

Yu-Hua (Melody) XU

Ph.D. Candidate, Research Assistant
Department of Tourism, Hospitality & Event Management
University of Florida
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Education

Ph.D., University of Florida, USA August 2020 (expected)
Specialization: Tourism Management
Minor: Geography-spatial analysis
Dissertation: Planning For Resilient Community: Home-sharing in Rural Region
Chair: Lori Pennington-Gray, Ph.D.

Mater of Education, Beijing Sport University, China June 2016
Specialization: Sport Economy 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 June 2013
Major: Sport Management
Thesis: Anti-Ambush Marketing Analysis for Li-Ning Company's Sponsorship in Chinese Basketball Association League
Advisor: Shu-Hong Xiao, Ph.D.

Research Narrative

"The Only Thing That Is Constant Is Change" — Heraclitus

My research seeks best practices for tourism stakeholders in times of change. Specifically, my research aims to understand how tourists and tourism-related communities react, counteract and bounce back from various disturbances and crises. My academic vision is to construct a theoretically valid, dynamic and resilient system, which could be translated into tourism destination policies and practices.

My research interest focus on:

- Destination Planning and Community Resilience
- Tourism for Regional Development
- Spatial Analytics in Tourism, Sport and Hospitality

Honours and Awards

Research Awards

- 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 (Sponsored by Tourism Review International) 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
- The National Scholarship for Graduate Students, 2015
- The Second Prize Scholarship of Beijing Sport University, 2012
- The Third Prize Scholarship of Beijing Sport University, 2011
- The First Prize Scholarship of Beijing Sport University, 2010

Other Honors

- Certificates of Excellence, UF International Student Achievement Award, Gainesville, Florida, U.S., 2018
- Graduation with honor: Graduate Award of Beijing, China, 2013
- "Outstanding Graduate" of Beijing Sport University, 2013, 2014, 2015
- "Outstanding Student" of Beijing Sport University, 2010, 2011, 2012
- "Top Ten Chairman of Student Association" Beijing Sport University, 2010-2011
- 3rd prize of the National English Contest for College Students, Beijing, China, 2010
- 1st prize, English Speech Contest of Beijing Sport University, 2010

Publications

Refereed Journal Articles

1. **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 (SSCI)*, 0047287518797197. Impact factor: 5.338

2. **Xu, Y. H.**, Lin, X.P. (2016). Research on the Sustainability Management of Winter Olympics: International Experience and Revelation to China's Preparation for 2022 Winter Olympic Games (冬季奥运会可持续发展管理研究: 国际经验及对我国筹备2022年冬奥会的启示). *Journal of Beijing Sport University (北京体育大学学报)*, 01:13-19. Impact factor: 2.338
3. **Xu, Y. H.** (2015). Potential Analysis of the Production Value of Chinese Sport Industry Based on Regression Model (基于回归模型的我国体育产业潜力分析), *Sport (运动)*, 13:137-138+135. Impact factor: 0.117
4. **Xu, Y. H.** (2014). Study on college students' fitness consumption motivations (大学生体育健身消费动机研究). *Science & Technology of Stationery & Sporting Goods (文体用品与科技)*, 24:27-28. Impact factor: 0.153

Refereed Journal Articles (In Progress)

1. **Xu, Y.H.**, Pennington-Gray, L., Kim, J.W. Spatial Effect of Crime on Peer to Peer lodging Performance. (Submitted to top-tier journal)
2. **Xu, Y.H.**, Pennington-Gray. Rural Recreation and Home Sharing: Policy Plan for Resilient Development. (Completed for submission)

Refereed Proceedings

1. **Xu, Y.H.**, Pennington-Gray, L. (2018) Whom to Listen to? Trusted Source and Retweet Behavior in Terror Attack. *Paper Presentation, 49th Travel and Tourism Research International Conference (TTRA)*, Miami, U.S. June 26-28.
2. **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.
3. **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.

Non-Refereed Publications

1. Lin, X.P., **Xu, Y.H.**, Xu, H.B., (2017). Industrial Report for the China Winter Sport Development. *Prepared for China General Administration of Sports*.
2. Lin, X.P., **Xu, Y.H.**, Xu, H.B., Qiu, Z.Y. (2016). Industrial Report for the China Winter Sport Development. *Prepared for China General Administration of Sports*.

