

Youcheng Wang, Ph. D.

**William Peeper Destination Marketing Preeminent Chair Professor
Dean
Rosen College of Hospitality Management
University of Central Florida**

Office Address:
9907 Universal Blvd
Orlando, Florida 32819
Phone: (407) 903-8039
Fax: (407) 903-8105
E-mail: Youcheng.wang@ucf.edu

EDUCATION

Ph. D. in Tourism Marketing and Management, University of Illinois at Urbana-Champaign, USA, 2004

M.S. in Hospitality and Tourism Management, Purdue University, USA, 1999

Post Graduate Diploma, Literature and Linguistics, Beijing Normal University, Beijing, China, 1992.

PROFESSIONAL EXPERIENCE

2018 – present Dean, Rosen College of Hospitality Management, University of Central Florida

March 2010 - 2018 Associate Dean of Academic Affairs and Research, Rosen College of Hospitality Management, University of Central Florida.

2017 – present William Peeper Destination Marketing Preeminent Chair Professor, Rosen College of Hospitality Management, University of Central Florida.

2012 – 2017 Professor, Rosen College of Hospitality Management, University of Central Florida.

2008 – 2012 Associate Professor, Rosen College of Hospitality Management, University of Central Florida.

2003 – 2008 Assistant Professor, Rosen College of Hospitality Management, University of Central Florida.

2001 – 2003 Instructor, Department of Leisure Studies, University of Illinois.

1999 – 2003 Research Assistant, National Laboratory for Tourism and eCommerce, University of Illinois at Urbana-Champaign.

1997 – 1999 Research and Teaching Assistant, Department of Hospitality and Tourism Management, Purdue University.

1996 - 1997 Assistant General Manager, Front Office, Poly Hotel (4 star), Beijing, China.

1995 – 1997 Consultant and Training Officer, Beijing Tourism Administration, Beijing, China

- 1994 – 1997 Deputy Director, International Programs, Beijing Institute of Tourism, Beijing Union University, Beijing, China.
- 1992 – 1997 Lecturer, Department of Tourism and Hotel Management, Beijing Institute of Tourism, Beijing Union University, Beijing, China.
- 1991 – 1992 Founder and General Manager, Beijing Zhong-Chuang Technology, Inc., Beijing, China.

SCIENTIFIC PUBLICATIONS

Impact profile (as of December 2022):

Citations: 12,824; H-index: 48;

Top 2% of Scientists Worldwide for Author Career Citations in Sports, Leisure and Tourism (Mendeley Data, 2022)

Top 2% of Scientists for Single Year 2021 Citations in Sports, Leisure and Tourism (Mendeley Data, 2022)

JOURNAL ARTICLES AND BOOK CHAPTERS

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Sorokina, E., Wang, Y.C., Fyall, A., Lugosi, P., Torres, E., Jung, T. (2022). Constructing a smart destination framework: A destination marketing organization perspective. *Journal of Destination Marketing & Management (SSCI journal)*, 23, <https://doi.org/10.1016/j.jdmm.2021.100688>.

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Wang, J.X., Fu, X.X., **Wang, Y.C.**, and Wei, F.X. (2021). Driving hospitality frontline employees' boundary-spanning behaviors: A social exchange and role theory perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 388-414.

Wang, J.X., Fu, X.X., and **Wang, Y.C.** (2021). Can “bad” stressors spark “good” behaviors in frontline employees? Incorporating motivation and emotion. *International Journal of Contemporary Hospitality Management (SSCI journal)*, 33(1), 101-124.

Wang, W., Ying, S., Mejia, C., Wang, Y.C., Qi, X., and Chan, J. (2020). Independent travelers' niche hotel booking motivations: the emergence of a hybrid cultural society. *International Journal of Hospitality Management (SSCI journal)*, 89.
<https://doi.org/10.1016/j.ijhm.2020.102573>

Chaulagain, S., Pizam, A., and Wang, Y.C. (2020). An integrated behavioral model for medical tourism: An American perspective. *Journal of Travel Research (SSCI journal)*, 60(4), 761-778.

Pan, Y., Fu, X., and Wang, Y.C. (2020). How does travel link to life satisfaction for senior tourists? *Journal of Hospitality and Tourism Management*, 45, 234-244.

Mejia, C., **Wang, Y.C.**, and Zhao, X.Y. (2020). The impact of personal and professional *guanxi* relationships on leader-member exchange in the Chinese hotel industry. *International Journal of Hospitality and Tourism Administration*, 21(1), 65-91.

Zhang, T., Wei, W., Fu, X., Hua, N., and **Wang, Y.C.** (2019). Exploring the roles of technology, people, and organization in building a tourism destination experience: Insights from the 2nd USA-China Tourism Research Summit and Industry Dialogue (Conference Communication). *Journal of Destination Marketing & Management (SSCI journal)*, 130-135.

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O'Connor, P., **Wang, Y.C.**, and Li, X. (2011). Web 2.0, online community and destination marketing. In Y.C. Wang and A. Pizam (Eds.), *Tourism Destination Marketing and Management: Foundations and Applications*, London, CABI.

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Li, X., and **Wang, Y.C.** (2010). Evaluating the Effectiveness of Destination Marketing Websites: Evidence from China. *International Journal of Tourism Research (SSCI journal)*, 12(5), 536-549.

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Shani, A., **Wang, Y.C.**, Hudson, S., and Gil, S.M. (2009). Impacts of a Historical Film on the Destination Image of South America. *Journal of Vacation Marketing* (SSCI journal), 15(3), 229-242.

McDowall, M., and **Wang, Y.C.** (2009). An Analysis of International Tourism Development in Thailand: 1994-2007. *Asia Pacific Journal of Tourism Research* (SSCI journal), 14(4), 351-370.

Naipaul, S., **Wang, Y.C.**, and Okumus, F. (2009). Regional Destination Marketing: A Collaborative Approach. *Journal of Travel and Tourism Marketing* (SSCI journal), 26(5&6), 462-481.

Hutchinson, J., Lai, F., and **Wang, Y.C.** (2009). Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions among Golf Travelers. *Tourism Management* (SSCI journal), 298-308.

- Cobos, L., **Wang, Y.C.**, and Okumus, F. (2009). Assessing the Web-based destination marketing activities: A relationship marketing perspective. *Journal of Hospitality Marketing and Management*, 421-444.
- Wang, Y.C.** (2008). Collaborative Destination Marketing: Understanding the Dynamic Process. *Journal of Travel Research* (SSCI journal), 151-166.
- Wang, Y.C.** (2008). Collaborative Destination Marketing: Roles and Strategies of Convention and Visitors Bureau. *Journal of Vacation Marketing* (SSCI journal), 13(3), 187-203.
- Wang, Y. C.** (2008). Web-based Destination Marketing Systems: Assessing the Critical Success Factors for Management and Implementation. *International Journal of Tourism Research* (SSCI journal), 10, 55-70.
- Wang, Y.C.**, and Krakover, S. (2008). Destination Marketing: Competition, Cooperation or Coopetition? *International Journal of Contemporary Hospitality Management* (SSCI journal), 20(2), 126-141.
- Wang, Y.C.** (2008). Examining the Level of Sophistication and Success of Destination Marketing Systems: Impacts of Organizational Factors. *Journal of Travel and Tourism Marketing* (SSCI journal), 24(1), 81-98.
- Krakover, S., and **Wang, Y. C.** (2008). Spatial Dimensions of the Orlando Destination Region. *Tourism Analysis*, 13(3), 245-258.
- Hahm, J. Upchurch, R. **Wang, Y. C.** (2008). Millennial Students, Movies and Tourism. *Tourism Analysis*, 13(2), 189-205.
- Wang, Y. C.**, and Xiang, Z. (2007). Towards A Theoretical Framework of Collaborative Destination Marketing. *Journal of Travel Research* (SSCI journal), 46, 75-85.
- Depietro, R., **Wang, Y. C.**, Rompf, P., and Severt, D. (2007). At-destination Visitor Information Search and Venue Decision Strategies. *International Journal of Tourism Research* (SSCI journal), 9, 175-188.
- Wang, Y. C.**, and Fesenmaier, D. R. (2007). Collaborative Destination Marketing: A Case of Northern Indiana, USA. *Tourism Management* (SSCI journal), 28(3), 863-875.
- Croes, R., and **Wang, Y.C.** (2007). A Comparison of Two Destination Performance Measurement Models: Case Investigation of Orlando and Las Vegas. *Tourism Tribune* (CSSCI journal), 22(7), 19-22.
- Wang, Y. C.**, and Russo, S. (2007). Conceptualizing and Evaluating the Functions of Destination Marketing Systems. *Journal of Vacation Marketing* (SSCI journal), 13(3), 187-203.

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Severt, D., **Wang, Y. C.**, Chen, P., and Breiter, D. (2007). Examining the Motivation, Perceived Performance, and Behavioral Intentions of Convention Attendees: The Case of SOHO Expo. *Tourism Management (SSCI journal)*, 28(2), 399-408.

