

Prof. Xiang (Robert) Li

Biosketch



Dr. Xiang (Robert) Li is a professor, Arthur F. McGonigle Senior Fellow, and chairperson of the Department of Tourism and Hospitality Management, Temple University. He is also Director of Temple's U.S.-Asia Center for Tourism and Hospitality Research. Prof. Li's research mainly focuses on destination marketing and tourist behavior, with special emphasis on international destination branding, customer loyalty, and tourism in Asia. He has authored over 230 scientific publications, including over 60 papers/editorials published in top-tier tourism, business, leisure, and hospitality journals such as *Journal of Travel Research*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Business Research*, *Journal of Leisure Research*, *Leisure Sciences*, and *Journal of Hospitality and Tourism Research*. Prof. Li serves on the editorial boards of over fifteen journals and book series, including the *Journal of Travel Research*, *Tourism Management*, and *Journal of Hospitality and Tourism Research*. He has edited eight special issues/columns for six prestigious journals and is currently working on a special issue on "Service Innovation and Emerging Technologies in Tourism and Hospitality" for the *Cornell Hospitality Quarterly*. Prof. Li's academic work has been recognized through multiple awards, including Temple University's 2019-20 Faculty Senate Service Award (FSSA), which "recognize[s] meritorious service to the University and the Community", and the USC Educational Foundation Award for Research in Professional Schools, one of the university's "most prestigious annual prizes for research and scholarship." In 2015, he was inducted as Fellow of the International Association for China Tourism Studies. In multiple rankings, Prof. Li has been consistently listed among the world's top contributors to leading tourism journals/most cited tourism scholars (Li & Xu, 2014; McKercher, 2014; 2015; Mulet-Forteza et al., 2019; Wong et al., 2020) and one of the top five contributors to China-related tourism and hospitality research in leading journals (Bai, 2017; Bao et al., 2018).

To date, Prof. Li has conducted extensive tourism research in various areas and has been awarded over \$2.1 million in research funding. He has worked with numerous prestigious organizations, government agencies, and corporations including the World Travel & Tourism Council, United States Department of Commerce/ National Travel and Tourism Office (NTTO), Destination Canada, China's Ministry of Culture and Tourism (formerly National Tourism Administration, CNTA), the United States Travel Association, and National Tour Association as well as several destination marketing organizations and companies such as Walt Disney Parks and Resorts and Universal Studio Hollywood. His research has been cited by many American and international media outlets, such as *New York Times*, *USA Today*, *Washington Post*, *Time*, *Los Angeles Times*, *Forbes*, *The Globe and Mail (Canada)*, and *China Daily*. His project on Chinese outbound travel for the U.S. federal government and industry was described as a "landmark" and "groundbreaking" project by the industry and media. Preliminary results of the study were used at the Joint China Commission on Trade meeting in Beijing, China, Dec. 2007, in which the "China-U.S. MOU to Facilitate Outbound Tourist Group Travel from China to the United States" was signed. His 2016 edited book *Chinese Outbound Tourism 2.0* (<https://www.crcpress.com/Chinese-Outbound-Tourism-20/Li/9781771881807>) is considered "the most comprehensive book to date that is crafted to exclusively examine the Chinese outbound tourist market." Another of Prof. Li's projects on the American outbound travel market was one of the first marketing research projects CNTA commissioned to a Western university. During 2012–13, Prof. Li served on the Global Insights Advisory Council for Brand USA. He is currently a board director (2019-2022) of the Travel and Tourism Research Association (TTRA). He has held adjunct or visiting faculty appointments at universities in Australia, Hong Kong, and Mainland China. Prof. Li is also a frequent speaker at numerous international and industry conferences.

A native of Nanjing, China, Prof. Li earned his Ph.D. in Recreation, Park, and Tourism Science from Texas A&M University, College Station, Texas. Before coming to the United States, Prof. Li worked as a destination marketing, event organizing, and tourism planning specialist in the city tourism bureau of Nanjing, China for 5 years.