

YING (TRACY) LU, Ph.D.

Associate Professor

Department of Retailing and Tourism Management (RTM)
Martin-Gatton College of Agriculture, Food and Environment
University of Kentucky
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Dr. Ying (Tracy) Lu is an associate professor in the Department of Retailing and Tourism Management, University of Kentucky, USA, and the Founder and Honorary Editor of International Journal of Hospitality and Event Management (IJHEM).

Dr. Lu's main stream of research is in hospitality and event management. Her research focuses on consumer behaviors in event and service settings, particularly on the topics of social media use, customer engagement, loyalty, and interactive experiences in local communities and travel destinations. Dr. Lu has been awarded various grants and published more than fifty refereed publications in leading journals and conference proceedings, including high impact journals such as *Annals of Tourism Research* and *Tourism Management*. Her research was selected for the Best Paper Award at ISTTE 2020, WHTER/ICES Conference in 2013 and the International Convention and Expo Submit in 2012. Dr. Lu's academic achievement was recognized in media in the U.S. and China. Her expertise has been sought by institutions and consulting companies in the U.S., Europe, Australia, Mainland China and Macau SAR. She has served as the *Editor-in-Chief* for *International Journal of Hospitality and Event Management (IJHEM)* between 2012 - 2024 and the Editorial Board member of International Journal of Tourism Anthropology and International Journal of Qualitative Research in Services.

EDUCATION

Doctor of Philosophy
Purdue University, West Lafayette, IN
Major: Hospitality and Tourism Management

Master of Science
Hong Kong Polytechnic University, Hong Kong, China
Major: Hospitality and Tourism Management

Bachelor of Science
Beijing International Studies University, Beijing, China
Major: Marketing

ACADEMIC EXPERIENCE

2024 – current	Faculty Fellow University of Kentucky International Center
2018 – current	Associate Professor Department of Retailing and Tourism Management

Martin-Gatton College of Agriculture, Food & Environment
University of Kentucky

2011 – 2018 Assistant Professor
Department of Retailing and Tourism Management
Martin-Gatton College of Agriculture, Food & Environment
University of Kentucky

2008 – 2011 Graduate Instructor
School of Hospitality and Tourism Management
College of Health & Human Sciences
Purdue University.

2004 – 2007 Associate Lecturer & International Liaison
School of Hospitality and Tourism Management
South China University of Technology
Guangzhou, Guangdong Province, China.

TEACHING AND ADVISING Since UK Appointment

COURSES TAUGHT (11 preparations):

Undergraduate:

HMT 120: Introduction to Hospitality Management and Tourism
HMT 330: Convention Management
HMT 395: Independent Study
HMT 359*: Service Management (in-classroom)
RTM 345*: Service Management (online)
HMT 460: Advanced Seminar in Hospitality Management and Tourism
HMT 570: Event Planning & Coordination

The teaching method of integrated community service learning were reported in Fall 2019 on the news of the College of Agriculture, local evening news on RFD-TV, and AgDay, a daily national TV Agriculture program that airs across the country.

The course was on UKNow news (Jan 2, 2025) for integrating community needs into teaching. The news is titled “*UK students make ‘lasting impact’ on community through event planning course projects*”.

RTM 499*: RTM Internship International – Internship with Shangri-la Group

Graduate:

HMT 560*: Advanced Seminar of Lodging Industry and Tourism (online)
HMT 570*: Event Planning & Coordination (online)
DHN 646: Advanced Information Technology in the Hospital Industry
RTM 690: Industry Experience in Retailing and Tourism Management

Note: Courses with asterisk () are new developed courses.*

UNDERGRADUATE STUDENTS ADVISED:

- An average of 20-30 students every semester

GRADUATE STUDENT ADVISING:

Doctoral Committee Member

Melike Yozgatli (UK College of Education). *“Inclusive Practices in Teacher Education Programs.”* August, 2022.

Meng, Z. (Purdue University). *“Effects of Nostalgia on Subjective Well-being – Evidences from Rural China”*, May, 2017

Wei, W. (Purdue University). *“Impacts of Attendee Engagement in Customer-Customer Interactions (CCIs) on Transcendent Conference Experiences: An Identity Approach”*. May, 2015.

Master’s Committee Chair

Chen, J., “Jakie”, Thesis: *“Profiling Social Media Tourists”*, expected in May, 2021.

Adu, A.O., “Maame”, Thesis: *“A Further Investigation on the Important Attributes for Hosting a Successful Event: Combined Perspectives of Venue Managers and Event Planners”*, May, 2018.

