.org/10.1016/j.jhlste.2020.100241>
12. Lever, M. W., **Shen, Y.**, & Joppe, M. (2019). Reading travel guidebooks: Readership typologies using eye-tracking technology. *Journal of Destination Marketing & Management*, 14, 100368. <https://doi.org/10.1016/j.jdmm.2019.100368> \*
13. **Shen, Y.**, Joppe, M., Choi, H. C., & Huang, S. (2018). Domestic tourism of Chinese in Canada: Distinct differences. *Journal of Destination Marketing & Management*, 8, 125-136. <https://doi.org/10.1016/j.jdmm.2017.01.003> \*
14. **Shen, Y.**, Morrison, A. M., Wu, B., Park, J., Li, C., & Li, M. (2018). Where in the world? A geographic analysis of a decade of research in tourism, hospitality, and leisure journals. *Journal of Hospitality and Tourism Research*, 42(2), 171-200. <https://doi.org/10.1177/1096348014563394> \*
15. **Shen, Y.**, & Joppe, M. (2018). Gamification in tourism advertising: Game mechanics and practices. *E-Review of Tourism Research*. <https://journals.tdl.org/ertr/index.php/ertr/article/view/124>
16. Park, J., Morrison, A. M., Wu, B., **Shen, Y.**, Li, C., & Li, M. (2016). The tourism system research categorization framework. *Asia Pacific Journal of Tourism Research*, 21(9), 968-1000. <https://doi.org/10.1080/10941665.2015.1085885> \*
17. Park, J., Wu, B., Morrison, A. M., **Shen, Y.**, & Li, M. (2015). An integrated analysis of international tourism research patterns for the period of 2003-2012. *Tourism Tribune*, 30(7), 108-118.
18. Park, J., Wu, B., **Shen, Y.**, Morrison, A. M., & Kong, Y. (2014). The great halls of China? Meeting planners' perceptions of Beijing as an international convention destination. *Journal of Convention & Event Tourism*, 15(4), 244-270. <https://doi.org/10.1080/15470148.2014.961669>
19. **Shen, Y.**, Park, J., & Wu, B. (2013). Analysis of differences in meeting planners' perceptions of international convention site selection factors: A case study of Beijing. *Tourism Tribune*, 28(5), 63-71.
20. **Shen, Y.**, & Wu, B. (2013). Agritourism around cities: Products structure and spatial distribution. *Tourism Planning and Design*, 3(2), 6-13.
21. Liu, P., **Shen, Y.**, Guan, W., & Yu, X. (2009). Environmental capacity in world heritage sites: A comprehensive system based on tourist flow. *Highlights of Science Paper Online*, 2(21), 2341-2347.

## Book Chapters

1. **Shen, Y.** Technological innovations and sustainable urban tourism. *Handbook of Sustainable Urban Tourism*, Edward Elgar Publishing (Accepted)
2. Li, Y., Joppe, M., & **Shen, Y.** (2023). "Donkey Friends": Motivations, constraints and negotiation strategies of Chinese backpackers. UK: Channel View Publications.
3. **Shen, Y.** (2022). Gamified advertising. In Buhalis, D. (Ed.). *Encyclopedia of tourism management and marketing*. UK: Edward Elgar Publishing.
4. Thomas-Francois, K., **Shen, Y.**, & Joppe, M. (2021). Grenada: A vision of integrated technological advancements to build a resilient tourism future through youth involvement and consumer-centric service excellence. In Lewis-Cameron, A. Jordan, L.-A., & Roberts, S. (Eds.). *Managing crisis in tourism*. UK: Palgrave Macmillan
5. **Shen, Y.**, & Joppe, M. (2021). Gamification: Practices and challenges from stakeholders' perspectives. In Xu, F. & Buhalis, D. (Eds.). *Gamification for tourism*. Bristol: Channel View Publications
6. **Shen, Y.**, Lever, M. W., & Joppe, M. (2020). Best practices for eye-tracking studies: Dos and don'ts. In Rainoldi, M. & Jooss, M. (Eds.). *Eye tracking in tourism*. Berlin: Springer.
7. **Shen, Y.**, & Choi, H. C. (2017). Shanghai, China. In Lowry, L. L. (Ed.). *The SAGE international encyclopedia of travel and tourism* (pp. 1090-1092). Thousand Oaks, CA: SAGE Publications, Inc. ISBN: 9781483368948
8. **Shen, Y.**, & Wu, B. (2012). Chapter 5 Challenges of industrial urbanization; Chapter 16 Development modes of recreational belts around metropolises. In Wu, B. & Cong, L. (Eds.). *Multi-way urbanization* (pp. 60-68; pp. 221-238). Beijing: China Architecture & Building Press. ISBN: 9787112150229.