Wang, Y. C., Rompf, P., Severt, D., and Peerapatdit, N. (2006). Examining and Identifying the Determinants of Travel Expenditure Patterns. *International Journal of Tourism Research (SSCI journal)*, 8, 333-346.

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BOOKS NEAR COMPLETION

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CONFERENCE PROCEEDINGS

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Wiitala, J., and **Wang, Y.C.** (2017). Destination Crisis Management Strategies: A Tale of Two Stories. *Proceeding of 22nd Graduate Education and Graduate Student Research Conference, Houston, Texas.*

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Shani, A., Chen, P.J., **Wang, Y.C.**, and Hua N. (2009). The Impact of A Promotional Video on Destination Image Change: The Case of the People's Republic of China Prior to the 2008 Olympic Games. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2009 Annual Conference, January 2009, Las Vegas, USA.*

Walls, A., **Wang, Y.C.**, and Okumus, F. (2009). Experiential Consumption from the Consumers Perspective: A Qualitative Approach in the Luxury Hotel Segment. *Proceeding of*

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Shani, A. and **Wang, Y.C.** (2008). Examining the Usefulness of expenditure-based Segmentation: The Case of Golf Travelers. *Proceeding of ISTTE 2008 Annual Conference, October 2008, Dublin, Ireland.*

Shani, A., and **Wang, Y.C.** (2008). The Effects of Controversial Film on Destination Image: An Experimental Study. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2008 Annual Conference, January 2008, Orlando, USA.*

Walls, A., **Wang, Y.C.**, and Okumus, F. (2008). A Hedonic Examination of Vacation Decision Making: A Research Proposal. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2008 Annual Conference, January 2008, Orlando, USA.*

Patel, K., Naipaul, S., and **Wang, Y.C.** (2008). Internal Market Orientation and its Measurement in the U.S. Hospitality Industry. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2008 Annual Conference, January 2008, Orlando, USA.*

Wang, Y.C. (2007). Examining the Level of Sophistication and Success of Destination Marketing Systems: Impacts of Organizational Factors. *Forthcoming in APAC-CHRIE Annual Conference, May 24-27, 2007, Beijing, China.*

Naipaul, S., and **Wang, Y.C.**, Okumus, F. (2007). Collaborative Destination Marketing: A case study of a Tri-County Agri-tourism Destination in Ohio. *Forthcoming in APAC-CHRIE Annual Conference, May 24-27, 2007, Beijing, China.*

McDowall, M., and **Wang, Y.C.** (2007). An Analysis of International Tourism Development in Thailand. *Forthcoming in APAC-CHRIE Annual Conference, May 24-27, 2007, Beijing, China.*

Cobos, L., and **Wang, Y.C.** (2007). Assessing the Web-based Destination Marketing Activities: A Relationship Marketing Perspective. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2007 Annual Conference, January 2007, Houston, USA.*

Soo, H.G., and **Wang, Y.C.** (2007). The Roles of Verbal and Pictorial Information in the Contexts of Tourism Information Search. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2007 Annual Conference, January 2007, Houston, USA.*

Carpenter, M., Severt, D., and **Wang, Y.C.** (2007). Conceptualizing and Examining A Service Delivery Model for the Condo Hotel Industry. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2007 Annual Conference, January 2007, Houston, USA.*

Wang, Y. C., and Russo S. (2006). Conceptualizing and Evaluating the Functions of Destination Marketing Systems. *Proceeding of ISTTE 2006 Annual Conference, October 2006, Las Vegas, USA.*

Wang, Y. C., and Croes, R. (2006). Which Way We Are Going: Growth Rates Metrics or Value Metrics? *Proceeding of ISTTE 2006 Annual Conference, October 2006, Las Vegas, USA.*

Wang, Y. C., Rompf, P., Severt, D., and Peerapatdit, N. (2006). Examining and Identifying the Determinants of Travel Expenditure Patterns. *Proceeding of CHRIE 2006 Annual Conference, July 2006, Washington D.C., USA.*

Wang, Y. C., Okumus, F., and Naipaul, S. (2006). Regional Destination Marketing: Towards A Collaborative Approach. *Proceeding of CHRIE 2006 Annual Conference, July 2006, Washington D.C., USA.*

DiPietro, R., **Wang, Y. C.**, Rompf, P., Severt, D., and Cobos, L. (2006). At-destination Visitor Information Search. *Proceeding of CHRIE 2006 Annual Conference, July 2006, Washington D.C., USA.*

Wang, Y. C., and Okumus, F. (2006). Forming Partnerships Among Destination Marketing Organizations: Opportunities and Challenges. *Proceeding of CHRIE 2006 Annual Conference, July 2006, Washington D.C., USA.*

Wang, Y. C., and Fesenmaier, D.R. (2005). Towards A Theoretical Framework of Collaborative Destination Marketing. *Proceeding of CHRIE 2005 Annual Conference, July 2005, Las Vegas, USA.*

Wang, Y. C., and Fesenmaier, D.R. (2005). Collaborative Destination Marketing: A Case of Elkhart County, Indiana. *Proceeding of TTRA 2005 Annual Conference, June 2005, New Orleans, USA.*

Hahm, J., Upchurch, R., and **Wang, Y. C.** (2005). Assessing the Impact of Movies Upon An Individual's Image Formation Concerning A Given Destination. *Proceedings of the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, 2005, Myrtle Beach, South Carolina, USA.*

Wang, Y. C., Hwang, Y., and Fesenmaier, D.R. (2004). Change Propensity Analysis: A New Approach to Examining Technology Usage Patterns. *Proceeding of CHRIE 2004 Conference, July 2004.*

Breiter, D., Severt, D., **Wang, Y. C.** and Chen, P. (2004). The Impact of Convention Performance on Association Member's Future Attendance Behavior. *Proceeding of CHRIE 2004 Conference, July 2004.*

Wang, Y. C., and Fesenmaier, D. R. (2003). Towards Understanding the Behavioral Foundations of Online Travel Community Members: A Structural Equation Model. *Proceedings of the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, 2003, Las Vegas, USA.

Wang, Y. C., Hwang, Y., and Fesenmaier, D. R. (2003). Assessing Web-based Marketing Strategies in the U.S. Tourism Industry: Current Status and Future Trends. *Proceedings of the 34th Annual Conference of the Travel and Tourism Research Association*, June 15-18, 2003, St. Louis, Missouri, USA.

Wang, Y. C., and Fesenmaier, D. R. (2003). Examining the Determinants of the Success of Internet-based Marketing Strategies by Destination Marketing Organizations in the United States. *Proceedings of the ENTER 2003 Conference*, January 29-31, 2003, Helsinki, Finland.

Wang, Y. C., and Fesenmaier, D. R. (2002). Measuring the Needs of Virtual Community Members: An Empirical Study of an Online Travel Community. In Wöber, Karl W., Andrew J. Frew and Martin Hitz (eds.) *Information and Communication Technologies in Tourism 2002: Proceedings of the International Conference of ENTER 2002*, Innsbruck, Austria.

Wang, Y. C., and Fesenmaier, D. R. (2002). Understanding the Motivation of Contribution in Online Communities: An Empirical Investigation of An Online Travel Community. *Proceedings of the 33rd Annual Travel and Tourism Research Association*, Arlington, Virginia, USA.

Wang, Y. C., Hila, R., and Qualls, W. (2002). Technology Adoption by Organization: The Effects of Organizational Capacity and Strategic Orientation. *Proceedings of the Annual CBIM/ISBM Atlanta Conference*, Atlanta, Georgia, USA.

Wang, Y. C., Yu, Q., and Fesenmaier, D. R. (2001). Defining the Virtual Tourism Community. *Proceedings of the ENTER Annual Conference: Information and Communication Technologies in Tourism*, April 23 - 28, 2001, Montreal, Canada.

Hwang, Y., **Wang, Y. C.**, and Fesenmaier, D. R. (2000). Temporal Data Aggregation: Preliminary Investigation of the U.S. In-Flight Data. *Proceedings of the 31st Annual Conference of the Travel and Tourism Research Association*, June 11-14, 2000, San Fernando Valley, California, USA.

