

Hui "Jimmy" Xie, Ph.D  
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## EDUCATION

- 2011 **Ph. D. in Recreation, Park, and Tourism Management**  
Minor in Hotel Restaurant and Institutional Management  
The Pennsylvania State University, University Park, PA
- 2005 **M. S. in Human Geography**  
Sun Yat-Sen University, Guangzhou, China
- 2002 **B. S. in Economic Geography**  
Sun Yat-Sen University, Guangzhou, China

## ACADEMIC EXPERIENCE

- 08/2011 – Present **California State University, Northridge**  
Assistant Professor, Department of Recreation and Tourism Management
- 01/2010 – 05/2011 **The Pennsylvania State University**  
Graduate Assistant, Schreyer Institute for Teaching Excellence
- 08/2005 – 12/2009 **The Pennsylvania State University**  
Graduate Assistant/Instructor, Department of Recreation Park and  
Tourism Management

## COURSES TAUGHT

- RPTM 410 Marketing of Recreation Services (Undergraduate Core, PSU)
- RTM 303 Promotion of Recreation Experiences (Undergraduate Core, CSUN)
- RTM 403 Evaluation Research in Recreation and Human Services (Undergraduate Core, CSUN)
- RTM 396 Meetings and Conventions (Undergraduate Elective CSUN)
- RTM 684 Advanced Research Methods and Design (Graduate Core, CSUN)
- RTM 550 Marketing and Promotion for Sports and Tourism (Graduate Core, CSUN)

## GRANTS & AWARDS

Holland America Line-Westours, Inc. Research Grant (2008); PI: Hui "Jimmy" Xie  
*American Society for Travel Agents/Tourism Cares*

TTRA Conference Best Illustrated Paper Award (2008)  
*Travel and Tourism Research Association*

Herberta M. Lundegren Graduate Scholarship (2008)  
*Department of Recreation Park and Tourism Management, PSU*

Graham Fellowship (2005 – 2006)  
*Department of Recreation Park and Tourism Management, PSU*

National Registration Graduate Scholarship (2002 – 2005)  
*Sun Yat-Sen University, China*

## EDITORIAL SERVICES

**Reviewer:** *Journal of Hospitality Marketing and Management*

## PUBLICATIONS

### Peer-Reviewed Journal Articles

1. **Xie, H.**, Kerstetter, D. L., & Mattila, A. S., Buzinde, C., & Morais, D. (In press). Information usefulness vs. ease of use: Which makes a destination website more persuasive? *Tourism Analysis*.
2. **Xie, H.**, Kerstetter, D. L., & Mattila, A. S. (2012). The attributes of a cruise ship that influence the decision making of cruisers and potential cruisers. *International Journal of Hospitality Management*, 31, 152-159.
3. **Xie, H.**, Miao, L., Kuo, P., & Lee, B. (2011). Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition. *International Journal of Hospitality Management*, 30, 178-183.
4. **Xie, H.**, Costa, C. A., Morais, D. B. (2008). Gender differences in rural tourists' motivation and activity participation. *Journal of Hospitality Marketing and Management*, 16, 368-384.

### Referred Journal Articles under Review

1. **Xie, H.**, Bao, J., & Kerstetter, D. L. Natives and Non-Natives: Do They Care about the Same Things in Tourism Development? *International Journal of Tourism Research*

### Working Papers

1. **Xie, H.**, Kerstetter, D. L., & Mattila, A. S. Examining the effect of temporal distance on attribute importance in pre-purchase cruise evaluation.  
Target Journal: *Journal of Travel Research*
2. **Xie, H.**, Mattila, A. S., Kerstetter, D. L. Rating or number of raters? Examining consumers' inter-temporal risk taking in the context of online hotel choice.  
Target Journal: *International Journal of Contemporary Hospitality Management*
3. **Xie, H.**, Kerstetter, D. L. Market segmentation within first-time and repeated cruisers.  
Target journal: *Journal of Travel and Tourism Marketing*

### Research in Progress

1. Lee, C. H., & **Xie, H.** Identity-based information processing of online reviews.  
Status: Data collection.
2. **Xie, H.**, & Lee, C. H. Examining service providers' responses to customer online reviews.  
Status: Data collection.

### Peer-Reviewed Conference Proceedings

1. Lee, C. H., & **Xie, H.** (2012). The power of "we": The effect of social identity on consumers' processing of online hotel reviews. *Proceedings of the 2012 International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference*, Providence, RI. (Poster)
2. **Xie, H.**, Mattila, A. S., & Kerstetter, D. L. (2011). Use of alignable and nonalignable attributes in decision making: The role of between-alternatives heterogeneity. *Proceedings of the 16<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Huston, TX.
3. **Xie, H.**, Kerstetter, D. L., & Mattila, A. S. (2010). The importance of onboard features in cruise decision making: A comparison between cruisers and potential cruisers. *Proceedings of 2010 Travel and Tourism Research Association (TTRA) Conference*, San Antonio, TX.
4. **Xie, H.**, Kerstetter, D. L., & Bao, J. (2010). Natives and non-natives: Do they care about the same thing in tourism development? *Proceedings of 2010 Travel and Tourism Research Association (TTRA) Conference*, San Antonio, TX.
5. **Xie, H.**, Mattila, A. S., Kerstetter, D. L. (2010). Rating or number of raters? Examining consumers' inter-temporal risk taking in online hotel choice. *Proceedings of the 15<sup>th</sup> Annual Graduate Student Research Conference in Hospitality and Tourism*, Washington DC.