## Conference Presentations and Proceedings

1. **Shen, Y.** (2022, June). *The design and Management of recreational trails on forested lands using eye tracking technology*. Presented at the 2022 TTRA Annual International Conference, online.
2. **Shen, Y.** (2022, April). *Live streaming technology: Enjoying virtual farm tours at home*. Presented at the 2022 GWTTTRA, online.
3. **Shen, Y.** (2022, January). *Understanding hotel employees' and guests' perceptions of smart hotels using Q methodology*. Presentation at the ENTER2022, online.
4. **Shen, Y.**, Joppe, M., & Jo, W. (2021, September). *The cautious nature of Canadians: Different market segments' perceptions during COVID-19*. Presentation at the 2021 TTRA Canada Conference, Victoria, Virtual Conference.
5. **Shen, Y.**, Yi, S., Joppe, M., & Choi, H. C. (2021, June). *Why is gamified travel information more effective? An experimental investigation*. Presented at the 2021 TTRA Annual International Conference, Fort Worth, USA.
6. Zhang, P., Jiang, M., & **Shen, Y.** (2021, June). *Taking your next vacation from home: Motivations and impacts of using live-streaming tourism*. Presented at the 2021 TTRA Annual International Conference, Fort Worth, USA.
7. **Shen, Y.**, & Joppe, M. (2021, January). *The application of robots in hotels: Perspectives from hotel*

- managers and guests*. Presented at the ENTER2021 (eTourism: Development Opportunities and Challenges in an Unpredictable World), online.
8. Jun, S., Yi, S., **Shen, Y.**, Gretzel, U., & Joppe, M. (2020, June). *Research on the influence of emoji communication on the perception of destination image: The case of Finland*. Published in the 2020 TTRA International Conference Proceeding.
  9. **Shen, Y.**, Joppe, M., Choi, H. C., & Yi, S. (2019, September). *Motives to take a gamified trip: An interpretative study using Q method*. Presented at the 2019 TTRA Canada Conference, Saskatoon, Canada.
  10. Kokkranikal, J., **Shen, Y.**, Morrison, A. M., & Christensen, C. P. (2019, July). *How to better satisfy sailing tourists: An analysis based on Kano's evaluation matrix*. Presented at the 2019 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference, New Orleans, USA.
  11. Joppe, M., Veltri, G. & **Shen, Y.** (2019, June). *Embedding indigenous learning outcomes in a tourism curriculum*. Presented at the 2019 TTRA Annual International Conference, Melbourne, Australia.
  12. Liang, J., **Shen, Y.**, Huang, S., & Choi, H. C. (2019, May). *Mapping brand perception towards Canada: Difference among four countries*. Presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
  13. **Shen, Y.**, Lever, M. W., & Joppe, M. (2018, September). *Improving the appeal of ads in a visitor guide through eye-tracking, surveys, and in-depth interviews*. Presented at the 2018 TTRA Canada Conference, Halifax, Canada.
  14. **Shen, Y.**, Coca-Stefaniak, J. A., & Morrison, A. M. (2018, September). *Success factors related to destinations: An empirical examination of stakeholders' perspectives*. Presented at the 2018 TTRA Canada Conference, Halifax, Canada.
  15. Coca-Stefaniak, J. A., **Shen, Y.**, & Morrison, A. M. (2018, August). *Do tourists, residents and local businesses evaluate a destination in the same way? A case study of Vadstena (Sweden)*. Presented at the 7th Biennial International Tourism Studies Association Conference, Tshwane, South Africa.
  16. **Best Visual Paper Award: Shen, Y.**, Lever, M. W., & Joppe, M. (2018, June). *Determining visitor guide appeal using eye tracking and in-depth interviews: The case of Ottawa, Canada*. Presented at the 2018 TTRA Annual International Conference, Miami, USA.
  17. **Best Graduate Colloquium Paper:** Lever, M. W., **Shen, Y.**, & Joppe, M. (2018, June). *Using eye-tracking technology to segment tourism brochure reading typologies*. Presented at the 2018 TTRA Annual International Conference, Miami, USA.
  18. **Shen, Y.**, Lever, M. W., & Joppe, M. (2018, April). *Using eye-tracking technology to improve travel brochure design*. Presented at the 2018 Spotlight on Graduate Research in Tourism & Hospitality, Guelph, Canada.
  19. **Shen, Y.**, & Joppe, M. (2018, January). *Gamification in tourism advertising: Game mechanics and practices*. Presented at the ENTER2018 (Digital tourism: engagement, content, and networks), Jönköping, Sweden.
  20. **Shen, Y.**, & Joppe, M. (2018, January). *Gamification in tourism marketing: Determining advertising engagement using eye tracking and in-depth interview*. Presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, USA.