Awarded Outstanding Graduate Student, School of Human Environmental Sciences, University of Kentucky

Clark, H., “Brodie”, Thesis: *“The Influence of Space on Customer Dining Experience: The Case of Fast-food Restaurants”*, May, 2017. [Co-chair]

Awarded Outstanding Graduate Student, School of Human Environmental Sciences, University of Kentucky

Chen, Z., “Wade”, Project: *“UGC Patterns in Tourism Planning”*, May, 2015.

Awarded Outstanding Graduate Student, School of Human Environmental Sciences, University of Kentucky

Master’s Committee Member

Hannah Pollard, Hospitality and Tourism Management. December, 2022.

Jade Greer, Hospitality and Tourism Management. December, 2022.

Reagan Meade, Hospitality and Tourism Management. December, 2022.

Laura Ashlock, Hospitality and Tourism Management. August, 2022.

Miracle Leisner-Herr, Hospitality and Tourism Management. May, 2022.

Samantha Seitz, Hospitality and Tourism Management. May, 2022.

Dara Danziger, Hospitality and Tourism Management. December, 2021.
 Emily Klemm, Hospitality and Tourism Management. December, 2021.
 Genevieve Hughes, Hospitality and Tourism Management. December, 2021.
 Joanna Wren, Hospitality and Tourism Management. August, 2021.
 Richard Corley, Hospitality and Tourism Management. August, 2021.
 Michael Danahy, Hospitality and Tourism Management. February, 2020.
 Savanna Noe, Hospitality and Tourism Management. December, 2019.
 Ho-Young Lee, Hospitality and Tourism Management. May, 2016.
 Tran, T., Hospitality and Tourism Management. May, 2016.
 Sanbe, W., Hospitality and Tourism Management. May, 2016.
 Quinteros, D.A., Hospitality and Tourism Management. May, 2015.
 Burrows, E., Hospitality and Tourism Management, May, 2014.
 Han, J., Hospitality and Tourism Management, August, 2013.

GRANTS

- 2025 **Lu, Y. (PI)**, & Guo, C. UNITE Humanities, University of Kentucky. *Realizing Regional Resilience: Assessing and Advancing Inclusive, Sustainable Tourism in Meade County, KY*, \$11,724.82– unfunded.
- 2024 Kang, Y., Li, M., Lee, M., & **Lu, Y.** (investigator). Gatton Challenge Grant, College of Agriculture, Food & Environment. *Green Spirits: Enhancing Brand Equity through Sustainable Bourbon Tourism Marketing Video*, \$91,349.81 – unfunded.
- 2024 Li, M. (Principal), Kang, Y., **Lu, Y.** (investigator), Lee, M., Zhao, S., & Wang, H. X. Gatton Challenge Grant, College of Agriculture, Food & Environment. *Pet-friendly Tourism* \$5,000 – unfunded.
- 2022 Tanaka, K. (Co-Principal), Boyd, D. A. (Co-Principal), **Lu, Y.** (Co-Principal), Wu, D. (Co-Principal), Maske, H. X. (Co-Principal), Takenaka, A. (Co-Principal), Kwon, D. L. (Co-Principal), Wang, R. (Co-Principal), Matias, C. (Co-Principal), Yam, S.-y. (Co-Principal), Sizemore, M. R. (Co-Principal), Basu, S. (Co-Principal), Wang, Y. (Co-Principal), Sustainability Challenge Grant, University of Kentucky. *Stories of Asian Americans and Pacific Islanders in Kentucky*, \$22,670 – funded.
- 2020 Tang, T.W., **LU, Y.** (investigator). Ministry of Science and Technology, Taiwan, *Impact of Virtual Exercise on Psychological Responses and Willingness to Pay of Elderly Consumers*, \$50,000 – unfunded.
- 2019 Wang, T.C., & **LU, Y. (co-PI)**. Ministry of Science and Technology, Taiwan, *Design a Message that Promotes Healthy Sports for Consumers*, \$16,000 – unfunded.
- 2018 **LU, Y. (PI)**. The Charles E. Barnhart Fund for Excellence, the College of Agriculture, Food and Environment, University of Kentucky, *HMT570 - Service Learning Projects*, \$900 – funded.

