

CURRICULUM VITAE
YING (TRACY) LU, PH.D.

Assistant Professor
(Appointed on August 15, 2011; Tenure clock extended for 1 year for birth of a child)
Department of Retailing and Tourism Management (RTM)
College of Agriculture, Food and Environment
University of Kentucky

DISTRIBUTION OF EFFORT

	Instruction	Research	Service
2011	65	35	0
2012	59.5	40.5	0
2013	56	44	0
2014	43.5	49	7.5
2015	29	56	15
2016	63	27	10
2017	55	30	15
Average	53	40.21	6.79

EDUCATION

- 2007 – 2011** Doctor of Philosophy
Purdue University, West Lafayette, IN, USA
Research Focus: Event Management, Consumer Behavior
- 2003 – 2004** Master of Science
Hong Kong Polytechnic University, Hong Kong, China
Major: Hospitality and Tourism Management
- 1999 – 2003** Bachelor of Science
Beijing International Studies University, Beijing, China
Major: Tourism Marketing

RESEARCH GRANTS

Since starting at the University of Kentucky
(Submitted: \$3,572,143; Funded: \$112,650)

- 2017** LU, Ying (Tracy) (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 2nd round

of consideration.

- 2017** **LU, Ying (Tracy) (PI)**. Kentucky Campus Compact, “*What’s next, Kentucky?*” conversation events planned by the class of Event Planning and Coordination 2017, \$2,000 – funded.
- 2016** **LU, Ying (Tracy) (PI)**, Research Activity Awards, 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, Ying (Tracy) (PI)**, Professional Convention and Meeting Association (PCMA) Education Foundation, *Developing Meeting/Travel ROI for Retaining and Acquiring Attendees*, \$19,920 – unfunded.
- 2016** **LU, Ying (Tracy) (PI)**. UK Analytics & Technology, *Distance Learning Course Grant*, \$6,000 – funded.
- 2015** Zhang, R., **LU, Ying (Tracy)** (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, Ying (Tracy)** (investigator), The Government of Macau, *Strategic Tourism Planning of Macau, China*, MOP18, 580,800 (USD\$2,327,677) – unfunded.
- 2015** **LU, Ying (Tracy) (PI)**. UK Analytics & Technology, *Distance Learning Course Grant*, \$3,000 – funded.
- 2014** Wesley, S., Lee, M., Swanson, J., **LU, Ying (Tracy)** (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., Wesley, S., Lee, M., Swanson, J., Spillman, K., **LU, Ying (Tracy) (Co-PI)**. The eLearning Innovation Initiative (eLII), University of Kentucky, *eLII Online Degree Program in Retailing and Tourism Management*, \$133,188 – unfunded.
- 2013** **LU, Ying (Tracy) (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, Ying (Tracy)** (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, Ying (Tracy) (Co-PI)** (2014-2016), 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, Ying (Tracy)** (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. (Wade)*, **LU, Ying (Tracy)**, 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, Ying (Tracy) (PI)**, Education Abroad UK Sponsored Program Development Grant, *A Sponsored Internship and Study Abroad Program in China*, \$1,500 – funded.
- 2013** **LU, Ying (Tracy) (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, Ying (Tracy)**, Graduate Student Travel Fund, University of Kentucky, *Cultural Differences in the Use of Online Travel Agents*, \$800 – funded. [*Graduate Student].
- 2012** **LU, Ying (Tracy) (PI)**, National Institute of Food and Agriculture (NIFA), United States Department of Agriculture (USDA) *The Influence of Social Media on Attendee Behavior: The Case of Kentucky Derby*, \$80,000 – funded.
- 2012** **LU, Ying (Tracy) (PI)**, & Lee, M-Y. (Co-PI), College of Agriculture, Food & Environment, University of Kentucky, *Developing a Merging Class for MAT and HMT Majors - Service Management*, \$5,850 – funded.
- 2012** **LU, Ying (Tracy) (PI)**, Research Activity Awards, School of Human Environmental Sciences, University of Kentucky, *Attendee Involvement, Event Loyalty and Place Attachment - Evidence from Kentucky Derby Festival*, \$7,200 – unfunded.

