

Shuangyu (Shannon) Xu, Ph. D.

School of Hospitality, Sport and Tourism Management
Troy University
159 Collegeview, Troy, AL 36106
Phone: 334-808-6656
E-mail: shuangyuxu@troy.edu

EDUCATION

- 2010 -2014** **Ph.D.** Sustainable tourism (Minor in Geographic Information Systems)
Department of Parks, Recreation and Tourism Management
North Carolina State University, Raleigh, NC
Dissertation: Spatial understanding of themed touring routes through wine trails
- 2008 -2010** **M.S.** Sustainable tourism
Department of Parks, Recreation and Tourism
University of Missouri, Columbia, MO
Thesis: Motivation and sensation seeking behind recreational storm chasers
- 2004 -2008** **B.A. English (specialization in tourism management)**
School of International Tourism and Hospitality Management
Dalian University of Foreign Languages, Dalian, China

PROFESSIONAL EXPERIENCE

- 2015 -Present** **Assistant Professor**. School of Hospitality, Sport, and Tourism Management,
Troy University
- 2015** **Business Analyst**, Research and Data Center,
(January- May) Suning Commerce, Palo Alto, CA
- 2014** **Teaching Technician/Lecturer**, Department of Parks, Recreation &
Tourism Management, North Carolina State University (NC State),
Raleigh, NC
- 2010 -2014** **Graduate Assistant**, Department of Parks, Recreation & Tourism Management,
NC State, Raleigh, NC
- 2008 -2010** **Research Assistant**, Department of Parks, Recreation & Tourism
University of Missouri (MU), Columbia, MO
- 2006 -2007** **Intern**, China International Travel Services*, Dalian, China
(Summer breaks) * Top travel agency in China

TEACHING EXPERIENCE

Structured Lecture Courses

- 2015 - Instructor (Fall).** School of Hospitality, Sport, Tourism Management, Troy University.
HSTM 2201 *Leisure in Society*.
HSTM 3360 *Tourism Principles*.
HSTM 3377 *Domestic and International Tourism*.
HSTM 4417 *Issues in Tourism*.
- 2014 Teaching Technician (Fall).** Department of Parks, Recreation, Tourism Management (PRTM), NC State.
PRT 266 *Introduction to Sports Management**.
PRT 380 *Analysis and Evaluation in Parks and Recreation***.
- * Use online teaching techniques and implement gamification technology for this class.
** Lead lab sessions and assist teaching for this upper level research methods class
- 2014 Lecturer (Spring).** Department of PRTM, NC State.
PRT 220 *Introduction to Commercial Recreation and Tourism Management*.
- 2012 Teaching Assistant (Fall).** Department of PRTM, NC State.
PRT 451 *Principles of Recreation Planning and Facility Development*.

Guest Lectures (Underlined denotes lectures delivered outside my home institution)

- 2014** “Tourism Attractions, Events & Recreation”. Commercial Recreation and Tourism Management (PRT 220). Department of PRTM, NC State. September 30.
- 2013** “The Social Functions and Benefits of Community Recreation”. Commercial Recreation and Tourism (PRT 220). Department of PRTM, NC State. July 19.
- 2012** “Travel and Tourism”. Supervision and Management in Recreation and Sports (RECR 3500). Department of Physical Education and Recreation, North Carolina Central University. November 6 and 15.
- 2012** “Niche Tourism”. Introduction to Parks, Recreation, and Tourism (PRT 152)*. Department of PRTM, NC State. October 25; April 10.
* Lecture given to a class of over 100 students.
- 2012** “Pricing”. Services, Facilities, and Events Marketing (PRT 407). Department of Parks, Recreation & Tourism Management, NC State. October 17.

- 2012** “Niche Tourism”. Introduction to Parks, Recreation, and Tourism (PRT 152)*. Department of Parks, Recreation & Tourism Management, NC State. October 25; April 10. * Lecture given to a class of over 100 students.
- 2012** “Tourism Planning and Development: Research”. Commercial Recreation and Tourism Management (PRT 220). Department of Parks, Recreation & Tourism Management, NC State. March 19.
- 2011** “Tourism”. Introduction to Parks, Recreation, and Tourism (PRT 152). Department of Parks, Recreation & Tourism Management, NC State. April 5.
- 2010** “What is Tourism”. Introduction to Parks, Recreation, and Tourism (PRT 152). Department of Parks, Recreation & Tourism Management, NC State. Nov. 18.