- 2017 **LU, Y. (PI)**, Lee, Min-young (co-PI). Professional Convention and Meeting Association (PCMA) Education Foundation, *Developing Meeting/Travel ROI for Retaining and Acquiring Attendees*, \$17,680 – Advanced to the second round of consideration.
- 2017 **LU, Y. (PI)**. Kentucky Campus Compact, “*What’s Next, Kentucky?*” *Conversation Events for HMT570 - Event Planning & Coordination 2017*, \$2,000 – funded.
- 2016 **LU, Y. (PI)**. Research Activity Award, School of Human Environmental Sciences, University of Kentucky, *The Role of Meeting Size on Attendees’ Psychological and Consequence Behavior: A Social Anxiety Approach*, \$2,100 – funded.
- 2016 **LU, Y. (PI)**. Professional Convention and Meeting Association (PCMA) Education Foundation, *Developing Meeting/Travel ROI for Retaining and Acquiring Attendees*, \$19,920 – unfunded.
- 2016 **LU, Y. (PI)**. UK Analytics & Technology, *Distance Learning Course Grant*, \$6,000 – funded.
- 2015 Zhang, R., **LU, Y.** (investigator). The Government of Macau, *Blueprint of Meeting, Incentives, Convention and Exhibition (MICE) Industry in Macau, China*, MOP998,500 (USD\$125,085) – unfunded.
- 2015 Zhang, R., **LU, Y.** (investigator). The Government of Macau, *Strategic Tourism Planning of Macau, China*, MOP18, 580,800 (USD\$2,327,677) – unfunded.
- 2015 **LU, Y. (PI)**. UK Analytics & Technology, *Distance Learning Course Grant*, \$3,000 – funded.
- 2014 Wesley, S., Lee, M., Swanson, J., **LU, Y.** (investigator), Jackson, V. National Institute of Food and Agriculture, *Creating a Reciprocal Relationship between Rural/Urban Businesses and Educators*, \$300,000 – unfunded.
- 2014 Jackson, V. (PI), **LU, Y. (Co-PI)**, Wesley, S., Lee, M., Swanson, J., & Spillman, K. The eLearning Innovation Initiative (eLII), University of Kentucky, *eLII Online Degree Program in Retailing and Tourism Management*, \$133,188 – unfunded.
- 2013 **LU, Y. (PI)**. Purdue University China Center, *The Heartland of the United States as Destinations for the Inbound Market from China*, \$10,000 – funded.
- 2013 Cheng, L., Li, M., Cai, L. & **LU, Y.** (investigator). Hong Kong Polytechnic University, *The Impacts of Destination Reconstructed Image on Tourist Spatial-temporal Behavior, Synergetic Dynamics and Interactive Evolution Following Emergencies: Empirical Study on the Disaster Areas of Wenchuan and Lushan*, \$50,000 – unfunded.
- 2013 Brown, D. & **LU, Y. (Co-PI)**. Ambassador’s Fund Annual Program, U.S. Department of

- State (DoS), *Iraq University Linkages Program (ULP) - University Partnership in Hospitality and Tourism Linkages Program (HTLP)*, \$375,283 – unfunded.
- 2013 Cheng, L., Day, J. G., Cai, L., & **LU, Y.** (investigator). National Natural Science Foundation of China (NSFC), *The Impacts of Heritage Image on Tourist Spatial-temporal Behavior, Synergetic Dynamics and Interactive Evolution Following Emergencies*, \$113,410 – unfunded.
- 2013 Chen, Z.*, **LU, Y.** Graduate Student Travel Fund, University of Kentucky, *Social Media Research in Hospitality and Tourism Management: A Review and Research Agenda*, \$400 – funded. [*Graduate Student].
- 2013 **LU, Y. (PI)**. Education Abroad UK Sponsored Program Development Grant, *A Sponsored Internship and Study Abroad Program in China*, \$1,500 – funded.
- 2013 **LU, Y. (PI)**. The Center for the Enhancement of Learning and Teaching (CELT), University of Kentucky, *Innovation and Design (I+D) Lab Project*, \$1,000 – funded.
- 2013 Han, J.*, **LU, Y.** Graduate Student Travel Fund, University of Kentucky, *Cultural Differences in the Use of Online Travel Agents*, \$800 – funded. [*Graduate Student].
- 2012 **LU, Y. (PI)**, & Lee, M-Y. (Co-PI), Teaching Incentive & Improvement Fund (TIIF), College of Agriculture, Food and Environment, University of Kentucky, *Developing a Merging Class for MAT and HMT Majors - Service Management*, \$5,850 – funded.
- 2012 **LU, Y. (PI)**. Research Activity Award, School of Human Environmental Sciences, University of Kentucky, *Attendee Involvement, Event Loyalty and Place Attachment - Evidence from Kentucky Derby Festival*, \$7,200 – unfunded.
- 2008 Zhang, L., & **LU, Y.** (investigator). Planning Commission of Philosophy and Social Science of Guangdong Province, China, *Convention Industry Clustering and Local Economic Development in China*, RMB 30,000 (\$5,000) – funded.
- 2007 **LU, Y. (PI)**. South China University of Technology, *Branding Conventions and Exhibitions: Evidence from Guangzhou*, RMB 5,000 (\$750) – funded.
- 2005 Zhang, L., & **LU, Y.** (investigator). Development and Reform Commission of Guangzhou Municipality, China, *Branding Image Study of Guangzhou as a Host City of 2010 Asian Games*, RMB 100,000 (\$15,000) – funded.