Selected Grants (Prior to working at the University of Kentucky)

- 2008 – 2012** Zhang, L., & **LU, Ying (Tracy)** (investigator), Planning Commission of Philosophy and Social Science of Guangdong Province, China, *Convention Industry Clustering and Local Economic Development in China*, RMB 30,000

(USD\$5,000) – funded.

2007 – 2008 **LU, Ying (Tracy) (PI)**, South China University of Technology, *Branding Conventions and Exhibitions: Evidence from Guangzhou*, RMB 5,000 (USD\$750) – funded.

2005 – 2006 Zhang, L., & **LU, Ying (Tracy)** (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 (USD\$15,000) – funded.

TEACHING AND ADVISING

2011 – Pre. Assistant Professor
Department of Retailing and Tourism Management, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky, Lexington, KY.
(Tenure clock extended for 1 year for birth of a child)

Undergraduate Courses Taught:

HMT120: Introduction to Hospitality Management and Tourism
HMT395: Independent Study
HMT359: Service Management
RTM345: Service Management (online)
HMT460: Advanced Seminar in Hospitality Management and Tourism
HMT570: Event Planning and Coordination

Graduate Courses Taught:

HMT560: Advanced Seminar of Lodging Industry and Tourism (online)
DHN646: Advanced Information Technology in the Hospital Industry
RTM690: Industry Experience in Retailing and Tourism Management

Course Developed:

RTM345: Service Management (Online)
HMT560: Advanced Seminar of Lodging Industry and Tourism (Online)
RTM499: RTM Internship International
HMT570: Event Planning & Coordination (Online)

Undergraduate Students Advised:

- Spr. 2017 Number of Advisees: 30
- Spr. 2016 Number of Advisees: 32
- Fall 2015 Number of Advisees: 32

- Spr. 2015 Number of Advisees: 36
- Fall 2014 Number of Advisees: 20
- Spr. 2014 Number of Advisees: 28
- Fall 2013 Number of Advisees: 28
- Spr. 2013 Number of Advisees: 29
- Fall 2012 Number of Advisees: 36
- Spr. 2012 Number of Advisees: 43
- Fall 2011 Number of Advisees: 28

Activities with Students outside the Classroom:

- 2017 Planned and organized three public forums – *Economy, Health and Education for “What’s next, Kentucky? (WNK) –”*, a Kettering Foundation-inspired initiative for community conversations around public problem solving. The forums were in collaboration with Kentucky Campus Compact and Citizen Kentucky Project.
- 2016 Planned and organized the fund raising event - *Color Me Fashion Show* for the Department of Retailing and Tourism Management (RTM).
- 2016 – Developing “2+2 program” between the Department of RTM and South China Normal University and Sichuan Agricultural University, China.
- 2013 Developed the “*Study Abroad and Internship Program in China*” for RTM and non-RTM students at the University of Kentucky. The program is financially sponsored by Shangri-la Hotel Group, the largest hotel company in Asia-Pacific Region. The program started in Summer 2016 and continues each year.
- 2008 – 2011** Graduate Instructor
School of Hospitality and Tourism Management, College of Health & Human Sciences, Purdue University, West Lafayette, IN.
- HTM 173 – Introduction to Tourism Management
- 2004 – 2007** Associate Lecturer
School of Hospitality and Tourism Management, South China University of Technology, Guangzhou, Guangdong Province, China.
- Hotel Management
 - Human Resource Management in the Hospitality and Tourism Industry

PUBLICATIONS

Refereed Journal Articles:

Wei, W.*, **LU, Ying (Tracy)**, & Hua, Nan. Attendees’ user experience of social media technology during multiphase participation in conventions: A consumption values approach. *Event Management* – Accepted. [[*Graduate Student](#)]

LU, Ying (Tracy). A model of expectancy motivation for business event tourism: Evidence from China. *Event Management*. Accepted.

LU, Ying (Tracy). The concept of loyalty in hospitality and tourism: Theoretical development, practice and future research directions. *International Journal of Qualitative Research in Service* – Accepted.

Wei, W.*, **LU, Ying (Tracy)**, Miao, L, Cai, L., & Wang, C-Y. Customer-Customer interactions (CCIs) at conferences: An identity approach. *Tourism Management* – Accepted. [*Graduate Student]

Li, J., & **LU, Ying (Tracy)**. Chinese culture in tourist research: A review and comparison of Chinese and English studies in 1993-2012. *Tourism Review*, 71(2). Accepted.

