

Yu-Hua (Melody) XU

Associate Teaching Professor

Arizona State University

School of Community Resources and Development (CRD)

411 N. Central Avenue, Suite 550, Phoenix, AZ, 85004, USA

Hainan University/Arizona State University International College (HAIC)¹

海南省海口市龙华区龙桥镇羊山大道 52 号海南大学观澜湖校区 2-567

E-mail: yu-hua.xu@asu.edu

Education

Doctor of Philosophy, University of Florida, USA 2020

Specialization: Tourism Management

Minor: Geography-spatial analysis

Dissertation: Planning for Spatial-Economic Resilience: Home-Sharing in Rural Florida

Chair: Lori Pennington-Gray, Ph.D.

Mater of Education, Beijing Sport University, China 2016

Specialization: Sport Economics and Management

Thesis: Operational Status and Managerial Strategy for Chinese Winter Sport Fields

Chair: Xian-Peng Lin, Ph.D.

Bachelor of Management, Beijing Sport University, China 2013

Major: Sports Industry Management

Thesis: Anti-Ambush Marketing Analysis for Li-Ning Company's Sponsorship in Chinese Basketball Association League

Advisor: Shu-Hong Xiao, Ph.D.

Research Interests: Tourism Education and Innovative Pedagogy, Destination Resilience, Tourism Planning, Spatial Analytics in Tourism, Hospitality, and Sport

Academic Employment

Associate Teaching Professor 2026 - present

Assistant Teaching Professor 2020 - 2025

Arizona State University

Watt College of Public Service & Solutions

School of Community Resources and Development-Hainan University/Arizona State University

International College (HAIC)

Undergraduate Program Lead 2023 - present

Arizona State University

Hainan University/Arizona State University International College (HAIC)-Tourism Development and Management (TDM)

Research Assistant 2016 - 2020

University of Florida

Department of Tourism, Recreation and Sport Management

¹ Was "Hainan University/ASU Joint International Tourism College(HAITC)" from 2017-2024

Honors and Awards

Teaching & Mentoring

- Emerging Public Service Educator of 2024, Watts College of Public Service and Community Solutions, Arizona State University, March 11, 2024
- Outstanding Mentor Award for Undergraduate Thesis of 2024, Hainan University, June 2024

Research Awards

- Bill Sims Endowment Student Research Award, Gainesville, Florida, USA, 2020
- Best Research Paper Award. The Travel and Tourism Research Association (TTRA) 50th Annual International Conference (with Dr. Lori Pennington-Gray and Dr. Jin-won Kim), Melbourne, Australia, 2019.
- Best Graduate Colloquium Paper Award. The Travel and Tourism Research Association (TTRA) 48th Annual International Conference, Quebec City, Canada (with Dr. Lori Pennington-Gray and Dr. Jin-won Kim), 2017.
- Second prize. The 8th National "Challenge Cup" Competition Science and Technology. National Ministry of Education, Beijing, China, 2015

Fellowships & Scholarships

- UF College of Health & Human Performance Graduate School Fellowship, 2016-2022
- Poter-Chafin Endowed Scholarship, UF College of Health & Human Performance, 2019
- Bill Sims Scholarship, UF College of Health & Human Performance, 2018
- Florida Facility Managers Association (FFMA) College Scholarship Award, 2017
- Chinese National Graduate Scholarship, 2015
- Scholarship of Beijing Sport University, 2010, 2011, 2012, 2013, 2014, 2015

Honors

- Certificates of Excellence, UF International Student Achievement Award, Gainesville, Florida, U.S., 2018
- Graduation with honor: Graduate Award of Beijing, China, 2013

Teaching

Instructor of Record

Arizona State University, ASU-HNU International College(HAIC)

CRD194 Nature&Human Spirit(U-first)	2025 Spring - Present
TDM372 Tourism Planning	2020 Fall – Present
TDM402 Assessment and Evaluation of Community Services	2020 Fall – Present
TDM458 International Tourism	2020 Fall – 2023 Spring
Responsible Tourism Practice	2024 Summer

Arizona State University, School of Community Resources and Development
TDM 593: Applied Project 2021 Summer