Other Funded Projects:

- 2012 **LU, Y. (PI)**, Hatch Project: KY010012 “*The Influence of Social Media on Attendee Behavior: The Case of Kentucky Derby*”, 10/1/2012-09/30/2017

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES:

1. Su, H.*, **Lu, T. Y.**, Wen, T. (under review). Advancements in Causality Research on Information Seeking and Communication in Hospitality and Tourism: A Hybrid Methodology. *Journal of Hospitality and Tourism Management*. [*Graduate Student].
2. Zhao, F., **LU, Y.**, Zhang, P., & Wang, J., & Wu, D. (**accepted in 2025**). How Employees Perceive Work-Family Balanced HR Practices: A Moderated Mediation Analysis with Psychological Capital and Differentiated Leader-Member Exchange. *Evidence-based HRM*.
3. Zhou, L., **LU, Y.**, Yu, H., Liu, L., & Wu, D. (**2023**). Investigating the impacts of large-scale exhibition on hotel room rates from a spatial-temporal perspective: A case study of the Canton Fair in China. *Journal of hospitality and tourism technology*, 14(3), 347-364.
4. **LU, Y.**, Wei, W., Wu, L., Swanson, J., & Getz, D. (**2022**). The impact of meeting size on attendees' psychological response and consequence behavior: A social anxiety approach. *Event Management*, 26(7), 1623-35.
5. Chen, M., Petrick, J.F., Groote, J., **LU, Y.**, & Nijkamp, P. (**2020**). Travelers' willingness to pay (WTP) in ride-sharing: An experiment on China. *Current Issues in Tourism*, 23(23), 2972-85.
6. Tang, T.W., Zhang, P., **Lu, Y.**, Wang, T.C., & Tsai, C.L. (**2020**). The effect of tourism core competence on entrepreneurial orientation and service innovation performance in tourism small and medium enterprises. *Asia Pacific Journal of Tourism Research*, 25(2), 89-100.
7. Meng, Z.*, Cai, L., Day, J., Tang, C.H., **Lu, Y.**, & Zhang, H. (**2019**). Effects of nostalgia on subjective well-being – Evidence from rural China. *Journal of Heritage Tourism*, 14 (5/6), 506-524. [*Graduate Student at Purdue University].
8. **LU, Y.**, Chen, Z.*, & Law, R. (**2018**). Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. *Journal of Travel and Tourism Marketing*, 35(2), 102-118 [*Graduate Student at University of Kentucky].
9. **LU, Y.** (**2017**). A model of expectancy motivation for business event tourism: Evidence from China. *Event Management*, 21(4), 48-486.
10. Wei, W.*, **LU, Y.**, Miao, L, Cai, L., & Wang, C-Y. (**2017**). Customer-Customer interactions (CCIs) at conferences: An identity approach. *Tourism Management*, 59(2), 154-170. [*Graduate Student at Purdue University].

