

MENG, Fang

Professor
School of Hospitality and Tourism Management
College of Hospitality, Retail and Sport Management
University of South Carolina Columbia Campus

CURRICULUM VITA

Education History

Degree	Field	School	Year
Ph.D.	Hospitality and Tourism Management	Virginia Polytechnic Institute and State University (Virginia Tech)	2006
M.A.	Tourism Management	Beijing International Studies University	2001
B.S.	Hospitality Management	Beijing International Studies University	1996

Employment History

Year - Year	Position
01/2021 - present	Professor School of Hospitality and Tourism Management University of South Carolina
01/2016 – 12/2020	Associate Professor, with tenure School of Hotel, Restaurant and Tourism Management Research Associate, SmartState Center of Economic Excellence in Tourism and Economic Development College of Hospitality, Retail and Sport Management (HRSM) University of South Carolina
01/2016 – 07/2016	Interim Chair SmartState Center of Economic Excellence in Tourism and Economic Development College of Hospitality, Retail and Sport Management (HRSM) University of South Carolina
01/2011 – 12/2015	Assistant Professor School of Hotel, Restaurant and Tourism Management Research Associate, SmartState Center of Economic Excellence in Tourism and Economic Development College of Hospitality, Retail and Sport Management (HRSM) University of South Carolina
08/2006 – 12/2010	Assistant Professor School of Human and Consumer Sciences College of Health and Human Services Ohio University
08/2002 – 05/2006	Graduate Instructor / Teaching and Research Assistant Department of Hospitality and Tourism Management Pamplin College of Business Virginia Tech
09/1996 – 02/2002	Instructor / Lecturer School of Hospitality and Tourism Management Beijing International Studies University

Honors and Awards

Honor Name	Bestower	Year
Best Paper Award Nominee	Graduate Education and Graduate Student Research Conference in Hospitality & Tourism	2020
Patricia G. Moddy Researcher of the Year	College of Hospitality, Retail and Sport Management, University of South Carolina	2019
“2019 JGSMS Best reviewer Award” nominee	Journal of Global Scholars of Marketing Science	2019
Minjiang Scholar Award	Fujian Province, China	2019-2021
Fellow & Board Member	International Association for China Tourism Studies (IACTS)	2018
Best Research Paper Award Nominee (Top 3 finalist)	Travel and Tourism Research Association (TTRA)	2016
2014 American Graphic Design Awards for <i>Bluffton SC Brand Assessment and Development Report</i> (SmartState Center project)	Graphic Design USA	2014
Expert Committee Member	World Tourism Cities Federation (WTCF)	2013-2022
Finalist for College of HRSM “Patricia G. Moddy Researcher of the Year” Award	College of Hospitality, Retail and Sport Management, University of South Carolina	2014
USC Featured Scholar	University of South Carolina	2012
Best Research Paper Award	Travel and Tourism Research Association (TTRA)	2012
Best Research Paper Award	International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)	2007
Outstanding Graduate Student Award	Pamplin College of Business, Virginia Tech	2006

TEACHING

Courses Taught at University of South Carolina (01/2011-present)

- HRTM 850 – Scientific Foundations of Hospitality Management (required, Ph.D. course)
- HRSM 788 – Applied Research in Hospitality, Retail, and Sport Management (required, graduate course)
- HRTM 450 – Hospitality & Tourism Marketing (required, undergraduate course)
- HRTM 110 – Introduction to Hospitality Industry (required, undergraduate course)
- HRTM 590 – Special Topics in Hotel, Restaurant, and Tourism Management (required, undergraduate/graduate course)
- HRTM 798 – Directed Study in Hotel, Restaurant, and Tourism Management (non-lecture, graduate/Ph.D. course)
- HRTM 399 – Independent Study – Analytical Techniques in Tourism and Hospitality (non-lecture, undergraduate course)
- HRTM 899 – Dissertation course (non-lecture, Ph.D. course)

Courses taught at Ohio University (08/2006 – 12/2010)

- HCFN 110 – Introduction to Hospitality and Tourism (required, undergraduate)
- HCFN 275 – Training in Hospitality (required, undergraduate)
- HCFN 361 – Hotel Operations (required, undergraduate)
- HCFN 441 – Principles of Tourism (required, undergraduate)
- HCFN 443 – Marketing in Hospitality and Tourism (required, undergraduate)
- HCFN 626/495H – Graduate/Honors Seminar in Human and Consumer Sciences (required, undergraduate/graduate)
- HCFN 650 – Graduate Seminar in Food, Nutrition and Hospitality (co-teaching) (required, graduate)
- Other non-lecture courses
 - HCGE 490 Undergraduate Independent Study
 - HCGE 497H Readings in Honors Work
 - HCFN 625: Graduate Reading Course
 - HCGE 695 Graduate Thesis

Note: The Ohio University was in the quarter system and each course has 4 credit hours.

Supervision of Student Research at University of South Carolina

Doctoral Students

Name	Year	Title or Topic
Hui Jiang (Chair)	Expected graduation: 2025	An evolving concept of well-being in the digital era: Digital well-being in hospitality and tourism experiences
Lali Odosashvili	Expected graduation: 2025	In working progress.
Ningqiao Li (Chair)	2023	Capturing visuals in hospitality: A multi-dimensional exploration of photographs in interdisciplinary research
Xiaonan Zhang (Chair)	2023	Decoding trustworthiness and helpfulness of online reviews in hospitality: A reader-centric perspective
Dan Jin (Committee member)	2021	Positioning customer service through customer journey mapping in service consumption and recovery
Chuhan Wang (Committee member)	2020	The impact of hotel service robot appearance and service attributes on customer experience
Hengyun Li (Chair)	2018	Social influence on customers' online review behavior
Jamie Levitt (Committee member)	2018	An analysis of perceptions of restaurant authenticity at food tourism destinations in the southeastern U.S.
Pei Zhang (Chair)	2017	Co-creation experience: measurement development and its influence on value in sharing economy
Tarik Dogru (Committee member)	2016	Theory of under- and overinvestment: An empirical examination of value creation and destruction in hospitality firms
Hilmi Atahan Atadil (Committee member)	2016	An examination of destination choice behavior using meme maps, images and decision-making styles
Dawood Al Jahwari (Committee member)	2015	An integrative model of Muslim students' religiosity and traveling behavior to gaming destinations
Qiulin Lu (Committee member)	2015	Media effect on residents' attitudes toward hosting the Olympic Games: A cross-national study between China and the United States

Masters Students

Name	Year	Title or Topic
Nuri Seo (Chair)	2021	The impact of social media on tourist destination choice
Jianhong Feng (Committee member)	2021	Investigation of customer acceptance of automated hotel
Jaclyn Newbert (Committee member)	2020	The impact of celebrity influence on social media and how it affects consumers brand choice
Thomas Rogers (Committee member)	2019	Selling rooms but making money? Analysis of the relationship between RevPAR and GOPPAR
Pei Zhang (Chair)	2013	Examining long-haul Chinese outbound tourists' shopping intentions
Tiffany Avant (Committee member)	2013	Responding to TripAdvisor: How hotel responses to online reviews effect hotel image, purchase intent, and guest intent to return
Erose Sthapit (External Reviewer)	2013	The memorable tourism experience (MTE) scale: An extension and further validation.
Kristen Malek (Committee member)	2012	Management training in the hotel environment and its effects on employee turnover intentions

Supervision of Student Research at Ohio University

- Master thesis “An examination of sports tourism experience among college students – a mixed method approach”, serve as major advisor (2011).
- Master thesis “The study of tourism development through festivals and events in Appalachian Ohio”, serve as major advisor (2011).
- Master thesis “The economic impact of Off-highway vehicle in Southeast Ohio”, serve as committee member (2010).
- Master thesis “Susceptibility to diet-induced obesity in growth hormone antagonist mice”, serve as committee member (2010).
- Honors project “A qualitative study of college student travel experience through study abroad programs”, serve as major advisor (student withdrew).
- Honors project “An examination of the event tourism in Appalachian Ohio: Visitors’ motivations, perceptions, and buying behaviors”, serve as major advisor, PURF funded (student withdrew).
- Honor’s project “International tourism shopping behavior in South Korea”, serve as co-advisor (2010).
- Master thesis “An assessment of the Research Chef Association’s core competencies for practicing culinologists”, serve as committee member (2009).

MENG, Fang, Ph.D.

- Master thesis “Body composition and adipokine production in Growth Hormone Antagonist (GHA) mice”, serve as committee member (2009).
- Graduate project “Strategic development of a fine-dining restaurant”, serve as committee member (2007).
- Master thesis “Development of an instrument to assess dietary routines of individuals with type 2 diabetes from a family perspective”, serve as committee member (2006).
- Advising 30-35 undergraduate students each quarter (three quarters per year)

SCHOLARSHIP AND RESEARCH

Publications

Refereed Journal Articles

In Print or In Press

1. Zhu, Y., **Meng, F.**, Chai, S., & Zou, Y. (2025). Struggling in silence? The formation mechanism of implicit conflict in rural tourism communities. *Tourism Management*, 106, 104999.
2. Li, N., **Meng, F.***, Martin D. (2024). The distorted gaze? Travel photo editing in the social media era. *Journal of Travel Research*, 00472875241274562.
3. Gao, J., **Meng, F.**, Guo, W., Lin, B. (2024). Achieving destination sustainability: How tourist-to-tourist interaction quality affects tourist loyalty? *Plos one*, 19(8), e0296944.
4. Jiang, H., **Meng, F.**, Liu, B. (2024). Unlocking nontransactional value co-creation: Insights from online travel communities. *Journal of Travel Research*, 00472875241237256.
5. Li, N., **Meng, F.***, Martin D. (2023). The influence of travel photo editing on tourists' experiences. *Tourism Management*, 98, <https://doi.org/10.1016/j.tourman.2023.104762>
6. Zhang, X., Pan, G., **Meng, F.***, & Tang, J. (2023). What tourists seek in peer-to-peer tour experiences? A topic modeling approach of online reviews. *Journal of Vacation Marketing*, 13567667231191502.
7. Liu, B., **Meng, F.**, Luo, C., & Jiang, H. (2022). User interactions in online travel communities: A social network perspective. *Journal of Hospitality & Tourism Research*, 10963480221141616.
8. Li, H., **Meng, F.**, & Hudson, S. (2023). Are hotel guests altruistic? How positive review disconfirmation affects consumers' online review behavior. *Journal of Hospitality & Tourism Research*, 47(3), 528-548.
9. Jin, D., DiPietro, R. B., Kim, K. K., **Meng, F.**, & Torres, E. N. (2023). An interactive service recovery framework combining demand and supply approaches. *International Journal of Hospitality Management*, 109, 103413.
10. Jin, D., DiPietro, R. B., Kim, K., **Meng, F.**, & Torres, E. N. (2023). Influence of customer value mind-set on affective and behavioral service outcomes: role of the scope and scale of service offerings at various touchpoints. *Journal of Hospitality Marketing & Management*, 32(3), 340-362.
11. Wen, J., **Meng, F.** & Ying, T. (2023) Social issues and emerging debates in tourism and hospitality, *Anatolia*, 34(1), 1-4. 10.1080/13032917.2023.2127733