PUBLICATIONS

Refereed Journal Articles

Published

Xu, S., Leung, Y. F., & Barbieri, C. (Accepted). Characterizing themed touring routes: A geospatial and tourism evaluation of wine trails. *Tourism Planning and Development*.

Barbieri, C., **Xu, S.**, Arroyo, G., & Rich, S. (Accepted). Agritourism, farm visit, or...? Assessing label preferences for farm recreation. *Journal of Travel Research*.

Xu, S., Barbieri, C., Wilhelm Stanis, S., & Market, P. (2012). Sensation seeking behind recreational storm chasers. *International Journal of Tourism Research*, 14(3), 269-284.

Smith, C., Santucci, D., **Xu, S.**, Cox, A., & Henderson, K. (2012). “I Love my job, but...:” A narrative analysis of women’s perceptions of their careers in parks and recreation. *Journal of Leisure Research*, 44(1), 52-69.

In Review

Xu, S., Kelly, K., Harrolle, M. G. & Rich, S. R. Economic impact and recreational tourism impact of summer residential camps: A case study of Western North Carolina. *Journal of Outdoor Recreation and Tourism*. In second revision.

Xu, S., Barbieri, C., Anderson, D., Leung, Y. F., & Rich, S. R. Residents’ attitudes toward wine trails. *Journal of Travel Research*. In second revision.

In Progress

Xu, S., Barbieri, C., Seekamp, E., & Leung, Y. F. Wine tourism social capital: Perceptions from residents along wine trails.

Barbieri, C., Gu, M., Li, J., & **Xu, S.** Dissecting Agritourism in China & the U.S.: Similar Ontology, Different Structure (or practice?)

Refereed Conference Proceedings

Xu, S., Barbieri, C., & Leung, Y. F. (2014). Wine Tourism Related Social Capital: Perceptions from Residents along Wine Trails in North Carolina. Proceedings of 45th Annual International Conference of Travel and Tourism Research Association (TTRA). Bruges, Belgium.

Xu, S., Rich, S. R., Harrolle, M., & Kelley, K. (2012). Impact of Summer Residential Camps on Tourism System. Proceedings of 43rd International Conference of TTRA, Virginia Beach, VA.

Arroyo, C., **Xu, S.**, Barbieri, C., & Rich, S. R. (2012). A Comparison of Agritourism Understanding among Consumers, Providers, and Extension Agents. Proceedings of 43rd International Conference of TTRA, Virginia Beach, VA.

Xu, S., Barbieri, C., Wilhelm Stanis, S. A., & Chen, J. (2010). Motivations and Sensation Seeking Characteristics of Recreational Storm Chasers. In: Fisher, C.L. and Watts, C.E., eds. Proceedings of 2010 Northeastern Recreation Research Symposium. General Technical Report NRS-P-94. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station: 23-29.

Chen, J., Wilhelm Stanis, S. A., Barbieri, C., & **Xu, S.** (2010). An Application of Importance-Performance Analysis of Recreational Storm Chasing. In: Fisher, C.L. and Watts, C.E., eds. Proceedings of 2010 Northeastern Recreation Research Symposium. General Technical Report NRS-P-94. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station: 45-51.

Industry and Technical Reports

Rich, S. R., & **Xu, S.** (2012). Lake Nantahala User Assessment Survey. Report prepared for Lake Nantahala Advocacy Group.

Xu, S., & Rich, S. R. (2012). Agritourism in North Carolina: 2011 Survey Results. Report prepared for the Agritourism Office, North Carolina Department of Agriculture & Consumer Services (NCDA & CS), and the North Carolina Agritourism Association (NCANA).

Xu, S., & Rich, S. R. (2012). Agritourism in North Carolina: Comparison Reports of 2005 and 2011 Survey Results. Report prepared for NCDA & CS, and NCANA.

Rich, S. R., Tomas, S., & **Xu, S.** (2011). Agritourism in North Carolina: Visitor and Farmer Survey Results. Prepared seven reports for the Southern Region Sustainable Agriculture Research and Education. * One general report and six individual farm reports.