REFEREED RESEARCH PRESENTATIONS

Sorokina, E., and **Wang, Y.C.** (2017). Theory Advancement in Tourism Research: Status, Contributions and Evaluating Frameworks. *Proceeding of 22nd Graduate Education and Graduate Student Research Conference, Houston, Texas.*

Wiitala, J., and **Wang, Y.C.** (2017). Destination Crisis Management Strategies: A Tale of Two Stories. *Proceeding of 22nd Graduate Education and Graduate Student Research Conference, Houston, Texas.*

Wei, W., Mejia, C., and **Wang, Y.C.** (2016). The Role of engagement and Copresence among Chinese Travelers Using Social Media. *Proceeding of the 2nd Global Tourism & Hospitality Conference, May 2016, Hong Kong, China.*

Mejia, C., Wei, W., and **Wang, Y.C.** (2016). Are You with Me? Examining the Driving Factors for Copresence in WeChat among Chinese Tourists. *Proceeding of APacCHRIE Conference, May 2016, Bangkok, Thailand.*

Mejia, C., Wang, Y.C., Lu, J., and Wang, K (2016). The Emergence of Senior Living in Mainland China: Hospitality and Service Standards. *Proceeding of APacCHRIE Conference, May 2016, Bangkok, Thailand.*

Li, X., **Wang, Y.** (2014). From Consumer Experience to Consumer Engagement: an Empirical Study on Online Travel Social Media. *Presentations at the Global Tourism & Hospitality Conference and Asia Tourism Forum, May 2014, Hong Kong, China.*

Mejia, C., **Wang, Y.C.**, and Zhou, Y.Q. (2014). Hotel Job Information Sources: A Social Networking Perspective. *Presentations at the Global Tourism & Hospitality Conference and Asia Tourism Forum, May 2014, Hong Kong, China.*

Mejia, C., **Wang, Y.C.**, and Zhao, X.Y. (2014). Turnover among Chinese Hotel Workers: The Relationship between Social Protocols, Leader-Member Exchange, and Job Satisfaction. *Presentations at the Global Tourism & Hospitality Conference and Asia Tourism Forum, May 2014, Hong Kong, China.*

Barreda, A., Nusair, K., **Wang, Y.C.**, Bilgihan, A., and Okumus, F. (2013). Brand Emotional Attachment in Travel Social Network Websites: The Long-Term Goal for Travel Organizations. *Presentations at the 18th Graduate Education and Graduate Student Research Conference, Seattle, Washington.*

Li, X., Bilgihan, A., **Wang, Y.C.** (2011). Evaluation of Website Functionality in US Lodging Industry. *Presentation at the ISTTE 2011 Annual Conference, October 2011, Miami, USA.*

Li, X., and **Wang, Y.C.** (2011). Depicting Image of China as a Tourism Destination: A Travel Blog Approach. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2011 Annual Conference, January 2011, Houston, TX, USA.*

Bilgihan, B., and **Wang, Y.C.** (2011). How can Hospitality Organizations Create IT Induced Competitive Advantage? A Theoretical Framework. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2011 Annual Conference, January 2011, Houston, TX, USA.*

Kubickova, M., and **Wang, Y.C.** (2011). Why People Cannot Work with Each Other? Examining the Barriers to Collaborative Destination Marketing. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2011 Annual Conference, January 2011, Houston, TX, USA.*

Li, X., and **Wang, Y.C.** (2011). Is Your Official State Tourism Website Effective? A Functional Perspective. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2011 Annual Conference, January 2011, Houston, TX, USA.*

Walls, A., and **Wang, Y.C.** (2010). The interplay between theory and practice in tourism and hospitality. *Presentation at the Consumer Behavior in Tourism Symposium December 1-4, 2010, Brunico, Italy.*

Hudson, S., **Wang, Y.C.**, and Gil, S.M. (2010). The Influence of a Film on Destination Image and the Desire to Travel: A Cross Cultural Perspective. *Presentation at the Fourth International Tourism and Media Conference July 2010, Australia.*

Hahm, J., and **Wang, Y.C.** (2010). Examining the Effects of Movies on Destination Image: A Pre- and Post Test Experimental design. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2010 Annual Conference, January 2010, Washington D.C., USA.*

Li, X., and **Wang, Y.C.** (2010). Evaluating the Effectiveness of Destination Marketing Websites in China. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2010 Annual Conference, January 2010, Washington D.C., USA.*

Wang, Y.C. (2009). Tourism Marketing and Management System Development in the Chinese Context. *Presentation to Shanghai Normal University faculty as part of the Rosen College of Executive Training Programs, July 09-22, 2009, Rosen College of Hospitality Management, University of Central Florida, USA.*

Wang, Y.C. (2009). Tourism Destination Branding and Image Development: Implications to China. *Presentation to Shanghai Normal University faculty as part of the Rosen College of Executive Training Programs, July 09-22, 2009, Rosen College of Hospitality Management, University of Central Florida, USA.*

Wang, Y.C. (2009). Collaborative Destination Marketing: Principles and Applications. *Presentation to Shanghai Normal University faculty as part of the Rosen College of Executive Training Programs, July 09-22, 2009, Rosen College of Hospitality Management, University of Central Florida, USA.*

Wang, Y.C. (2009). Tourism Distribution Channels: Strategies and Tactics. *Presentation to Shanghai Normal University faculty as part of the Rosen College of Executive Training Programs, July 09-22, 2009, Rosen College of Hospitality Management, University of Central Florida, USA.*

Wang, Y.C. (2009). Information Systems and Destination Marketing. *Presentation to Beijing International Studies University faculty as part of Rosen College Executive Training Programs, February 11, 2009, Rosen College of Hospitality Management, University of Central Florida, USA.*

Wang, Y.C. (2009). The Digitization of the Tourism Products: Strategies and Processes. *Presentation to Executives of Yi Li Resources Group (Fortune 500 Company in China). June 12, 2009, Erdos, China.*

Alon, I., Ni, L., and **Wang, Y.C.** (2009). Franchising and International Expansion of Hotel Chains. *Presentation at the International Society of Franchising Conference 2009 Annual Conference, March 2009, San Diego, USA.*

Shani, A., Chen, P.J., **Wang, Y.C.**, and Hua N. (2009). The Impact of A Promotional Video on Destination Image Change: The Case of the People's Republic of China Prior to the 2008 Olympic Games. *Presentation at the 14th Annual Graduate Students and Graduate Education Conference in Hospitality and Tourism Conference, January 2009, Las Vegas, USA.*

Walls, A., **Wang, Y.C.**, and Okumus, F. (2009). Experiential Consumption from the Consumers Perspective: A Qualitative Approach in the Luxury Hotel Segment. *Presentation at the 14th Annual Graduate Students and Graduate Education Conference in Hospitality and Tourism Conference, January 2009, Las Vegas, USA.*

Wang, Y.C. (2008). Destination Marketing System: Development, Implementation and Evaluation. *Presentation to Beijing Institute of Tourism faculty as part of Rosen College of Executive Training Programs, July 30, 2008, Rosen College of Hospitality Management, UCF.*

Wang, Y.C. (2008). How to Sell a Urban Destination by Using Virtual Destination Marketing Systems. *Invited presentation at the Tourism Institute, Shanghai Normal University. May 20, 2008, Shanghai, China.*

Wang, Y.C. (2008). Components and Functions of Effective E-Destination Marketing Systems: Theory and Implications. *Invited presentation at the Beijing Foreign Studies University. May 14, 2008, Beijing, China.*

Wang, Y.C. (2008). Destination Branding. *Invited presentation at the Beijing Institute of Tourism, Beijing Union University. May 12, 2008, Beijing, China.*

Wang, Y.C. (2008). Developing Effective Destination Marketing Systems: Guidelines for Implementation. *Invited speech to the Yantai Tourism Bureau, June 1, 2008. Yantai, China.*

Wang, Y.C. (2008). Destination Marketing System: The American Experience. *Keynote speech at the China Tourism E-commerce Conference. May 17-18, Nanjing, China.*

Wang, Y.C., (2008). Urban Destination Image Development and Branding. Invited presentation at the 2nd International Forum on China Hotel Brand Development. May 9-10, 2008, Guangzhou, China.

Shani, A., and **Wang, Y.C.** (2008). The Effects of Controversial Film on Destination Image: An Experimental Study. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2008 Annual Conference, January 2008, Orlando, USA.*

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Patel, K., Naipaul, S., and **Wang, Y.C.** (2008). Internal Market Orientation and its Measurement in the U.S. Hospitality Industry. *Proceeding of Graduate Students and Graduate Education Conference in Hospitality and Tourism 2008 Annual Conference, January 2008, Orlando, USA.*

Wang, Y.C. (2007). Technology, Digitization and Destination Marketing System Development. *Keynote Speech to the International Conference on International Tourist Cities under the Globalization Context, Shengzhang, China.*

Soo, H.G., and **Wang, Y.C.** (2007). The Roles of Verbal and Pictorial Information in the Contexts of Tourism Information Search. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2007 Annual Conference, January 2007, Houston, USA.*

Carpenter, M., Severt, D., and **Wang, Y.C.** (2007). Conceptualizing and Examining A Service Delivery Model for the Condo Hotel Industry. *Presentation at the Graduate Students and Graduate Education Conference in Hospitality and Tourism 2007 Annual Conference, January 2007, Houston, USA.*

Wang, Y.C. (2006). Technology. Digitization and Destination Marketing. Keynote speech at the International Conference on International Tourist Cities under the Globalization Context. October 28, 2006, Shen Zhen, China.