11. **LU, Y. (2017).** The concept of loyalty in hospitality and tourism: Theoretical development, practice and future research directions. *International Journal of Qualitative Research in Service*, 2(4), 308-324.
12. Li, J., & **LU, Y. (2017).** A review on international publications on Chinese culture and Chinese tourist behavior. *Tourism Tribune*, 32(9), 70-79.
13. Wei, W., **LU, Y.**, & Hua, Nan **(2017).** Attendees' user experience of social media technology during multiphase participation in conventions: A consumption values approach. *Event Management*, 21(3), 347-364. [*Graduate Student at Purdue University].
14. Li, J., & **LU, Y. (2016).** Chinese culture in tourist research: A review and comparison of Chinese and English studies in 1993-2012. *Tourism Review*, 71(2), 118-134.
15. Li, M., & **LU, Y. (2016).** Greenway as a project for happiness: Evidence from China. *Journal of Tourism Management and Hospitality*. 5(1), 1-5.
16. Choi, S-H., **LU, Y.**, & Cai, L. **(2015).** Determination as a dimension of conative loyalty. *Annals of Tourism Research*, 51(3), 51-53.
17. Cai, L., Wei, W., **LU, Y.**, & Day, J.G. **(2015).** College students' decision-making for study abroad – Anecdotes from a U.S. hospitality and tourism internship program in China. *Journal of Travel and Tourism Teaching*, 15(1), 1-26. [The four authors contributed equally to this research and are considered co-first authors].
18. Brown, D., Spillman, K., Lee, M-Y., & **LU, Y. *(Corresponding Author) (2014).** Factors influencing small tourism business performance: The case of central Kentucky, United States. *Journal of Hospitality Marketing and Management*, 23(7), 768-89.
19. Zhou, Y., **LU, Y. *(Corresponding Author)**, & Yoo, J. **(2014).** Residents' perceived impacts of gaming development in Macau: Social representation perspectives. *Asia Pacific Journal of Travel Research*, 19(5), 579-599.
20. **LU, Y.**, Fu, X, & Adler, H. **(2014).** Travel safety concerns: Feedback from international students in the USA. *International Journal of Tourism Anthropology*, 3(3), 211-226.
21. Yoo, J., Zhou, Y., **LU, Y.**, & Kim, T. **(2014).** The moderating effects of resident characteristics on perceived gaming impacts and gaming industry support: The case of Macao. *Journal of Travel and Tourism Marketing*, 31(2), 229-250.
22. Jiang, J., Wu, X., & **LU, Y. *(Corresponding Author) (2014).** Towards a better understanding of the relationships between tourism involvement and place attachment: Evidence from rural tourism destinations in China. *International Journal of Tourism Anthropology*, 3(3), 245-260.

23. LU, Y., & Adler, H. (2011). Perspectives of international undergraduate students in hospitality and tourism programs in the United States: Implications for educators and administrators. *Journal of Hospitality and Tourism Education*, 23(3), 16-25.
24. LU, Y., & Cai, L. (2011). An analysis of image and loyalty in convention and exhibition tourism in China. *Event Management*, 15(1), 37-48.
25. Zhang, L., LU, Y., Hu, H., & Adler, H. (2010). An exploratory study of the internationalization of tourism higher education in China. *Journal of Human Resources Management in Hospitality and Tourism*, 9(1), 33-46.
26. LU, Y., & Adler, H. (2009). Career goals and expectations of hospitality and tourism students in China. *Journal of Teaching in Travel & Tourism*, 9(1), 1-18.
27. Zhou, Z., & LU, Y. (2008). MICE websites and local economic development: The case of China, *Journal of Information Technology and Management Review*, 1(1), 15-21.
28. Zhang, L., Zhang, R., & LU, Y. (2008). The development of international tourism in modern China: A historical perspective. *Journal of China Tourism Research*, 4(1), 525-36.

BOOK REVIEW

LU, Y. (2015). A Landscape of Travel: The Work of Tourism in Rural Ethnic China, by J. Chio. Washington, DC: University of Washington Press, 2014, ISBN 978-0295993669. *The Australian Journal of Anthropology*, 26(3), 472–473.

PEER-REVIEWED RESEARCH CONFERENCE PAPERS

1. Su, H.*, LU, Y., & Wen, T. (2023). *Information Communication Research in Hospitality and Tourism*. Annual International CHRIE Summer Conference, Phoenix, USA. [*Graduate Student].
2. Su, H.*, LU, Y., & Wen, T. (2023). *Communication in Hospitality and Tourism: Based on bibliometrics and Lasswell's model*. The 16th Annual Graduate Student Regional Research Conference, Louisville, USA. [*Graduate Student].
3. Chen, J.*, & LU, Y. (2022). *The Role of Festivals in Rural Community Development: A Literary Synthesis*. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. [*Graduate Student].
4. Chen, J.*, & LU, Y. (2021). *Attitude Change towards Virtual Event Websites: Comparing Customer Reviews before and during the COVID-19 Pandemic*. The 40th Annual Conference of ISTTE, October 4th – 6th, held virtually. [*Graduate Student]. **[Best Paper Award]**.

