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Department of Recreation, Sport and Tourism
University of Illinois at Urbana-Champaign
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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

Research Interests

- Consumer cognitive and emotional process in tourism and hospitality marketing and branding
- Service management in tourism and hospitality industry
- International tourism and hospitality management
- Current trends and issues of tourism and hospitality development in emerging markets, such as China

Refereed Publications

Refereed Journal Articles

- 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*, in press.

- Huang, Z.,** Zhao, C., Miao, L., & Fu, X. Triggers and inhibitors of illegitimate customer complaining behavior – Anecdotes from frontline employees in the hospitality industry. *International Journal of Contemporary Hospitality Management*, in press.
- 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. Image of China tourism and sustainability issues in Western Media – an investigation of National Geographic. *International Journal of Contemporary Hospitality Management*, in press.
- 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.,** Li, M., & Li, Q. Taiwan destination brand associations: from the perspective of mainland Chinese Tourists. *Journal of Travel & Tourism Marketing*, in press.
- Huang, Z.,** Cai, L., Yu, X., & Li, M. A further investigation of revisit intention: a multi-group analysis. *Journal of Hospitality Marketing and Management*, in press.
- 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.

Manuscripts under review/revision

Huang, Z., & Cai, L. Modeling customer-based brand equity for multinational hotel brands – when hosts become guests. *Tourism Management*, under 2nd revision.

Conference Presentations and Proceedings

Li, Q., **Huang, Z.**, & Zhang, J. (2014). How do we read tourism pictures with calligraphic works? An eye tracking method. Presented at 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. January 3-5, 2014, Houston, TX, USA.

Zhang, H., & **Huang, Z.** (2014). Place attachment and Alumni's experience during the homecoming weekend. Presented at 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. January 3-5, 2014, Houston, TX, USA.

Huang, Z., & Cai, L. (2013). Modeling consumer-based brand equity for multinational hotel brands. Presented at 2013 Annual APAC-CHRIE Conference, May 21-24, 2013, Macau, China.

Li, Q., **Huang, Z.**, & Zhang, J. (2013). Perception of China calligraphic landscape: from the perspective of Chinese tourists. Paper presented at 2013 Annual ICHRIE conference, July 24-27, 2013, St. Louis, MO.

Huang, Z. & Miao, L. (2013). Fraudulent customer complaining behavior in hospitality service encounters: a boundary spanner's perspective. Paper to be presented at 2013 Annual ICHRIE conference, July 24-27, 2013, St. Louis, MO.

Meng, M., **Huang, Z.**, & Cai, L. (2013). Health benefits of agritourism: the role of local food and cuisine. Paper presented at 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Jan. 3-5, 2013, Seattle, WA, USA.

- Huang, Z., & Cai, L.** (2013) Modeling consumer-based brand equity of multinational hotel brands – from hosts to guests. Paper will be presented at 11th ApacCHRIE conference, May 21-24, 2013, Macau, China.
- Huang, Z., Zhao, C., & Miao, L.** (2012). Triggers and inhibitors of fraudulent customer complaining behavior. Paper presented at 2012 Annual ICHRIE conference, Aug. 1-4, 2012, in Providence, RI, USA.
- Wei, W., Miao, L., & **Huang, Z.** (2012). Customer engagement behaviors and hotel responses. Paper presented at 2012 Annual ICHRIE conference, Aug. 1-4, 2012, in Providence, RI, USA.
- Wei, W., **Huang, Z., & Miao, L.** (2011). Motivation and attitude: an exploration of customers' online complaining behavior. Paper presented at the 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 6-8, 2011, in Huston, TX, USA.
- Fu, X., **Huang, Z., & Cai, L.** (2010). Chinese cruise tourists' motivations: a cultural-historical perspective. Paper presented at 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 18-22, 2010, in Cruise, USA.
- Huang, Z., & Cai, L.** (2009). Customer-based brand equity in hospitality and tourism. Paper accepted by the 3rd International Conference on Destination Branding and Marketing, December 2-4, 2009, in Macau SAR., China.
- Huang, Z., & Cai, L.** (2009). Online image of hotel brands on different language platforms. In Proceedings of 2009 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Conference, July 28-31, 2009, in San Francisco, CA, USA.
- Lu, Y., Adler, H., & **Huang, Z.** (2009). Travel safety concerns: feedback from international students in the U.S. In Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 4-6, 2009, in Las Vegas, NV, USA.
- Huang, Z., Cai, L., & Lu, Y.** (2008). The destination choice model of transitional travel: college students in China. In C. Hu (Ed.), Proceedings of the 2008 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, September 30 - October 2, 2008, in Dublin, Ireland (Vol. 20, pp. 108-119). St Clair Shores, MI: International Society of Travel and Tourism Educators.
- Huang, Z., & Cai, L.** (2008). Visitors' image modification and loyalty. In Proceedings of the 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 3-5, 2008, in Orlando, FL, USA (Vol. XIII, pp. 1564-1580).
- Huang, Z., Cai, L., & Li, M.** (2007). Antecedents of visitors' loyalty. In C. Hu (Ed.), Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, 2007, in Charleston, SC, USA (Vol. 19, pp. 93-100). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Li, M., **Huang, Z.**, & Cai, L. (2007). Motivation of community-based festival attendees. In C. Hu (Ed.), Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, 2007, in Charleston, SC, USA (Vol. 19, pp. 148-156). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Huang, Z., Li, M., & Cai, L. (2007). Image constructs of community-based festival. In Proceedings of the 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 4-6, 2007, in Huston, TX, USA (Vol. XII, pp. 805-814).

Chen Y., Cai, L., & **Huang, Z.** (2006). An integrated model of destination image: role of country image. In C. Hu (Ed.), Proceedings of the 2006 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 12-14, 2006, in Las Vegas, NV, USA (Vol. 18, pp. 15-30). St Clair Shores, MI: International Society of Travel and Tourism Educators.

Huang, Z. (2004). The driving force of golf tourism in Qingdao. In Proceedings of the 3rd Asia Pacific Forum for Graduate Students Research in Tourism, September 22-24, 2004, in Beijing, China.

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

Project Reports

Huang, Z., & Wicks, B. 2013, Profile of Visitors 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, Preliminary Report on the 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

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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