Li, M., & **LU, Ying (Tracy)**. Greenway as a project for happiness: Evidence from China. *Journal of Tourism Management and Hospitality*. Accepted.

Choi, S-H., **LU, Ying (Tracy)**, & Cai, L. (2015). Determination as a dimension of conative loyalty. *Annals of Tourism Research*, 51(3), 51-53.

Cai, L., Wei, W.*, **LU, Ying (Tracy)**, & 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. [It was noted in the publication that the four authors contributed equally to the paper.] [*Graduate Student]

Brown, D., Spillman, K., Lee, M-Y., & **LU, Ying (Tracy)*(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.

Zhou, Y., **LU, Ying (Tracy)*(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.

LU, Ying (Tracy), Fu, X, & Adler, H. (2014). Travel safety concerns: Feedback from international students in the USA. *International Journal of Tourism Anthropology*, 3(3), 211-226.

Yoo, J., Zhou, Y., **LU, Ying (Tracy)**, & 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.

Jiang, J., Wu, X., & **LU, Ying (Tracy)*(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.

LU, Ying (Tracy), & Cai, L. (2011). An analysis of image and loyalty in convention and exhibition tourism in China. *Event Management*, 15(1), 37-48.

LU, Ying (Tracy), & 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.

Zhang, L., **LU, Ying (Tracy)**, 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.

LU, Ying (Tracy), & Adler, H. (2009). Career goals and expectations of hospitality and tourism students in China. *Journal of Teaching in Travel & Tourism*, 9(1), 1-18.

Zhou, Z., & **LU, Ying (Tracy)**. (2008). MICE websites and local economic development: The case of China, *Journal of Information Technology and Management Review*, 1(1), 15-21.

Zhang, L., Zhang, R., & **LU, Ying (Tracy)**. (2008). The development of international tourism in modern China: A historical perspective. *Journal of China Tourism Research*, 4(1), 525-36.

Book Review

LU, Ying (Tracy). (2015). *A Landscape of Travel: The Work of Tourism in Rural Ethnic China*, by J. Chio. Washington, DC: University of Washington Press, 2014. 304 pp. 26 illus., ISBN 978-0295993669.

Publications Under Revision

LU, Ying (Tracy), Chen, Z. (Wade) *, & Law, R. Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. – under revision. [[*Graduate Student](#)]

Li, J., & **LU, Ying (Tracy)**. A review on international publications on Chinese culture and Chinese tourist behavior.– under revision.

Publications Ready To Be Submitted

LU, Ying (Tracy), & Xiang, Z. Social media use in events: A case of Kentucky Derby.

LU, Ying (Tracy), Wei, W., Wu, L., Swanson, J., & Getz, D. Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings.

Referred Conference Presentations and Proceedings

Clark, B.* & **LU, Ying (Tracy)** (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](#)].

Wei, W. *, **LU, Ying (Tracy)**, 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](#)]

Choi, S-H., **LU, Ying (Tracy)**, & 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.

Choi, S-H., **LU, Ying (Tracy)**, & 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.

LU, Ying (Tracy) & Chen, Z. (Wade)* (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](#)].

Choi, S-H., **LU, Ying (Tracy)**, & 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.

Choi, S-H., **LU, Ying (Tracy)**, & 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]

Chen, Z. (Wade)* & **LU, Ying (Tracy)** (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](#)].

Wei, W.*, **LU, Ying (Tracy)**, 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](#)].

Chen, Z. (Wade)* & **LU, Ying (Tracy)** (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](#)].

Han, J.*, & **LU, Ying (Tracy)** (2013). *Cultural differences in the use of online travel agents*. The China Tourism & China Hotel-Branding Forum 2013, May 16nd – 18th, 2012, Hong Kong, China. [[*Graduate Student](#)].

LU, Ying (Tracy), 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](#)].

Wei, W.*, & **LU, Ying (Tracy)**, & 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](#)].

Li, J.*, & **LU, Ying (Tracy) (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), Detroit, Michigan, U.S.A. [*Visiting Scholar].

Quinteros, D.*, Wei, W*, & **LU, Ying (Tracy) (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].

LU, Ying (Tracy), 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. [\[Best Paper Award\]](#).

