

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
335 Speakman Hall
1810 North 13th Street Philadelphia, PA 19122
<https://huiminliuresearch.github.io>
huiminliu@temple.edu
267.304.7060

Last Updated: April. 2023

EDUCATION

Ph.D.

August 2020 - present

Temple University, Philadelphia, Pennsylvania

Major: Business Administration with a concentration in tourism and sport

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

M.S.

August 2022 - present

Georgia Institute of Technology, Atlanta, Georgia

Major: Computer Science

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

PROFESSIONAL EXPERIENCE

8/22 - present	Graduate 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
7/18 – 10/18	Research Intern Monitoring Center of World Tourism Organization (UNWTO) Sustainable Tourism Observatories, Xishuangbanna and Kanas, P.R. China
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

PRESENTATIONS

Conferences

Huimin Liu, Ph. D. student

- **Liu, H., & Li, X.** (2023). *Measuring Experience in Tourism Research* [oral presentation]. 2023 Annual International CHRIE Summer Conference, Phoenix, United States.
- **Liu, H., & Li, X.** (2023). *The Impact of Pandemic Trauma on Prevention-Focused Travel Behavior: A Fear Conditioning Perspective* [oral presentation]. The 2023 TTRA International Conference Academic Program, St. Louis, United States.
- **Liu, Y., Liu, H., Zhang, X., Han, F. & Li, X.** (2023). *Exploring Review Spam in Tourism and Hospitality: A Preliminary Study* [oral presentation]. 2023 Northeast Travel & Tourism Annual Conference, Philadelphia, United States.
- **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 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 and poster 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 the proposal entitled *The material-experiential asymmetry on price sensitivity* by **H. Liu**, and X. Li, Fox School of Business, Temple University (Nov. 2023-Apr. 2024). Fall 2022.
- The 24th Young Scholars Interdisciplinary Forum, \$750 research funding for the 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 School of Business, Temple University (Apr. 2022-Dec. 2023). Spring 2022.
- The 24th Young Scholars Interdisciplinary Forum, \$465 research funding for the 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 School of Business, Temple University (Apr. 2022-Dec. 2023). Spring 2022.
- The 22nd Young Scholars Interdisciplinary Forum, \$750 research funding for the proposal entitled *Linking destination image and sub-destination images: A network perspective* by **H. Liu**, K. Lai, and X. Li, Fox School of Business, Temple University (Apr. 2021-Dec. 2022). Spring 2021.
- The 21st Young Scholars Interdisciplinary Forum, \$1050 research funding for the 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 School of Business, Temple University (Nov. 2020-Apr. 2022). Fall 2020.
- 2019 National Tourism Research Program for Graduate Students, RMB 5000 research funding for the 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 (Sept. 2019).

SCHOLARSHIPS

- Research/Teaching Assistantship, Temple University, Aug. 2020 – present

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 (Jul. 2021- Jun. 2022)
- Philadelphia International Airport Passenger Survey Project. Worked as a major research assistant (Jul. 2022- Jun. 2023)

SERVICE

- Reviewer of 2023 ICHRIE Conference, the 83rd Annual Meeting of the Academy of Management, and Leisure Sciences
- Member of the Dean's Graduate Student Advisory Council, Fox School of Business, Temple University