21. **Shen, Y.** (2017, August). *Student engagement: Different class sizes, communication strategies and classroom tools*. Presented at the Graduate Student University Teaching Conference, Guelph, Canada.
22. Zhang, Y., Gao, J., Ricci, P., & **Shen, Y.** (2017, June). *Would self-determination intervention facilitate leisure travel pursuit at different challenge levels? – The exploration among people with mobility impairments*. Presented at the 2017 TTRA Annual International Conference, Quebec City, Canada.
23. **Shen, Y.** (2016, September). *Personality color and learning preferences: Empowering your communication*. Presented at the Graduate Student University Teaching Conference, Guelph, Canada.
24. **Shen, Y.**, Huang, S., Choi, H. C., Joppe, M. (2016, September). *Examining the role of satisfaction and brand love in generating behavioral intention*. Presented at the 2016 TTRA Canada Conference, Edmonton, Canada.
25. Liu, Y., Huang, S., Choi, H. C., **Shen, Y.** (2016, September). *Development of city destination attractiveness index*. Presented at the 2016 TTRA Canada Conference, Edmonton, Canada.
26. **Shen, Y.**, & Joppe, M. (2016, June). *Perceived value and value co-creation in a tourism context*. Presented at the 3rd Advances in Destination Management Forum, Vail, USA.
27. Van Duren, E., Hayhoe, M., Huang, S., **Shen, Y.**, & Hansen Sterne, R. (2016, June). *Learning about supply management: A teaching case based on stakeholder theory*. Presented at Scarborough Fare 2016 ASFS/AFHVS/CAFS, Toronto, Canada.
28. **Shen, Y.**, & Joppe, M. (2016, June). *Breathing new life into old theories*. Presented at the 2016 TTRA Annual International Conference, Vail, USA.
29. **Shen, Y.** (2016, June). *Perceived value in tourism experience*. Presented at the TTRA 6th Annual Graduate Student Research Workshop, Vail, USA.
30. Huang, S., **Shen, Y.**, Choi, C., & Liang, J. (2016, January). *The emotional relationships between customers and brand: A comparison of brand love, emotional attachment, and brand romance*. Presented at the 21st Annual Graduate Education & Graduate Student Research Conference, Philadelphia, USA.
31. **Shen, Y.**, Kim, D., Joppe, M., & Choi, H. C. (2015, September). *Destination image of Toronto: International students' perspectives*. Presented at the 2015 TTRA Canada Conference, Niagara Falls, Canada.
32. **Shen, Y.**, Huang, S., Choi, H. C., & Joppe, M. (2015, June). *Not all Chinese immigrants are homogenous: Domestic travel behaviour patterns in Canada*. Presented at the 2015 TTRA Annual International Conference, Portland, USA.
33. Huang, S., **Shen, Y.**, Choi, C. (2015, June). *The effects of motivation, satisfaction and perceived value on tourist recommendation*. Presented at the 2015 TTRA Annual International Conference, Portland, USA.
34. **Shen, Y.**, & Wu, B. (2012). *Sense of place of tourism destinations and representative symbols*. Presented at the 2011 Theme Park and Urban Tourism International Conference, November, Shanghai, China.
35. **Shen, Y.**, Wu, B., & Wang, F. (2011, July). *Residents' perception and tourists' satisfaction in a recreational business district: A case study of Changjiang Road in Nanjing*. Presented at the 2011 TOSOK International Tourism Conference, Seoul, South Korea.

