

Huimin Liu, Ph.D. Student
Curriculum Vita

Fox School of Business
School of Sport, Tourism and Hospitality Management
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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*

- **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.

PUBLICATION

- Review spam...

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