Wang, Y. C., and Russo S. (2006). Conceptualizing and Evaluating the Functions of Destination Marketing Systems. *Presentation at ISTTE 2006 Annual Conference, October 2006, Las Vegas, USA.*

Wang, Y. C., and Croes, R. (2006). Which Way We Are Going: Growth Rates Metrics or Value Metrics? *Presentation at ISTTE 2006 Annual Conference, October 2006, Las Vegas, USA.*

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DiPietro, R., **Wang, Y. C.**, Rompf, P., Severt, D., and Cobos, L. (2006). At-destination Visitor Information Search. *Presentation at CHRIE 2006 Annual Conference, July 2006, Washington D.C., USA.*

Wang, Y. C., and D.R. Fesenmaier (2005). Towards A Theoretical Framework of Collaborative Destination Marketing. *Presentation at CHRIE 2005 Conference.*

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Hahm, J., Upchurch, R., and **Y. C. Wang** (2005). Assessing the Impact of Movies Upon An Individual's Image Formation Concerning A Given Destination. *Presentation at the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, 2005, Myrtle Beach, South Carolina, USA.*

Rompf, P., **Y. C. Wang**, Severt, D., and Dipietro, R. (2004). Gratuitous Referrals: Visitors Search Activities at Destination for Travel-Related Services. *Presentation at the South East CHRIE 2004 Conference.*

Breiter, D., Severt, D., **Y. C. Wang**, and P. Chen (2004). The Impact of Convention Performance on Association Member's Future Attendance Behavior. *Presentation at CHRIE 2004 Conference.*

Breiter, D., Severt, D., **Y. C. Wang**, and P. Chen (2004). Consumer Behavior of Association Members: A Case Study. *Presentation at the PCMA Conference, January, 2004, Indianapolis, Indiana, USA.*

Wang, Y. C., and D. R. Fesenmaier (2003). Towards Understanding the Behavioral Foundations of Online Travel Community Members: A Structural Equation Model. *Presentation at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 5-7, Las Vegas, USA.*

Wang, Y. C., and D. R. Fesenmaier (2003). Assessing the Determinants of the Success of Internet-based Marketing Strategies by Destination Marketing Organizations in the United States. *Presentation at the ENTER 2003 Conference*, January 29-31, Helsinki, Finland.

Wang, Y. C., and D. R. Fesenmaier (2002). Understanding the Motivation of Contribution in Online Communities: An Empirical Investigation of An Online Travel Community. *Presentation at the 33rd TTRA Annual Conference*, June 23-26, 2002, Arlington, Virginia, USA.

Xiang, Z., U., Gretzel, **Wang, Y. C.**, and D. R. Fesenmaier (2002). Designing B2B Communities for the Tourism Industry: A Case Study of the Illinois Tourism Network (ITN). *Poster presentation at the 33rd Annual Conference of Travel and Tourism Research Association*, June 23-26, 2002, Arlington, Virginia, USA.

Wang, Y. C., R. Hila, and W. Qualls (2002). Technology Adoption by Organization: The Effects of Organizational Capacity and Strategic Orientation. *Presentation at the Annual CBIM/ISBM Atlanta Conference*, February 8-10, 2002, Atlanta, Georgia, USA.

Wang, Y. C., and D. R. Fesenmaier (2002). Measuring the Needs of Virtual Community Members: An Empirical Study of An Online Travel Community. *Presentation at the International Conference of ENTER 2002*, Innsbruck, Austria.

Wang, Y. C., and D. R. Fesenmaier (2001). Maximizing the Network Effectiveness: A Case Study of the Amish Country Convention and Visitors Bureau, Northern Indiana, USA. *Presentation at the ENTER Annual Conference: Information and Communication Technologies in Tourism*, April 23 - 28, 2001, Montreal, Canada.

Wang, Y. C., and D. R. Fesenmaier (2001). Virtual Community and Its Implications for Tourism Marketing Organizations. *Presentation at the ENTER Annual Conference: Information and Communication Technologies in Tourism*, April 23 - 28, 2001, Montreal, Canada.

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Wang, Y. C., J. Su, and G. S. Hong (2000). Exploring the Expenditure Patterns of UK Long Haul International Travelers. *Presentation at the 31st Annual Conference of the Travel and Tourism Research Association*, San Fernando Valley, California, United States, June 11-14, 2000.

WHITE PAPERS

Wang, Y., and Kwun, D. (2007). A Report on the Relative Impact of VISIT FLORIDA Direct Influencers and Other Influencers in the Decision to Take a Florida Vacation. Prepared for VISIT FLORIDA.

Wang, Y., D.R. Fesenmaier (2003). Alliances, Networks and Destination Marketing: Exploring the Nature and Dynamics of Collaborative Marketing strategies in Elkhart County, Indiana. Prepared for Elkhart County Convention and Visitors Bureau, Indiana.

Wang, Y., and D. R. Fesenmaier (2002). Assessing Web Marketing Strategies: Approaches, Issues, and Implications. A Report on the Results of National Survey of City and County Tourism Organizations in the United States of America.

Fesenmaier, D. R., J. T. O’Leary, J. Beaman, Y. Hwang, **Y. Wang**, and Y. Xinran (2000). Temporal Aggregation: Getting more reliable estimates with the U. S. In-Flight Survey Data. Prepared for Tourism Industry, Department of Commerce, USA.

TECHNICAL REPORTS

Analysis of Chicago Aurora Area Travel Market. Report for Aurora Area Convention and Visitors Bureau, 2002.

Analysis of Chicago Southland Travel Market. Report for Chicago Southland Convention and Visitors Bureau, 2002.

Virtual Community Development: An eGuide to Tourism Professionals. [Online]. Available: <http://www.tourism.uiuc.edu/itn/etools/eguides/Creacommunity01.htm>, 2001.

Analysis of Chicago Oak Park Travel Market. Report for Chicago Oak Park Convention and Visitors Bureau, 2002.

AWARDS AND RECOGNITION

Michael D. Olsen Research Achievement Award. Presented in January 2-23 at the 28th Annual Graduate Student Research Conference in Hospitality and Tourism in Anaheim, California.

Top 2% of Scientists Worldwide for Author Career Citations in Sports, Leisure and Tourism (Mendeley Data, 2022)

Top 2% of Scientists for Single Year 2021 Citations in Sports, Leisure and Tourism (Mendeley Data, 2022)

Fellow, International Academy for the Study of Tourism. Since December 2019.

William Peeper Destination Marketing Preeminent Chair Professor (2017). Designation by University of Central Florida, August 16, 2017.

The Most Cited Article (2016) in Journal of Destination Marketing and Management. Title of the paper: “Destination Collaboration: A Critical Review of Theoretical Approaches to a Multi-dimensional Phenomenon” With Fyall, F., and Garrod, B. (2012).

Best Research Paper Nomination (2009). The 14th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada. Title of paper: “Experiential Consumption from the Consumers Perspective: A Qualitative Approach in the Luxury Hotel Segment.”

UCF Research Incentive Awards (2009). University of Central Florida.

Best Article of the Year (2008). Martin Oppermann Memorial Award, Journal of Travel and Tourism Marketing. Title of paper: “Examining the Level of Sophistication and Success of Destination Marketing Systems: Impacts of Organizational Factors.”

Distinguished Researcher Award (2006). Rosen College of Hospitality Management, University of Central Florida. This award was granted to one faculty member from the college selected by the university research committee who has demonstrated superior research capability.

Best Paper Award (2006). The International Society of Travel and Tourism Educators (*ISTTE*) Annual Conference, Las Vegas, USA. Title of paper: “Conceptualizing and Evaluating the Functions of Destination Marketing Systems.”

Keeling Dissertation Award (2005). The Travel and Tourism Research Association (TTRA) 2005 Annual Conference. This award was granted every 3 years to the best Ph.D. dissertation in the travel and tourism industry world-wide.

Researcher of the Year Award (2005). Rosen College of Hospitality Management, University of Central Florida. This award was granted to one faculty member who has demonstrated superior research capability within the college.

Haworth Press Best Paper Award (2003). Eighth Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada. Title of paper: “Towards Understanding the Behavioral Foundations of Online Travel Community Members: A Structural Equation Model”

The Most Read Articles (ranked 6th on 08/21/2011) in Journal of Hospitality Marketing and Management. Title of the paper: “Assessing the Web-based destination marketing activities: A relationship marketing perspective.” With Cobos, L., and Okumus, F. (2009).

ScienceDirect and SciVerse Top 25 (ranked 16th) Hottest Articles (October to December 2010). *International Journal of Hospitality Management* (2011). Title of the paper: “An epistemological view of consumer experience.” With Walls, A., Okumus, F., and Kwun, D.

The Top 20 Articles by Immediate Impact (6 months after publication). *International Journal of Contemporary Hospitality Management* (2008). Title of the paper: “Destination marketing: competition, cooperation or coopetition?”