University of Florida, Department of Tourism, Hospitality and Event Management 2019 Fall
LEI4540 Management and Supervision of Leisure Facilities and Personnel
Lecture series: Case & News in Tourism, Hospitality and Sport Facilities (assistant instructor,
supervised by Dr. Douglas DeMichele)

Invited Lectures (selected)

Beijing Sport University, Hainan International College, Lingshui, China
Invited Lecture: Tourism Planning and Development 2026 Spring
Invited Lecture: Sport, Leisure, and Tourism Resort Management 2026 Spring

Sun Yat-Sen University, College of Tourism, Zhuhai, China December 10, 2025
Workshop: Planning For Destination Resilience

City University of Macau, FITM, Macau SAR, China September 24, 2025
Seminar: Responsible Use of Generative AI and Academic Integrity

HNU-ASU International College, Haikou, China
Freshmen orientation: Academic integrity and responsible use of GAI September 3, 2025
Seminar: Managing and integrating GAI to classroom June 4, 2025
Research Workshop Series: Quantitative Research Method-Survey Design November 6, 2024
Graduate seminar: GIS modeling: example from Airbnb and Crime Mapping October 23, 2023

HNU-ASU International College, Haikou, China 2024 Spring
Hainan University- University of Waikato Joint Tourism Program
Postgraduate Seminar: Research Methods

International Research Center of Hainan University, Haikou, China October 26, 2021
Topic: How does crime impact the performance of shared accommodation?

Sanya Tourism Commission training, Sanya, China September 23, 2021
Topic: Tourism emergency and safety management and interpretation of safety production law of PRC.

University of Tennessee, Department of Retail, Hospitality, and Tourism Management
Topic: Crisis management in tourism (online) November 5, 2020

University of Florida, Department of Tourism, Recreation and Sport Management, Gainesville, FL, USA
HFT3512 – Event Promotion October 24, 2019
Topic: Sponsorships in Sport Event

LEI3303/3984, Foundation of Tourism Planning Spring 2019
Lecture 1: Events and tourism superstructure
Lecture 2: Residents attitudes and social, environmental & economic impact of tourism

Beijing Union University Summer Study Tour, Gainesville, FL, USA July 26, 2017
Topic: Nature-based Tourism

Publications (selected)

(* denotes students; corresponding authors are underscored)

1. Wang, M.* , Li, P., Xiao, X., Zhang, H., Lu, J., & **Xu, Y.** (2024). Tourists' visual attention to cultural landscapes under crowding stimuli: An eye-tracking approach. *Journal of Vacation Marketing*, 0(0). <https://doi.org/10.1177/13567667241268918> (SSCI, Q1, IF:5.0)
2. Ferreira, B., Hoogendoorn, G., Back, A., & **Xu, Y. H.** (2024). Second-home Tourism in Tropical China: residents' perception of socio-economic impacts. *Scandinavian Journal of Hospitality and Tourism*, 1-23. <https://doi.org/10.1080/15022250.2024.2369062> (SSCI, Q1, IF:3.6)
3. Wu, G.* , Guan, S.* , Xu, Y. H., Chu, C.* , & Zhu, Z.* (2023). The Closer, the Better? Impact of Tourists' Psychological Distance on Their Travel Intention in the Post-Pandemic Era. *Journal of China Tourism Research*, 1-24. <https://doi.org/10.1080/19388160.2023.2232537> (ESCI, Q3, IF:1.3)
4. Wu, G. M.* , Chen, S. R.* , & Xu, Y. H. (2023). Generativity and inheritance: understanding Generation Z's intention to participate in cultural heritage tourism. *Journal of Heritage Tourism*, 1-18. (ESCI, Q2, IF:3.0) <https://doi.org/10.1080/1743873X.2023.2178927>
5. Xu, Y.H., Pennington-Gray, L., Kim, J.W (2021). Spatial Effect of Crime on Peer to Peer lodging Performance. *Journal of Travel Research*, 61 (4), 855-871. <https://doi.org/10.1177/00472875211008255> (SSCI, Q1, IF:8.933)
6. Xu, Y. H., Pennington-Gray, L., & Kim, J. (2019). The sharing economy: a geographically weighted regression approach to examine crime and the shared lodging sector. *Journal of Travel Research*, 58(7), 1193-1208. <https://doi.org/10.1177/0047287518797197> (SSCI, Q1, IF:7.027)
7. **Xu, Y. H.**, Lin, X.P. (2016). Sustainable Development Management of Winter Olympics: International Experience and Its Revelation to China's Preparation for 2022 Winter Olympics. *Journal of Beijing Sport University*(北京体育大学学报), 01:13-19. <https://doi.org/10.19582/j.cnki.11-3785/g8.2016.01.003> (CSSCI, Q1, IF: 1.723)

