

Zhuowei (Joy) Huang

Ph.D., Assistant Professor
Department of Recreation, Sport and Tourism
University of Illinois at Urbana-Champaign
230 Huff Hall, 1206 S. Fourth Street
Champaign, IL 61820
joyhuang@illinois.edu

Education

- Ph.D. in Hospitality and Tourism Management** August 2010
Purdue University, West Lafayette, IN
Dissertation Topic: Modeling consumer-based brand equity for multinational hotel brands –
when hosts become guests.
- Graduate Certificate of Applied Statistics** May 2008
Purdue University, West Lafayette, IN
- M.S. in Human Geography** July 2005
Specialization: Tourism Management
Sun Yat-sen University, Guangzhou, China
- B.S. in Physical Geography** July 2002
Specialization: Tourism Geography and Destination Planning
Peking University, Beijing, China

Awards

- Highly Commended Award Winner of the 2010 Emerald/EFMD
Outstanding Doctoral Research Awards in Hospitality Management January 2011
- Bilsland Dissertation Fellowship, Purdue University Jul. – Dec. 2009
- Ross Fellowship, Purdue University Aug. 2005 – May 2009

Research Interests

- Marketing and branding in tourism and hospitality industry
- Service management in tourism and hospitality industry
- International tourism
- Current trends and issues of tourism and hospitality development in emerging markets, such as China

Refereed Publications

Refereed Journal Articles

- Huang, Z.,** & Cai, L. (2015). Modeling consumer-based brand equity for multinational hotel brands – when hosts become guests. *Tourism Management*, 46(February), 431-443.
- Huang, Z.,** Li, M., & Li, Q. (2015). Taiwan destination brand associations: from the perspective of mainland Chinese Tourists. *Journal of Travel & Tourism Marketing*, 32(1/2), 50-64.
- Li, Q., **Huang, Z.,** & Zhang, J. Perceived value of Chinese calligraphic landscape in tourism settings: from the perspective of Chinese tourists. *Journal of China Tourism Research*, 10(4): 414-431.
- Huang, Z.,** Zhao, C., Miao, L., & Fu, X. (2014). Triggers and inhibitors of illegitimate customer complaining behavior – Anecdotes from frontline employees in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 26(4): 544-571.
- Huang, Z.,** & Miao, L. Illegitimate customer complaining behavior in hospitality service encounters: a frontline employee perspective. *Journal of Hospitality and Tourism Research*, in press.
- Chen, Y., **Huang, Z.,** & Cai, L. (2014). Image of China tourism and sustainability issues in Western Media – an investigation of National Geographic. *International Journal of Contemporary Hospitality Management*, 26(6): 855-878.
- Qiu, S., Li, M., **Huang, Z.,** & Dang, N. Impact of tourism openness across the Taiwan Strait: perspective of Mainland Chinese tourists. *Asia Pacific Journal of Tourism Research*, in press.
- Huang, Z.,** Cai, L., Yu, X., & Li, M. (2014). A further investigation of revisit intention: a multi-group analysis. *Journal of Hospitality Marketing and Management*, 23(8): 815-832.
- Wei, W., Miao, L., & **Huang, Z.** (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, 33(June): 316-330.
- Fu, X., **Huang, Z.,** & Cai, L. (2012). Chinese water culture and implications for cruise tourism – a five-dimension framework. *International Journal of Tourism Anthropology*, 2(4): 318-329.
- Zhang, H., Lu, L., Cai, L., & **Huang, Z.** (2011). Tourism destination image structural model and visitors' behavioral intentions: based on confirmatory study of localization of potential consumers. *Tourism Science*, 25 (1): 35-45.

- Huang, Z., & Cai, L.** (2011). Destination choice model for transitional travel: college students in China. *Tourism Management*, 32 (3): 697-699.
- Huang, Z., & Cai, L.** (2010). Online image of multinational hotel brands on different language platforms. *Journal of China Tourism Research*, 6, 279-295.
- Li, M., Cai, L., Lehto, X.Y., & **Huang, Z.** (2010). A missing link in understanding revisit intention – the role of motivation and image. *Journal of Travel & Tourism Marketing*, 27 (4), 335-348.
- Huang, Z., Li, M., & Cai, L.** (2010). A model of community-based festival image. *International Journal of Hospitality Management*, 29 (2), 254-260.
- Huang, Z., Cai, L., & Ismail, J.A.** (2010). Cognitive image change and loyalty in destination branding. *International Journal of Services Technology and Management*, 13 (3/4), 234-246.
- Cai, L., Liu, J., & **Huang, Z.** (2010). Effects of population migration on rural tourism. *International Journal of Services Technology and Management*, 13 (3/4): 192-204.
- Li, M., **Huang, Z., & Cai, L.** (2009). Benefit segmentation of visitors to a rural community-based festival. *Journal of Travel & Tourism Marketing*, 26 (5/6), 585-598.
- Cai, L., Liu, J., & **Huang, Z.** (2008). Identifying rural tourism markets: a practical tool. *Journal of Hospitality Marketing & Management*, 17 (3-4), 418-434.
- Wu, B., **Huang, Z., & Ma, X.** (2004). A study on spatial structure of rural tourism attractions in suburban areas of China. *Scientia Geographica Sinica*, 24 (6), 757-763.