The 50 Most-Frequently Read Articles. *Journal of Travel Research* (2009). Title of the paper: “Collaborative Destination marketing: Understanding the Dynamic Process.”

The 50 Most-Frequently Read Articles. *Journal of Travel Research* (2009). Title of the paper: “Towards A Theoretical Framework of Collaborative Destination marketing.”

The 50 Most-Frequently Read Articles. *Journal of Vacation Marketing* (2009). Title of the paper: “Collaborative Destination marketing: Strategies of Convention and Visitors Bureaus.”

KEYNOTE AND INVITED SPEAKER

Invited Speaker. Marriott Business Council Meeting. November 18, 2022. Title of Speech: Hospitality Education at Crossroad: Challenges, Opportunities, and Directions.

Invited Speaker. Legacy Pointe Retirement Community at UCF. November 08, 2022. Title of Speech: The Contribution of Hospitality and Compassionomics to Wellness in Senior Living Communities.

Keynote Speaker. Health meets Food: The Culinary Medicine Conference. June 9-12, 2022. Title of Speech: Compassion and Wellbeing in Hospitality and Healthcare.

Keynote Speaker. World Travel & Tourism Quality Alliance 2022 International Conference, May 7-8, 2022. Title of Speech: Trailblazing Hospitality and Tourism Education and Research in the context of Covid-19.

Keynote Speaker. SKAL International Orlando 2021 Meeting. October 26, 2021. Title of Speech: Striving for Excellence in Crisis.

Keynote Speaker. World Tourism Alliance 2020 Xianghu Dialogue; November 14, 2020. Title of Speech: Hospitality Education and Research Innovation: Post Covid-19 and Beyond

Invited Scholar/Speaker. International Academy for the Study of Tourism. May 7-11, 2019, Bali, Indonesia. Title of Speech: Advances in Destination Marketing and Management Research.

Keynote Speaker. International Theme Park and Attractions Management Workshop for Educators. June 14, 2019. Title of Speech: Hospitality and Tourism Curriculum Development: The Role of Themed Experience Management.

Keynote Speaker. Critical Hospitality Studies Symposium. June 11-12, Chengdu, China. Title of Speech: A Roadmap for Transforming Hospitality and Tourism Education and Research.

Invited Speaker. Skat Orlando Annual Meeting. April 9, 2019.

Invited Speaker. IAAPA North America Annual Meeting, February 19, 2019.

Invited Speaker. Visitor Orlando Annual Business Meeting. February 15, 2019.

Keynote Speaker. 1st Global Congress of Special Interest Tourism & Hospitality. June 24-26, 2017, Beppu, Japan. Title of Speech: Destination Marketing and Management: Reflections and Directions.

Keynote Speaker. International Symposium on Tourism Innovation and Talent Development. Fudan University. October, 15, 2016, Shanghai, China. Title of Speech: Leading Hospitality and Tourism Education: An International Perspective.

Invited Speaker. 2016 Annual Conference of ISTTE: Global Strategies in Tourism & Hospitality Education. October 12-14, 2016, Hangzhou, China.

Invited Speaker. Graduate Students Forum, Fudan University. May 22, 2016, Shanghai, China. Title of speech: Strategic Tourism Branding: Theoretical Considerations and Empirical Evidence.

Invited Speaker. Graduate Students Forum, Zhejiang University. May 23, 2016. Title of speech: Qualitative Research Methods: Principles and Applications.

Keynote Speaker. International Symposium on Destination Marketing and Management. May 8, 2015. University of Salento, Italy. Title of speech: Collaborative Regional Destination Marketing: A Strategic Roadmap.

Keynote Speaker. Tourism Science International Conference and the Deans' Council of Colleges of Tourism Management. November 16-17, 2014, Sun Yat-sen University, Guangzhou, China. Title of speech: Travel Motivation and Constraints: Marketing Implications to Destinations.

Keynote Speaker. China Tourism Research Annual Conference. October 18-19, 2014, Beijing Union University, Beijing, China. Title of speech: Experiential Consumption and Tourism Marketing.

Keynote Speaker. The 2nd International Forum on Tourism in Nankai University. June 16-17, 2012, Tianjin, China. Title of speech: Bowling alone or Win through Collaboration.

Keynote Speaker. The International Hospitality and Tourism Education Summit, May 11-13, 2011, Guangzhou, China. Title of speech: The Hospitality Education Development in USA and its Implications to China.

Keynote Speaker. The 2nd Asia Pacific Alliance on Tourism & Hospitality Education & the 10th Annual Conference in Hospitality & Tourism, Kaohsiung Taiwan, May 2010. Title of speech: Tourism Destination Marketing: Achieving Success through Collaboration and Networking.

Keynote Speaker. International Seminar of Tourism in Rio De Janeiro. Rio De Janeiro, Brazil, March 2010. Title of speech: Collaborative Destination Marketing: Theory and Application.

Keynote Speaker. I-CHRIE Career Academy 2009. Title of speech: Qualitative Research Methods: An Overview.

Keynote speaker. International Symposium on the Globalization of Higher Tourism Education. Shanghai, China, June 20-21, 2009.

Keynote Speaker. China Tourism E-commerce Conference. May 17-18, 2008, Nanjing, China. Title of speech: Destination Marketing System: The American Experience.

Keynote Speaker. International Conference on International Tourist Cities under the Globalization Context. October 28, 2006, Shen Zhen, China. Title of speech: Technology. Digitization and Destination Marketing.

RESEARCH AND PROFESSIONAL DEVELOPMENT FUNDING

Summary:

\$10,741,488.00 requested since 2003

\$9,922,535.00 secured since 2003

\$7,310,117.00 secured since 2018 in the capacity of College Dean

General Entertainment Authority Fellowship Program, Saudi Arabia (Fall 2022). US\$248,780. Project supervised and implemented.

Professional Development Program for Universidad Santo Tomas and Universidad Militar, Colombia (Summer 2022). \$22,962. Project supervised and implemented.

E-learning Program for Wild Fork Foods (2021). US\$825,000. Project supervised implemented.

Professional Development Program for Universidad Militar, Colombia (Fall 2021). US\$19,975. Project supervised implemented.

General Entertainment Authority Scholarship at UCF for Qiddiya in Saudi Arabia (2019). US\$6,100,000. Project initiated and implemented.

Professional Seminar Program for Kyung Hee University, Korea (January 2018). US\$93,400.00. Project implemented.

CFHLA/UCF Rosen College General Manager Seminar Series: Guest Service Management (2018). Project implemented and completed.

Professional Seminar Program for Kyung Hee University, Korea (2017). US\$145,544.00. Project implemented and completed.

Guest Service Management: A Training Program for Aruba Tourism Authority (2017). US\$111,540.00. Proposal submitted but not funded.

Service Innovation in Healthcare Training Program (October 17-19, 2017). US\$18,000.00. Project implemented and completed.

Business Entrepreneurship in Latin America Conference (May 24-26, 2017). Conference grants: US\$18,000.00. Project implemented and completed.

Training Program Development in Happiness and Positivity Delivery for UAE (January-March, 2017). US\$90,000.00. Project implemented and completed.

“Train the Trainer” Program in Happiness and Positivity Delivery for UAE (2017). US\$45,000.00. Proposal submitted.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2017). US\$185,500.00. Project implemented and completed.

Using Tourism as a Vehicle for Sustainable Economic Development and Entrepreneurship in Cienfuegos, Cuba (2017). A research proposal submitted to U.S. Department of State – U.S. Embassy Cuba Public Affairs Section. US\$98,761.00. With Mejia, C., and Torres, E. Not funded.

Professional Training Programs for Dubai Parks and Resorts (Summer 2016). US\$151,225.00. Project implemented and completed.

Professional Seminar Program for University of Jorge Tadeo Lozano, Colombia (May, 2016). US\$20,000.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2016). US\$150,000.00. Project implemented and completed.

Professional Seminar Program for Kyung Hee University, Korea (2016). US\$94,500.00. Project implemented and completed.

Professional Training Programs for Dubai Parks and Resorts (Fall 2015 and Spring 2016). US\$143,000.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2015). US\$178,500.00. Project implemented and completed.

A Quantitative Study of Visitor' Profile and Economic Impact (2015). A Market Research Proposal Submitted to Seminole County Convention and Visitors' Bureau. US\$35,000.00. With Tasci, A., and Hua, N. Not funded.

Professional Seminar Program for Kyung Hee University, Korea (2014). US\$86,600.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2014). US\$108,500.00. Project implemented and completed.

Professional Seminar Program for University of Rosaria, Colombia (2014). US\$6,000.00. Project implemented and completed.

Professional Seminar Program for Kyung Hee University, Korea (2013). US\$88,500.00. Project implemented and completed.