Conference Proceedings (selected)

1. Xu, Y. H. (2025) Integrating Generative AI into Tourism Classes? Insights from a Pedagogical Pre-Experiment. *Travel and Tourism Research Association (TTRA)* conference proceedings. <https://hdl.handle.net/20.500.14394/57306>
2. Xu, Y. H., Zhang, L.Y.* (2024) What should we do when integrating generative AI into tourism classes? Insights from a pedagogical pre-experiment. *Asia Pacific Tourism Association (APTA)* conference proceedings.
3. **Xu, Y. H.**, Ma, S. D., & Li, X. Y. (2022) A Framework of Resilience for Peer-to-Peer Accommodation Hosts Under COVID-19. *Information and Communication Technologies in Tourism 2022*, 297. https://doi.org/10.1007/978-3-030-94751-4_26
4. Liu, S.X.* , Xu, Y.H., Liu, C.* (2022). Resilience of hospitality industry under the COVID policies in Hainan, China. *Travel and Tourism Research Association (TTRA)* conference proceedings. <https://hdl.handle.net/20.500.14394/49440>
5. **XU, Y. H.**, & Pennington-Gray, L. (2020) Rural Tourism and Home Sharing: History, Policy and Strategic Planning for Community Resilience. *51st Travel and Tourism*

- Research International Conference (TTRA)*, Victoria, BC, Canada. June 16-18.
https://scholarworks.umass.edu/ttra/2020/research_papers/40/
6. **Xu, Y.H.**, Pennington-Gray, L. (2018) Whom to Listen to? Trusted Source and Retweet Behavior of the NYC Marathon and Hawaii False Alarm. *Paper Presentation, 49th Travel and Tourism Research International Conference (TTRA)*, Miami, U.S. June 26-28.
https://scholarworks.umass.edu/ttra/2018/Grad_Student_Workshop/4/
 7. **Xu, Y.H.**, Kim, J., & Pennington-Gray, L. (2017) Exploring the Spatial Relationships between Airbnb Industry and Crimes in Florida. *Paper Presentation, 48th Travel and Tourism Research International Conference (TTRA)*, Quebec City, Canada. June 20-22. https://scholarworks.umass.edu/ttra/2017/Grad_Student_Workshop/5/
 8. **Xu, Y.H.** (2015). Study on the Impact Factors of Domestic Ski Fields' Operational Effectiveness. *China Sport Science Society (CSSS).(eds.) 2015 National Convention on Sport Science of China Conference Proceedings 2. pp.1640-1641.*

Book Chapter

Muldoon, M., Witte, A., **Xu, Y.H.** (2023). 10 Gendered (Im)mobilities in China: The Impacts of Covid-19 on Women in Tourism. In E. Çakmak, R. K. Isaac & R. Butler (Ed.), *Changing Practices of Tourism Stakeholders in Covid-19 Affected Destinations* (pp. 159-178). Bristol, Blue Ridge Summit: Channel View Publications. <https://doi.org/10.21832/9781845418762-012>

Presentations (selected)

