Zhuowei (Joy) Huang

Ph.D., Assistant Professor

Department of Recreation, Sport and Tourism

University of Illinois at Urbana-Champaign

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Positions

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| **Assistant Professor** | August 2011- present |

Department of Recreation, Sport and Tourism

University of Illinois at Urbana-Champaign, IL

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| **Co-Director** | January 2015- present |

UIUC-SYSU International Joint Laboratory on National Park Research (Zhangjiajie)

Research Interests

Dr. Huang’s research focuses on consumer behavior and marketing in travel and tourism industry. In particular, she is interested in further elaborating tourist behaviors and experiences incorporating the social and cultural factors in the micro and macro environments. Given the fact that tourism is more integrating into people’s daily life, Dr. Huang believes that understanding tourists in their everyday life should be an important component to interpret their behaviors and experiences in travel.

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Refereed Publications

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| **Refereed Journal Articles** |  |

1. **Huang, Z.**, Hu, J., & Zhang, C. (2017). Destination brand personality and brand attachment – the importance of self-congruence. *Journal of Travel & Tourism Marketing*. Accepted.
2. Fu, X., **Huang, Z.**, Li, Q., & Ksenia, K. (2017). Dissecting Chinese adolescents’ overseas educational travel experiences : movements, representations and practices. *Current Issues in Tourism*. Accepted.
3. Li, Q., **Huang, Z.**, & Christianson, K. (2016). Ambiguity tolerance and advertising effectiveness. *Annals of Tourism Research.* Accepted.
4. Gao, J., **Huang, Z.**, & Zhang, C. (2016). Tourists’ perceptions of responsibility: an application of norm-activation theory. *Journal of Sustainable Tourism*. Accepted.
5. **Huang, Z.,** & Miao, L.(2016). Illegitimate customer complaining behavior in hospitality service encounters: a frontline employee perspective*. Journal of Hospitality and Tourism Research*, 40(6), 655-684.
6. Li, Q., **Huang, Z.**, & Christianson, K. (2016). Visual attention toward tourism photographs with text: an eye-tracking study. *Tourism Management*, *54*(June), 243-258.
7. **Huang, Z.**, & Cai, L. (2015). China hotel branding: an emerging research agenda. *Journal of China Tourism Research*, 10(1), 1-3.
8. **Huang, Z.**, & Cai, L. (2015). Modeling consumer-based brand equity for multinational hotel brands – when hosts become guests. *Tourism Management*, 46(February), 431-443.
9. **Huang, Z.**, Li, M., & Li, Q. (2015). Taiwan destination brand associations: from the perspective of mainland Chinese Tourists. *Journal of Travel & Tourism Marketing*, 32(1/2), 50-64.
10. Li, Q., **Huang, Z.**, & Zhang, J. (2014). Perceived value of Chinese calligraphic landscape in tourism settings: from the perspective of Chinese tourists. *Journal of China Tourism Research*, 10(4): 414-431.
11. Chen, Y., **Huang, Z.**, & Cai, L. (2014). Image of China tourism and sustainability issues in Western Media – an investigation of National Geographic. *International Journal of Contemporary Hospitality Management*, 26(6): 855-878.
12. **Huang, Z.,** Zhao, C., Miao, L., & Fu, X. (2014). Triggers and inhibitors of illegitimate customer complaining behavior – Anecdotes from frontline employees in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 26(4): 544-571.
13. Qiu, S., Li, M., **Huang, Z.**, & Dang, N. (2015). Impact of tourism openness across the Taiwan Strait: perspective of Mainland Chinese tourists. *Asia Pacific Journal of Tourism Research*, 20(1), 76-93.
14. **Huang, Z.,** Cai, L., Yu, X., & Li, M. (2014). A further investigation of revisit intention: a multi-group analysis. *Journal of Hospitality Marketing and Management*, 23(8): 815-832.
15. Wei, W., Miao, L., & **Huang, Z.** (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, *33*(June): 316-330.
16. Fu. X., **Huang, Z.**, & Cai, L. (2012). Chinese water culture and implications for cruise tourism – a five-dimension framework. *International Journal of Tourism Anthropology*, *2*(4): 318-329.
17. Zhang, H., Lu, L., Cai, L., & **Huang, Z.** (2011). Tourism destination image structural model and visitors’ behavioral intentions: based on confirmatory study of localization of potential consumers. *Tourism Science*, *25* (1): 35-45.
18. **Huang, Z.**, & Cai, L. (2011). Destination choice model for transitional travel: college students in China. *Tourism Management*, *32* (3): 697-699.
19. **Huang, Z.**, & Cai, L. (2010). Online image of multinational hotel brands on different language platforms. *Journal of China Tourism Research*, *6*, 279-295.
20. Li, M., Cai, L., Lehto, X.Y., & **Huang, Z.** (2010). A missing link in understanding revisit intention – the role of motivation and image. *Journal of Travel & Tourism Marketing*, *27* (4), 335-348.
21. **Huang, Z.**, Li, M., & Cai, L. (2010). A model of community-based festival image. *International Journal of Hospitality Management*, *29* (2), 254-260.
22. **Huang, Z.**, Cai, L., & Ismail, J.A. (2010). Cognitive image change and loyalty in destination branding. *International Journal of Services Technology and Management*, *13* (3/4), 234-246.
23. Cai, L., Liu, J., & **Huang, Z.** (2010). Effects of population migration on rural tourism. *International Journal of Services Technology and Management*, *13* (3/4): 192-204.
24. Li, M., **Huang, Z.**, & Cai, L. (2009). Benefit segmentation of visitors to a rural community-based festival. *Journal of Travel & Tourism Marketing*, *26* (5/6), 585-598.
25. Cai, L., Liu, J., & **Huang, Z.** (2008). Identifying rural tourism markets: a practical tool. *Journal of Hospitality Marketing & Management*, *17* (3-4), 418-434.
26. Wu, B., **Huang, Z.**, & Ma, X. (2004). A study on spatial structure of rural tourism attractions in suburban areas of China. *Scientia Geographica Sinica*, *24* (6), 757-763.