Zhang, L., & **LU, Ying (Tracy) (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.

LU, Ying (Tracy), 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.

Yang, Y., & **LU, Ying (Tracy) (2011)**. *The PDR system for hotel employees in china: a case of Shangri-La hotel in Guangzhou*. The 2011 International Conference on Strategic Management (ICSM), September 24th – 26nd, 2011, Sichuan, Chengdu, China.

Zhou, Yong (Joe), & **LU, Ying (Tracy) (2011)**. *Local residents' perceptions towards the impacts of gaming industry: An alternative conceptual approach*. The 17th Asia Pacific Tourism Association Annual Conference, July 3rd – 6th, 2011, Seoul, Korea.

Cai, A. Liping, Wei, Wei, **LU, Ying (Tracy)**, & Day, Jonathon G (2011). *A decision-making framework of study abroad programs*. The 9th Asia Pacific CHRIE Conference, June 2nd – 5th, 2011, Hong Kong, China.

LU, Ying (Tracy), & Cai, A. Liping (2010). *Conceptualizing a behavioral model for convention and exhibition tourism*. The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 7th – January 9th, 2010, Washington D.C., U.S.A.

Choi, Suh-hee, **LU, Ying (Tracy)**, & Cai, A. Liping (2010). *Dimensions of tourist loyalty: Contextual consideration*. The 2010 Annual Conference of International Society of Travel and Tourism Educators (ISTTE), October 18th – 22nd, 2010, Long Beach, CA, Calalina Island, CA and Ensenada, Mexico.

LU, Ying (Tracy), & Adler, Howard (2010). *Studying in the United States: Perspectives of international undergraduate students in hospitality and tourism management*. The 15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 7th – January 9th, 2010, Washington D.C., U.S.A.

Choi, Suh-hee, **LU, Ying (Tracy)**, & Cai, A. Liping (2010). *Deconstructing the concept of loyalty*. The 15th Annual Graduate Education & Graduate Student Research

Conference in Hospitality & Tourism, January 7th – January 9th, 2010, Washington D.C., U.S.A.

Yang, Ying (Terrie), & **LU, Ying (Tracy) (2009)**. *Psychological empowerment and service quality in four-star hotels in China*, The 6th International Conference on Innovation and Management, December 8th – 9th, 2009, Sapporo, Brazil.

Zhang, Lili, & **LU, Ying (Tracy) (2009)**. *Innovation and development of internationalization of tourism higher education*, The 6th International Conference on Innovation and Management, December 8th – 9th, 2009, Sapporo, Brazil.

LU, Ying (Tracy), & Cai, A. Liping (2009). *Analysis of image and loyalty for exhibitions and host destinations*. The 2009 ICHRIE Annual Conference, July 29th – August 1st, 2009, San Francisco, U.S.A.

Zhang, Lili, Adler, Howard, & **LU, Ying (Tracy) (2009)**. *Internationalization activities of tourism higher education in China*. The 2009 EuroCHRIE Congress, October 22th - 24th, 2009, Helsinki, Finland.

LU, Ying (Tracy), & Adler, Howard (2009). *Travel safety concerns: Feedback from international student in the U.S.* The 14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, January 4th – January 6th, 2009, Las Vegas, U.S.A.

Huang, Zhouwei (Joy), Cai, Liping, & **LU, Ying (Tracy) (2008)**. *The destination choice model of transitional travel: College students in China*. The 27th International Society of Travel and Tourism Educators (ISTTE) Conference, September 30th - Oct 2nd, 2008, Dublin, Ireland.

Adler, Howard, Behnke, Carl, & **LU, Ying (Tracy) (2008)**. *The international component to hospitality education: Study abroad programs*. The 2008 EuroCHRIE Congress, October 11th - 14th, 2008, Dubai, United Arab Emirates.

LU, Ying (Tracy), Adler, Howard, & Zhang, Lili (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 3rd - 5th, 2008, Orlando, U.S.A.

Adler, Howard, Zhao, Xinyuan (Roy), & **LU, Ying (Tracy) (2007)**. *Tourism and hospitality human resource managers in Guangzhou: A profile and issues facing them*. The 5th APac-CHRIE & 13th APTA Joint Conference, May 24th - 27th, 2007, Beijing, P.R. China.