Professional Seminar Program for University of Rosaria, Colombia (2013). US\$6,000.00. Project implemented and completed.

Professional Develop Program for Elion Group (2013). US\$6,000.00. Project implemented and completed.

Undergraduate Certificate Program for Curacao (Spring 2013). US\$80,000.00. Project implemented and completed.

UCF Rosen College – Disney Graduate Certificate Program (Spring 2013). US\$41,800.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2013). US\$94,516.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Fall 2013). US\$63,000.00. Project implemented and completed.

Professional Seminar Program for Kyung Hee University, Korea (2013). US\$88,500.00. Project implemented and completed.

UCF Rosen College – Disney Graduate Certificate Program (Spring 2012). US\$45,566.00. Project implemented and completed.

UCF Rosen College – Disney Graduate Certificate Program (Fall 2012). US\$49,400.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Fall 2012). US\$77,000.00. Project implemented and completed.

UCF Rosen College – Disney Undergraduate Certificate Program (Spring 2012). US\$80,470.00. Project implemented and completed.

Undergraduate Certificate Program for Curacao (Spring 2011). US\$90,000.00. Project implemented and completed.

UCF Rosen College – Disney Graduate Certificate Program (Fall 2011). US\$68,400.00. Project implemented and completed.

Undergraduate Certificate Program for Curacao students (Fall 2011). US\$120,000.00. Project implemented and completed.

Assessing the Impacts and Attendees' Perceptions of the International Nadamu Fair of Ordos City, Inner Mongolia, China (2011). US\$30,000.00. Project funded and completed.

Best Practices in Mobile Marketing: Developing the Mobile Destination Marketing Tool Kit (2011). A research proposal submitted to Destination Marketing Association International (DMAI). US\$82,705.00. Not funded.

Undergraduate Certificate Program for Curacao students (Fall 2010). US\$90,000.00. Project funded and implemented.

Faculty Training for Institute of Tourism at Beijing Union University (2010). US\$4,000.00. Project funded and completed.

Examining the Information Service Models in Digital Destination Marketing in China (2009). A research proposal submitted to China Social Science Foundation, Office of Scientific Planning. RMB120,000.00 (US\$19,047.00). With Luo, Z. Not funded.

Faculty Training for Shanghai Normal University (2009). This training program was developed and provided to 20 professors of hospitality and tourism management from Shanghai Normal University, Shanghai, China. US\$12,000.00. Project funded and completed.

Marketing Orlando: Competing through Network Building. A research proposal submitted to the Dick Pope Institute for Tourism Studies. US\$10,000.00. Project funded and completed (2009/2010).

Faculty Training for Beijing International Studies University (2009). This training program is developed and provided to 6 professors of hospitality and tourism management from Beijing

International Studies University, Beijing, China. US\$6,000.00. Program cancelled owing to H1N1 flu.

Information Systems and Destination Marketing (2009). Training program provided to faculty members of Beijing International Studies University. US\$1,000.00. Funded and completed.

Tapping the Potential Chinese Travel Market to Orlando Florida (2009). A Market Research Proposal Submitted to Orlando/Orange County Convention and Visitors' Bureau. US\$50,000.00. Not funded.

Media Conversion Study (2008). A Market Research Proposal Submitted to Seminole County Convention and Visitors' Bureau. US\$75,000.00. With Chen, P., and Rompf, P. Not funded.

Destination marketing system development and evaluation (2008). Training program provided to faculty members of Beijing Institute of Tourism, Beijing Union University. US\$4,000.00. Project funded and completed.

Destination Marketing: Collaboration and Competitiveness (2008). A research proposal submitted to the Sloan Industry Studies Fellowships. US\$45,000.00. Not funded.

Estimating the Economic Impact of the Cricket World Cup 2007 on the Economy of Barbados. A research proposal submitted to World Cup Barbados. US\$125,000. With Scantlebury, M., Croes, R., Hara, T. Smith, T., and Downes, A. Not funded.

Assessing the Impact of Vacation Influencers on the Decision to Take a Florida Vacation (2007). A research proposal submitted to VISIT FLORIDA. US\$3,000.00. With Kwun D.. Project funded and completed.

Economic Impact of Tourism on Osceola County. A research proposal submitted to the Kissimmee Convention & Visitors Bureau (2006/2007). US\$35,000.00. With Croes, R. and Hara, T. Project funded and completed.

Regional Destination Marketing (2006/2007). A Research Proposal Submitted to the In-house Research Grant, University of Central Florida. US\$7,500.00. With Okumus, F. Project funded and completed.

An Analysis of Customer Satisfaction with the Religious Play (2006/2007). A Research Proposal Submitted for the Rosen College Research Grant, University of Central Florida. US\$2,000.00. With McDowall, S. and Naipaul, S. Project funded and completed.

Understanding the Purchasing Behavior of UK Travelers Who Visited Florida via Orlando-Sanford International Airport (2006). A research project conducted for VISIT FLORIDA. US\$6,000.00. Project funded and completed.

Assessing the Web-based Marketing Strategies of the American Lodging Industry:

Approaches, Issues, Trends, and Implications (2005/2006). A Research Proposal Submitted to the In-house Research Grant, University of Central Florida. US\$7,500.00. Project funded and completed.

Collaborative Destination Marketing: Issues, Challenges and Implications (2005/2006). A Research Proposal Submitted for the Rosen College Research Grant, University of Central Florida. \$2,000.00. Project funded and completed.

Are We Ready for the China Pie? Tapping the Potential Chinese Travel Market to Orlando Florida (2005/2006). A Market Research Proposal Submitted to Kissimmee Convention and Visitors' Bureau. US\$50,000.00. Not funded.

Best Marketing Practices in the Travel and Tourism Industry (2005/2006). A Research Proposal to the association of travel marketing executives. US\$53,900.00. Not funded.

Change Propensity Analysis: A New Approach to Identifying Changes in Tourism Technology Practice (2004). Research proposal submitted for the Travel and Tourism Association's research grant. US\$2,000.00. Not funded.

Examining the Technology Strategies of Hospitality Industries in the U.S. (2004)
This research proposal is prepared for the American Hotel and Lodging Association.
US\$20,000.00. Not funded.

Collaborative Destination Marketing: Issues and Strategies. Principal Investigator of Project for the Elkhart Country Convention and Visitors Bureau, Northern Indiana, U.S.A., 2003. US\$5,000.00. Project funded and completed

DISSERTATION/THESIS COMMITTEE

Student name: Bingna Lin

Dissertation Title: Investigating the entertainment destination experience: Manifestations and outcomes

Role: Dissertation Committee Co-Chair

Status: Ongoing

Student name: Ekaterina Sorokina

Dissertation Title: Towards a Measurement Framework for Smart Destinations

Role: Dissertation Committee Chair

Status: Completed successfully in 2019.

Student name: Suja Chaulagain

Dissertation Title: Motivational Factors and Barriers Affecting Seniors' Decision to Relocate to a Senior Living Facility

Role: Dissertation Committee Member

Status: Completed successfully in 2019.

Student name: Saba Salehi Esfahani

Dissertation Title: Understanding the Impact of Negative Reviews in Travel-related Social Media

Role: Dissertation Committee Chair

Status: Completed successfully in 2019.

Student name: Xu Li

Dissertation Title: Consumer engagement in travel-related social media

Role: Dissertation Committee Chair

Status: Completed successfully in 2013.

Student Name: David Smiley

Thesis Title: Perception of education quality in PGA programs

Role: Thesis Committee Chair

Status: Completed successfully in 2012.

Student Name: Luis A. Romero

Thesis Title: Exploring the coping strategies of migrant workers in the hospitality industry

Role: Thesis Committee Chair

Status: Completed successfully in 2012.

Student name: Stephen Lee

Dissertation Title: Relationship marketing by Destination Marketing Organizations: Does it lead to favorable behavioral intentions of meeting planners?

Role: Dissertation Committee Member

Status: Completed successfully in 2012.

Student name: Jeannie Hahm

Dissertation Title: The influence of an annual meeting on the sense of community of association members, their satisfaction, and future intentions

Role: Dissertation Committee Member

Status: Completed successfully in 2012.

Student name: Andrew Walls

Dissertation Title: An Examination of Experiential Consumption and Relative Effects on Consumer Values.

Role: Dissertation Committee Chair

Status: Completed successfully in 2009.

The dissertation won the **5th Annual Emerald/EFMD Outstanding Doctoral Research Awards 2009**

Student name: Kelly Semrad

Dissertation Title: Discounting: An Empirical Justification for its Value in the Lodging Industry.

Role: Dissertation Committee Member

Status: Completed successfully in 2010.

The dissertation has won the **Rosen College Outstanding Dissertation Award for 2009-2010.**

Student name: James Hogg

Dissertation Title: The Virtual Hospitality Lab Project 1.0: The affects of Digital Storytelling on Hospitality Leadership Coaching Skills in a Multi-User Virtual Environment (MUVE).