1. **Xu, Y. H.** (2025) Integrating Generative AI into Tourism Classes? Insights from a Pedagogical Pre-Experiment. Travel and Tourism Research Association (TTRA) International conference, Galway, Ireland. June 24-26. (peer-reviewed)
2. **Xu, Y.H.**, Zhang, L.Y.* (2024). What Should We do When Integrating Generative AI into Tourism Classes? Insights from a Pedagogical Pre-Experiment. *Stand-up presentation*, Asia Pacific Tourism Association (APTA) annual conference, Macau, China. July 3-5. (peer-reviewed)
3. **Xu, Y.H.**, (2023). Planning for Resilient Community: Functions and Suitability of Home-sharing for Disaster Relief. *Stand-up Presentation*, Asia Pacific Tourism Association (APTA) annual conference, Chiangmai, Thailand. July 5-7. (peer-reviewed)
4. **Xu, Y.H.**, Pennington-Gray, L. (2022). Determinants Of Rural Home-Sharing Economy Based On A Spatial-Economic Resilience Framework. *Stand-up Presentation*, Tourism Tribune annual conference (online, hybrid), Chengdu, China (peer-reviewed)
5. **Xu, Y.H.**, Ma, S. D., Lin, S.S. (2022). Fair Game or Not? COVID, Business Resilience, and Social Equity for Peer-to-Peer Accommodation Operators. *Stand-up Presentation, Travel and Tourism Research International Conference(online)*, Victoria BC, Canada. June 13-16. (peer-reviewed)
6. **Xu, Y.H.**, Ma, S. D., Li, X.Y. (2022). A Framework of Business Resilience for Peer-to-Peer Accommodation Hosts Under the COVID-19. *Stand-up Presentation*,

- ENTER2022 eTourism conference (online)*, Nankai University, China. January 12-14. (peer-reviewed)
7. **Xu, Y.H.**, Ma, S. D. (2021). A Framework of Business Resilience for Peer-to-Peer Accommodation Hosts Under COVID-19. *Stand-up Presentation*, Tourism Tribune Annual Conference, Shanghai (hybrid online session), China, November 11-14. (peer-reviewed)
 8. **Xu, Y.H.**, Pennington-Gray, L., Kim, J.W. (2019) Spatial Effects of Crime on Peer to Peer lodging Performance. *Stand-up Presentation*, 50th Travel and Tourism Research International Conference, Melbourne, Australia. June 25-27. (peer-reviewed)
 9. **Xu, Y.H.**, Pennington-Gray, L. (2018). Trusted Source and Retweet Behavior of the NYC Marathon Attack and Hawaii False Alarm. *Visual presentation*, College of Health and Human Performance Student Research Poster Session. University of Florida, Gainesville, USA.
 10. **Xu, Y.H.**, Kim, J., & Pennington-Gray, L. (2017). Effect of Crime on Home-sharing Business. *Visual presentation*, the 1st UF graduate symposium. University of Florida, Gainesville, USA.
 11. **Xu, Y.H.**, Pennington-Gray, L. (2017) The Role of Sharing Economy in Building Tourism Destination Resilience. *Visual Presentation*, 4th World Research Summit for Tourism and Hospitality, Orlando, U.S. December 8-11. (peer-reviewed)
 12. **Xu, Y.H.**, Zhou, R. (2015). Study on the Operation Model of China's Ski Resort. *Stand-up Presentation, Paper Presentation*, International Sociology of Sport Association (ISSA) World Congress of Sociology of Sport. Paris, France. June 9-12. (peer-reviewed)
 13. **Xu, Y.H.** (2015). Study on the Impact Factors of Domestic Ski Fields' Operational Effectiveness. *Visual Presentation*, the 10th National Convention on Sport Science of China, China Sport Science Society (CSSS). Hangzhou, China. November 5-9. (peer-reviewed)
 14. **Xu, Y.H.** (2014) From Theory to Practice: An Overview on Winter Olympic Sustainable Management. *Stand-up Presentation*, Chiayi International Sport Industry Forum and Conference. Chiayi, Taiwan, China. November 22-23.
 15. **Xu, Y.H.**, Zhou, R. (2014). Factors Impact Chinese College Students' Consuming Intention on Participative Sport. *Stand-up Presentation*, 2014 Incheon Asian Games International Sport Science Congress. Incheon, South Korea. August 20-22. (peer-reviewed)

Academic Services

Editorial Board

Tourism Management Perspectives (SSCI-Q1, IF: 8.3, 2023- present)

Tourism and Hospitality Research (ESCI-Q2, IF:3.2, 2024- present)

