###### (Melody)Yu-Hua XU, M.S.

Ph.D. Student, Research Assistant

Tourism Crisis Management Initiative

Dept. of Tourism, Recreation & Sport Management

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| **Education** |

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| **Ph.D. Student, University of Florida, USA** | **May 2020 (expected)** | |
| Specialization in Tourism  Chair: Lori Pennington-Gray, Ph.D. |  | |
| **M.S., Beijing Sport University, China** | **June 2016** | |
| Specialization: Sport Economy and Management  Thesis: Studyon the Operation Status of Chinese Winter Sport Field  Chair: Xian-peng Lin, Ph.D. |  | |
| **B.A.,** **Beijing Sport University, China** | **June 2013** | |
| Major: Sport Management  Thesis: Study on the Anti-Ambush Marketing in Li-Ning Company’s Sponsorship of Chinese Basketball Association League  Chair: Shu-hong Xiao, Ph.D. |  | |
| **Honours and Awards** | | |

**Research Awards**

* Best Graduate Colloquium Paper (Sponsored by Tourism Review International) Award. The Travel and Tourism Research Association (TTRA) 48th Annual Conference, Quebec City, Canada (with Dr. Lori Pennington-Gray and Dr. Jin-won Kim), 2017.
* Second prize award. The 8th Challenge Cup Capital College Students Extracurricular Science and Technology Academic Works Competition.National Ministry of Education, Beijing, China, 2015

**Fellowships & Scholarships**

* UF College of Health & Human Performance Graduate School Fellowship, 2016-2022
* Bill Sims Scholarship, UF College of Health & Human Performance, 2018
* Florida Facility Managers Association (FFMA) College Scholarship, 2017
* The National Scholarship for Graduate Students, 2015
* The Second Prize Scholarship of Beijing Sport University, 2012
* The Third Prize Scholarship of Beijing Sport University, 2011
* The First Prize Scholarship of Beijing Sport University, 2010

**Other Honors**

* Certificates of Excellence, UF International Student Achievement Award, Gainesville, Florida, U.S., 2018
* Graduation with honor: Graduate Award of Beijing, China, 2013
* “Outstanding Graduate" of Beijing Sport University, 2013, 2014, 2015
* “Outstanding Student" of Beijing Sport University, 2010, 2011, 2012
* “Top Ten Chairman of Student Association” Beijing Sport University, 2010-2011
* 3rd prize of the National English Contest for College Students, Beijing, China, 2010
* 1st prize, English Speech Contest of Beijing Sport University, 2010

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| **Publications** |

**Refereed Journal Articles**

1. **Xu, Yu-Hua,** Lori Pennington-Gray, and Jinwon Kim. "The Sharing Economy: A Geographically Weighted Regression Approach to Examine Crime and the Shared Lodging Sector." *Journal of Travel Research* 0(0):0047287518797197.doi: 10.1177/0047287518797197. *(SSCI)*
2. **Xu, Y.**, Lin, X.P. Research on the Sustainability Management of Winter Olympics: International Experience and Revelation to China’s Preparation for 2022 Winter Olympic Games. *Journal of Beijing Sport University*, *2016,01:13-19. (CSSCI)*
3. **Xu, Y.** Analysis on the Potential of Production Value of Chinese Sport Industry: Based on Regression Model, *Sport, 2015,* *13:137-138+135.*
4. **Xu, Y.** Study on college students' fitness consumption motivations. *Science & Technology of Stationery & Sporting Goods, 2014, 24:27-28.*

**Technical Report**

1. Lin, X.P., **Xu, Y.H.**, Xu, H.B., (2017). Industrial Report for the China Winter Sport Development. *Prepared for China General Administration of Sports*.
2. Lin, X.P., **Xu, Y.H.**, Xu, H.B., Qiu, Z.Y. (2016). Industrial Report for the China Winter Sport Development. *Prepared for China General Administration of Sports.*