Presentations

Refereed Conference Presentations

1. **Xu, Y.H.**, Pennington-Gray, L., Kim, J.W. (2019) Spatial Effects of Crime on Peer to Peer lodging Performance. *Paper Presentation, 50th Travel and Tourism Research International Conference*, Melbourne, Australia. June 25-27.

2. Manafian, H., **Xu, Y.H.**, Kim, J.W., Zambrano, A.M.A. (2019). Spatial accessibility of agritourism farms in Florida using Gravity Model, *Visual presentation, 2019 Annual Meeting of the Association of American Geographers (AAG)*, Washington, D.C., U.S. April 10-14.
3. **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.
4. **Xu, Y.H.**, Zhou, R. (2015). Study on the Operation Model of China's Ski Resort. *Oral Presentation, Paper Presentation, International Sociology of Sport Association (ISSA) World Congress of Sociology of Sport*. Paris, France. June 9-12.
5. Zhou, R., **Xu, Y.H.** (2015). Study on the Public Service Network for Sport Facilities in China. *Oral Presentation, International Sociology of Sport Association (ISSA) World Congress of Sociology of Sport*. Paris, France. June 9-12.
6. **Xu, Y.H.** (2014) From Theory to Practice: An Overview on Winter Olympic Sustainable Management. *Paper Presentation, Chiayi International Sport Industry Forum and Conference*. Chiayi, Taiwan, China. November 22-23.
7. **Xu, Y.H.**, Zhou, R. (2014). Factors Impact Chinese College Students' Consuming Intention on Participative Sport. *Paper Presentation, 2014 Incheon Asian Games International Sport Science Congress*. Incheon, South Korea. August 20-22.
8. Zhou, R., **Xu, Y.H.** (2014). Study on the Alienation Phenomenon of Competitive Sports in China. *Paper Presentation, 2014 Incheon Asian Games International Sport Science Congress*. Incheon, South Korea. August 20-22.

Non-refereed Presentations

1. **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.
2. **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.

Contracts and Grants

Internal

1. Pennington-Gray, L. (PI), **Xu, Y. H. (CO-PI)**, 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. (2019-2020)

2. Lin, X.P.(PI), Xu, H.B. (CO-PI), **Xu, Y.H.(CO-PI)**, Report on the Development of Ice and Snow Industry, *Beijing Sport University*, Total funding: CNY 50,000 (USD 7,692). (2015)
3. **Xu, Y.H. (PI)**, Wang, Q.L. (CO-PI), Ai, X.Y. (CO-PI), Zou, X.X. (Instructor), “Dream of Elites” Freshmen Transitional Education Project (National college students' innovative entrepreneurial training project). *Ministry of Education of the People's Republic of China*. Total funding: CNY 40,000 (USD 6,154). (2012-2013)

External - Research Grants

1. 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)
2. Lin, X.P.(PI), **Xu, Y.H. (Researcher)**, Kang, L. (Project Coordinator), Winter Sport Fields Spatial Distribution and Development, *General Administration of Sport of China*, Total funding: CNY 60,000 (USD 9,231). (2015)
3. Lin, X.P.(PI), Min, W.Y.(CO-PI), **Xu, Y.H. (Researcher)**, The 13th Five-Year Development Plan for Ice and Snow Industry in Beijing, *Beijing Municipal Bureau of Sports*, Total funding: CNY 70,000 (USD 10,769). (2015)
4. Chen, J. (PI), Lin, X. P. (CO-PI), **Xu, Y.H. (Researcher)**, Biding and Hosting 2022 Winter Olympic Games: Economy Impacts and Sustainable Development of Beijing and Zhangjiakou City. *Beijing Reform & Development Society*, Total funding: CNY 40,000 (USD 6,154). (2014)
5. Huang, Y.L.(PI), Lin, X.P.(CO-PI), **Xu, Y.H. (Researcher)**, Study on the Chinese Youth Sports Development, *General Administration of Sport of China*, Total funding: CNY 50,000 (USD 7,692). (2014)
6. 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)
7. Lin, X.P. (PI), Zhou, R. (CO-PI), **Xu, Y.H. (Researcher)**, The Construction of Public Service Network of Beijing Olympic Venues. *Beijing Olympic City Development Association*, Total funding: CNY 150, 000 (USD 23,077). (2013-2014)
8. Lin, X.P. (PI), **Xu, Y.H. (Researcher)**, Study on the Operation Status of Large Public Sports Venues in China. *General Administration of Sport of China*, Total funding: CNY 300,000 (USD 46,154). (2012)