12. Zhang, Q., Popa, A., Sun, H., Guo, W., & **Meng, F.** (2022). Tourists' intention of undertaking environmentally responsible behavior in national forest trails: A comparative study. *Sustainability*, *14*(9), 5542.
13. Levitt, J.A., DiPietro, R.B., **Meng, F.**, Barrows, C.W., & Strick, S. (2022). What is truly representative: the development of a comprehensive restaurant authenticity scale (RAS). *Journal of Foodservice Business Research*, 10.1080/15378020.2022.2101843
14. Wang, P., Wei, X., Hu, D., & **Meng, F.** (2022). Does leisure contribute to better job performance? A field tracking study on the Chinese manufacturing industry. *Sustainability*, *14*(11), 6594; <https://doi.org/10.3390/su14116594>
15. Liu, B., Luo, C., **Meng, F.**, & Jiang, H. (2021). Modeling venture capital networks in hospitality and tourism entrepreneurial equity financing: An exponential random graph models approach. *International Journal of Hospitality Management*. *95*, 102936. 10.1016/j.ijhm.2021.102936.
16. Zou, Y., **Meng, F.**, Bi, J., Zhang, Q. (2021). Evaluating sustainability of destination cultural festival tourism: from the perspective of ecological niche. *Journal of Hospitality and Tourism Management*, *48*, 191-199.
17. Wen, J., Hou, H., Kozak, M., **Meng, F.**, Yu, C-E., Wang, W. (2021). The missing link between medical science knowledge and public awareness: implications for tourism and hospitality recovery after COVID-19. *European Journal of Management and Business Economics*, *30*(2), 230-242.
18. Li, H., **Meng, F.**, & Zhang, X. (2022). Are you happy for me? How sharing positive tourism experiences through social media affects post-trip evaluation. *Journal of Travel Research*, *61*(3), 477-492. (Co-first authors with equal contribution; Alphabetical order of authors' last names).
19. Zhang, P., **Meng, F.**, So, K.K.F. (2021). Cocreation experience in peer-to-peer accommodations: Conceptualization and scale development. *Journal of Travel Research*, *60*(6), 1333-1351.
20. Zou, Y., **Meng, F.**, Li, N., & Pu, E. (2021). Ethnic minority cultural festival experience: Visitor-environment fit, cultural contact and behavioral intention. *Tourism Economics*. *27*(6), 1237-1255.
21. Zou, Y., **Meng, F.**, Li, N. (2021). Chinese diaspora tourists' emotional experiences and ancestral hometown attachment. *Tourism Management Perspectives*, *37*, 100768.
22. Li, H., Qi, R., Liu, H., **Meng, F.**, Zhang, Z. (2021). Can time soften your opinion? The influence of consumer experience valence and reviewer device type on restaurant evaluation. *International Journal of Hospitality Management*, *92*, 102729.

23. Levitt, J. A., DiPietro, R. B., **Meng, F.**, Barrows, C., & Strick, S. (2021). Restaurant Authenticity: An analysis of its influence on restaurant customer perceptions and behaviors. *Journal of Quality Assurance in Hospitality & Tourism*, 22(6), 649-678.
24. Hudson, S., **Meng, F.**, So, K. K. F., Smith, S., Li, J., & Qi, R. (2021). The effect of lodging tax increases on U.S. destinations. *Tourism Economics*, 27(1), 205-219.
25. Wen, J. & **Meng, F.** (2021). Research design in socially deviant tourist behavior studies: a mixed-method approach (Research Note). *Tourism Analysis*, 26(1), 83-88.
26. Zhang, P., **Meng, F.**, Gerdes, J. (2020). The impact of cultural distance on hotel guests' evaluation – a big data approach. *International Journal of Tourism Research*, 22(5), 582-592.
27. Li, H., **Meng, F.**, Pan, B. (2020). How does review disconfirmation influence customer online review writing behavior? A mixed method investigation in restaurant industry. *International Journal of Contemporary Hospitality Management*, 32(11), 3685-3703.
28. Li, H., **Meng, F.**, Jeong, M., & Zhang, Z. (2020). To follow others or be yourself? Social influence in online restaurant reviews. *International Journal of Contemporary Hospitality Management*, 32(3), 1067-1087.
29. Zou, Y. & **Meng, F.** (2020). Chinese tourists' sense of safety: Perceptions of expected and experienced destination safety. *Current Issues in Tourism*, 23(15), 1886-1899. 40%
30. Yu, C., Wen, J., & **Meng, F.** (2020). Defining physician-assisted suicide tourism and travel (Research Note). *Journal of Hospitality and Tourism Research*, 44(4), 694-703.
31. Hudson, S., So, K. K. F., **Meng, F.**, Cardenas, D., & Li, J. (2020). Racial discrimination in tourism: The case of African-American travellers in South Carolina. *Current Issues in Tourism*, 23(4), 438-451.
32. Wen, J., **Meng, F.**, Ying, T., Belhassen, Y. (2020). A study of segmentation of cannabis-oriented tourists from China based on motivation. *Current Issues in Tourism*, 23(1), 36-51.
33. **Meng, F.**, Zhang, P., Li, H., & So, K. K. F. (2019). Modeling precursors of impulsive tourist shopping behavior: Evidence from long-haul Chinese outbound tourists. *International Journal of Tourism Research*, 21(3), 344-358.
34. Zhang, Z., Li, H., **Meng, F.**, Li, Y. (2019). The effect of management response similarity on online hotel booking. *International Journal of Contemporary Hospitality Management*, 31(7), 2739-2758.
35. Li, H., Zhang, Z., **Meng, F.**, & Zhang, Z. (2019). When you write review" matters: The interactive effect of prior online reviews and review temporal distance on consumers'

- restaurant evaluation. *International Journal of Contemporary Hospitality Management*, 31(3), 1273-1291.
36. Li, H., Wang, C. R., **Meng, F.**, & Zhang, Z. (2019). Making restaurant reviews useful and/or enjoyable? The impacts of temporal, explanatory, and sensory cues. *International Journal of Hospitality Management*, 83, 257-265.
37. Lu, Q., Mihalik, B. J., Heere, B., **Meng, F.**, & Fairchild, A. (2019). Media effect on resident attitudes toward an Olympic bid. *Tourism Management Perspectives*, 29, 66-75.
38. Guo, W., Zheng, X, **Meng, F.**, & Zhang, X. (2019). The evolution of cultural space in a world heritage site: Tourism sustainable development of Mount Wuyi, China. *Sustainability*.
39. Levitt, J. A., **Meng, F.**, Zhang, P., DiPietro, R. B. (2019). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality Research*, 19(3), 337-350.
40. Hudson, S., So, K. K. F., Li, J., **Meng, F.**, & Cardenas, D. (2019). Persuading tourists to stay – forever! A destination marketing perspective. *Journal of Destination Marketing & Management*, 12, 105-113.
41. Levitt, J. A., Zhang, P., DiPietro, R. B., & **Meng, F.** (2019). Food tourist segmentation: Attitude, behavioral intentions and travel planning behavior based on food involvement and motivation. *International Journal of Hospitality and Tourism Administration*, 20(2), 129-155.
42. Zhang, P., Levitt, J. A., DiPietro, R. B., & **Meng, F.** (2019). An analysis of food tourist behavior among unobserved heterogeneous groups. *Tourism Analysis*, 24(2), 177-192.
43. Zhang, Z., Li, H., **Meng, F.**, & Qiao, S. (2018). Gender difference in restaurant online booking timing and the moderating effects of sell-out risk and information type. *Journal of Electronic Commerce Research*, 19(3), 266-279.
44. **Meng, F.**, DiPietro, R. B., Gerdes, J., Kline, S., & Avant, T. (2018). How hotel responses to negative online reviews affect customers' perception and choice. *Tourism Review International*, 22(1), 23-39.
45. Atadil, H., Sirakaya-Turk, E., **Meng, F.**, Decrop, A. (2018). Exploring travelers' decision-making styles. *International Journal of Contemporary Hospitality Management*, 30(7), 618-636.
46. Wen, J., **Meng, F.**, Ying, T., Qi, H., & Lockyer, T. (2018). Drug tourism motivation of Chinese outbound tourists: Scale development and validation. *Tourism Management*, 64, 233-244.

47. Li, H., Zhang, Z., **Meng, F.**, & Janakiraman, R. (2017). Is peer evaluation of consumer online reviews socially embedded? – An examination combining reviewer’s social network and social identity. *International Journal of Hospitality Management*, 67, 143-153.
48. Cárdenas, D.A., **Meng, F.**, Hudson, S., & Thal, K. (2017). Resident attitudes to future tourism development. *Tourism Review International*, 21(4), 417-430.
49. Hudson, S., Thal, K., Cárdenas, D., & **Meng, F.** (2017). Wellness tourism: Stress alleviation or indulging healthful habits? *International Journal of Culture, Tourism and Hospitality Research*, 11(1), 35-52.
50. So, K. K. F., King, C., Hudson, S., & **Meng, F.** (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640-651.
51. Wei, X., **Meng, F.**, & Zhang, P. (2017). Chinese citizens’ outbound destination choice: objective and subjective factors. *International Journal of Tourism Research*, 19(1), 38-49.
52. Hudson, S., Cardenás, D., **Meng, F.**, & Thal, K. (2017). Building a place brand from the bottom up: A case study from the U.S. *Journal of Vacation Marketing*, 23(4), 365-377.
53. **Meng F.**, Zou, T., Li, H., Ren, Y., & Zhang, P. (2016). International Tourism Hub: Function Assessment and Application. *Tourism Economics*, 22(6), 1225-1244.
54. Cardenas, D., Hudson, S., **Meng, F.**, Zhang, P. (2016). Understanding the benefits of school travel: an educator’s perspective. *Tourism Review International*, 20(1), 29-40.
55. Zou, T., **Meng, F.**, Li, H., Zhang, P., & Ren, Y. (2016). Research Note: Assessment index of international tourism hubs. *Tourism Economics*, 22(2), 324-330.
56. Li, H., **Meng, F.**, & Zhang, Z. (2016). Non-participation of domestic tourism: Analyzing the influence of discouraging factors. *International Journal of Tourism Research*, 18(6), 567-578.
57. Li, H., Goh, C., Qiu, H., & **Meng, F.** (2015). Effect of tourism on balanced regional development: A dynamic panel data analysis in coastal and inland China. *Asia Pacific Journal of Tourism Research*, 20(6), 694-713.
58. Jahandideh, B., **Meng, F.**, Colmohammadi, A., O’Gorman, K., Taheri, B. (2014). Cross-cultural comparison of Chinese and Arab consumer complaint behavior in the hotel context. *International Journal of Hospitality Management*, 41, 67-76.