## RESEARCH PROJECTS AND GRANTS

- 1. Live Streaming Technology Enjoying Virtual Farm Tours at Home, 2022-2023**
  - Role: PI
  - Will examine how live streaming technology can enhance farm tour experiences
  - \$5,000 - Agricultural Research Institute, California Polytechnic State University
- 2. Virtual Event Experiences and Well-Being: Comparing Multimedia Videos and VR Using Physiological Sensors, 2022-2023**
  - Role: PI
  - Will investigate the different effects of virtual reality and multimedia videos on virtual event experiences and well-being
  - \$4,000 - Center for Expressive Technologies, California Polytechnic State University
- 3. Developing Transformative VR Learning Experiences about Climate Change in Higher Education, 2022-2023**
  - Role: CO-PI
  - Will design and test VR content to introduce the causes and impacts of climate change
  - \$18,000 - Research Scholarly and Creative Activities (RSCA) Grants, California Polytechnic State University
- 4. Robotic Technology in the Hospitality Industry, 2020 – 2021**
  - Role: Research Collaborator
  - Working with Dr. Abraham Pizam from the University of Central Florida and 13 researchers from different countries to investigate hotel guests' and managers' attitudes towards the use of robots in hotels.
- 5. Impacts of Perceived Country Image and Perceived Risks during the COVID-19 Pandemic on Canada Tourism, 2020**
  - Role: Research Assistant
  - Wrote literature review, designed survey questionnaire, and analyzed data
  - \$7,000 – University of Guelph COVID-19 Research Development & Catalyst Fund
- 6. Gamification in Tourism Marketing, 2019**
  - Role: Project Leader
  - Wrote the grant proposal and examined the effect of gamification on destination image, intention to search more information, and visit intention using experimental design
  - \$6,000 – Lang GRA Summer Research Grant, University of Guelph
- 7. Sustainable Approaches to Cultural Heritage for Urban Areas in Europe, 2018**
  - Role: Research Assistant
  - Investigated how tourists, residents, and local businesses evaluate the success factors of 18 towns in Sweden, Italy, Hungary, Croatia, Romania, and Spain
  - \$243,362 – Interreg Europe program and the University of Greenwich
- 8. Indigenization of Tourism Curricula in Canada, 2018**
  - Role: Research Assistant
  - Examined the success and challenges encountered by Confederation College's indigenization of the tourism curricula



- \$15,000 – SSHRC Travel Grant, Lang GRA Summer Research Grant, and the University of Guelph SSHRC Institutional Grant

**9. Eye Tracking in Tourism Studies, 2017**

- Role: Project Leader
- Wrote the grant proposal and led the team to use eye tracking and interviews to give insights into the effectiveness of a tourist brochure
- \$6,000 – Lang GRA Summer Research Grant, University of Guelph

**10. Canadian Tourist Behavior Insights Research, 2015 – 2016**

- Role: Project Leader
- Led team members to analyze the Destination Canada's database to develop marketing plans
- \$2,000 – School of Hospitality, Food & Tourism Management, University of Guelph

**11. Supply Management in the Dairy Industry of Ontario, 2015**

- Role: Research Assistant
- Analyzed the performance of the Dairy Farmers of Ontario (DFO) and supply management of dairy products in Canada
- \$1,000 – School of Hospitality, Food & Tourism Management, University of Guelph

**12. Destination Image of Toronto, 2014**

- Role: Project Leader
- Wrote the grant proposal as the project leader and led the team to explore the destination image of Toronto
- Supported by School of Hospitality, Food and Tourism Management, University of Guelph
- \$2,000 – School of Hospitality, Food & Tourism Management, University of Guelph

**13. Bibliometric Research on 31 International Tourism, Hospitality and Leisure Journals, 2013**

- Role: Project Leader
- Wrote the grant proposal and led team members to investigate 9,275 academic articles in 31 international tourism, hospitality and leisure journals spanning ten years
- \$4,000 – Center for Recreation and Tourism Research, Peking University

**14. Strategic Development of High-end Tourism and Events in Beijing, 2011**

- Role: Project Leader
- Wrote the grant proposal and led team members to investigate the main factors influencing the development of High-end Tourism and Events in Beijing
- \$3,800 – Research Center for Beijing Tourism Development

**15. Slow Destination Evaluation Index System, 2011**

- Role: Project Leader
- Wrote the grant proposal as and proposed the Slow Destination Evaluation Index
- \$4,500 – International Tourism Studies Association

**16. Multi-Way Urbanization in China, 2011**

- Role: Project Leader
- Conducted research on multi-way urbanization mode focusing on tourism-induced urbanization
- \$20,000 – Center for Recreation and Tourism Research, Peking University

**17. Urban Memory and Historic District Protection, 2011**

- Role: Research Assistant
- Prepared the grant proposal and analyzed protection patterns for historic districts
- \$2,000 – Graduate Student Research Grant, Peking University

**18. Tourism Development of a Recreational Business District: Changjiang Road in Nanjing, 2009**

- Role: Project Leader
- Led group members to investigate the perceptions of stakeholders (i.e., residents, tourists, restaurant managers, and management council) and proposed a tourism development framework
- \$1,000 – Undergraduate Student Research Grant, Southeast University