5. Chen, J.*, Zhang, P., & LU, Y. (2021). *Co-created values of Human Robot Interaction in mega event and the mediating role of front-line employees*. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 8th – 9th, Houston, TX. [*Graduate Student].
6. Tang, T.W., LU, Y., Tsai, T.C., & Wang, T.C. (2019). *Exploring the Visual Clues of the Tourist Hotel's Wellness Service Image*. The 5th World Research Summit for Tourism and Hospitality, December 13rd – 16th, Florida, FL. [Poster].
7. Meng, Z.*, Cai, L., & LU, Y. (2018). *"Reincarnation" and "Fortress Besieged": Impacts of Traditional Chinese Philosophical Values on Modern Chinese Rural-urban Migrants at Rural Destinations*. The 37th Annual Conference of ISTTE, October 17th – 19th, Niagara Falls, NY. [*Graduate Student at Purdue].
8. LU, X., & LU, Y. (2018). *A Review of Host-Guest Research in Peer-to-Peer (P2P) Accommodation*. The 37th Annual Conference of ISTTE, October 17th – 19th, Niagara Falls, NY. [Poster]
9. Shi, J., & LU, Y., & Cai, L. (2018). *Revitalizing China's Countryside through Shared Rural Tourism*. Asia-Pacific CHRIE conference 2018, May 31st – June 2nd, 2018, Guangzhou, China.
10. Adu, A.* & LU, Y. (2018). *A Further Investigation on the Important Attributes for Hosting a Successful Event: Combined Perspectives of Venue Managers and Event Planners*, The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 3rd – 5th, 2018, Fort Worth, TX. [Poster] [*Graduate Student at University of Kentucky].
11. LU, Y., Wei, W., Wu, L., Swanson, J., & Getz, D. (2017). *Is Higher Attendance, the Better?— Examining the Impacts of Conference Size on Attendees' Psychological Responses and Consequence Behavior*. The 4th International Conference on Events (ICE), December 12th – 14th, 2017, Orlando, FL.
12. Meng, Z.*, Cai, L., & LU, Y. (2017). *Nostalgia and authenticity — Subjective well-being of Chinese rural-urban migrants*. The 36rd Annual Conference of ISTTE, October 13th – 15th, Charleston, SC. [*Graduate Student at Purdue].
13. Wei, W.*, LU, Y., Li, M., Cai, L., & Wang, C-Y. (2016). *The Impacts of Attendee Interactions at Conferences: An Identity Approach*. The 2nd Global Tourism & Hospitality Conference, May 15th – 17th, 2016, Hong Kong, China. [*Graduate Student at Purdue].
14. Clark, H.* & LU, Y. (2016). *Effects of Table Spacing on Consumers' Dining Experience in a Fast-Casual Restaurant*. The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 5th – 7th, 2017, Houston, TX. [Poster] [*Graduate Student at University of Kentucky].

15. Choi, S-H., LU, Y., & Cai, L. (2015). *Dynamism of attitudinal and behavioral outcomes by variety-seeking traits: A case of Chinese tourists*. The 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit, December 15th – 19th, 2015, Orlando, Florida, U.S.A.
16. Choi, S-H., LU, Y., & Cai, L. (2015). *Relationships among tourist loyalty dimensions: The effect of tourism experience*. The European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE), October 15th – 17th, 2015, Manchester, United Kingdom.
17. LU, Y. & Chen, Z.* (2015). *Customer loyalty in hospitality and tourism research: Theory, practice, and future directions*. EIRASS 2015: European Institute of Retailing and Services Studies 22nd International Conference, July 27th – 30th, 2015, Montreal, Canada. [*Graduate Student at University of Kentucky].
18. Choi, S-H., LU, Y., & Cai, L. (2015). *Tourist loyalty: A reexamination of scope and dimensions*. The 2015 ICHRIE Annual Conference, July 24th – July 26th, 2015, Orlando, Florida, U.S.A.
19. Choi, S-H., LU, Y., & Cai, L. (2015). *A Closer look at conative tourist loyalty: An exploratory examination of contextual variation*. Tourism Travel and Research Association (TTRA) Conference, June 15th – 17th, 2015, Portland, Oregon, U.S.A. [Poster].
20. Chen, Z.* & LU, Y. (2015). *Influence of online reviews on different UGC platforms on customer perceived value and loyalty*. The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 8th – 10th, 2015, Tampa, FL. [Poster] [*Graduate Student at University of Kentucky].
21. Wei, W.*, LU, Y., Swanson, J., & Getz, D. (2014). *Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings: A comparison and implications for the hospitality industry*, The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 3rd – 5th, 2014, Houston, TX. [*Graduate Student at Purdue].
22. Chen, Z.* & LU, Y. (2014). *Social media research in hospitality and tourism management: A review and research agenda*. The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 3rd – 5th, 2014, Houston, TX. [*Graduate Student at University of Kentucky].
23. LU, Y., Adler, H., Cai, L., & Li, M. (2013). *Attendee behavior in business event tourism: A holistic approach*. World Convention on Hospitality, Tourism & Events Research (WHTER) & International Convention and Expo Summit (ICES) 2013, May 24nd – 28th, 2013, Bangkok, Thailand. **[Best Paper Award]**.