59. Hudson, S., **Meng, F.**, & Cardenas, D. (2014). Gauging potential demand for new events: A case study with a multi-stage, mixed method approach. *International Journal of Event and Festival Management*, 5(2), 180-192.
60. Pan, B., Woodside, A., & **Meng, F.** (2014). How contextual cues impact response rates and conversion rates of online surveys. *Journal of Travel Research*, 53(1), 58-68.
61. Middaugh, J., Kwak, L.E., & **Meng, F.** (2013). How shopping satisfaction contributes to international tourism satisfaction and tourism expenditures by gender: Analysis of U.S. tourists in South Korea. *International Journal of Business Research*, 13(1), 5-12.
62. Li, X., **Meng, F.**, Uysal, M., & Mihalik, B. (2013). Understanding the Chinese long-haul outbound travel market: An overlapped segmentation approach. *Journal of Business Research*, 66(6), 786-793.
63. **Meng, F.**, Turk-Sirakaya, E., & Altintas V. (2012). Tour operators' service quality and efficacy of satisfaction measurements. *Tourism Analysis*, 17(3), 325-342.
64. **Meng, F.**, Bliss, B., Li, X., & Harrill, R. (2012). Applying causal mapping to tourist research: An example of American college students' experiences in China study abroad programs. *Tourism Analysis*, 17(1), 1-14.
65. **Meng, F.** & Xu, Y. (2012). Tourism shopping behavior: Planned, impulsive, or experiential? -- A conceptual exploration. *International Journal of Culture, Tourism & Hospitality Research*, 6(3), 250-265.
66. **Meng, F.**, Li, X., & Uysal, M (2010). An examination of tourism development and regional quality of life: The case of China. *Journal of China Tourism Research*, 6(2), 164-182.
67. **Meng, F.** (2010). Individualism/collectivism and group travel behavior: A cross-cultural perspective. *International Journal of Culture, Tourism & Hospitality Research*, 4(4), 340-351.
68. Perdue, R., **Meng, F.**, & Courtney, J. (2009). Publishing in the *Journal of Travel Research*: An assessment of manuscript acceptance and rejection. *Journal of Travel Research*, 47(3), 267-274.
69. **Meng, F.**, & Uysal, M. (2008). Effects of gender differences on perceptions of destination attributes, motivations, and travel values: An examination of a nature-based resort destination. *Journal of Sustainable Tourism*, 16(4), 445-466.
70. Li, X., **Meng, F.**, & Uysal, M. (2008). Spatial pattern of tourist flows among the Asia-Pacific countries: An examination over a decade. *Asia Pacific Journal of Tourism Research*, 13(3), 229-243.

71. **Meng, F.**, Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing*, 14(1), 41-56.
72. Perdue, R., & **Meng, F.** (2006). Understanding choice and rejection in destination consideration sets. *Tourism Analysis*, 11(6), 337-348.
73. McGehee, N. G., **Meng, F.**, & Tepanon, Y. (2006). Understanding legislators and their perceptions of the tourism industry: The case of North Carolina, USA, 1990 and 2003. *Tourism Management*, 27(4), 684-694.
74. McGehee, N. G., & **Meng, F.** (2006). The politics of perception: Legislative images of the tourism industry in Virginia and North Carolina. *Journal of Travel Research*, 44(4), 368-378.
75. McCleary, K. W., Weaver, P. A., & **Meng, F.** (2005). Dance as a tourism activity: Demographics, demand characteristics, motivation, and segmentation. *Tourism Analysis*, 10(3), 277-290.
76. Park, K., & **Meng, F.** (2004). An evaluation of institutional contributions to the Travel and Tourism Research Association Conference. *e-Review of Tourism Research (eRTR)*, 2(5), 89-94.
77. **Meng, F.** (2000). A comparative study of hotel chain development between the Chinese and overseas hospitality industry. *Journal of Beijing International Studies University*, 95, 24-31. (in Chinese)

Book

1. Ongan, S., **Meng, F.**, Mavnacioglu, K., Dilbaz, N., Bolcan, A., Kirik, B. (2010). *Developing Chinese Tourism Market in Turkey*. Istanbul Chamber of Commerce, Nesil Publishing: Istanbul. ISBN: 978-9944-60-654-7. (in Turkish)

Book Chapters

In Print

1. **Meng, F.** (2023). Tourism economic development. In J. Jafari and H. Xiao (Eds.), *Encyclopedia of Tourism*. Springer Reference (in press).
2. **Meng, F.**, Zhang, X., Li, N. (2020). Hospitality and tourism higher education in the United States: Education system and future trends. *The Report of Global Tourism*

Education from World Tourism Alliance and China Tourism Association (pp. 50-61). Nankai University Education Press.

3. Yin, Z. & Meng, F. (2018). Tourism Higher Education in China: Profile and Issues. In J. Zhao (ed.), *The Hospitality and Tourism Industry in China: New Growth, Trends, and Developments* (pp. 241-262). Waretown, NJ: Apple Academic Press.
4. Hudson, S., Meng, F., Cardenas, D., So, K.K.F. (2017). Knowledge transfer: Can research centers make a difference? In N. Scott, M. De Martino, M. Van Niekerk (ed.) *Knowledge Transfer to and within Tourism (Bridging Tourism Theory and Practice, Volume 8)* Emerald Publishing Limited, pp. 27-35.
5. Meng, F. & Zhang, P. (2015) Chinese outbound tourists' shopping behavior. In X. Li (ed.), *Chinese Outbound Tourism 2.0* (pp. 229-243). Point Pleasant: Apple Academic Press.
6. Meng, F. (2015). Tourism economic development. In J. Jafari and H. Xiao (Eds.), *Encyclopedia of Tourism*. Springer Reference.
7. Meng, F. & Li, X. (2011). The 2008 Beijing Olympic Games and China's national identity building. In E. Frew & L. White (eds.), *Tourism and National Identity: An International Perspective* (pp. 93-104). Routledge: New York.
8. Ryan, C., Gu, H. & Meng, F. (2009). Destination planning in China. In C. Ryan & H. Gu (Eds.), *Tourism in China: Destination, Culture and Communities* (pp.11-37). Routledge: New York.
9. Ryan, C., Gu, H., & Meng, F. (2009). Community participation and social impact of tourism. In C. Ryan & H. Gu (Eds.), *Tourism in China: Destination, Culture and Communities* (pp. 239-258). Routledge: New York.
10. Meng, F. (2000). Marketing management. In J. Cheng (Trans. & Ed.), *Hospitality Marketing* (pp. 111-125). Beijing: China Travel and Tourism Press (original book by Wearne, N., 1996, Oxford: Butterworth-Heinemann). (in Chinese)
11. Meng, F. (2000). The planning discipline. In J. Cheng (Trans. & Ed.), *Hospitality Marketing* (pp. 126-136). Beijing: China Travel and Tourism Press (original book by Wearne, N., 1996, Oxford: Butterworth-Heinemann). (in Chinese)
12. Meng, F. (2000). The marketing audit. In J. Cheng (Trans. & Ed.), *Hospitality Marketing* (pp. 137-145). Beijing: China Travel and Tourism Press (original book by Wearne, N., 1996, Oxford: Butterworth-Heinemann). (in Chinese)
13. Meng, F. (2000). Bass Hotels & Resorts. In H. Gu & Y. Qin (Eds.), *International Hotel Chains: Successful Development Strategies* (pp. 84-105). Shenyang: Liaoning Science Press. (in Chinese)

14. **Meng, F.** & Li, L. (2000). Marriott International. In H. Gu & Y. Qin (Eds.), *International Hotel Chains: Successful Development Strategies* (pp. 206-227). Shenyang: Liaoning Science Press. (in Chinese)

Book Review

1. **Meng, F.** (2018). BOOK REVIEW - Marketing for Hospitality and Tourism, 7th edition. *Tourism and Hospitality Prospects*, 2(2), 93-97.

Refereed Conference Articles / Proceedings

In Print (Papers with Stand-up Presentations)

1. Jiang, H. & **Meng, F.** (2024). Is there a gender difference when a robot service failure happens? The 9th Annual SECSA-ICHRIE Conference, Columbia, SC, USA, March 8-9, 2024.
2. Jiang, H. & **Meng, F.** (2024). Breaking the mold: Is there a gender stereotype when served by a robot? The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL, USA, January 4-6, 2024.
3. Li, N., Liu, X.*, & **Meng, F.** (2023). The impact of hotel generated photos on social media engagement: A deep learning approach. 2023 American Association of Geographers (AAG) annual conference (AI and Big Data in Tourism and Hospitality session), Virtual presentation, USA, March 23-27, 2023.
4. Zhang, X. & **Meng, F.** (2023). Effect of message framing and regulatory focus on review helpfulness. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Orange County, California, USA, January 5-7, 2023.
5. Jiang, H., **Meng, F.**, & Liu, B. (2023). Examining the patterns of knowledge flow in online travel communities. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Orange County, California, USA, January 5-7, 2023.
6. Zou, Y., **Meng, F.**, & Zhu, Y. (2022). Struggling in silence? The formation mechanism of implicit conflict in rural tourism communities. The 4th International Tourism & Retail Service Management Conference (TRMC 2022), Columbia, SC, USA (virtual), October 19-20, 2022.

7. Feng, J., Sirakaya-Turk, E., **Meng, F.**, & Hikmet, N. (2022). Customers' acceptance of automated hotel. 2022 Annual International ICHRIE Conference, Washington, D.C., August 3-6, 2022.
8. Li, N., **Meng, F.**, & Zhang, X. (2022). How photo retouching behavior influences tourists' experience evaluation in the social media age. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA (virtual), January 7-8, 2022.
9. Jiang, H. & **Meng, F.** (2022). Tourist participation in value co-creation in online travel communities: from the perspectives of social network and social identity. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA (virtual), January 7-8, 2022.
10. Zhang, X. & **Meng, F.** (2022). The credibility of online review: a review, synthesis and research agenda. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, USA (virtual), January 7-8, 2022.
11. Li, N., Liu, X., & **Meng, F.** (2021) Machine learning techniques in tourism and hospitality research: a critical assessment. The 3rd International Tourism and Retail Service Management Conference (TRMC 2021), Malaysia (virtual), October 12-13, 2021.
12. Li, N. & **Meng, F.** (2021). Fake but better? An exploratory study on travel photo retouching in the social media age. The 26th Annual Graduate Education and Graduate Student Research Conference, Huston, USA, January 8-9, 2021 (Virtual).
13. Zhang, X., Pan, G., **Meng, F.**, & Tang, J. (2021). Understanding tourist experience in local-led tours on P2P platform. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA, January 8-9, 2021 (Virtual).
14. Zhang, X., **Meng, F.**, & Li, H. (2021). How do I like the host's photo? The effect of visual cue on guests' perception of hosts and behavioral intention. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, USA, January 8-9, 2021 (Virtual).
15. Jiang, H., Liu, B., **Meng, F.** (2021). Understanding User Interactions in Online Travel Communities from A Social Network Perspective. Paper Presented at the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Huston, USA (virtual), January 8-9, 2021 (Virtual).
16. **Meng, F.** (2020). The impact of COVID-19 on China outbound tourism market. The Bi-annual Conference of International Association for China Tourism Studies (IACTS), August 12-14, 2020 (Virtual).