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| **Manuscripts under review** |  |

1. Gao, J., Zhang, C., & **Huang, Z.** Chinese tourists’ view of nature, interest in animals and natural landscape interpretation preference: a generational perspective. *Journal of Sustainable Tourism*. *under review*
2. **Huang, Z.** & Li, Q. The Grand Tour in 21st century : perspectives of Chinese adolescents and their parents. *Journal of China Tourism Research. Under revision*

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| **Conference Presentations and Proceedings** |  |

1. Haugen, M., **Huang, Z.**, & Zhang, Y. Understanding cultural values, attitudes and behavioral intentions on participation in recreational sport for children in China. Annual Conference for the North American Society for the Sociology of Sport, November 2 -5, 2016, Tampa, FL.
2. Fu, X., **Huang, Z.**, & Li, Q. Dissecting Chinese adolescents’ overseas educational travel experiences : movements, representations and practices. 2nd Global Tourism & Hospitality Conference, May 16-18, 2016, Hong Kong.
3. Zhang H., **Huang, Z.**, & Green, C. (2015). Place attachment and alumni’s experience of the homecoming event. 3rd World Research Summit for Tourism and Hospitality. Dec, 15-19, 2015, Orlando, FL.
4. Li, Q., **Huang, Z.**, & Christianson, K. (2015). We definitely read photographs – effects of text in destination photograph viewing. Travel and Tourism Research Association Conference, June 15-17, 2015, Portland, Oregon.
5. Li, Q., **Huang, Z.**, & Shen, H. (2015). Grand Tour in 21st Century: perspectives of Chinese Millennials and their parents. Travel and Tourism Research Association Conference, June 15-17, 2015, Portland, Oregon.
6. Meng, M., **Huang, Z.**, & Cai, L. (2013). Health benefits of agritourism: the role of local food and cuisine. In Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Jan. 3-5, 2013, Seattle, WA, USA.
7. **Huang, Z.**, & Cai, L. (2013) Modeling consumer-based brand equity of multinational hotel brands – from hosts to guests. In Proceedings of the11th ApacCHRIE conference, May 21-24, 2013, Macau, China.
8. Li, Q., **Huang, Z.**, & Zhang, J. (2013). Perception of China calligraphic landscape: from the perspective of Chinese tourists. In Proceedings of 2013 Annual ICHRIE conference, July 24-27, 2013, St. Louis, MO.
9. **Huang, Z.** & Miao, L. (2013). Fraudulent customer complaining behavior in hospitality service encounters: a boundary spanner’s perspective. In Proceedings of 2013 Annual ICHRIE conference, July 24-27, 2013, St. Louis, MO.
10. **Huang, Z.**, Zhao, C., & Miao, L. (2012). Triggers and inhibitors of fraudulent customer complaining behavior. In Proceedings of 2012 Annual ICHRIE conference, Aug. 1-4, 2012, in Providence, RI, USA.
11. Wei, W., Miao, L., & **Huang, Z.** (2012). Customer engagement behaviors and hotel responses. In Proceedings of 2012 Annual ICHRIE conference, Aug. 1-4, 2012, in Providence, RI, USA.
12. Wei, W., **Huang, Z.**, & Miao, L. (2011). Motivation and attitude: an exploration of customers’ online complaining behavior. In Proceedings of the 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 6-8, 2011, in Huston, TX, USA.
13. Fu, X., **Huang, Z.**, & Cai, L. (2010). Chinese cruise tourists’ motivations: a cultural-historical perspective. In Proceedings of 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 18-22, 2010, in Cruise, USA.
14. Lu, Y., Adler, H., & **Huang, Z.** (2009). Travel safety concerns: feedback from international students in the U.S. In Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 4-6, 2009, in Las Vegas, NV, USA.
15. **Huang, Z.**, & Cai, L. (2009). Online image of hotel brands on different language platforms. In Proceedings of 2009 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Conference, July 28-31, 2009, in San Francisco, CA, USA.
16. **Huang, Z.**, & Cai, L. (2008). Visitors’ image modification and loyalty. In Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 3-5, 2008, in Orlando, FL, USA (Vol. XIII, pp. 1564-1580).
17. **Huang, Z.**, Cai, L., & Lu, Y. (2008). The destination choice model of transitional travel: college students in China. In C. Hu (Ed.), Proceedings of the 2008 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, September 30 - October 2, 2008, in Dublin, Ireland (Vol. 20, pp. 108-119). St Clair Shores, MI: International Society of Travel and Tourism Educators.
18. **Huang, Z.**, Li, M., & Cai, L. (2007). Image constructs of community-based festival. In Proceedings of the 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 4-6, 2007, in Huston, TX, USA (Vol. XII, pp. 805-814).
19. Li, M., **Huang, Z.**, & Cai, L. (2007). Motivation of community-based festival attendees. In C. Hu (Ed.), Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, 2007, in Charleston, SC, USA (Vol. 19, pp. 148-156). St Clair Shores, MI: International Society of Travel and Tourism Educators.
20. **Huang, Z.**, Cai, L., & Li, M. (2007). Antecedents of visitors’ loyalty. In C. Hu (Ed.), Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, 2007, in Charleston, SC, USA (Vol. 19, pp. 93-100). St Clair Shores, MI: International Society of Travel and Tourism Educators.
21. Chen Y., Cai, L., & **Huang, Z.** (2006). An integrated model of destination image: role of country image. In C. Hu (Ed.), Proceedings of the 2006 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 12-14, 2006, in Las Vegas, NV, USA (Vol. 18, pp. 15-30). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Teaching Experience