24. Wei, W.*, & LU, Y., & Cai, L. (2013). *Conventions going paperless: the power of social media technology – Anecdotes from convention attendees*. Asia-Pacific CHRIE conference 2013, May 21nd – 24th, 2013, Macao, China. [*Graduate Student at Purdue].
25. Han, J.*, & LU, Y. (2013). *Cultural differences in the use of online travel agents*. The China Tourism & China Hotel-Branding Forum 2013, May 16th – 18th, 2013, Hong Kong, China. [*Graduate Student at University of Kentucky].
26. Li, J., & LU, Y. (2013). *Chinese culture in tourist research: A review, critique, and future research directions*. The 2013 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), Oct 17th – 19th, 2013, Detroit, Michigan, U.S.A.
27. Quinteros, D.*, Wei, W*, & LU, Y. (2013). *Loyalty towards online travel agents: Antecedents of e-loyalty*. The 2013 ICHRIE Annual Conference, July 24th – July 26th, 2013, St. Louis, Missouri U.S.A. [Poster] [*Graduate Student at University of Kentucky].
28. LU, Y., Adler, H., Cai, L., & Day, J.G. (2012). *Motivation of Chinese attendees for convention and exhibition tourism: Interdisciplinary perspectives*. International Convention and Expo Summit 2012, May 22nd – 24th, 2012, Hong Kong, China. **Best Paper Award**
29. Zhang, L., & LU, Y. (2011). *MICE (Meetings, Incentives, Conventions, and Exhibitions) industry clusters using location quotient estimation: A case of Guangzhou, China*. The 8th International Conference on Innovation and Management (ICIM), November 30th – December 2nd, 2011, Kitakyushu, Japan.
30. LU, Y., Zhou, Y., & Cai, L. (2011). *Impacts of the gaming industry development in Macau: Perspectives from local residents*. The 7th China Tourism Forum, Oct 23rd – 25th, 2011, Haikou, Hainan, China.
31. Zhou, Y., & LU, Y. (2011). *Local residents' perceptions towards the impacts of gaming industry: An alternative conceptual approach*. The 17th Asia Pacific Tourism Association Annual Conference, July 3 - 6, 2011, Seoul, Korea.
32. Cai, A. L, Wei, W, LU, Y., & Day, J.G. (2011). *A decision-making framework of study abroad programs*. The 9th Asia Pacific CHRIE Conference, June 2 – 5, 2011, Hong Kong, China.
33. LU, Y., & Cai, A.L. (2010). *Conceptualizing a behavioral model for convention and exhibition tourism*. The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 7 - 9, 2010, Washington D.C., U.S.A.
34. Choi, S., LU, Y., & Cai, A.L. (2010). *Dimensions of tourist loyalty: Contextual consideration*. The 2010 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), October 18 - 22, 2010, Long Beach, CA, Calalina Island, CA and Ensenada, Mexico.

35. Choi, S., LU, Y., & Cai, A.L. (2010). *Deconstructing the concept of loyalty*. The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 7 - 9, 2010, Washington D.C., U.S.A.
36. LU, Y., & Cai, A.L. (2009). *Analysis of image and loyalty for exhibitions and host destinations*. The 2009 ICHRIE Annual Conference, July 29 - August 1, 2009, San Francisco, U.S.A.
37. LU, Y., Adler, H., & Zhang, L. (2008). *Career expectations of hospitality and tourism students in China: An exploratory study*. The 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 3 - 5, 2008, Orlando, U.S.A.
38. Adler, H., Zhao, X., & LU, Y. (2007). *Tourism and hospitality human resource managers in Guangzhou: A profile and issues facing them*. The 5th APac-CHRIE & 13th APTA Joint Conference, May 24 - 27, 2007, Beijing, China.
39. LU, Y., Zhang, L., Adler, H., & Feng, S. (2006). *Destination image of Guangzhou as perceived by residents and visitors*. The 3rd China Tourism Forum, December 15 - 16, 2006, Hong Kong, P.R. China.
40. LU, Y., & Wei, W. (2006). *Website performance of Chinese MICE industry*. The 3rd International Conference on Innovation and Management, December 2 - 3, 2006, Wuhan, China.