17. Zhang, X., **Meng, F.**, & **Li, H.** (2020). How local's attitude contributes to tourist's place attachment and well-being? The 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA, January 3-5, 2020.
18. Li, N., **Meng, F.**, Zhang, X., So, K. K. F., & Hudson, S. (2020). Why retirees migrate: Application of importance – performance and gap analyses of retirement needs and destination image. The 25th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, USA, January 3-5, 2020. **Best Paper Award Nominee.**
19. Zhang, X. & **Meng, F.** (2019). How local interaction influence tourists' attachment to the destination. The 5th World Research Summit for Tourism and Hospitality, Orlando, Florida, December 13-16, 2019.
20. Li, H. & **Meng, F.** (2019). The impact of disconfirmation on consumers' willingness to post online reviews. International Conference on Tourism and Retail Management 2019, Tianjin, China, October 27-28, 2019.
21. Li, H., **Meng, F.**, & Jeong, M. (2019). An examination of social influence on online reviews – the case of Yelp. International Travel and Tourism Research Association (TTRA) 2019 Annual Conference, Melbourne, Australia, June 25-27, 2019.
22. Li, H. & **Meng, F.** (2019). When your experience deviates from others': Exploring the impact of disconfirmation on consumers' online review behavior. 2019 APacCHRIE & EuroCHRIE Joint Conference. Hong Kong, May 22-25, 2019.
23. Zhang, X., & **Meng, F.** (2019). Factors influencing impulsive tourist shopping behavior: A gender difference perspective. 2019 APacCHRIE & EuroCHRIE Joint Conference. Hong Kong, May 22-25, 2019.
24. **Meng, F.**, Li, H., Wang, C., Zhang, Z. (2018). Making restaurant reviews useful and/or enjoyable? The impacts of temporal, explanatory, and sensory cues. International Conference on Tourism and Retail Management 2018, Macao, December 2-4, 2018.
25. **Meng, F.**, Li, H., Zhang, Z., & Zhang, Z. (2018). The interactive effect of prior online reviews and review temporal distance on consumers' evaluation: A case of Chinese online platform. The 2nd Biennial Conference of the International Association for China Tourism Studies. Jiangmen, China, August 1-4, 2018.
26. Li, H., **Meng, F.**, Zhang, Z., & Zhang, Z. (2018). To follow others or be yourself? Effect of temporal distance in online reviews. The 23th Annual Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, Texas, USA, January 3-5, 2018.
27. Zhang, P., Levitt, J. A., DiPietro, R. B., **Meng, F.** (2017). An analysis of food tourist behavior among unobserved heterogeneous groups. The 4th World Research Summit for

Tourism and Hospitality: Innovation, Partnerships and Sharing. Orlando, Florida, December 9-11, 2017.

28. Jeong, M., **Meng, F.**, Gerdes, J. (2017). Evaluations of brand consistency through consumer generated media (CGM): The example of U.S. franchise hotels. 2017 Annual I-CHRIE Summer Conference & marketplace, Baltimore, Maryland, July 26-28, 2017.
29. Zhang, P., **Meng, F.**, So, K. K. F. (2017). Unobserved heterogeneity in tourism shopping: A Finite Mixture segmentation approach. The 22nd Annual Graduate Student Research Conference Hospitality and Tourism, Houston, TX, January 5-7, 2017.
30. Li, H., Zhang, Z., **Meng, F.**, & Li, S. (2017). Gender difference in advance online restaurant booking behavior: a big data approach. The 22nd Annual Graduate Student Research Conference Hospitality and Tourism, Houston, TX, January 5-7, 2017.
31. Jeong, M., **Meng, F.**, & Gerdes, J. (2016). Assessing brand consistency from customers' reviews on consumer generated media: the U.S. hotel industry. The 80th TOSOK Conference, Pyeongchang, Korea, July 13-15, 2016.
32. Levitt, J. A., Zhang, P., DiPietro, R. B., & **Meng, F.** (2016). Food tourist segmentation: Attitudes and behavioral intentions based on food involvement and motivation. Stand-up presentation at the 2016 Annual ICHRIE Summer Conference, Dallas, TX, July 21-23, 2016.
33. Li, H., Zhang, Z., Janakiraman, R., & **Meng, F.** (2016). How review sentiment and readability affect online peer evaluation votes? – An examination combining reviewer's social identity and social network. International Travel and Tourism Research Association (TTRA) Annual Conference. Vail, Colorado, USA, June 14-16, 2016.
Top 3 Finalist for the Best Paper Award.
34. Zhang, P., **Meng, F.**, Hudson, S., & Cardenas, D. (2016). Wellness Vacation: A question of tourist lifestyle? The 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, January 7-9, 2016.
35. Zhang, P., **Meng, F.**, Cardenas, D., Hudson, S. (2016). Trustworthiness and community support for tourism development. The 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, January 7-9, 2016.
36. Levitt, J. A., DiPietro R., & **Meng, F.** (2016). An analysis of food tourist intertions to consume local cuisine. The 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, January 7-9, 2016.
37. **Meng, F.**, Zhang, P., & Li, H. (2015). Modeling precursors of impulsive tourism shopping. The 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit, Orlando, FL, December 15-19, 2015.

38. Hudson, S., **Meng, F.**, Cardenás, D., & Thal, K. (2015) Stress alleviation or indulging healthful habits? Examining factors driving the wellness tourism market. *Consumer Psychology of Tourism, Hospitality, and Leisure Research Symposium*, University of Namur, July 1-4, 2015.
39. Hudson, S., **Meng, F.**, & Cardenas, D. (2015). Measuring the educational benefits of school travel. *Contemporary Perspectives in Tourism and Hospitality Research: Policy, Practice and Performance (TPPP Conference)*, Eastbourne, UK, July 12-14, 2015.
40. Zou, T., Ren, Y., Li, H., **Meng, F.**, Zhang, P. (2015). Assessment index of international tourism hub and its application. *The 5th Conference of the International Association for Tourism Economics*, Hong Kong SAR, China, June 30-July 2, 2015.
41. **Meng, F.**, Zhang, P., Pan, B. (2015). Examination of an extended theory of planned behavior model on overseas tourism shopping. *The 46th Annual International Conference of the Travel and Tourism Research Association*, Portland, Oregon, June 15-17, 2015.
42. Li, H., Song, H., & **Meng, F.** (2015). Effect of home climate on tourism demand at city-level destination. *The 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Tampa, Florida, January 8-10, 2015.
43. Zhang, P., Gerdes, J., & **Meng, F.** (2015). The impact of cultural distance on hotel guests' evaluation – A big data approach. *The 20th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Tampa, Florida, January 8-10, 2015.
44. Hudson, S., **Meng, F.**, & Cardenas, D. (2014). Building a sustainable place brand from the bottom up. *The 45th Annual International Conference of the Travel and Tourism Research Association*, Brugge, Belgium, June 18-20, 2014.
45. Atadil, H.A., Bufquin, D., Lu, Q., Jiang, M., & **Meng, F.** (2014). Analysis of the impact of events and festivals on residents' perceived quality of life. *The 2014 Southeast TTRA Annual Conference & Tourism Research Symposium*. Lexington, Kentucky, March 23-26, 2014.
46. Zhang, P., & **Meng, F.** (2014). Examining long-haul Chinese outbound tourists' shopping intentions – An extended planned behavior perspective. *The 19th Annual Hospitality and Tourism Graduate Student Education and Research Conference*, Houston, Texas, January 3-5, 2014.
47. Zhang, P., & **Meng, F.** (2013). Examining long-haul Chinese outbound tourists' shopping intentions: A planned behavior perspective. *The 2nd World Research Summit for Hospitality and Tourism*, Orlando, Florida, December 15-17, 2013.
48. Cárdenas, D., **Meng, F.**, Hudson, S. (2013). Tourism use history: Market segmentation to measure residents support for future tourism development. *The 44th Annual International*

Conference of the Travel and Tourism Research Association, Kansas City, Missouri, June 20-22, 2013.

49. Cardenas, D., **Meng, F.**, Hudson, S. (2013). Residents' attitude toward future tourism development: The application of trust. The 44th Annual International Conference of the Travel and Tourism Research Association, Kansas City, Missouri, June 20-22, 2013.
50. Hudson, S., **Meng, F.**, & Cardenas, D. (2013). Hosting new events: Gauging potential interests. *Making Waves*, International Conference on Events, Bournemouth, England, July 3-5, 2013 (pp. 165-172).
51. Malek, K., Kline, S., DiPietro, R. B., **Meng, F.**, and Dickson, D. (2013). Manager training in the hotel environment and its effect on employee turnover intentions. The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Seattle, Washington, January 3-5, 2013.
52. **Meng, F.**, & Hudson, S. (2012). Bypassing destination choice in drive tourism: A comparison study. The 18th Asia Pacific Tourism Research Association Conference. Taipei, Taiwan, June 26-29, 2012.
53. **Meng, F.**, & Hudson, S. (2012). Drive tourism and rural tourism development: Dual perspectives from industry stakeholders and potential visitors. The 42nd Annual Conference of Travel and Tourism Research Association. Virginia Beach, VA, June 17-19, 2012. **Best Paper Award.**
54. Pan, B., Woodside, A., & **Meng, F.** (2012). How contextual cues influence response rates and results of online surveys. The 42nd Annual Conference of Travel and Tourism Research Association. Virginia Beach, June 17-19, 2012.
55. **Meng, F.** & Li, X. (2011). A post-event examination of the socio-economic impacts of the 2008 Olympic Games. The 41st Annual Conference of Travel and Tourism Research Association. London, Ontario, Canada, June 19-21, 2011.
56. Li, X., Cheng, C. K., Kim, H., Li, X., & **Meng, F.** (2011). Positioning America in the Chinese outbound travel market. The 41st Annual Conference of Travel and Tourism Research Association. London, Ontario, Canada, June 19-21, 2011.
57. Carpenter, J., Sirakaya-Turk, E., & **Meng, F.** (2011). Efficacy of hedonic shopping value in predicting word-of-mouth. The 41st Annual Conference of Travel and Tourism Research Association. London, Ontario, Canada, June 19-21, 2011.
58. Martin, B., **Meng, F.**, Li, M., & Tanzer, J. (2011). The economic impact of off-highway vehicle recreation and tourism in Southeast Ohio. 2011 National Extension Tourism Conference, Charleston, South Carolina, March 9-11, 2011.

59. Li, X., **Meng, F.**, Uysal, M., & Mihalik, B. (2010). Understanding the Chinese long-haul outbound travel market: An overlapped segmentation approach. 2010 Global Marketing Conference, Tokyo, Japan, September 9-12, 2010.
60. Sirakaya-Turk, E., & **Meng, F.** (2010). Customer mood and service quality evaluation of tour operations. The 2010 Annual Conference of International Council on Hotel, Restaurant and Institutional Education. San Juan, Puerto Rico, July 28-31, 2010.
61. **Meng, F.**, Gu, H., & Li, X. (2009). The role of visitors' sports attachment on Olympic tourism experience. The 40th Annual Conference of Travel and Tourism Research Association. Honolulu, Hawaii, June 21-24, 2009.
62. Hu, C., & **Meng, F.** (2008). A trend visualization analysis of bilateral international tourism development. Proceedings of 2008 Annual Conference of the International Society of Travel and Tourism Educators. Dublin, Ireland, September 30-October 2, 2008.
63. Hu, C., & **Meng, F.** (2008). New contributions to analyzing tourism market intelligence and trend visualization. The 14th Annual Conference of Asia Pacific Tourism Association. Bangkok, Thailand, July 9-12, 2008.
64. **Meng, F.**, & Uysal, M. (2007). Destination competitiveness from the tourists' perspective: How does it relate to quality of tourism experience? Proceedings of 2007 Annual Conference of International Council on Hotel, Restaurant and Institutional Education. Dallas, Texas, July 25-29, 2007. **Best Paper Award.**
65. **Meng, F.**, & Uysal, M. (2007). An examination of the relationship between quality of tourism experience and perceived destination competitiveness: The tourists' perspective. The 38th Annual Conference of Travel and Tourism Research Association. Las Vegas, Nevada, June 15-17, 2007.
66. Hu, C., **Meng, F.**, & Racherla, P. (2007). Network analysis and visualization on the evolutionary insights of the U.S. international tourism intelligence. The 13th Asia Pacific Tourism Association and the 5th APacCHRIE Joint Conference. Beijing, China, May 24-27, 2007.
67. Perdue, R., **Meng, F.**, & Courtney, J. (2007). Publishing in the Journal of Travel Research: An empirical assessment of manuscript acceptance and rejection. The 10th Biennial Conferences of International Academy for the Study of Tourism, Mugla, Turkey, May 15-20, 2007.
68. **Meng, F.** (2006). Importance-performance analysis: A second thought with market segmentation. The 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference, Seattle, WA, January 5-7, 2006.