Role: Dissertation Committee Member

Status: Completed successfully in 2007.

Student Name: Liza Cobos

Thesis Title: Deconstructing the Online Destination Marketing Systems: A Relationship Marketing Approach

Role: Thesis Committee Chair

Status: Completed successfully in 2006.

Student Name: Jeeyeon Hahm

Thesis Title: The Impact of Movies on Destination Images and Traveler's Decision Making

Role: Thesis Committee Member

Status: Completed successfully in 2004.

Student Name: Scott Smith

Thesis Title: The Effect of Internet Booking on the Orlando Lodging Market

Role: Thesis Committee Member

Status: Completed successfully.

Student Name: N. Peerapatdit

Thesis Title: Traveler Expenditure Patters: First-time versus Repeat Visitors to Orlando Area

Role: Thesis Committee Member

Status: Completed successfully.

TEACHING EXPERIENCE

University of Central Florida – Rosen College of Hospitality Management

Fall 2022 HMG 7295 Theories in Hospitality and Tourism (PHD students only)

Fall 2021 HMG 7295 Theories in Hospitality and Tourism (PHD students only)

Fall 2020 HMG 7295 Theories in Hospitality and Tourism (PHD students only)

Fall 2017 HMG 7295 Theories in Hospitality and Tourism (PHD students only)

Spring 2017 HMG 6566 Principles of Destination marketing & Management
(Graduate Level)

Fall 2016 HMG 7295 Theories in Hospitality and Tourism (PHD students only)

Spring 2016	HMG 7715 Strategies: Travel and Tourism (PHD students only)
Fall 2015	HMG 7295 Theories in Hospitality and Tourism (PHD students only)
Spring 2015	HMG 6566 Principles of Destination marketing & Management (Graduate Level)
Fall 2014	HMG 7939ST Theories in Hospitality and Tourism (PHD students only)
Spring 2014	HFT 7715 Strategies: Travel and Tourism (PHD students only)
Fall 2013	PAF 7806 Advanced Research Methods in Public Affairs II (PHD students only)
Spring 2013	HFT 6566 Principles of Destination marketing & Management (Graduate Level)
Fall 2012	HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2012	HFT 6566 Principles of Destination marketing & Management (Graduate Level)
Fall 2011	HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2011	HFT 4561 Destination marketing
Fall 2010	HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2010	HFT 3444 Hospitality Information Systems HFT 4561 Destination Marketing HFT 7715 Strategies and Tactics in Travel and Tourism (Graduate level)
Fall 2009	HFT 3444 Hospitality Information Systems HFT 3444 Hospitality Information Systems HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2009	HFT 3444 Hospitality Information Systems HFT 4561 Destination Marketing HFT 6938 Principles of Destination Marketing and Management (Graduate level)
Fall 2008	HFT 3444 Hospitality Information Systems (2 sections)

	HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2008	HFT 3444 Hospitality Information Systems HFT 4561 Destination Marketing
Fall 2007	HFT 3444 Hospitality Information Systems HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2007	HFT 3444 Hospitality Information Systems (2 sections)
Fall 2006	HFT 3444 Hospitality Information Systems (2 sections) HFT 6446 Technology Strategies in Hospitality and Tourism (Graduate level)
Spring 2006	HFT 3444 Hospitality Information Systems (2 sections) HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Fall 2005	HFT 3444 Hospitality Information Systems (2 sections) HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2005	HFT 3444 Hospitality Information Systems (2 sections) HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Fall 2004	HFT 3444 Hospitality Information Systems (2 sections) HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)
Spring 2004	HFT 2444 Manage Information Systems in Hospitality and Tourism HFT 6446 Technology Strategies in Hospitality and Tourism (Graduate level)
Fall 2003	HFT 2444 Manage Information Systems in Hospitality and Tourism HFT 4413 Advanced Technology in Hospitality and Tourism HFT 6586 Research Methodology in Hospitality and Tourism (Graduate level)

University of Illinois – Department of Leisure Studies

Spring 2003	Co-Instructor Leisure Studies 199TC: Contemporary Issues in Travel and Tourism
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Fall, 2002	Instructor Leisure Studies 199TT: Technology and Tourism Marketing
Spring, 2002	Co-Instructor Leisure Studies 291: Research Methods in Leisure Studies (I)
Fall, 2001	Teaching Assistant Leisure Studies 290: Research Methods in Leisure Studies (II)
Spring, 2001	Instructor Leisure Studies 116: Computer Applications in Leisure Services
Fall, 2000	Teaching Assistant Leisure Studies 116: Computer Applications in Leisure Services
Spring, 2000	Teaching Assistant Leisure Studies 116: Computer Applications in Leisure Services

Purdue University – Department of Hospitality and Tourism Management

Spring, 1999	Teaching Assistant HTM100: Introduction to Foodservice, Lodging, and Tourism Management
Fall, 1999	Teaching Assistant HTM141: Financial Accounting for the Service Industry

UNIVERSITY/COLLEGE/DEPARTMENT COMMITTEE SERVICE

2021 -present	Board member, Legacy Pointe Retirement Community
2020	Co-Chair, Bring Back Tourism Working Group, Orange County Economic Recovery Task Force
2019 – present	Board member, International Drive Chamber of Commerce Board member (Ex-Officia). Central Florida Hotel & Lodging Association
2017/2018	Coordinator, 7 Year Program Review, UCF Rosen College University Undergraduate Course Review Committee University Policy and Curriculum Committee University Undergraduate Studies Executive Committee Visit Orlando Research Committee
2015/2016	Chair, Division Review Committee, University Assessment Committee

- Coordinator, program assessment, Rosen College Dean's office
University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
Visit Orlando Research Committee
- 2014/2015 Chair, Division Review Committee, University Assessment Committee
Coordinator, program assessment, Rosen College Dean's office
University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
Visit Orlando Research Committee
- 2013/2014 Chair, Division Review Committee, University Assessment Committee
Coordinator, program assessment, Rosen College Dean's office
University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
Visit Orlando Research Committee
- 2012/2013 Chair, Division Review Committee, University Assessment Committee
Coordinator, program assessment, Rosen College Dean's office
University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
Visit Orlando Research Committee
Shanghai Tourism Development Research Center Expert Committee
- 2011/2012 Chair, Division Review Committee, University Assessment Committee
Coordinator, program assessment, Rosen College Dean's office
University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
University Research and Steering Committee
University IRB Committee
University RIA committee
College Department Chair Search Committee – Chair
UCF Career Service Advisor Search Committee
Visit Orlando Research Committee
Shanghai Tourism Development Research Center Expert Committee
- 2010/2011 University Undergraduate Course Review Committee
University Policy and Curriculum Committee
University Undergraduate Studies Executive Committee
University Research and Steering Committee
University IRB Committee

- University RIA committee
College Faculty Search Committee – Chair
Visit Orlando Research Committee
Shanghai Tourism Development Research Center Expert Committee,
Shanghai, China.
- 2009/2010 University Research and Steering Committee
University IRB Committee
University RIA committee
Rosen College Ph.D. Students Admission Committee – Chair
Rosen College Graduate Policy and Curriculum Committee – Chair
Rosen College Faculty Research Committee – Chair
Rosen College Faculty Research Incentive Awards Selection Committee
Rosen College Master’s Curriculum Examination Task Force – Chair
Orlando/Orange County CVB Research Committee
Shanghai Tourism Development Research Center Expert Committee,
Shanghai, China.
- 2008/2009 University Research and Steering Committee
University IRB Committee
UCF President Research Roundtable Participant
Rosen College Associate Dean Search Committee
Rosen College Faculty Research Committee – Chair
Rosen College Comprehensive Exams for Ph.D. candidates – Member
Rosen College Graduate Policy and Curriculum Committee - Member
Department of Tourism, Events and Attractions Tenure and Promotion
Guidelines Development Committee
*Department of Tourism, Events and Attractions Faculty Cumulative
Performance Evaluation Committee – Chair*
Department of Hospitality Services Faculty Cumulative Performance
Evaluation Committee - Member
Department of Food Service and Lodging Faculty Cumulative
Performance Evaluation Committee - Member
Rosen College Faculty Teaching Incentive Awards Selection Committee
Orlando/Orange County CVB Research Committee
- 2007/2008 Rosen College Curriculum Committee – Tourism Track Chair
Rosen College Comprehensive Exams for Ph.D. candidates – Member
Rosen College Graduate Policy and Curriculum Committee
- 2006/2007 University Research and Steering Committee
University IRB Committee
Rosen College Faculty Search Committee
Rosen College Curriculum Committee – Tourism Track Chair
Rosen College Comprehensive Exams for Ph.D. candidates – Chair
Rosen College Graduate Policy and Curriculum Committee