Peer Reviewer

Tourism Management

Annals of Tourism Research

International Journal of Contemporary Hospitality Management

Journal of Destination Marketing & Management

Tourism Management Perspectives

Journal of Travel & Tourism Marketing
Tourism Review International
Journal of Heritage Tourism
Journal of China Tourism Research
Journal of Business and Management Review
Tourism and Hospitality Research
Society & Natural Resources
PLOS ONE
Criminology, Criminal Justice, Law & Society
Travel and Tourism Research Association (TTRA) International Conference
Council on Hotel, Restaurant & Institutional Education (ICHRIE) International Conference
European Marketing Academy (EMAC) Annual Conference

Grants and Contracts (selected)

- Xu, Y. H. (PI).** How to Live with AI: Evaluation and Assignment Designs to Improve Students' Cognitive Engagement and Responsible Use of AI. *2025 HAIC Teaching Innovation Grant*. Total funding: USD 5,000. (2025-2026)
- Xu, Y. H. (PI).** AI-Aided Teaching: Integrating AI Language Tools into Course Development. *2023 HAIC Teaching Innovation Grant*. Total funding: USD 4,400. (2023-2024)
- Xu, Y. H. (PI),** Lin, H.Y., Wong A. K. F., Evaluation of socio-economic resilience and the path for improvement for island tourism destinations. *Hainan Natural Science Foundation (Authorization number: 722RC645)*. Total funding: CNY 100,000. (2023-2025)
- Xu, Y. H. (PI),** Pennington-Gray, L. (advisor), Li, Z.M. (Collaborator), Ray, A. (Counselor). Planning for Resilient Community: Case of Rural Tourism and Home-sharing in Port St. Joe. *Florida Resilient Cities*. Total funding: USD 6,700. (2020)
- Lin, X.P. (PI), **Xu, Y.H. (Researcher)**, Li, A.N. (Researcher), Li Y.L. (Researcher), Ruan, F. (Researcher), Study on the Institutional Reform of Large Public Sport Venues and Supporting Policies in China. *The National Social Science Foundation of China (Authorization number: 12ATY003)*, Total funding: CNY 250,000 (USD 38,462). (2012-2019)
- Jin, J.C. (PI), Lin, X.P. (CO-PI), **Xu, Y.H. (Researcher)**, Study on the Potential and Approach to the Sports Industry Development in China. *Ministry of Science and Technology of the People's Republic of China*, Total funding: CNY 50, 000 (USD 7,962). (2014)

Professional Membership

- Travel and Tourism Research Association (TTRA)
- International Federation for Information Technology and Travel & Tourism (IFITT)
- Asia Pacific Tourism Association (APTA)
- China Sport Science Society (CSSS)
- International Sociology of Sport Association (ISSA)

Professional Experience

Program Assistant China Winter Sport Administration Center, Beijing National Winter Sport Field Census Project	November 2014 - February 2015
Marketing Assistant Bo Ao Union International Sport Business Co., Ltd. Beijing	October 2013-January 2014
Corporation Sponsorship Interim Director Wan Xiang Shi Da Sport Communication Co., Ltd., Beijing	April 2013 - July 2013
Sport Sponsorship Dept. Assistant Li Ning (China) Co., Ltd., Beijing	October 2012 - March 2013
Corporation Finance Dept. Assistant China Zheshang Bank (CZB), Beijing	July 2012 - September 2012
Cashier Microcells Co., Ltd., Beijing	December 2010 - July 2011

Credentials, Certificates, Certifications

China Certified Tennis Referee (3rd-level) Issuing authority: General Administration of Sport of China Credential ID: 140803105	March 2014 - present
China Certified Sport Agent (3rd-level) Issuing authority: Ministry of Human Resources and Social Security of China Credential ID: 1364003001300065	July 2013 - present
Great Teaching Certificate, University of Florida Credential ID: 14009443 URL: https://microcredentials.pd.dce.ufl.edu/81age4si	October 8, 2019
Student Focused Teaching, University of Florida Credential ID: 13809043 URL: https://microcredentials.pd.dce.ufl.edu/v248q65a	September 25, 2019