Harrolle, M. G., Rich, S. R., Rascher, D., **Xu, S.**, King, M., & Supak, S. (2011). Economic Impact Study of Organized Youth Camps in Western North Carolina. Report prepared for the North Carolina Youth Camp Association.

Barbieri, C., Wilhelm Stanis, S., **Xu, S.**, & Chen, J. (2010). Profiling the Recreational Storm Chasers. Report prepared for partnering agencies.

Extension Publications

Xu, S., Barbieri, C., Rich, S. R., Seekamp, E., Morais, D., & Lambert, B. (In press). How Beneficial is Agritourism? Insights from North Carolina Farmers and Residents. North Carolina Cooperative Extension Service (NCCES), NC State, Raleigh, NC.

Xu, S., & Rich, S. R. (2012). Agritourism in North Carolina: Comparison Report of 2005 and 2011 Survey Results. NCCES, NC State, Raleigh, NC.

Xu, S., & Rich, S. R. (2012). Agritourism in North Carolina: Summary of Pilot Study Results. Agricultural Publication AG-760-W. NCCES, NC State, Raleigh, NC.

Rich, S. R., **Xu, S.**, Barbieri, C., & Arroyo, G. (2012). Agritourism, Farm Visits, Agro- Tourism, Oh My! Do Farmers, Residents and Extension Faculty Speak the Same Language? NCCES, NC State, Raleigh, NC.

CONFERENCE PRESENTATIONS

Oral Presentations

Barbieri, C., & **Xu, S.** (2015). Residents' Perceptions of the Contributions of Local Wineries. 46th Annual International Conference of Travel and Tourism Research Association (TTRA). Portland (OR); June 15-17.

Gu, M., Li, J., Shu, S., **Xu, S.**, & Barbieri, C. (2015). An examination of the agritourism ontology between China and the United States. 27th Northeastern Recreation Research Symposium (NERR). Annapolis (MD); April, 12-16.

Xu, S., Barbieri, C. & Leung, Y. F. (2014). Wine Tourism Related Social Capital: Perceptions from Residents along Wine Trails in North Carolina. 45th Annual International Conference of Travel and Tourism Research Association (TTRA). Bruges, (Belgium); June 18-20.

Xu, S., Barbieri, C. & Leung, Y. F. (2014). Residents' Attitudes toward Wine Trails: The Case of Haw River. 26th Northeastern Recreation Research Symposium (NERR). Cooperstown (NY); April 6-8.

Xu, S., Barbieri, C. & Leung, Y. F. (2013). Themed Touring Routes: Residents' Perceived Benefits of Wine Trails in North Carolina. Students' Symposium, 44th Annual International Conference of TTRA. Kansas City (MO); June 21-23.

Arroyo, C., **Xu, S.**, Barbieri, C. & Rich, S. R. (2012). A Comparison of Agritourism Understanding among Consumers, Providers, and Extension Agents. 43rd Annual International Conference of Travel and Tourism Research Association (TTRA). Virginia Beach (VA); June 17-19.

Xu, S., Kelley, K., Harrolle, M., & Rich, S. R. (2012). Residential Summer Camp Impacts on Local Recreation in Western North Carolina. 34th Annual Southeastern Recreation Research (SERR) conference. Auburn (AL); February 26-28.

Smith, C., Santucci, D., **Xu, S.**, Cox, A., & Henderson, K. (2011). Women's Perceptions of Careers and Expectations in Parks and Recreation. Leisure Research Symposium, National Recreation and Park Association (NRPA) congress. Atlanta (GA); November 1-3.

Xu, S., Barbieri, C., & Wilhelm Stanis, S.A. (2010). Motivations and Sensation Seeking Characteristics of Recreational Storm Chasers. 22nd Northeastern Recreation Research Symposium (NERR). The Sagamore Resort, Bolton Landing (NY); April 11-13.

Poster Presentations

Xu, S., Barbieri, C., & Leung, Y. F. (2013). Themed Touring Routes: A Geospatial Tourism Typology of Wine Trails in North Carolina. 25th Northeastern Recreation Research Symposium (NERR). Cooperstown (NY); April 7-9.

Xu, S., Rich, S. R., Harrolle, M., & Kelley, K. (2012). Impact of Summer Residential Camps on the Tourism System. 43rd Annual International Conference of Travel and Tourism Research Association (TTRA). Virginia Beach (VA); June 17-19.

