

Huimin Liu, Ph.D. Student
Curriculum Vita

Fox School of Business
School of Sport, Tourism and Hospitality Management
Department of Tourism and Hospitality Management
Temple University
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Last Updated: Feb. 2023

PROFESSIONAL EXPERIENCE

| | |
|----------------|---|
| 8/22 - present | Instructor Department of Tourism and Hospitality Management Temple University, Philadelphia, Pennsylvania, USA |
| 8/20 - present | Teaching / Research Assistant Department of Tourism and Hospitality Management Temple University, Philadelphia, Pennsylvania, USA |
| 3/18 - 6/18 | Teaching Assistant School of Tourism Management Sun Yat-sen University, Guangzhou, P.R. China |
| 7/17 | Tourism Planning intern BES Culture Tourism Group, Beijing, P.R. China |

EDUCATION**Ph.D.**

August 2020 - Now

Temple University, Philadelphia, Pennsylvania

Major: Business Administration with a concentration of tourism and sport

Chair: Xiang (Robert) Li, Ph.D.

M.S.

August 2017 - July 2020

Sun Yat-sen University, Guangzhou, P.R. China

Major: Tourism Management

Thesis: Exploring the Relationship between Holistic and Partial Destination Images from the Core-periphery Structural Perspective: A Case of Guangdong-Hong Kong-Macao Greater Bay Area in China

Chair: Kun Lai, Ph.D.

B.S.

August 2013 - July 2017

Shandong University, Jinan, P.R. China

Major: Tourism Management

PRESENTATIONS*Conferences*

- **Liu, H.,** Li, X. (2023). *Does Traumatic Experience Prohibit Travel? Impact of Pandemic Trauma on Prevention-Focused Travel Behavior* [oral presentation]. the 28th Annual Graduate Conference in Hospitality and Tourism, Orange, United States.
- **Liu, H.,** Lai, K., Li, X. (2022). *The relationship between whole vs. part destination images: a closer look from the perspective of spreading activation theory* [oral presentation]. 2022 Annual International CHRIE Summer Conference, Washington D.C., United States.
- **Liu, H.,** Li, X. (2022). *Exploring Experience Measurements in Tourism Research* [poster presentation]. the 2022 TTRA International Conference Academic Program, Victoria, Canada.
- **Liu, H.,** Li, X. (2022). *Does Traumatic Experience Prohibit Travel? Impact of Centrality of Traumatic Event on Travel Fear during the Pandemic* [poster presentation]. the 2022 TTRA International Conference Academic Program, Victoria, Canada.
- **Liu, H.,** Lai, K., Li, X. (2021). *Exploring the Relationship between Whole vs. Part Destination Images: A Case Study* [poster presentation]. the 2021 TTRA International

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Conference Academic Program, virtual. <https://ttra.com/timetable/event/ideas-fair-reimagining-destinations-hospitality/>

- **Liu, H.**, Li, X. (2021). *Impact of Anthropomorphism on Tourist Experience Quality and Pro-conservation Behavior Intention in Animal Tourism Contexts* [poster presentation]. the 26th Annual Graduate Conference in Hospitality and Tourism, virtual, United States. http://www.gradconfht.com/wp-content/uploads/2021/01/2021-Graduate-Conference-Proceeding_final1.pdf
- Lai, K., **Liu, H.** (2019). *Whether control group designs affect tourism experiment outcomes? Two studies in China* [poster presentation]. 5th World Research Summit for Tourism and Hospitality, Orlando, United States.

Invited workshops and seminars

- **Liu, H.**, Li, X. (2023). *Does Traumatic Experience Prohibit Travel? Impact of Pandemic Trauma on Prevention-Focused Travel Behavior* [oral presentation]. Fox Executive DBA Program Workshop 2023 Spring at Temple University, Philadelphia, United States.
- Graduate Scholar Roundtable 2023 at the Ohio State University, Columbus, United States.

TEACHING

- **STHM 4322 Designing Tourism Experiences**, 2022 Fall. [In-person only]
Student Feedback:
The instructor was organized and prepared for class: **4.6/5**
So far, the instructor has applied grading policies fairly: **4.2/5**
The instructor encouraged students to advance their professional development and knowledge of the industry: **4.0/5**
The course content was consistent with the educational objectives of this course: **4.0/5**
The instructor provided opportunities for class participation: **4.4/5**
- **STHM 4401 Digital Portfolio Creation**, 2023 Spring. [Asynchronous online]

FUNDED RESEARCH PROJECTS

- The 25th Young Scholars Interdisciplinary Forum, \$200 research funding for proposal entitled *The Material-Experiential Asymmetry on price sensitivity* by **H. Liu**, and X. Li, Fox Business School, Temple University (Nov. 2023-April. 2024). Fall 2022.
- The 24th Young Scholars Interdisciplinary Forum, \$750 research funding for proposal entitled *The Road Not Taken - The Impact of Tourism Attraction Missing Experience on Compensatory Tourist Engagement and Revisit Intention* by **H. Liu**, and X. Li, Fox Business School, Temple University (Apr. 2022-Dec. 2023). Spring 2022.
- The 24th Young Scholars Interdisciplinary Forum, \$465 research funding for proposal entitled *Does Traumatic Experience Prohibit Travel? Impact of Centrality of Traumatic Event on Travel Fear during the Pandemic* by **H. Liu**, and X. Li, Fox Business School, Temple University (Apr. 2022-Dec. 2023). Spring 2022.
- The 22nd Young Scholars Interdisciplinary Forum, \$750 research funding for proposal entitled *Linking Destination Image and Sub-destination Images: A Network Perspective* by **H. Liu**, K. Lai, and X. Li, Fox Business School, Temple University (Apr. 2021-Dec. 2022). Spring 2021.
- The 21st Young Scholars Interdisciplinary Forum, \$1050 research funding for proposal entitled *Impact of Anthropomorphism on Tourist Experience Quality and Pro-conservation Behavior Intention in Animal Tourism Contexts* by **H. Liu**, and X. Li, Fox Business School, Temple University (Nov. 2020-Apr. 2022). Fall 2020.
- 2019 National Tourism Research Program for Graduate Students, RMB 5000 research funding for proposal entitled *Impact of endorser image on tourism destination personality & image via celebrity endorsement* by **H. Liu**, Ministry of Culture and Tourism of the People's Republic of China (Sep. 2019).

SCHOLARSHIPS

- Research/Teaching Assistantship, Temple University, Aug 2020 – Present

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AWARDS

- Finalist of Best Paper Award, 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Jan 2023
- Scholar Award, Graduate Scholar Roundtable 2023 at the Ohio State University, May 2023

INDUSTRY REPORTS

- Philadelphia International Airport Passenger Survey Project. Worked as a major research assistant (July 2021- June 2022)