69. **Meng, F.**, Tepanon, Y., & Uysal, M. (2005). Destination attribute importance, performance and motivation in measuring visitor satisfaction for a nature based resort. The 36th Annual Conference of Travel and Tourism Research Association, pp. 226-232. New Orleans, LA, June 12-15, 2005.
70. **Meng, F.**, & McGehee, N. (2005). Utilizing mixed method analysis to examine North Carolina and Virginia legislators' image of the tourism industry. The 36th Annual Conference of Travel and Tourism Research Association, pp. 129-139. New Orleans, LA, June 12-15, 2005.
71. **Meng, F.**, McCleary, K. W., & Weaver, P. (2005). Exploring social dance events as a tourism activity. The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference, pp. 636-646. Myrtle Beach, SC, January 5-7, 2005.
72. **Meng, F.** (2005). Understanding travel behavior for nature-based resort: A gendered perspective. The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference, pp. 647-654. Myrtle Beach, SC, January 5-7, 2005.
73. Tepanon, Y. & **Meng, F.** (2005). Exploring sex tourists' mind: The psychological motivations of liminal people. The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference, pp. 965-971. Myrtle Beach, SC, January 5-7, 2005.

In Print (Papers with Poster Presentations)

1. Jiang, H. & **Meng, F.** (2023). How online community experience affect traveler prosocial behaviors: The mediating role of psychosocial wellbeing. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Orange County, California, USA, January 5-7, 2023.
2. Zhang, X., & **Meng, F.** (2019). Effect of experiential buying tendency on tourists' experience co-creation with host residents. International Travel and Tourism Research Association (TTRA) 2019 Annual Conference, Melbourne, Australia, June 25-27, 2019.
3. Zhang, X., **Meng, F.**, & Hudson, S. (2019). The influence of study abroad program on college students' values, global citizenship and responsible tourist behavior. The 24th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, USA, January 3-6, 2019.
4. Li, H., & **Meng, F.** (2018). When your experience deviates from others: Exploring the impact of "disconfirmation" on customer willingness to post online reviews. The 23th Annual Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, Texas, USA, January 3-5, 2018.
5. Zhang, P. & **Meng, F.** (2017). Developing and testing value cocreation experience: How does cocreation experience influence value in the sharing economy? The 22nd Annual

- Graduate Student Research Conference Hospitality and Tourism, Houston, TX, January 4-7, 2017.
6. Li, H., **Meng, F.**, Hudson, S., & Cárdenas D. (2016). Destination branding incongruity from stakeholder perspective: Theoretical framework and empirical evidence. International Travel and Tourism Research Association (TTRA) Annual Conference. Vail, Colorado, USA, June 14-16, 2016.
 7. Zhang, P. & **Meng, F.** (2016). Understanding overseas tourist shoppers: market segments and characteristics. International Travel and Tourism Research Association (TTRA) Annual Conference. Vail, Colorado, USA, June 14-16, 2016.
 8. Zhang, P., **Meng, F.**, Levitt, J. A., & DiPietro, R. B. (2016). Examining Food Tourists' Intentions to Consume Local Cuisine. International Travel and Tourism Research Association (TTRA) Annual Conference. Vail, Colorado, USA, June 14-16, 2016.
 9. Qi, R., So, K. K. F., Cardenas, D., Hudson, S., & **Meng, F.** (2016). The mediating effects of tolerance on residents' support toward tourism events. The 47th Annual International Conference of the Travel and Tourism Research Association, Vail, Colorado, June 14-16, 2016.
 10. Levitt, J. A., DiPietro, R. B., & **Meng, F.** (2016). An analysis of food tourist intentions to consume local cuisine. The 21st Annual Graduate Student Research Conference Hospitality and Tourism, Philadelphia, PA, January 7-9, 2016.
 11. **Meng, F.**, & Zhang, P. (2014). Chinese outbound tourists' shopping behavior: A qualitative approach. The 2014 Annual Conference of International Council on Hotel, Restaurant and Institutional Education. San Diego, California, July 30-August 1, 2014.
 12. Remar, D., & **Meng, F.** (2014). Can the use of local food wordage in a menu item description influence perception of quality and purchase intention? The 19th Annual Hospitality and Tourism Graduate Student Education and Research Conference, Houston, Texas, January 3-5, 2014.
 13. Hu, C., & **Meng, F.** (2008). Olympic tourism, destination Image and competitiveness: A conceptual investigation of the 2008 Beijing Olympic Games. The 39th Annual Conference of Travel and Tourism Research Association. Philadelphia, PA, June 15-17, 2008.
 14. Li, X, **Meng, F.**, & Uysal, M. (2006). Spatial pattern of tourist flows among the Asia-Pacific countries: An examination over a decade. The 37th Annual Conference of Travel and Tourism Research Association, pp. 643-648. Dublin, Ireland, June 18-20, 2006.
 15. Park, K., Tepanon, Y., & **Meng, F.** (2005). Effects of service environment on perception of waiting time. The 10th Annual Hospitality and Tourism Graduate Student Education and Research Conference, pp. 752-757. Myrtle Beach, SC, January 5-7, 2005.

16. **Meng, F.**, Tepanon, Y., & McGehee, N. (2004). Understanding legislators: A comparison of the perceptions of North Carolina Legislators regarding the tourism industry in 1990 and 2003. The 35th Annual Conference of Travel and Tourism Research Association. Montreal, Quebec, Canada, June 12-15, 2004.
17. Park, K., & **Meng, F.** (2004). Institutional contributions to Travel and Tourism Research Association Conference: An evaluation of presentations. The 35th Annual Conference of Travel and Tourism Research Association. Montreal, Quebec, Canada, June 12-15, 2004.
18. **Meng, F.** (2004). Segmenting the potential market for a nature-based resort destination. The 9th Annual Graduate Student Education and Research Conference in Hospitality and Tourism, pp. 546-551. Houston, TX, January 5-7, 2004.

Other publications (Invited Industry Articles, Newspapers)

1. **Meng, F.** (November 8, 2022). Ask the Experts: Best Places to go for Thanksgiving. WalletHub. https://wallethub.com/edu/best-places-to-go-for-thanksgiving/67603#expert=Fang_Meng
2. **Meng, F.** (May 23, 2022). Ask the Experts: Making the Most of Memorial Day. WalletHub. https://wallethub.com/blog/memorial-day-stats/21363#expert=Fang_Meng
3. **Meng, F.** (October 21, 2021). What the Experts say: Best Destinations for Snowbirds. STORAGECafe. <https://www.storagecafe.com/blog/the-best-cities-for-snowbirds-this-winter/#FMeng>
4. **Meng, F.** (2021) Public radio station interview on tourism marketing and sustainability during the pandemic, Telluride, Colorado, August 10, 2021.
5. **Meng, F.** (December 24, 2020). What the Experts say: Best Destinations for Snowbirds. STORAGECafe. <https://www.storagecafe.com/blog/boca-raton-florida-takes-the-crown-as-best-2021-snowbird-destination/#Fang-Meng>
6. **Meng, F.** (December 15, 2020). Ask the Experts: Best Places for Christmas Celebrations. Wallethub. https://wallethub.com/edu/best-places-for-christmas/41924#expert=Fang_Meng
7. **Meng, F.** (July, 2015). Sports tourism on tourist city development. *World Tourism Cities Magazine*, p. 6. (in English and Chinese)
8. Zou, T., Jiang, L., **Meng, F.**, Wang, X. (2015, January 29). Theme Parks' key success and failure factors – the launch of Beijing Universal Studio. *China Tourism News*, p. 11.

(in Chinese) <http://www.ctnews.com.cn/zglyb/images/2015-01/28/11/ZGLYB2015012811.pdf>

9. **Meng, F.** (2014, September 30). Forum of Chinese outbound tourist behavior. *Global Travel Newspaper*, p. 17. (in Chinese)
10. **Meng, F.** Expert opinions on 2014's Best and Worst States for Summer Road Trips. <http://wallethub.com/edu/best-worst-states-for-summer-road-trips/4648/#ask-the-experts>
11. Qian, W., & **Meng, F.** (1995). Mr. Hans Hauri on hotel management. *Hotels China & Overseas*, 38, 26-32. (in Chinese)
12. **Meng, F.** (1996, March 9). New York: The tourism industry and its economy. *China Tourism News*, p. 4. (in Chinese)

Funded Research Project Reports

1. Hudson, S., **Meng, F.**, So, K.K.F., DiPietro, R., Martin, D. (2020). Developing a tourism and hospitality employment plan for South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
2. Hudson, S., **Meng, F.**, So, K.K.F., Smith, S. (2019). The effect of lodging tax increases on U.S. destinations. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
3. Hudson, S., Von Nessen, J., **Meng, F.**, So, K.K.F., & Koesters, T. (2019). The economic impact of the equine sector on South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
4. Harrill, R., So, K.K.F., & **Meng, F.** (2019). Attracting "Hot" Asian Tourist Markets to the Real Southern Hotspot. Funded research report of the International Tourism Research Institute.
5. Hudson, S., **Meng, F.**, Cardenas, D., So, K.K.F. (2016). Increasing African American Tourism in South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
6. Hudson, S., **Meng, F.**, Cardenas, D., So, K.K.F. (2016). Attracting retirees to rural South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
7. Hudson, S., **Meng, F.**, Cardenas, D., So, K.K.F. (2015). The Columbia hospitality tax – An evaluation of effectiveness. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.

8. Hudson, S., Cardenas, D., **Meng, F.**, So, K.K.F. (2015). An assessment of tourism development along the Santee Copper Waterways. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
9. Hudson, S., Cardenas, D., **Meng, F.**, So, K.K.F. (2014). Branding the Pee Dee region, South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
10. Hudson, S., Cardenas, D., **Meng, F.**, So, K.K.F. (2014). Analysis of the Front Street Village Development of Beaufort, NC. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
11. Hudson, S., **Meng, F.**, Cardenas, D. (2014). Measuring the educational benefits of school travel. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
12. Hudson, S., **Meng, F.**, Cardenas, D., Salazar, J., Cosley, B. (2013). Bluffton SC brand assessment and development. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
13. Hudson, S., **Meng, F.**, Cardenas, D., Regan, T., & Koesters, T. (2012). A feasibility study of an international horse park in Aiken, South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
14. Hudson, S., & **Meng, F.** (2012). Developing Tourism in the Rural Pee Dee Region of South Carolina. Funded research report of the SmartState Center of Economic Excellence in Tourism and Economic Excellence.
15. Martin, B., **Meng, F.**, Li, M., Tanzer, J. (2010). The economic impact of off-highway vehicle recreation & tourism in Southeast Ohio. Funded research report of College of Health and Human Services at Ohio University.