External - Master Plans

9. Lin, X.P.(PI), Xu, H.B. (Project Coordinator), **Xu, Y.H. (Major Participant)**. Sport-For-All Project Master Plan for Wansheng District, Chongqing Province, *Chongqing Sport Bureau*, Total funding: CNY 650,000 (USD 100,000). (2015)

10. Lin, X.P.(PI), Xu, H.B. (Project Coordinator), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Ha'erbin city, *Ha'erbin Sport Bureau*, Heilongjiang Province, Total funding: CNY 250,000 (USD 38,462). (2015)
11. Lin, X.P.(PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Dezhou city, *Dezhou Development and Reform Bureau*, Shandong Province, Total funding: CNY 300,000 (USD 46,154). (2015)
12. Lin, X.P.(PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Ningjin city, *Ningjin Sport Bureau*, Shandong Province, Total funding: CNY 250,000 (USD 38,462). (2015)
13. Lin, X.P. (PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Chaoyang district, *Chaoyang Sport Bureau*, Beijing Province. Total funding: CNY 50,000 (USD 7,962). (2015)
14. Lin, X.P.(PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Miyun district, *Miyun Sports Bureau*, Beijing Province, Total funding: CNY 50,000 (USD 7,962). (2015)
15. Lin, X.P.(PI), Xu, H.B. (Project Coordinator), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Golden Mountain Ridge, *Heliwansheng Investment Group*, Beijing Province, Total funding: CNY 50,000 (USD 7,962). (2015)
16. Lin, X.P.(PI), Xu, H.B.(CO-PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Ningxia Province, *Ningxia Sport Bureau*, Total funding: CNY 50,000 (USD 7,962). (2015)
17. Lin, X.P. (PI), **Xu, Y.H. (Major Participant)**, Master Plan for Tai Chi Sports Centre in Jiaozuo. *Jiaozuo Sports Bureau*, Henan Province. Total funding: CNY 200, 000 (USD 30,769). (2014)
18. Lin, X.P. (PI), Wang, R.Z. (Project Coordinator), **Xu, Y.H. (Major Participant)**, Master Plan of Sports, Culture, Science and Technology Park of Beijing Sport University. *Beijing Sport University*, Total funding: CNY 40, 000 (USD 6,154). (2013-2014)
19. Zhang, C.P., Lin, X.P. (CO-PI), **Xu, Y.H. (Major Participant)**, Master Plan for 2013 Chinese Billiard Championship. *Multi-ball Games Administrative Centre of General Administration of Sport of China*, Total funding: CNY 20, 000 (USD 3,077). (2013)
20. Lin, X.P. (PI), **Xu, Y.H. (Major Participant)**. Master Plan for Sports Center in Yanzhou. *Yanzhou Sports Bureau*, Shandong Province. Total funding: CNY 350,000 (USD 53,846). (2012)

Summary of Funded Projects (2012-present)

Role	Total (USD)
Principal Investigator	6,154
Co-Principal Investigator	14,392
Researcher	149,231
Major Participant	347,692
Grand Total	517,469

Submitted, Not Funded Research

Pennington-Gray, L. (PI), **Xu, Y.H. (CO-PI)**, Kim, J. (CO-PI) (2017). *Effects of crime on shadow lodging sector*. Submitted to American Hotel & Lodging Educational Foundation (AHLEF) Research Grant, Washington, DC. Total funding requested: \$16,636.