SCHOLARSHIP/RESEARCH SERVICE

EDITORSHIPS

- 2012 – pre. **Editor-in-Chief, International Journal of Hospitality and Event Management**
- 2012 – pre. Editorial Board Member, International Journal of Tourism Anthropology
- 2013 – pre. Editorial Board Member, International Journal of Qualitative Research in Services

AD HOC REVIEWER

- Asia Pacific Journal of Tourism Research
- Tourism Management
- International Journal of Contemporary Hospitality and Tourism Management
- Journal of Travel & Tourism Marketing
- International Journal of Tourism Anthropology

INVITED SPEECHES

- Oct. 2015 LU, Y., *Social Media Tourists*, The 9th United Nation's World Tourism Organization (UNWTO) **Forum on Tourism Trends and Outlook**, Oct 19-21, 2015, Guilin, China.
- Apr. 2013 LU, Y., *Residents' Perceived Impacts of Gaming Tourism: Evidence from Macao, China*, Phi U Iota Chapter, University of Kentucky, April 15, 2013.
- Feb. 2013 LU, Y., *Local Residents' Perceptions towards the Impacts of the Gaming Industry Development in Macau*, Asia Center, University of Kentucky, February 27, 2013.
- Feb. 2013 Zhang, C., & LU, Y., *Innovative Research in Tourism and Event Management – A Transpacific Agenda*, Purdue University, February 1, 2013.

SERVICE

Department, College, and University Service

- 2024 - current Committee Member, Graduate School Strategic Planning Committee, University of Kentucky
- 2023 - current Committee Member, University Joint Committee on Honorary Degrees, University of Kentucky
- 2023 - 2024 Committee Member, Senate Advisory Committee on Privilege and Tenure, University of Kentucky
- 2022 - 2023 Chair, Faculty Search Committee, Department of Retailing and Tourism Management, Martin-Gatton College of Agriculture, Food and Environment,
- 2019 - 2021 Faculty Co-chair, RTM Advisory Board.
- 2019 - 2020 Developed the collaborative program with Asia University, Taiwan.
- 2016 - 2017 Developed RTM Faculty Exchange Program with Shanghai Normal University, China.
- 2016 - 2020 Developed "Sponsored Study Abroad and Hotel Internship Program" with Shangri-la Hotel Group.
- 2016 - 2019 Coordinator for China Programs, Department of Retailing and Tourism Management.
- 2016 Education Abroad Scholarship Selection Committee, University of Kentucky

2015	Boren Interview Committee, Chellgren Center for Undergraduate Excellence, University of Kentucky
2015	Education Abroad Scholarship Selection Committee, University of Kentucky
2012-15	Faculty Search Committee, Department of Retailing and Tourism Management, Martin-Gatton College of Agriculture, Food and Environment, University of Kentucky
2013	Member of Office of International Affairs (OIA) Regional Strategic Planning Committee, University of Kentucky

AWARDS AND HONORS

Engagement

2023 – current	Co-Chair, UK Asian and Asian American Affinity Group, University of Kentucky (The group is co-chaired by one faculty and one staff.)
2023	Nominated for DEI&A Award, Martin-Gatton College of Agriculture, Food & Environment, University of Kentucky
2020	Nominated for UK's Global Impact Award, for the leadership in UK faculty mask donation to UK healthcare workers during the pandemic. (Interviewed by Lex18 and on UKNow news)

Scholarship/Research

2012 – current	Editor-in-Chief, <i>International Journal of Hospitality and Event Management</i>
2021	Best Paper Award, the 40th Annual Conference of ISTTE (International Society of Travel & Tourism Educators), October 4 – 6, 2021, Virtual.
2019	Nominated for the 2019 Patricia Brantley Todd Awards of Excellence
2016	Nominated by RTM Department for <i>Confucius Institute Outstanding Faculty Award</i> , Confucius Institute, University of Kentucky, November, 2016.
2013	Best Paper Award, World Convention on Hospitality, Tourism & Events Research (WHTER) & International Convention and Expo Summit (ICES) 2013, May 24 – 28, 2013, Bangkok, Thailand.
2013	Guest Editor, Special Issue on: “ <i>Tourist Behavior: Current Trends and Issues</i> ” International Journal of Tourism Anthropology
2012	Best Paper Award, International Convention and Expo Summit 2012, May 22 - 24, 2012, Hong Kong, China.

- 2013 Media Recognition in *Boilerplate*, School of Hospitality and Tourism Management, Purdue University, IN, USA, Spring Issue, 2013.
- 2011 Media Recognition in *Horizon*, School of Hospitality and Tourism Management, the Hong Kong Polytechnic University, Hong Kong, China, Fall Issue, 2011.