Invited Keynote Speech / Presentations (National and International)

1. **Meng F.** (2024). Research publication in hospitality and tourism journals: Standards and suggestions. Invited presentation to graduate students and faculty in Beijing International Studies University and China Culture and Tourism Industry Academy, China, July 8, 2024.
2. **Meng, F.** (2024). Internationalization at Home: Practices and thoughts for higher education. Invited presentation in Talent Development Forum for Northeast China's Culture and Tourism Industry, Dalian, China, June 1, 2024.
3. **Meng, F.** (2024). Research publication in hospitality and tourism journals: Standards and suggestions. Invited presentation to graduate students and faculty in Shandong University, China, May 27, 2024.

4. **Meng, F.** (2024). Experimental research in hospitality and tourism: An example and some thoughts. Invited presentation to graduate students and faculty in Beijing Sports University, China, May 23, 2024.
5. **Meng, F.** (2024). Academic research publication in hospitality and tourism. Invited speech on Pre-conference Publication Workshop on Scholarly Publication in Top Tier Journals, 10th International Conference on Hospitality and Tourism Management (ICOHT2024), Sri Lanka, May 6, 2024 (virtual).
6. **Meng, F.** (2023). Consumer behavior in tourism: impact factors and decision-making. Invited virtual presentation to students in the College of Tourism Management, Wuyi University, China, December 14, 2023.
7. **Meng, F.** (2023). New trends in methodology in hospitality and tourism research. Invited presentation to graduate students and faculty in the College of Tourism Sciences in Beijing International Studies University, Beijing, China, July 5, 2023.
8. **Meng, F.** (2023). Experimental research in hospitality and tourism: Examples and more discussion. Invited presentation to PhD students and faculty in the Surrey International Institute, Dongbei University of Finance and Economics, Dalian, China, July 3, 2023.
9. **Meng, F.** (2023). Emerging research methods in hospitality and tourism: Examples and thoughts. Invited presentation to PhD students and faculty in the College of Tourism Management, Huaqiao University, Quanzhou, Fujian, China, June 27, 2023.
10. **Meng, F.** (2023). Research publication in tourism academic journals: Standards and suggestions. Invited presentation to faculty in the School of Management, Putian University, Putian, Fujian, China, June 26, 2023.
11. **Meng, F.** (2023). Research article writing and recent popular topics: Thoughts and suggestions. Invited presentation to faculty in the College of Tourism Management, Wuyi University, Wuyishan, Fujian, China, June 21, 2023.
12. **Meng, F.** (2022). Tourism resilience in Latin America and Caribbean region. Invited panelist presentation in World Tourism Cities Federation Latin America Forum. December 13, 2022.
13. **Meng, F.** (2022). An experiment study: How sharing positive tourism experiences through social media affects post-trip evaluations. Invited workshop presentation to faculty and students in Huaqiao University. November 28, 2022.
14. **Meng, F.** (2022). Experimental research in hospitality and tourism. Invited workshop presentation to faculty and students in Beijing International Studies University. November 22, 2022.

15. **Meng, F.** (2022). How to publish in SSCI tourism academic journals. Invited workshop presentation to faculty and students in Huaqiao University. October 23, 2022.
16. **Meng, F.** (2022). Publishing in international tourism academic journals: Standards and suggestions. Invited presentation to faculty and students in Inner Mongolia University of Finance and Economics. July 9, 2022.
17. **Meng, F.** (2022). Research publication in tourism academic journals: Standards and suggestions. Invited workshop presentation to faculty and students in Human Normal University. April 13, 2022.
18. **Meng, F.** (2022). Tourist experience in the sharing economy. HRTM faculty presentation to the VP of Research, UofSC. March 17, 2022.
19. **Meng, F.** (2021). The influence of COVID-19 on the sustainability of the U.S. national parks. The 4th “One Belt & One Road” Tourism Conference, Beijing, China (virtual), December 3, 2021.
20. **Meng, F.** (2021). How sharing positive tourism experiences through social media affects posttrip evaluations. Invited workshop presentation to faculty in Wuyi University, China, June 25, 2021 (virtual).
21. **Meng, F.** (2020). Interactive effect of prior online reviews and review temporal distance on customers’ online evaluation in hospitality. Invited seminar presented to faculty and students in Central China Normal University, October 29, 2020 (Virtual).
22. **Meng, F.** (2019). Sustainable tourism development and poverty alleviation through tourism: worldwide and China. Invited presentation to undergraduate and graduate students in Beijing International Studies University, Beijing, China, October 30, 2019.
23. **Meng, F.** (2019). A study of influencing factors on customers’ online review. Invited presentation to faculty in Taishan University, Tai’an, Shandong, China, June 21, 2019.
24. **Meng, F.** (2019). Keynote speech: International cooperation of tourism education. *The 2nd Yunnan-South & Southeast Asia Education Exchange and Cooperation Forum and Education Exhibition*, Kunming, Yunnan, China, June 11, 2019.
25. **Meng, F.** (2019). The interaction effect of prior online reviews and review temporal distance on consumers’ online evaluations. Invited presentation to faculty and graduate students in Beijing International Studies University, Beijing, China, June 4, 2019.
26. **Meng, F.** (2019). A study of influencing factors on customers’ online review. Invited presentation to faculty and students in Beijing Sport University, Beijing, China, June 3, 2019.

27. **Meng, F.** (2019). The interaction effect of prior online reviews and review temporal distance on consumers' online evaluation. Invited presentation to faculty and graduate/Ph.D. students in Beijing Jiaotong University, Beijing, China, May 31, 2019.
28. **Meng, F.** (2019). Research on influence of consumer online reviews. Invited presentation to faculty and graduate/Ph.D. students in Hunan Normal University, Changsha, Hunan, China, May 27, 2019.
29. **Meng, F.** (2019). The effect of prior online reviews and review temporal distance on consumers' evaluation. Invited presentation to faculty and graduate/Ph.D. students in Yunnan University, Kunming, Yunan, May 25, 2019.
30. **Meng, F.** (2019). Keynote speech: Sustainable development and poverty reduction through tourism: Trends and issues. *2019 Forum of Poverty Reduction and Sustainable Development of Minority Areas in Western China*, Kunming, Yunnan, China, May 24, 2019.
31. **Meng, F.** (2019). Chinese outbound tourists: Profile and consumption behavior. Invited workshop presentation in *2019 WTTC Latin America & The Caribbean Tourism Conference*, Panama City, The Republic of Panama, April 4-6, 2019.
32. **Meng, F.** (2018). Research on customers' online reviews based on user vote. Invited presentation to faculty and graduate/Ph.D. students in Huanan Normal University, Guangzhou, China, December 12, 2018.
33. **Meng, F.** (2018). The interactive effect of prior online reviews and review temporal distance on consumers' evaluation. Invited presentation to faculty and Graduate/PhD students in Jinan University, Guangzhou, China, December 12, 2018.
34. **Meng, F.** (2018). Doctoral program application in University of South Carolina. Invited workshop presentation to graduate students in Sun Yat-Sen University, Zhuhai, China, December 11, 2018.
35. **Meng, F.** (2018). The impacts of temporal, explanatory, and sensory cues on consumers' vote on online reviews. Invited presentation in China Tourism Research and Editorial Board Formation Summit of *Tourism Forum*. Guilin, Guangxi, December 8-9, 2018.
36. Harrill, R., **Meng, F.**, & So, K.K.F. (2018). Attracting "hot" Asian tourist markets to the rural Southern hotspot. Invited presentation in Experience Columbia Board Meeting, Columbia, SC, August 28, 2018.
37. **Meng, F.** (2018). Research trends and academic publication in tourism SSCI journals. Invited presentation to faculty and graduate/PhD students in Sun Yat-Sen University, Guangzhou, China, July 31, 2018.

38. **Meng, F.** (2018). Keynote speech: Destination marketing and management: A review of trends. 2018 International Tourism Destination Management Forum. Shanghai, China, July 14, 2018.
39. **Meng, F.** (2018). Academic paper publication in tourism SSCI journals: Some suggestions. Invited presentation to faculty and graduate/PhD students in Taishan University, Tai'an, Shandong, China, July 4, 2018.
40. **Meng, F.** (2018). Research trends and academic paper publication in tourism SSCI journals. Invited presentation to faculty and graduate/PhD students in Yunnan University, Kunming, Yunan, China, June 27, 2018.
41. **Meng, F.** (2018). Academic publication in tourism journals: Some suggestions. Invited presentation to faculty and graduate students Quanzhou Normal University, Quanzhou, Fujian, China, June 25, 2018.
42. **Meng, F.** (2018). Research publication in tourism SSCI journals: Criteria and research trends. Invited presentation to faculty and graduate/PhD students in Huaqiao University, Quanzhou, Fujian, China, June 22, 2018.
43. **Meng, F.** (2018). Invited host/moderator for the panel session "Tourism Cooperation between Latin America and China" at the World Tourism Cities Federation Latin America Tourism Conference 2018, Bogota, Colombia, April 23-25, 2018.
44. **Meng, F.** (2017). Invited host/moderator for the panel session "Policy Environment Promotes Tourism Investment" at World Tourism Cities Federation Los Angeles Fragrant Hills Tourism Summit 2017, Los Angeles, California, September 19-20, 2017.
45. **Meng, F.** (2017). Competitive strengths and brand building of tourism cities. Invited panelist presentation at World Tourism Cities Federation Los Angeles Fragrant Hills Tourism Summit 2017, Los Angeles, California, September 19-20, 2017.
46. **Meng, F.** (2017). Invited speech in World Tourism Cities Federation on Assessment Index Development of World Tourism Cities (2017), Beijing, China, July 18, 2017.
47. **Meng, F.** (2017). Development of cruise tourism. Invited panelist presentation at the World Tourism Cities Federation (WTCF) Asia-Pacific Tourism Conference 2017, Penang, Malaysia, March 25-29, 2017.
48. **Meng, F.** (2016). Invited host/moderator for the "*Urban Tourism Consumption Revolution*" session in the Global Tourism Economy Forum 2016, Macau, China, October 15-16, 2016.
49. **Meng, F.** (2016). Overseas marketing of Chinese tourism cities: Issues and suggestions. Invited speech in World Tourism Cities Federation / Global Tourism Economy Forum

seminar on “*Chinese Tourism Cities Overseas Promotion*”, Macau, China, October 14, 2016.

50. **Meng, F.** (2016). Sharing economy and Chongqing’s development of international tourism destination. Invited panelist presentation at World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016, Chongqing, China, September 18-20, 2016.
51. Cárdenas, D.A., Hudson, S., **Meng, F.** & So, K.K.F. (2016). Attracting retirees and pre-retirees to rural South Carolina. Presented at Rock Hill / York County Convention and Visitors Bureau, March 7, 2016.
52. Cárdenas, D.A., Hudson, S., **Meng, F.** & So, K.K.F. (2016, January). Evaluating the effectiveness of the usage of the H-Tax in the City of Columbia. Presented at Columbia SC City Council Meeting.
53. **Meng, F.** (2016). Keynote speech: Ice and snow tourism – worldwide development and insights for China. 2016 International Conference of “One Belt One Road and Tourism Cooperation”, Altay, China, January 15-17, 2016.
54. **Meng, F.** (2016). Invited host/moderator for the “Ice and Snow Tourism” Forum in 2016 International Conference of “One Belt One Road and Tourism Cooperation”, Altay, China, January 15-17, 2016.
55. **Meng, F.** (2016). Invited presentation about undergraduate study and research in University of South Carolina, Beijing International Studies University, Beijing, China, January 14, 2016.
56. **Meng, F.**, & Broderick, M. (2015). Research focus and collaboration opportunities of SmartState Center of Tourism and Economic Excellence. Presented to South Carolina Travel and Tourism Coalition, May 21, 2015.
57. **Meng, F.** (2014). Film as a tool in tourism marketing. Invited presentation in “*International Marketing Forum for Tourism Cities*”, Beijing International Studies University, Beijing, China, September 6, 2014.
58. **Meng, F.** (2014). Chinese outbound tourism development. Invited panelist presentation at World Tourism Cities Federation Summit 2014, Beijing, China, September 3-5, 2014.
59. **Meng, F.** (2013). Publishing in high quality tourism/hospitality journals. Invited presentation in “*Forum of Advanced Research of Tourism and Hospitality*”, Beijing International Studies University, Beijing, China, June 26, 2013.
60. **Meng, F.** (2013). Invited host/moderator of the forum “*Sustainable Development of Tourism Industry: Challenges and Opportunities*”. World Tourism Cities Federation Summit 2013, Beijing, China, September 13, 2014.