Xu, S., Rich, S. R., Harrolle, M., & Kelley, K. (2012). Impact of Summer Residential Camps on the Tourism System. North Carolina State University Graduate Research Symposium. Raleigh (NC); March 20.

Rich, S. R., Harrolle, M., **Xu, S.**, & Kelley, K. (2012). Communicating the Positive Impacts of Camps: Marketing Implications. American Camp Association (ACA) National conference. Atlanta (GA); February 21-24.

Harrolle, M., Rich, S. R., **Xu, S.**, & Kelley, K. (2012). Economic Impact of Camps: Case Study of Western North Carolina. American Camp Association (ACA) National conference. Atlanta (GA); February 21-24.

Kelley, K., Harrolle, M., Rich, S. R., & **Xu, S.** (2012). Parent Perceptions of the Benefits of Camp: Relevance to the Camp Community. American Camp Association (ACA) National conference. Atlanta (GA); February 21-24.

Xu, S., Barbieri, C., Wilhelm Stanis, S., & Chen, J. (2011). Profiling Characteristics of Recreational Storm Chasers for Future Marketing. Southeast States Chapter of Travel and Tourism Research Association. Destin (FL); March 28-29.

Xu, S., Barbieri, C., Wilhelm Stanis, S., & Market, P. (2011). Motivations and Sensation Seeking Characteristics of Recreational Storm Chasers. North Carolina State University Graduate Research Symposium. Raleigh (NC); March 21.

Xu, S., Barbieri, C., Wilhelm Stanis, S., & Market, P. (2010). Understanding the Social Dimension of Recreational Storm Chasing through Participants' Motivations and Sensation Seeking Traits. 35th National Weather Association Annual Meeting. Tucson (AZ); October 2-7.

GRANT ACTIVITY

Moss International Travel Grant (March, 2014). Graduate school, NCSU. Funded.

Travel Grant (March, 2012). University Graduate Students Association, NCSU. Funded.

Student Scholarship (March, 2011). Southeast Chapter of TTRA (SETTRA). Funded.

Vietnam National University (March, 2013). Assessing Cultural Heritage of Dong Van Karst Plateau Geopark: Using Spatial and Photovoice Approaches. Co-PI: Dr. Morgan, University of Missouri. Not funded.

Tourism Cares Graduate Academic Scholarship (April, 2013). Understanding Themed Touring Routes: A Geospatial-Tourism Typology of Wine Trails. Not funded.

SETTRA Research Grant (February, 2012). Developing Spatial Understanding of Social Capital along Themed Linear Tourism Attractions. Not funded.

SERVICE

Professional and Academic Service

Editorial Review Board. *E-Review of Tourism Research*. May 2015 – Present.

Reviewer. *Illuminare**. 2010 – Present.

* Refereed student academic journal in recreation, parks, and leisure services, Indiana University.

Reviewer. Proceedings of 26th Northeastern Recreation Research Symposium (NERR). Cooperstown, NY. June, 2014

Reviewer. National Extension Tourism conference. November 2010.

Institutional Service

Guest lecturer. “Agritourism: One form of farm entrepreneurial diversification”. Honduras delegation from National University of Agriculture. Forestry and Environmental Resources International Program, , NC State. October 2012.

Interpreter. Visiting Chinese delegation. Office of International Students, Office of Undergraduate Admissions, NC State. May 2011.

Guest lecturer. “Tourism in China”. ENCORE Program, NC State. Invited two hour presentation for (NC State retired faculty/staff). March 2011.

Interpreter. Visiting Chinese Government Tourism Officials Delegation. Asian Affairs Center - Missouri International Training Institute. American Tourism Administration Program, MU. November 2008.

HONORS & CERTIFICATES

Co-president. Department Graduate Student Association (PRTM GSA), NCSU. May 2012 – May 2014.

Recipient. University Graduate Research Fellowship. Graduate school, NCSU. August, 2010.

Member. The Parks, Recreation and Tourism Rho Phi Lambda Honorary. May 2010.

Recipient. Graduate Certificate in Geographic Information Science. NCSU. November 2013.

PROFESSIONAL ORGANIZATION MEMBERSHIP

Travel and Tourism Research Association (TTRA) 2011 – Present

National Recreation and Parks Association (NRPA) 2011, 2014