Teaching Experience

Institution	Course	Role	Term (s)
UIUC	Critical Issues in Tourism Management	Instructor	Fall 2013
UIUC	Research Methods and Statistical Analysis	Instructor	Fall 2013
UIUC	Marketing in RST	Co-instructor	Spring 2013
UIUC	Foundation of Tourism	Co-instructor	Spring 2013
UIUC	Research Methodology and Statistical Analysis	Instructor	Fall 2012
UIUC	Leisure Services Marketing	Instructor	Fall 2011 Spring 2012
Purdue U.	Introduction to Tourism Management	Instructor	Spring 2010
Purdue U.	Strategic Marketing in Hospitality and Tourism	TA	Spring 2009
Purdue U.	Hospitality and Tourism Marketing II	TA	Fall 2006 Fall 2007 Fall 2008

Purdue U.	Research Methodology in Hospitality and Tourism Management	TA	Spring 2008
Purdue U.	Introduction to Tourism Management	TA	Fall 2005

Funded Projects

- Huang, Z., & Wicks, B. 2013, Visitor Profile Study on Route 66 in Illinois. Presented to Land of Lincoln Regional Tourism Development Office, Springfield, IL. 50 pages.
- Cai, L., & Huang, Z. 2006, Preliminary Report on the Visitor Profile Study for Cedar Lake SummerFest, Indiana. Presented to Cedar Lake Chamber of Commerce, Lake County, IN. 34 pages.
- Cai, L., & Huang, Z. 2006, Preliminary Report on the Local Residents' Attitude Study for Cedar Lake SummerFest, Indiana. Presented to Cedar Lake Chamber of Commerce, Lake County, IN. 13 pages.
- Cai, L., & Huang, Z. 2006, Visitor Profile Study for Greater Louisville, Kentucky. Presented to Convention and Visitor Bureau, Greater Louisville, KY. 94 pages.
- Bao, J., & Huang, Z. 2004, Tourism Industry Development Plan of Zhaoqing City, Guangdong Province. Presented to Zhaoqing Municipal Government, for the project of Master Plan for Tourism Development in Zhaoqing City, Guangdong Province. 15 pages.
- Bao, J., & Huang, Z. 2004, Study on Tourism Industry Development of Zhaoqing City, Guangdong Province. Presented to Zhaoqing Municipal Government, for the project of Master Plan for Tourism Development in Zhaoqing City, Guangdong Province. 16 pages.
- Bao, J., & Huang, Z. 2004, Tourism Industry Development Plan of Ganzhou City, Jiangxi Province. Presented to Ganzhou Municipal Government, for the project of Master Plan for Tourism Development in Ganzhou City, Jiangxi Province. 20 pages.
- Bao, J., & Huang, Z. 2004, Study of competition and cooperation between Ganzhou and Jinggangshan. Presented to Ganzhou Municipal Government, for the project of Master Plan for Tourism Development in Ganzhou City, Jiangxi Province. 18 pages.
- Bao, J., & Huang, Z. 2004, Tourism Industry Development Plan of Huangshan City, Anhui Province. Presented to Huangshan Municipal Government, for the project of Master Plan for Tourism Development in Huangshan City, Anhui Province. 24 pages.
- Bao, J., & Huang, Z. 2004, Case Study of Heritage Destinations in the World. Presented to Huangshan Municipal Government, for the project of Master Plan for Tourism Development in Huangshan City, Anhui Province. 13 pages.
- Bao, J., & Huang, Z. 2003, SWOT Analysis of Nanguo Taoyuan Resort. Presented to Nanhai Municipal Government, for the project of Detailed Plan for Nanguo Taoyuan Resort in Nanhai City, Guangdong Province. 10 pages.

Bao, J., & Huang, Z. 2003, Analysis of Land use and Government Management System of Nanguo Taoyuan Resort. Presented to Nanhai Municipal Government, for the project of Detailed Plan for Nanguo Taoyuan Resort in Nanhai City, Guangdong Province. 12 pages.

Bao, J., & Huang, Z. 2003, Tourism Resource Analysis of Maofeng Mount. Presented to Guangzhou Municipal Government, for the project of Constructive and Conservative Plan for Maofeng Mount in Guangzhou City, Guangdong Province. 15 pages.

Professional Services

Editorial board

International Journal of Hospitality and Event Management

Guest Editor

Journal of China Tourism Research
Special issue on “China Hotel Brand Management”

Ad hoc reviewer

Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism 2014

Journal of Hospitality and Tourism Research

Tourism Management

Journal of Travel & Tourism Marketing

Journal of Business Research

International Journal of Contemporary Hospitality Management

2013 TOSOK (Tourism Sciences Society of Korea) International Tourism Conference

2012 TTRA (Travel and Tourism Research Association) Annual Conference

Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism 2011

I-CHRIE Annual Conference 2011

International Society of Travel and Tourism Educators (ISTTE) 2011