61. **Meng, F.** (2012). Drive tourism and rural destination development: Dual perspectives from industry stakeholders and visitors. Invited presentation at Department of Hospitality and Tourism Management at Virginia Tech, Blacksburg, Virginia, October 18, 2012.

Workshops/Seminars

1. **Meng, F.** (2015). Tourism destination marketing; service marketing in hospitality. Two-day workshop for Curacao Summer Education Program at the College of HRSM in June 2015.
2. **Meng, F.** (2015). The life of an assistant professor. Panelist for the doctoral studies forum in HRSM College Symposium, University of South Carolina, March 26, 2015.
3. **Meng, F.** (2014). Service quality in hospitality and tourism; destination marketing. One-day workshop for Curacao Summer Education Program at College of HRSM in June 2014.
4. **Meng, F.** (2013). Chinese outbound tourists' shopping behavior: A qualitative approach. HRSM College Symposium, University of South Carolina, April 17, 2013.
5. **Meng, F.** (2011). What's in it for me/us? A post-event examination of the socio-economic impacts of the 2008 Olympic Games. HRSM College Symposium, University of South Carolina, April 15, 2011.

Grants and Contracts

Grants and Contracts Received

Project Title	Role	Sponsor	Total Amount and Share of Funding	Start Year	End Year
1. The power logic of co-opetition relationships among tourism firms in digital platform ecosystem: Sources, imbalance, and consequences	Investigator	National Natural Science Foundation of China	\$57,743	2024	2027
2. Tourist digital wellbeing and prosocial behavior: The role of social media	Advisor	SPARC, University of South Carolina	\$5,000	2023	2024
3. Exploring visual representations of hotel brand image	Advisor	School of HTMT	\$2,000	2023	2023
4. Policies of national park: A cross-cultural comparison study	Investigator	National Natural Science Foundation of China	\$95,061	2020	2023
5. Understanding fake online reviews from consumers' perspective: A mixed method approach	PI	University of South Carolina – VP for Research	\$14,985.20 (100%)	2020	2023
6. The effect of social cues on guests' perception of hosts and their willingness to engage and book	PI	College of HRSM	\$3,600 (100%)	2020	2021
7. Developing a tourism & hospitality employment plan for South Carolina	Co-PI	U.S. Department of Commerce (DOC)	\$88,284 (20%)	2019	2020
8. The effect of lodging tax increases on U.S. destinations	Co-PI	American Hotel & Lodging Educational Foundation	\$56,177 (25%)	2018	2019
9. The economic impact of the equine sector on South Carolina	Co-PI	South Carolina Department of Agriculture	\$46,500 (25%)	2018	2019
10. The effect of 'disconfirmation' on customers' willingness to post online review: An experimental study	PI	USC Provost Office Social Sciences Grant	\$9,831 (100%)	2017	2018

MENG, Fang, Ph.D.

Project Title	Role	Sponsor	Total Amount and Share of Funding	Start Year	End Year
11. Attracting “hot” Asian tourist markets to the real southern hotspot	Co-PI	Experience Columbia, SC	\$25,000 (33%)	2017	2018
12. A placeality-based view of destination brand DNA selection	Investigator	China Natural Science Foundation	\$100,000 (20%)	2017	2020
13. Developing measurement of tourist co-creation experience and examining its influencing factors	PI	College of HRSM, USC	\$6,848 (100%)	2016	2017
14. Increasing African American tourism in South Carolina	Co-PI	South Carolina Department of Parks, Recreation & Tourism	\$60,840 (25%)	2016	2016
15. Attracting retirees and pre-retirees to rural South Carolina	Co-PI	SC Economic Development Administration	\$72,690 (25%)	2015	2016
16. The Columbia hospitality tax – An evaluation of effectiveness	Co-PI	City of Columbia, SC	\$38,200 (25%)	2015	2015
17. Stable View Farms: feasibility study, Aiken, South Carolina	Co-PI	Barry Oliff	\$20,000 (10%)	2015	2015
18. Beaufort, NC tourism development evaluation: Front Street Village	Co-PI	Jetcraft Avionics	\$9,425 (25%)	2014	2014
19. Study to assess the potential demand for tourism on Santee Cooper Waterway	Co-PI	Santee Cooper Cooperative	\$70,180 (30%)	2014	2015
20. Increasing tourism in 10 economically distressed counties in South Carolina	Co-PI	SC Economic Development Administration	\$44,991 (30%)	2013	2014
21. Measuring the travel effect of youth travel on educational outcomes	Co-PI	US Travel Association	\$54,955 (30%)	2013	2014
22. Attracting Chinese tourists to South Carolina and surrounding states in Southeast U.S. – a preliminary study	PI	College of HRSM, USC	\$6,800 (100%)	2012	2013
23. Brand assessment and development for Bluffton, South Carolina	Co-PI	Hilton Head Island-Bluffton Chamber of Commerce	\$32,600 (25%)	2013	2013
24. Health and wellness tourism: scoping the potential for South Carolina	Co-PI	USC – ASPIRE II	\$20,000 (30%)	2013	2013

MENG, Fang, Ph.D.

Project Title	Role	Sponsor	Total Amount and Share of Funding	Start Year	End Year
25. A feasibility study of Aiken International Equestrian Center	Co-PI	Aiken Chamber of Commerce	\$40,000 (25%)	2012	2012
26. Examining local residents' attitude toward the development of Shanghai Disneyland resort	Co-PI	Walt Disney Inc.	\$36,524 (15%)	2012	2013
27. Scoping opportunities to grow tourism in the Pee Dee region of South Carolina	Co-PI	Francis Marion University	\$7,500 (50%)	2011	2012
28. Resident attitude toward Shanghai Disneyland resort	Co-PI	College of HRSM, USC	\$5,000 (20%)	2011	2012
29. Tourism shopping behavior of Chinese overseas market	PI	College of HRSM, USC	\$3,000 (90%)	2011	2012
30. The economic impact study of Off-highway vehicle in Southeast Ohio	Co-PI	Ohio Dept. of Natural Resources	\$4,000 (20%)	2009	2010
31. Ohio tourism partnership for economic development	Co-PI	OSU CARES	\$10,000 (20%)	2008	2010
32. Olympic tourism experience study	PI	Ohio Univ.	\$2,500 (100%)	2008	2009
33. Beijing Olympic Impact Study	PI	Ohio Univ.	\$6,000 (100%)	2008	2009

Grant/Contract Proposals Submitted but Unfunded

Project Title	Role	Sponsor	Total Amount	Start Year	End Year
1. Enhancing sensory engagement and satisfaction in hospitality and tourism marketing	PI	Excel Funding, USC Office of the Vice President for Research	\$17,984	2024	2025
2. Guests' booking requests and hosts' acceptance/rejection in peer-to-peer accommodations: how does race influence their decision-making	PI	USC Office of the Vice President for Research	\$14,979	2022	2023

Project Title	Role	Sponsor	Total Amount	Start Year	End Year
3. Measuring destination image in pre- and post-Covid age: A deep learning approach based on visual and textual social media data	Co-PI	USC Office of the Vice President for Research	\$4,900	2022	2023
4. Safety development of tourism destination community: process, mechanism, and optimization	Investigator	National Natural Science Foundation of China	\$100,892	2021	2024
5. Market analysis of U.S. educational travel to China	PI	China Youth Travel Corporation	\$30,000	2021	2023
6. Developing a tourism & hospitality employment plan for South Carolina	Co-PI	University of South Carolina – ASPIRE II	\$74,934	2018	2019
7. Understanding the social influence on post-consumption hotel online rating behavior: moderating effects of consumer’s experience and hotel popularity	PI	University of South Carolina - The Office of Research	\$4,999	2017	2018
8. Economic carrying capacity for the island of Aruba	Co-PI	Aruba Tourism Authority	\$50,486	2017	2018
9. Tourism in Appalachia: trends and strategies	Co-PI	Appalachian Regional Commission	\$187,703	2017	2018
10. The impact of new immigration policies on the US travel industry	Co-PI	The Russell Foundation	\$53,399	2017	2018
11. Tourism marketing plan for Berkeley County	Co-PI	Berkeley County Government	\$47,640	2017	2018
12. How does tourism development affect regional income inequality? Evidence from tourism induced industrial structural change	PI	University of South Carolina – The Office of Research	\$4,504	2016	2017
13. Tourist co-creation experience: examination of measurement and influencing factors	PI	University of South Carolina – The Office of Research	\$4,625	2016	2017
14. Butler County branding initiative	Co-PI	Butler County Visitors Bureau, Ohio	\$80,684	2016	2017

Project Title	Role	Sponsor	Total Amount	Start Year	End Year
15. Preservation of culture along the Gullah Geechee Cultural Heritage Corridor	Co-PI	University of South Carolina – Aspire II	\$91,826	2017	2018
16. Tourism & economic development concept plan for Lower Richland Country	Co-PI	Richland County, South Carolina	\$25,000	2016	2017
17. Brand assessment and development to promote tourism	Co-PI	Universidad Pontificia Bolivariana Seccional Bucaramanga	\$82,108	2016	2017
18. Accelerating accessible tourism in the US	Co-PI	University of South Carolina – ASPIRE II	\$99,550	2016	2017
19. Coping with natural disaster: Analyzing the crisis communication strategies of tourism governmental agencies and organizations during and after the 2015 South Carolina floods	Co-PI	Office of the Vice President for Research, USC	\$15,673	2015	2016
20. Breeding tourism innovation and entrepreneurship in South Carolina	Co-PI	South Carolina Department of Commerce	\$110,000	2015	2016
21. Accelerating accessible tourism in the United States	Co-PI	Research Engagement Collaborative (REC), USC	\$99,550	2015	2016
22. Advancing service in Columbia, SC	Co-PI	Knight Foundation	N/A	2015	2016
23. A master plan for the Lake Greenwood, SC	Co-PI	Greenwood County Planning Department, SC	\$30,000	2014	2015
24. Strategic tourism master plan for the Island of Curacao 2015-2020	Co-PI	Minister of Economic Development, Curacao Tourism Board	\$269,168	2014	2014

MENG, Fang, Ph.D.