Teaching

Assistant Instructor

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

Teaching Assistant

University of Florida Spring 2019
Department of Tourism, Recreation and Sport Management
LEI3303/3984 – Foundation of Tourism Planning

Guest Lectures

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

University of Florida Spring 2019
Department of Tourism, Recreation and Sport Management
LEI3303/3984 – Foundation of Tourism Planning
Lecture 1: Events and tourism superstructure, March 19
Lecture 2: Residents attitudes and social, environmental & economic impact of tourism, April 9

University of Florida July 26, 2017
Department of Tourism, Recreation and Sport Management
Beijing Union University Summer Study Tour
Topic: Nature-based Tourism

Credentials & Certificates

Great Teaching Certificate, University of Florida October 8, 2019
Credential ID: 14009443
URL: <https://microcredentials.pd.dce.ufl.edu/81age4si>

Student Focused Teaching, University of Florida September 25, 2019
Credential ID: 13809043
URL: <https://microcredentials.pd.dce.ufl.edu/v248q65a>

University Service

University of Florida

Visiting Scholar Coordinator 2016-present
Department of Tourism, Recreation and Sport Management

- Assist incoming visiting scholars to TRSM program

Beijing Sport University

Research Mentor 2013-2015
College of Management, Sport Industry Information Practice Program

- Mentor undergraduate and graduate students to collect, analysis data and write reports for sport industry. Facilitate student research team, advise students in research projects.

Professional Membership and Service

Professional Membership

Student Member 2016-present
Travel and Tourism Research Association (TTRA)

Student Member 2014-2018
China Sport Science Society

Student Member 2015-2016
International Sociology of Sport Association (ISSA)

Professional Service Positions

Student Volunteer 2016-2019
Travel and Tourism Research Association (TTRA)

Professional Experience

Academic Work Experience

Research Assistant August 2016 - present
University of Florida, Gainesville
Department of Tourism, Recreation and Sport Management

- Assist in departmental research work, participate in research projects.

Professional Work Experience

Program Assistant November 2014 - February 2015
China Winter Sport Administration Center, Beijing
National Winter Sport Field Census

- Participated in the National Winter Sports Stadium Census
- Organized winter-sport-for-all events

- Implemented data analysis for the Report of Chinese Winter Sport Development

Marketing Assistant October 2013-January 2014
Bo Ao Union International Sport Business Co., Ltd. Beijing

Commerce Department

- Market investigation, business plan, business promotion.
- Event plan for “Chinese Soccer Music Election”
- Achievements: Implement the feasibility investigation on China Super League (CSL) youth soccer training center

Corporation Sponsorship Intern April 2013 - July 2013
Wan Xiang Shi Da Sport Communication Co., Ltd., Beijing

- Compile media impact report on sponsorships activities
- Draft sponsorship business plan, translation.
- Achievements: Provide marketing advisory for Mao Tai PLC., Dentsu Inc., etc.

Sport Sponsorship Intern October 2012 - March 2013
Li Ning (China) Co., Ltd., Beijing

Sport Events Sponsorship Department

- Sport event sponsorship investigation and sponsorship performance evaluation
- Assist in sponsored products designing
- Translation and interpretation in foreign affairs
- Achievements: Fully participated in CBA 2012-2013 league sponsorship project, contribute to Chinese NBL, WCBA, CUBA project.

Finance Intern July 2012 - September 2012
China Zheshang Bank (CZB), Beijing

Corporation Finance Department

- Accounting, customer service, translation
- Assisted in corporation due diligence investigation
- Achievements: assisted in international procurement contract amount to CNY 50,000,000 (USD 7.6 million equivalent).

Cashier December 2010 - July 2011
Microcells Co., Ltd, Beijing

- Budgeting, accounting, document translation, business negotiation
- Achievements: assisted in preparation and registration of the Beijing Company.

Certifications

China Certified Tennis Referee (3rd-level) March 2014 - present
Issuing authority: General Administration of Sport of China (PRC)
Credential ID: 140803105

China Certified Sport Agent (3rd-level) July 2013 - present
Issuing authority: Ministry of Human Resources and Social Security of China (PRC)
Credential ID: 1364003001300065