**RESEARCH SKILLS****Quantitative Analytical Software Skills**

- SPSS, AMOS, SAS, STATA, R, Mplus, and Tobii Pro eye tracker
- Have conducted different quantitative analyses:
  - Data mining; experimental design; regression analysis; analysis of variance (ANOVA, ANCOVA); discrete choice analysis; factor analysis (EFA, CFA); cluster analysis; and structural equation modeling

**Qualitative Analytical Software Skills**

- Leximancer, CATPAC, NetDraw, PQMethod, and NVivo
- Have conducted different qualitative research methods:
  - In-depth interviews; focus groups; netnography; and Q methodology

**CERTIFICATES, SCHOLARSHIPS, AND AWARDS****Certificates**

- Certificate in Effective College Instruction (ACUE) (2022)
- Reviewer Recognition Certificate, Sustainability (2022)
- Reviewer Recognition Certificate, Tourism Management (2020)
- Graduate Certificate in the Scholarship of Teaching and Learning, University of Guelph (2018)
- Reviewer Recognition Certificate, The International Journal of Tourism Cities (2018)
- DMO Travel and Tourism Research 100 Course Certificate of Completion, TTRA International (2018)
- Certification in Hotel Industry Analytics (CHIA), Smith Travel Research (2017)
- Eye-Tracking Certificate of Completion, Tobii Pro (2017)

**Scholarships**

- Ontario Trillium Scholarship, Government of Ontario, Canada, \$160,000 (2014 – 2018)
- PhD Scholarship, University of Guelph, \$28,000 (2014 – 2018)
- General Graduate Studies Fund (SSHRC), Canada, \$2,000 (2018)
- National Scholarship, Ministry of Education of China, \$4,000 (2012)
- Kwang-Hua Scholarship, Peking University, \$1,000 (2011)
- National Scholarship, Ministry of Education of China, \$4,000 (2009)
- National Encouragement Scholarship, Ministry of Education of China, \$2,000 (2007)

## Awards

- Distinguished Scholar, University of Guelph (2020)
- Best Visual Paper, TTRA International Conference (2018)
- Best Graduate Colloquium Paper, TTRA International Conference (2018)
- First Place in the 3-Minute Thesis Competition, University of Guelph (2018)
- Best Planning Award, China Academy of Urban Planning & Design (2014)
- Graduated with Honours, Peking University (2013)
- Outstanding Student Award, Peking University (2011)
- Graduated with Honours, Southeast University (2010)
- Third Prize in the Tourism Development and Heritage Protection Proposal Competition, Zhangjiajie Tourism Bureau, Hunan Province, China (2008)

## PROFESSIONAL SERVICES

### Journal Reviewer, 2015 – present

- International Journal of Tourism Cities
  - Serving on the Editorial Review Board
  - Received a Reviewer Recognition Certificate (2018)
- Tourism Management
  - Received a Reviewer Recognition Certificate (2020)
- International Journal of Contemporary Hospitality Management
- Journal of Education and Recreation Patterns
- Tourism Management Perspectives
- Journal of Hospitality Marketing and Management
- Journal of Vacation Marketing
- Travel and Tourism Research Annual International Conference
- Journal of Leisure Research
- Journal of Tourism Insights
- Knowledge
- Sustainability
- Leisure Sciences
- Leisure/Loisir

### PhD Management Committee Board Member, 2015 – 2016

- Worked as a liaison between PhD students and faculty to design meaningful academic seminars and social gatherings

### Mentorship, 2016 – present

- Instructed Abdullaeva Faranges (PhD student at the Capital University of Economics and Business) to design his research  
Thesis: *The influence of mobile payment system on destination choice* (ongoing)

- Instructed Yingying Li (Master student at the University of Guelph) to conduct factor analysis, mediation analysis, and structural equation modeling  
Thesis: *Motivations and constraints of Chinese backpacking "Donkey Friends": Mediating effects of negotiation strategies* (2020)
- Instructed Yi Wen (Master student at the University of Guelph) to conduct a second-order confirmatory factor analysis  
Thesis: *Investigating the effect of customer incivility on employee incivility via employee burnout in the hospitality industry* (2018)
- Instructed Shan Yi (Undergraduate student at Beijing Forestry University) to design the research and analyze the data  
Thesis: *Research on the influence of emoji communication on the perception of destination image: The case of Finland* (2018)
- Instructed Ngoc Pham Bich (Master student at the University of Guelph) to design the research and analyze the data  
Thesis: *International tourists' risk perception towards terrorism and political instability: The case of Tunisia* (2016)