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| **Institution** | **Course** | **Role** | **Term (s)** |
| UIUC | Leisure Services Marketing | Instructor | Spring 2017 |
| UIUC | Tourism Planning and Development | Instructor | Fall 2016 |
| UIUC | Critical Issues in Tourism Management | Instructor | Fall 2016 |
| UIUC | Marketing in Recreation, Sport and Tourism | Instructor | Spring 2016 |
| UIUC | Leisure Services Marketing | Instructor | Spring 2016 |
| UIUC | Tourism Development | Instructor | Fall 2015 |
| UIUC | Marketing in Recreation, Sport and Tourism | Instructor | Spring 2015 |
| UIUC | Critical Issues in Tourism Management | Instructor | Fall 2014 |
| UIUC | Tourism Development | Instructor | Fall 2014 |
| UIUC | Critical Issues in Tourism Management (online) | Instructor | Fall 2013 |
| UIUC | Research Methods and Statistical Analysis | Instructor | Fall 2013 |
| UIUC | Marketing in Recreation, Sport and Tourism | Co-instructor | Spring 2013 |
| UIUC | Foundation of Tourism | Co-instructor | Spring 2013 |
| UIUC | Research Methodology and Statistical Analysis | Instructor | Fall 2012 |
| UIUC | Leisure Services Marketing | Instructor | Fall 2011  Spring 2012 |
| Purdue U. | Introduction to Tourism Management | Instructor | Spring 2010 |
| Purdue U. | Strategic Marketing in Hospitality and Tourism | TA | Spring 2009 |
| Purdue U. | Hospitality and Tourism Marketing II | TA | Fall 2006  Fall 2007  Fall 2008 |
| Purdue U. | Research Methodology in Hospitality and Tourism Management | TA | Spring 2008 |
| Purdue U. | Introduction to Tourism Management | TA | Fall 2005 |

Professional Services

**Editorial board**

Journal of China Tourism Research

International Journal of Hospitality and Event Management

**Ad hoc reviewer**

Tourism Management

Journal of Travel & Tourism Marketing

Tourism Analysis

Journal of Business Research

Journal of Hospitality and Tourism Research

International Journal of Contemporary Hospitality Management

TOSOK (Tourism Sciences Society of Korea) International Tourism Conference

TTRA (Travel and Tourism Research Association) Annual Conference

Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

I-CHRIE Annual Conference

International Society of Travel and Tourism Educators (ISTTE)