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| **Presentations** |

**Professional Presentations**

1. **Xu, Y.H.**, Pennington-Gray, L. The Role of Sharing Economy in Building Tourism Destination Resilience. *Visual Presentation, 4th World Research Summit for Tourism and Hospitality,* Orlando, U.S.
2. **Xu, Y.H.**, Kim, J., & Pennington-Gray, L. Exploring the Spatial Relationships between Airbnb Industry and Crimes in Florida. *Oral Presentation, 48th Travel and Tourism Research International Conference,* Quebec, Canada.
3. **Xu, Y.H.**, Zhou, R. (2015). Study on the Operation Model of China’s Ski Resort. *Oral Presentation, Oral Presentation, 2015 ISSA World Congress of Sociology of Sport.* Paris, France.
4. Zhou, R., **Xu, Y.H.** (2015). Study on the Public Service Network for Sport Facilities in China. *Oral Presentation,* *2015 ISSA World Congress of Sociology of Sport.* Paris, France.
5. **Xu, Y.H.** (Nov.2014) From Theory to Practice: An Overview on Winter Olympic Sustainable Management, *Oral Presentation, Chiayi International Sport Industry Forum.* Chiayi, Taiwan.
6. **Xu, Y.H.**, Zhou, R.(Aug.2014). Factors Impact Chinese College Students’ Consuming Intention on Participative Sport. *Oral Presentation, 2014 Incheon Asian Games International Sport Science Congress.* Incheon, Korea.
7. Zhou, R., **Xu, Y.H.** (Aug.2014). Study on the Alienation Phenomenon of Competitive Sports in China. *Oral Presentation, 2014 Incheon Asian Games International Sport Science Congress.* Incheon, Korea.
8. **Xu, Y.H.**(Nov.2015). Study on the Impact Factors of Domestic Ski Fields’ Operational Effectiveness. *Visual Presentation, the 10th National Sport Science Conference.* Hangzhou, China.
9. **Xu, Y.H.**, Kim, J., & Pennington-Gray, L. (Apr. 2017). Effect of Crime on Home-sharing Business. *Visual presentation, the 1st UF graduate symposium*. University of Florida, Gainesville, USA.
10. **Xu, Y.H.**, Pennington-Gray, L. (Apr.2018). Trusted Source and Retweet Behavior of the NYC Marathon Attack and Hawaii False Alarm. *Visual presentation, College of Health and Human Performance Student Research Poster Session*. University of Florida, Gainesville, USA.

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| **Contracts and Grants** |