6. **Xie, H.**, Graefe, A., & Kerstetter, D. L. (2008). Exploring crowding peaks' effects on global perception of crowding. *Proceedings of the 2008 National Recreation and Park Association (NRPA) Leisure Research Symposium*, Baltimore, MD.
7. Miao L., Lee, B., Kuo, P., **Xie, H.** (2007). "Word of Mouse" from strangers: Consumers' sense making of online travelers' review. *Proceedings of the 2007 International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference*, Dallas, TX.
8. **Xie, H.**, Morais, D. B., Kerstetter, D. L., & Mattila, A. S. (2006). Understanding customer loyalty development from a cross-cultural perspective. *Proceedings of the 2006 NRPA Leisure Research Symposium*, Seattle, WA.

### **STUDENT ADVISING AND COMPREHENSIVE EXAMS**

- Graduate Student Comprehensive Exam Committee (CSUN)
  1. Cizarina Martinez (Chair, Fall 2011)
  2. Matthew Bergman (Member, Fall 2011)
  3. Jessica Chang (Member, Spring 2012)
  4. Yanfeng Li (Member, Spring 2012)
  5. Hsin-Chia Chen (Member, Spring 2012)
  6. Leon Tsoi (Member, Spring 2012)
  7. Kuofeng Wu (Member, Spring 2012)
  8. Bao Ta (Member, Spring 2012)
  9. Hao Li (Member, Spring 2012)
- Undergraduate Student Advising (CSUN)
  - Fall 2011
    1. Darnesa Morris
    2. Ashley Dotson
    3. Heather Urban
    4. Alejandra Casillas
    5. Erik Morse
    6. Alex B.
    7. Julie Byrd
    8. Talin V.
    9. Pedro Bernadino
  - Spring 2012
    1. Adriana Smith
    2. Adrianna Romero

### **RESEARCH AND CONSULTING PROJECTS**

#### Principle Investigator

1. Product attributes and temporal distance: What is their role in the pre-purchase stage of

the cruise vacation decision?

Research Member

2. Huangshan Tourism Master Planning
3. Research on Central Pennsylvania Visitor Behavior and Marketing Effectiveness
4. Southern Alleghenies Tourism Market Research
5. Southern Alleghenies Website Effectiveness Study
6. Marketing Research for Potter County Resort
7. The Merced Wild & Scenic River Study
8. Yuba Bear / Drum Spaulding Recreation Flow Project
9. Tacoma-Ames Hydroelectric Relicensing
10. PG&E DeSabra Centerville Hydroelectric Relicensing
11. Research on Garden Hotel Image Reconstruction
12. Impact of the Tsunami on Chinese Outbound Tourism
13. Residents' Attitude toward W. Kowloon Cultural District Project
14. Research on China Outbound Tourism Policy
15. Ganzhou Tourism Master Planning
16. Research on Development of Southern Peach Garden Resort
17. Strategic Planning for Seven Star Rock Resort
18. Chishui Tourism Master Planning

**TECHINICAL REPORTS**

1. **Xie, H.**, Kerstetter, D. L., & Mattila, A. S. (2011). Product attributes and temporal distance: what is their role in the pre-purchase cruise evaluation? Report submitted to Tourism Cares and the American Society of Travel Agents.
2. Kerstetter, D. L., **Xie, H.**, & Kim, J. (2010). *Individuals' response to a sample of 2009/2010 advertisements promoting Central Pennsylvania*. Report submitted to Central Pennsylvania Convention and Visitors Bureau, Pennsylvania, USA.
3. Bricker, K. S., Kerstetter, D. L., & **Xie, H.** (2009). *Merced Wild and Scenic River Ferguson Slide recreation survey report*. Report submitted to the Department of Transportation, California, USA.
4. Kerstetter, D. L., & **Xie, H.** (2009). *The Alleghenies tourism market research*. Report submitted to the Southern Alleghenies Planning and Development Commission, Pennsylvania, USA.
5. Kerstetter, D. L., & **Xie, H.** (2009). *A profile of summer visitors to The Alleghenies*. Report submitted to the Southern Alleghenies Planning and Development Commission, Pennsylvania, USA.

6. Kerstetter, D. L., & **Xie, H.** (2008). *The Alleghenies website effectiveness study*. Report submitted to the Southern Alleghenies Planning and Development Commission, Pennsylvania, USA.

### **SOFTWARE SKILLS**

*Quantitative Analysis:* SPSS, LISREL, MINITAB, NORM (Missing Value Analysis)  
*Qualitative Analysis:* NUDIST (NVivo), ANTHROPAC  
*Database Management:* ACCESS 2007, SQL  
*Text & Image Processing:* Windows Office, Adobe Acrobat, Photoshop Station  
*System:* Windows