Project Title	Role	Sponsor	Total Amount	Start Year	End Year
25. Study to assess the current, past and potential visitors to York County, South Carolina	Co-PI	York County Chamber of Commerce, SC	\$98,082	2013	2014
26. State Fair expansion feasibility study	Co-PI	State Fair of South Carolina	\$48,865	2013	2014
27. Hotel market analysis and occupancy study: City of Camden	Co-PI	City of Camden, SC	\$14,373	2013	2014
28. Examining local residents' attitudes toward the development of Shanghai Disneyland Resort	Co-PI	Walt Disney Inc.	\$364,973	2014	2018
29. Exploring new frontiers in commercial space tourism	Co-PI	SC Research and Education Award Program	\$29,992	2013	2014
30. Measuring the demand for commercial space tourism	Co-PI	SC Research and Education Award Program	\$19,994	2013	2014
31. Space tourism and beyond: Preparing professionals in the field of space travel and tourism	Co-PI	SC Research and Education Award Program	\$3,892	2013	2014
32. Understanding the competitive dynamics of the commercial space tourism industry	Co-PI	SC Research and Education Award Program	\$8,000	2013	2014
33. Increasing African American Tourism in South Carolina	Co-PI	ASPIRE II, USC	\$52,895	2013	2014
34. Gullah Geechee Visitors Center feasibility study	Co-PI	Gullah Geechee Commission, SC	\$45,063	2013	2014
35. A feasibility study of the re-development of Daufuskie Island Resort	Co-PI	The Pelorus Group	\$30,000	2013	2014
36. An analysis of retail "mini-store" situated in hotels	Co-PI	J & G Marketing and Sales	\$25,000	2013	2014
37. A feasibility study of High Knoll Inn at Caesars Head, SC	Co-PI	High Knoll Inn, Caesars Head, SC	\$40,000	2013	2013

MENG, Fang, Ph.D.

Project Title	Role	Sponsor	Total Amount	Start Year	End Year
38. A feasibility study for an active retirement community on Lake Greenwood	Co-PI	Challenge Golf Group	\$30,000	2013	2013
39. Developing domestic medical tourism in South Carolina	Co-PI	ASPIRE II, USC	\$68,898	2012	2013
40. A feasibility study of tourism development in Lake City, SC	Co-PI	The Palmetto Institute, SC	\$30,000	2012	2012
41. A feasibility study for a tourism-related business incubator serving ten distressed counties, South Carolina	Co-PI	SC Economic Development Administration	\$20,000	2011	2012
42. Developing medical tourism as a new economic engine for South Carolina	Co-PI	National Institute of Health	\$100,000	2011	2012
43. Developing medical tourism in South Carolina	Co-PI	UNLV Harrah Hospitality Research Center Grant Award	\$50,000	2011	2012
44. Converting visitors to retiree in rural South Carolina	Co-PI	United States Department of Agriculture	\$99,035	2011	2012

SERVICE

Greater Community

Dates	Duties	Recompense
2007-2010	Ohio's Appalachian Country – outreach service	None
2007-2010	Ohio Tourism Team – outreach service	None

Professional Community

Dates	Duties	Recompense
2017 - present	Fellowship in International Academy of Chinese Tourism Scholars (IACTS)	None
2013 - present	Expert Committee, World Tourism Cities Federation	None
2010	Chair of Undergraduate Student Award Committee, Annual Conference of Travel and Tourism Research Association (TTRA)	None
2008	Reviewer Committee of Master Thesis Award, Annual Conference of Travel and Tourism Research Association (TTRA)	None
2007	Judge for Best Illustrated Paper Award, Annual Conference Travel and Tourism Research Association (TTRA)	None

Journal Editor

2021-present	Co-Editor-in-Chief, Tourism Analysis	None
2020-2021	Associate Editor, Tourism Analysis	None
2016-2020	Co-Associate Editor, Journal of Global Academy of Marketing Sciences	None
2020-2021	Guest Editor, Anatolia special issue “Social Issues and Emerging Debates in Tourism and Hospitality”	None

Journal Editorial Board

2021-present	Tourism Management	None
2021-present	Tourism Economics	None
2017-present	Journal of Travel Research	None
2014-2020	Tourism Analysis	None
2007-present	Journal of Vacation Marketing	None
2022-present	Sustainability	None
2015-present	Journal of China Tourism Research	None
2011-2020	Journal of Global Academy of Marketing Sciences	None
2017-present	Tourism and Hospitality Prospects (Chinese)	None
2018-present	Tourism Forum (Chinese)	None

MENG, Fang, Ph.D.

<i>Journal Reviewer (Ad hoc)</i>		
2021-2022	Reviewer: Journal of Sustainable Tourism	None
2019-present	Reviewer: Journal of Hospitality and Tourism Education	None
2021-present	Reviewer: Journal of Hospitality and Tourism Management	None
2016-present	Reviewer: Annals of Tourism Research	None
2019-present	Reviewer: International Hospitality Review	None
2019-present	Reviewer: Anatolia	None
2009-present	Reviewer: Journal of Travel Research	None
2009-2021	Reviewer: Tourism Management	None
2011-present	Reviewer: Journal of Travel & Tourism Marketing	None
2016-present	Reviewer: Journal of Destination Marketing and Management	None
2007-2014	Reviewer: Tourism Analysis	None
2008-present	Reviewer: Journal of Hospitality & Tourism Research	None
2013-present	Reviewer: Current Issues in Tourism	None
2009-present	Reviewer: International Journal of Hospitality Management	None
2021-present	Reviewer: International Journal of Contemporary Hospitality Management	None
2007-present	Reviewer: Asia Pacific Journal of Tourism Research	None
2009-present	Reviewer: Journal of Hospitality Marketing and Management	None
2010-present	Reviewer: International Journal of Tourism Research	None
2010-present	Reviewer: Journal of Quality Assurance in Hospitality and Tourism	None
2013-present	Reviewer: International Journal of Culture, Tourism, and Hospitality Research	None
2011-present	Reviewer: Journal of China Tourism Research	None
2012-present	Reviewer: Tourism Review International	None
2008-present	Reviewer: International Journal of Hospitality and Tourism Administration	None
2014-present	Reviewer: Tourism and Hospitality Research	None
2017	Reviewer: Journal of Electronic Commerce Research	None
<i>Conference Paper Reviewer / Session Moderator</i>		
2023-2024	Reviewer/Moderator: The 9th Annual SECSA-ICHRIE Conference	None
2022-2023	Best Paper Committee member: 5 th International Tourism & Retail Service Management Conference (TRMC 2023)	None
2009-present	Reviewer/Moderator: Graduate Research Conference in Hospitality and Tourism	None

MENG, Fang, Ph.D.

2019	Reviewer: APacCHRIE & EuroCHRIE Conference	None
2018, 2019	Reviewer/Moderator: International Conference on Tourism and Retail Management	None
2017	Moderator: 2 nd USA-China Tourism Research Summit and Industry Dialogue	None
2015	Moderator: 3 rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit	None
2005, 2007-2022	Reviewer: Travel and Tourism Research Association Conference (TTRA)	None
2009, 2013-2022	Reviewer: Annual Conference of International CHRIE (I-CHRIE)	None
2008-2013	Reviewer: International Society of Travel and Tourism Educators (ISTTE)	None
2014	Reviewer: 2014 Global Marketing Conference (GMC)	None
2012-2013	Reviewer: International Tourism Conference of Tourism Sciences Society of Korea (TOSOK)	None
2008	Reviewer: Annual Conference of EuroCHRIE	None
<i>External Reviewer of Tenure and Promotion</i>		
July 2024	Arizona State University	None
July 2023	Indiana University-Purdue University Indianapolis	None
August 2022	Florida International University	None
June 2020	University of Alabama	None
August 2017	University of Kentucky	None
<i>External Reviewer of Grant</i>		
2017-present	Research Grant Council (RGC) of Hong Kong	Small amount of service fee

University

Dates	Duties	Recompense
2023-2024	USC Bookstore Committee (Chair)	None
2024-2024	Reviewer: USC SPARC Graduate Fellowship, Office of VP for Research	None
2023-2024	Faculty Senate Steering Committee	None
2021-2024	USC Bookstore Committee	None
2021-2022	USC Faculty Senate (senator of School of HRTM)	None
2013	Reviewer: USC SPARC Graduate Fellowship, Office of VP for Research	None
2010-2011	University Library Committee, Ohio University	None

MENG, Fang, Ph.D.

College

Dates	Duties	Recompense
2023-present	HRSM Budget Committee	None
2024-2024	SPTe Associate Professor Search Committee	None
2016-present	SPTe Master's Comprehensive Exam	None
2020-2023	HRSM Faculty Research and Grant Committee	None
2019-2020	HRSM Faculty Research and Grant Committee (Chair)	None
2018-2021	HRSM Student Scholarship Award Committee	None
2017-2018	HRSM Recruitment and Extension Committee	None
2016-2017	HRSM Week Committee	None
2016-2017	HRSM (Big data analytics) Faculty Search Committee	None
2016-present	HRSM Promotion and Tenure Committee	None
Spring 2016	Interim Director of SmartState Center of Tourism and Economic Development	Stipend
2012-2014	HRSM Faculty Research and Grant Committee	None
2011- 2012	HRTM School Director Search Committee	None
2011- 2013	Library liaison of HRSM College	None
2010-2011	College Research Committee, Ohio University	None
2007-2008	Dean's Faculty Advisory Committee, Ohio University	None

Department

Dates	Duties	Recompense
2024-present	Ph.D. Program Director	Stipend
2021-present	PhD Admission/Nomination Review Committee	None
2023-present	School Presentative for International Tourism and Retail Service Management Conference (TRMC) Organizing Committee	None
2023-present	Volunteer presenter on HTMT admitted Student Day	None
2021-present	HTMT Post-tenure Review Committee	None
2021-2023	HRTM Promotion and Tenure Committee (Chair)	None
2016-present	HTMT Promotion and Tenure Committee	None
2022-2023	HRTM Ad Hoc Committee on Ph.D. Handbook	None
2021-2022	International Tourism and Retail Service Management Conference (TRMC2022) Organizing Committee (Chair)	None
2021-2022	HRTM Journal Ranking Committee	None
2018-2021	HRTM Student Scholarship and Award Liaison	None
Spring 2020	Search Committee – SmartState Center Director	None
Spring 2020	Graduate Conference Hosting and Planning Committee	None
2017-2018	HRTM Chef Instructor Search Committee (Chair)	None
2016-2023	HRTM Coordinator of BISU-USC Collaborative PhD Program	None
2017-2018	Slogan Foundation Director Search Committee	None

MENG, Fang, Ph.D.

2016-2017	HRTM Promotion and Tenure Policy Committee	None
2016-2017	HRTM (Open-rank) Faculty Search Committee	None
2015-2016	HRTM (Associate/Full Prof.) Faculty Search Committee (Chair)	None
Summer 2015	HRTM Faculty Search Committee	None
2013-2014	HRTM (Resort) Faculty Search Committee	None
2011-present	Doctoral Study Qualification Exam Committee	None
2011-present	Graduate Study Comprehensive Exam Committee	None
2008-2010	Undergraduate Honors Committee, Ohio University	None
2007-2009	Faculty Assessment Committee – Elected Member, Ohio University	None
2009-2010	Faculty Search Committee, Ohio University	None
2007-2008	Student Outcome Assessment Committee, Ohio University	None
2007- 2010	Awards and Scholarships Committee – Chair, Ohio Univ.	None
2006-2007	Curriculum Committee, Ohio University	None
2006-2007	Awards and Scholarships Committee, Ohio University	None
2006-2010	Co-advisor of Ohio University Restaurant, Hotel and Tourism Association, Ohio University	None