- Spring 2005 Member, Faculty Search Committee, Rosen College of Hospitality Management, University of Central Florida
- Fall 2004 Chair, Department Tenure Promotion Committee, Tourism, Events, and Attractions, Rosen College of Hospitality Management, University of Central Florida
- Since Spring 2004 Member, Undergraduate Curriculum Committee, Rosen College of Hospitality Management, University of Central Florida
- Since Fall 2003 Member, Graduate Curriculum Committee, Rosen School of Hospitality Management, University of Central Florida
- Since Fall 2003 Member, International Committee, Rosen School of Hospitality Management, University of Central Florida
- Fall, 2002 Member, Faculty Search Committee, Department of Leisure Studies, University of Illinois
- Fall, 1999 - present Member, Graduate Student Association, School of Applied Life Studies, University of Illinois

OTHER PROFESSIONAL INITIATIVES AND ACTIVITIES

- 2023 Co-Chair, 7th World Research Summit for Tourism and Hospitality. December 14-17, 2023. Virtual.
- 2023 Co-Chair, Health Meets Food: The Culinary Medicine 2023 Conference. June 8-11, 2023, Orlando FL.
- 2023 Co-Chair, Southeast, Central & South American Federation CHRIE Conference. March 10-11, 2023, Orlando FL.
- 2022 Co-Chair, Health Meets Food: The Culinary Medicine 202 Conference. June 8-11, 2022, Orlando FL.
- 2021 Chair, 6th World Research Summit for Tourism and Hospitality. December 14-15, 2021. Virtual.
- 2019 Chair, 5th World Research Summit for Tourism and Hospitality. December 13-16, 2019. Orlando, FL.
- 2019 Chair, 3rd USA-China Tourism Research Summit and Industry Dialogue. December 17, Orlando, FL.

- 2019 Co-Chair, Health Meets Food: The Culinary Medicine 2020 Conference. June 4-8, 2020.
- 2019 Facilitating and implementing the Global Hub of Excellence in Human Trafficking Training in Hospitality and Tourism housed at UCF Rosen College of Hospitality Management.
- 2019 Hosted Latin Grammy Master Series at UCF Rosen College of Hospitality Management.
- 2018 Co-Chair, 1st International Conference on Smart Tourism, Smart Cities and Enabling Technologies. May 1-4, 2018. Orlando, FL.
- 2017 Co-Chair, the 4th World Research Summit for Tourism and Hospitality. December 8-11, 2017. Orlando, FL.
- 2017 Chair, the 2nd USA-China Tourism Research Summit and Industry Dialogue. December 8, 2019. Orlando, FL.
- 2015 Co-Chair, the 3rd World Research Summit for Tourism and Hospitality. December 15-19, 2015. Orlando, FL.
- 2015 Chair, the 1st USA-China Tourism Research Summit and Industry Dialogue. December 19, 2015. Orlando, FL.
- 2013 Co-Chair, the 2nd World Research Summit for Tourism and Hospitality. December 15-17, 2013. Orlando, FL.
- 2017 Established Rosen College Dean's Research Scholar Program (to provide financial support to encourage faculty pursuit of external funding for their research activities and increase sponsored research in the Rosen College).
- 2017 Established Rosen College Dean's Research Cluster program (to encourage the development of strategic research units (SRUs) for interdisciplinary faculty collaboration within Rosen College and across UCF on topic areas with high potential for external funding).
- 2017 Established UCF Rosen College Dean's Distinguished Speaker Series (to identify and invite eminent and internationally acclaimed scholars to share their cutting-edge research ideas to inspire and promote scholarly curiosity and intellectual exchanges among UCF Rosen College faculty and graduate students).
- 2017 Established UCF Rosen College Research Workshop Series (to identify and invite appropriate experts to deliver workshops related to methodology, statistical procures, etc. to help Rosen College faculty and graduate students to be versed with the knowledge and skills required for conducting quality research projects).

- 2017 Facilitating and implementing B.S. in Senior Living Communities Management degree program (with College of Medicine and College of Nursing). Program approved by Florida Board of Governors in 2019.
- 2017 Facilitating and implementing a joint M.S. in Travel Technology and Analytics (with College of Computer Science and Engineering). Program approved by Florida Board of Governors in 2019.
- 2016 Facilitated and implemented B.S. in Entertainment Management degree program (with College of Arts and Humanities). Program approved by Florida Board of Governors in 2016.
- 2016 Established Hospitality Technology and Innovation Laboratory housed at UCF Rosen College, supported by HFTP and HTNG.
- 2016 Co-Chair, Social Think Tank on Applying Dense Networks for Competitive Advantage in Hospitality.
- 2016 Initiated Memorandum of Understanding with Zhejiang University, China on reciprocal student exchange program. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Fudan University, China on reciprocal student exchange program. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Sun Yat-sen University, China on reciprocal student exchange program. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Rikkyo University, Japan on reciprocal student exchange program. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Rikkyo University, Japan on UCF Rosen College – Disney Undergraduate Program in Hospitality Management. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Yamaguchi University, Japan on UCF Rosen College – Disney Undergraduate Program in Hospitality Management. Program approved and implemented.
- 2016 Initiated Memorandum of Understanding with Fudan University, China on UCF Rosen College – Disney Undergraduate Program in Hospitality Management. Program approved and implemented.

- 2016 Initiated Memorandum of Understanding with Huaqiang University, China on UCF Rosen College – Disney Undergraduate Program in Hospitality Management. Program approved and implemented.
- 2014 Established the CFHLA Meet & Greet with Hotel Executives (to provide students with an opportunity to interact with hotel executives each week in Fall and Semesters).
- 2012 Established and implemented Ph. D. in Hospitality Management at the UCF Rosen College (terminated the Ph. D. in Hospitality Education to better reflect program orientation).
- 2012 Initiated and implemented Memorandum of Understanding with: Nankai University, China; Sun Yat-sen University Business School and School of Tourism Management, China; Hanyang University, South Korea; Sejong University, South Korea on UCF Rosen College – Disney Undergraduate Program in Hospitality Management.
- 2011 Initiated and implemented the Global Hospitality Leadership Academy housed at UCF Rosen College as an arm for industry professional training programs and applied research (With American Hotel and Lodging Association).
- 2011 Discussed and negotiated cooperation programs with University of West Indies.
- 2011 Initiated and implemented Memorandum of Understanding with: Beijing International Studies University, China; Hainan University, China; Kyung Hee University, South Korea on UCF Rosen College – Disney Undergraduate Program in Hospitality Management.
- 2011 Discussed and negotiated an AS to BS articulation agreement with Republic Polytechnic University, Singapore.
- 2009 Facilitated and implemented a dual degree graduate program with ISCTE, IBS Business School, Portugal (a M.S. in Hospitality and Tourism Management from UCF and a MBA from ISCTE). Program approved and implemented.
- 2009 Planned and co-hosted International Conference on Hospitality and Tourism Education in China on behalf of Rosen College (June 20, 2009, Shanghai, China).
- 2009 Negotiated and provided training programs to faculty members from Shanghai Normal University (22 faculty members participated).
- 2009 Facilitated and provided training programs to faculty members from Beijing International Studies University (16 faculty members participated).
- 2008 Facilitated and provided training programs to faculty members from Beijing Institute of Tourism, Beijing Union University (12 faculty members participated).

2006 Facilitated and established Ph. D. in Hospitality Education at UCF Rosen College (with College of Education and Human Performance).

2003 Facilitated and established Masters of Science in Hospitality and Tourism Management at UCF Rosen College.

CO-EDITOR-IN-CHIEF

Since 2011 *Journal of Destination Marketing and Management*

EDITORIAL BOARD MEMBERS

Since 2012 *Tourism Tribune*

Since 2011 *International Journal of Tourism Research*

Since 2010 *Tourism Science*

Since 2009 *International Journal of Hospitality Management*

Since 2009 *Journal of Information Technology & Tourism*

Since 2008 *Journal of China Tourism Research*

Since 2008 *Journal of Hospitality Marketing and Management*

Since 2007 *Journal of Vacation Marketing*

2007 to 2011 *International Journal of Contemporary Hospitality Management*

2007 to 2010 *Journal of Travel Research*

2005 to 2014 *International Journal of Hospitality and Tourism Administration*

2008/2009 Guest Editor, *Worldwide Hospitality and Tourism Themes (WHATT)*

2006/2007 Guest Editor, *International Journal of Hospitality Management*

PROFESSIONAL AFFILIATIONS

Board of Directors, I-Drive Chamber of Commerce, Orlando, Florida.

Board of Directors, Legacy Pointe at UCF.

Board of Directors (Ex-Officio), Central Florida Hotel & Lodging Association.

Member, Visit Florida Marketing Council.

Member, Visit Orlando Research Committee.

Member, Travel and Tourism Research Association (TTRA)

Member, The International Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Member, Hospitality Financial and Technology Professionals (HFTP)

Member, Hospitality Information Technology Association (HITA)

Member, International Society for Travel and Tourism Educators (ISTTE)