**Funded Research**

1. Xu, Y.H. (PI), Wang, Q.L. (CO-PI), Ai, X.Y. (CO-PI), “Dream of Elites” Freshmen Transitional Education Project (National college students' innovative entrepreneurial training project). *National Ministry of Education*. Total funding: ￥40,000. (2012-2013)
2. Lin, X.P.(PI), **Xu, Y.H.(CO-PI),** Kang, L. (Project Coordinator), Winter Sport Fields Spatial Distribution and Development, *China General Administration of Sports*, Total funding: ￥60,000. (2015)
3. Lin, X.P.(PI), Xu, H.B. (CO-PI), **Xu, Y.H.(CO-PI)**, Report on the Development of Ice and Snow Industry, *Beijing Sport University,* Total funding: ￥50,000. (2015)
4. Lin, X.P. (PI), Wang, R.Z. Xu, Y.H. (CO-PI) (Project Coordinator), Master Plan of Sports, Culture, Science and Technology Park of Beijing Sport University. *Beijing Sport University*, Total funding: ￥40, 000. (2013-2014)
5. Lin, X.P.(PI), Min, W.Y.(CO-PI), **Xu, Y.H. (Project Coordinator)**, The 13th Five-Year Development Plan for Ice and Snow Industry in Beijing, *Beijing Sport Bureau,* Total funding: ￥70,000 (2015)
6. Chen, J. (PI), Lin, X. P. (CO-PI), Xu, Y.H. (Project Coordinator), Biding and Hosting 2022 Winter Olympic Games: Economy Impacts and Sustainable Development of Beijing and Zhangjiakou City. *Beijing Reformation and Development Institute*, Total funding: ￥40,000. (2014)
7. Lin, X.P.(PI), **Xu, Y.H. (Project Coordinator)**. Sport-For-All Project Master Plan for Wansheng District, Chongqing Province, Chongqing *Sport Bureau*, Total funding: ￥650,000. (2015)
8. Lin, X.P.(PI), **Xu, Y.H. (Project Coordinator)**, Sport Industry Master Plan for Ha’erbin city, *Ha’erbin Sport Bureau,* Heilongjiang Province, Total funding: ￥250,000. (2015)
9. Lin, X.P.(PI), **Xu, Y.H. (Project Coordinator)**,Sport Industry Master Plan for Dezhou city, *Dezhou* *Development and Reform Bureau,* Shandong Province, Total funding: ￥300,000. (2015)
10. Lin, X.P.(PI), **Xu, Y.H. (Project Coordinator)**,Sport Industry Master Plan for Ningjin city, *Ningjin* *Sport Bureau,* Shandong Province, Total funding: ￥250,000. (2015)
11. Lin, X.P. (PI), **Xu, Y.H. (Project Coordinator)**, Sport Industry Master Plan for Chaoyang district, *Chaoyang Sport Bureau*, Beijing Province. Total funding: ￥50,000.(2015)
12. Lin, X.P.(PI), **Xu, Y.H. (Project Coordinator)**, Sport Industry Master Plan for Miyun district, *Miyun Sports Bureau,* Beijing Province, Total funding: ￥50,000. (2015)
13. Lin, X.P. (PI), Xu, Y.H. (Project Coordinator), Master Plan for Tai Chi Sports Centre in Jiaozuo. *Jiaozuo Sports Bureau,* Henan Province. Total funding: ￥200, 000. (2014)
14. Lin, X.P.(PI), Xu, H.B. (Project Coordinator), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Golden Mountain Ridge, *Heliwansheng Investment Group,* Beijing Province, Total funding: ￥50,000. (2015)
15. Lin, X.P.(PI), Xu, H.B.(CO-PI), **Xu, Y.H. (Major Participant)**, Sport Industry Master Plan for Ningxia Province, *Ningxia* *Sport Bureau,* Total funding: ￥50,000. (2015)
16. Huang, Y.L.(PI), Lin, X.P.(CO-PI), **Xu, Y.H. (Major Participant)**, Study on the Chinese Youth Sports Development, *China General Administration of Sports*, Total funding: ￥50,000. (2014)
17. Jin, J.C. (PI), Lin, X.P. (CO-PI), Xu, Y.H. (Major Participant), Study on the Potential and Approach to the Sports Industry Development in China. *Ministry of Science and Technology of China*, Total funding: ￥50, 000. (2014)
18. Lin, X.P. (PI), Zhou, R.(CO-PI), Xu, Y.H. (Major Participant), The Construction of Public Service Network of Beijing Olympic Venues. *Beijing Olympic City Development Association*, Total funding: ￥150, 000. (2013-2014)
19. Zhang, C.P., Lin, X.P. (CO-PI), Xu, Y.H. (Major Participant), Master Plan for 2013 Chinese Billiard Championship. *Multi-ball Games Administrative Centre of General Administration of Sport of China*, Total funding: ￥20, 000. (2013)
20. Lin, X.P. (PI), Li, A.N. (CO-PI), Li Y.L. (CO-PI), Xu, Y.H. (Major Participant), Study on the Institutional Reform of Large Public Sports Venues in China. *National Social Science Foundation*, Total funding: ￥250,000. (2012-2013)
21. Lin, X.P. (PI), Xu, Y.H. (Major Participant).Master Plan for Sports Center in Yanzhou. *Yanzhou Sports Bureau,* Shandong Province. Total funding: ￥350,000. (2012)
22. Lin, X.P. (PI), Xu, Y.H. (Major Participant), Study on the Operation Status of Large Public Sports Venues in China. *China General Administration of Sports*, Total funding: ￥300,000. (2012)