LU, Ying (Tracy), Lili, Zhang, Adler, Howard, & Feng, Shichang (2006). *Destination image of Guangzhou as perceived by residents and visitors*. The 3rd China Tourism Forum, December 15th -16th, 2006, Hong Kong, P.R. China.

LU, Ying (Tracy) & Wei, Wei (2006). *Website performance of Chinese MICE industry*. The 3rd International Conference on Innovation and Management, December 2nd - 3rd, 2006, Wuhan, P.R. China.

INDUSTRY EXPERIENCE (SELECTED)

- 2004** **Assistant Director of Customer Service**
International Convention & Exhibition Center, Shenzhen, China
- Facilitated 26 events, 14 of which achieved over 50,000 attendees each
 - Actively involved in marketing and promotion activities for the company
 - Communicated with event organizers and planners before, during and after events
- 2002** **Customer Service Representative**
Eu-China Partenariat, Beijing, China
- 2002** **Event Coordinator**
Association of Asian Parliament for Peace, Beijing, China.
- Coordinated all the details to ensure a variety of political events run smoothly and successfully
 - Assisted government participation in the general assembly of the congress
- 2000 - 2001** **Tour Guide**
China Education International Travel Service, Beijing, China
- Guided tour groups for Beijing 7-day tour (group size from 8 to 50 travelers)

SERVICE AND RECOGNITION

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:

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

Professional Membership:

- 2011 – pre.** Professional Convention Management Association (PCMA)

Invited Speeches:

- Oct. 2015** LU, Ying (Tracy), *Social Media Tourists*, The 9th United Nation's World Tourism Organization (UNWTO) Forum on Tourism Trends and Outlook, Guilin, China, Oct 19-21, 2015.
- Apr. 2013** LU, Ying (Tracy), *Residents' Perceived Impacts of Gaming Tourism: Evidence from Macao*, China, Phi U Iota Chapter, University of Kentucky, April 15th, 2013.
- Feb. 2013** LU, Ying (Tracy), *Local Residents' Perceptions towards the Impacts of the Gaming Industry Development in Macau*, Asia Center, University of Kentucky, February 27th, 2013.
- Feb. 2013** Zhang, C., & LU, Ying (Tracy), *Innovative Research in Tourism and Event Management – A Transpacific Agenda*, Purdue University, February 1st, 2013.
- Jun. 2012** LU, Ying (Tracy), *The Event Industry in the United States: Past, Present and Tomorrow*, Sichuan University, Sichuan Province, China, June 15, 2012.

Department and University Services:

- 2016** Coordinator for China Programs, Department of Retailing and Tourism Management, University of Kentucky
- Initiated and Developed “*RTM Faculty Exchange Program with Shanghai Normal University, China*”
 - Developed “Sponsored Study Abroad and Hotel Internship Program” with Shangri-la Hotel Group in China
 - Developing “2+2” program with Chinese universities
- 2015** Boren Interview Committee, Chellgren Center for Undergraduate Excellence, University of Kentucky
- 2015** Education Abroad Scholarship Selection Committee, University of Kentucky
- 2015** Nominations for University Senate, University of Kentucky
- 2013 – pre.** Member of Office of International Affairs (OIA) Regional Strategic Planning Committee, University of Kentucky
- 2012 – 2014** Member of Asia Center, University of Kentucky
- 2011 – 2015** Faculty Search Committee, Department of Retailing and Tourism Management, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky

Awards and Honors:

- 2014 – pre. Who’s Who in America (since the 68th Edition).
- 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: “Tourist Behavior: Current Trends and Issues” International Journal of Tourism Anthropology
- 2013 Media Recognition in *Boilerplate*, School of Hospitality and Tourism Management, Purdue University, IN, USA, Spring Issue, 2013.
- 2012 Best Paper Award, International Convention and Expo Summit 2012, May 22 - 24, 2012, Hong Kong, China.
- 2012 – pre. Editor-in-Chief, International Journal of Hospitality and Event Management
- 2011 Media Recognition in *Horizon*, School of Hospitality and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China, Fall Issue, 2011.
- 2010 Norma H. Compton Outstanding Doctoral Student Award Nomination, School of Consumer Sciences, Purdue University.
- 2010 Outstanding Graduate Teaching Award, School of Hospitality and Tourism Management, Purdue University