**Summary of Grant Funding (2012-present)**

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| **Role** | **Total (￥)** |
| Principal Investigator | 40,000($6,154) |
| Co-Principal Investigator | 150,000($9,230) |
| Project Coordinator | 2,210,000($340,000) |
| Major Participant | 920,000($46,153) |
| **Total** | **3,320,000 ($510,769)** |

**Submitted, Not Funded Research**

1. Pennington-Gray, L. (PI), **Xu, Y.H. (CO-PI),** Kim, J. (CO-PI) (2017). *Effects of crime on shadow lodging sector*. Submitted to American Hotel & Lodging Educational Foundation (AH&LEF) Research Grant, Washington, DC. Total funding requested: $16,636.

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| **Teaching Experience** |

**Guest Lecture**

Department of Tourism, Recreation and Sport Management, University of Florida, July 26, 2017

* Beijing Union University Summer Study Tour
* Topic: *Nature-based Tourism*

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| **University Service** |

**University of Florida**

Visiting Scholar Coordinator 2016-present

Department of Tourism, Recreation and Sport Management

* Assist incoming visiting scholars in applying to TRSM program and acclimating to the department.

**Beijing Sport University**

Research Mentor 2013-2015

College of Management, Sport Industry Information Practice Program

* Mentor undergraduate and graduate students to collect, analysis and apply information in sport industry. Facilitate student research team and advise them in participating research projects.

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| **Professional Membership and Service Position** |

**Professional Membership**

Student Member 2016-present

Travel and Tourism Research Association (TTRA)

Student Member 2014-2018

China Sport Science Society

Student Member 2015-2016

International Sociology of Sport Association (ISSA)

**Professional Service Positions**

Student Volunteer 2016-present

Travel and Tourism Research Association (TTRA)

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| **Work Experience** |

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| **Dept. of Tourism, Recreation & Sport Management, College of Health and Human Performance *Research Assistant*,** (08/2016-07/2020) |
| * Duties: Assist in departmental research work, participate in research projects. |
| **China Winter Sport Administration Center, *Olympic Program Intern***(11/2014-02/2015) |
| * Duties: Implement the National Census of Chinese Winter Sports Stadium, foreign affairs, organize sport-for-all activities. * Achievements: Contributed to the *Report of Chinese Winter Sport Development* in data analysis. |
| **Bo Ao Union International Sport Business Co., Ltd., *Commerce Dept., Intern*** (10/2012-01/2013) |
| * Duties: Market investigation, business plan, business promotion. * Achievements: Drew the promotion plan of “Chinese soccer music selection” activity, conduct investigation on CSL youth training center. |
| **Beijing Wan Xiang Shi Da Sport Communication Co., Ltd, *Intern*** (04/2012-07/2012) |
| * Duties: Compile media impact report on sponsorships activities, make sponsorship business plan, translation. * Achievements: Provide marketing advisory for Mao Tai PLC., Dentsu Inc., etc. |
| **Li Ning (China) Co., Ltd, *Sport Events Sponsorship Dept., Intern*** (10/2012-03/2012） |
| * Duties: Customer tracking survey, sponsored product designing, translation and interpretation. * Achievements: Fully participated in CBA 2012-2013 league sponsorship project, contribute to Chinese NBL, WCBA, CUBA project. |
| **China Zheshang Bank (CZB), *Beijing Branch Finance Dept., Intern***（07/2012-09/2012） |
| * Duties: Due diligence investigation, managing customer documents and account statement, customer service, translation. * Achievements: Assisted in international procurement loan contract amount to￥50,000,000. |
| **Microcells Co., Ltd, Beijing Agency, *Accountant/Project Assistant***（12/2010-07/2011） |
| * Duties: Budgeting, accounting, document translation, business negotiation * Achievements: Assist to establish the Chinese branch in Beijing. |