

## Curriculum Vitae

Liping A. Cai, Ph.D., MBA  
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### A. Brief Biography

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Professor Liping A. Cai is an *American Council on Education* Fellow (2013-14) and has been in the academia since 1993. He studies consumers in tourism and hospitality and has authored or co-authored over 310 peer-reviewed articles including 21 best paper awards received with his doctoral students. He pioneered the cooperative destination branding model for rural communities and currently leads research teams on branding, rural tourism, and emerging markets. Professor Cai's research team consists of Fulbright and other international scholars, as well as the faculty and graduate students affiliated with Purdue Tourism and Hospitality Research Center. He is the principal investigator of over 40 sponsored grants and contracts with over US\$1.2 million in public and private funding. Professor Cai is a co-editor of the book series *Bridging Tourism Theories and Practices* (vol. 1-9) and serves on four editorial boards of peer-reviewed journals.

Professor Cai received Purdue University's designation of University Faculty Scholar in 2003 and the Four-Year University and College Lifetime Achievement Award from the International Society of Travel and Tourism Educators (ISTTE) in 2009. He previously served as travel and tourism industry expert to the *World Economic Forum*, on the ISTTE board, as the senior academic advisor to Alfred P. Sloan Foundation's Travel & Tourism Industry Center. He was appointed to the Tourism Council of the State of Indiana between 2004 and 2020 and a board member of the America China Society of Indiana between 2012 and 2021. Prior to Purdue appointment in 1999, Professor Cai was the director of the Center for Economic Development through Tourism in the College of Agriculture and Home Economics of New Mexico State University. Currently, Professor Cai serves as the faculty director of global education in Purdue University's College of Health and Human Sciences. He chairs the college's Faculty Committee for International Programs and coordinates its study abroad programs enrolling about 350 students annually. He is responsible for over US\$6.5million in gift-in-kind from corporate sponsors since 2000 to support an international internship and study abroad program.

Professor Cai was born and raised in rural Jiangsu Province of China. In 1978 he became the country's first college student of tourism in today's Nanjing Institute of Tourism and Hospitality. He studied American and English literature in Nanjing Normal University and graduated in 1986. Professor Cai worked in the tourism and banking sectors of China's new economy for 10 years before he studied at Michigan State University where he received MBA in 1993. He earned his Ph.D. from Purdue University in 1996. Professor Cai resides with his family in West Lafayette, Indiana, USA.

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## **B. General Information**

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1. *Degrees:*

*PhD* Purdue University, West Lafayette, IN., Department of Hospitality and Tourism Management, 1996.

*MBA* Michigan State University, East Lansing, MI., The School of Hospitality Business, 1993.

*BA* Nanjing Normal University, Nanjing, China, Department of English Language and Literature, 1986.

*AS* Nanjing Institute of Tourism and Hospitality, Nanjing, China, Division of Service Management, 1980.

3. *Academic Appointments:*

7/2005-Present Professor and Director, Purdue Tourism and Hospitality Research Center, School of Hospitality and Tourism Management, Purdue University

1/1999-6/2005 Associate/Assistant Professor, Department of Hospitality and Tourism Management, Purdue University

7/1996-1/1999 Assistant Professor, Department of Hotel, Restaurant, and Tourism Management, College of Agriculture and Home Economics, New Mexico State University

2. *Leadership Development Experiences:*

6/2013-8/2014 Fellow in the ACE Fellows Program 2013-14 Class, Emerging Leaders Group, American Council on Education, Washington D.C.

8/2009-7/2010 CIC Fellow in the Academic Leadership Program, Committee on Institutional Cooperation, Champaign, IL

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## **C. Publications and Graduate Research**

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### ***Selected and Recent Papers in Peer-Reviewed Journals***

Qiu, S. & Cai, L. (2021). A framework of tourist behavioral investment and application to small city tourism marketing, *Asia Pacific Journal of Tourism Research*, 26(2):81-94.

Shi, J., Zhang, J., & Cai, L. A. (2021). Active learning for an introductory tourism course—a case study. *Journal of Teaching in Travel & Tourism*, 21(1):1-18.

Jieyu (Jade) Shi, Alei Fan & Liping A. Cai (2020) Leisure Mobility of Chinese Millennials, *Journal of China Tourism Research*, 16(4):527-546

Soo Yun Kim; Suh-hee Choi; Kim Jeong-Nam; Cai, Liping (2020). Dual Modes of 'Good Will Hunting': Untangling the Reputation and Relationship Correlations en route to Foreign Amity. *Public Relations Review*, 46(3): 1-11, #101922.

Cai, L., Wang, S., & Zhang, Y. (2020). Vacation travel, marital satisfaction, and subjective wellbeing: a Chinese perspective, *Journal of China Tourism Research*, 16(1):118-139.

Cai, L. & Wang, S. (2019). US Tourists' perceptions of destination China over two transformative periods, *Asia Pacific Journal of Tourism Research*, 23(3):217-230.

Qiu, S. (Charles), Cai, L., Lehto, X., Huang, Z. (Joy), Gordon, S., & Gartner, B. (2019). Reliving self-presentational concerns in rural tourism, *Annals of Tourism Research*, 74:56-67.

- Zhang, Y. & Cai, L. (2017). Land, family, and Chinese-ness: The influence of Chinese values on the study of tourism. *Tourism, Culture & Communication*, 17(4):249-257.
- Kirillova, K., Lehto, X., & Cai, L. (2017). What triggers transformative tourism experience? *Tourism Recreation Research*, 42(4):498-511.
- Wei, W., Lu, Y., Miao, L, Cai, L., & Wang, C-Y. (2017). Customer-customer interactions (CCIS) at conferences: an identity approach. *Tourism Management*, 59:154-170.
- Cai, L., Wei, W., Lu, Y., & Day, J. (2015). College students' decision-making for study abroad – anecdotes from an U.S. hospitality and tourism internship program in China. *Journal of Teaching for Travel and Tourism*, 15(1):48-73.

### **Research Awards with Graduate Students**

1. Zhang, Jianan & Cai, Liping (2020). Urban Exploration in Digital News Media: A Hybrid Text-Mining Approach. A refereed paper presented at the 39th International Society of Travel & Tourism Educators, Oct. 5-6, 2020, Virtual Zoom. **Best Paper Award**
2. Zhang, Yunzi & Cai, Liping (2019). Quality Experiences of China's Family Tourists in Bridging Tourism Theory and Practice V. 19. **Emerald Literati Award for Outstanding Author Contribution**
3. Shi, Xiaolin, Day, Jonathon, Gordon, Susan, Cai, Liping & Adler, Howard (2019). An Exploratory Study of Visitors' Motivation at a Heritage Destination: the Case of South Luogu Alley in China. *Journal of Hospitality and Tourism Insight*, 2(2). [www.emeraldinsight.com/2514-9792.htm](http://www.emeraldinsight.com/2514-9792.htm). **Emerald Literati Award, Highly Commended.**
4. Zhang, Jianan & Cai, Liping (2018). Tourism Diversity and Inclusion in U.S. Urban Planning Policies. A refereed paper presented at the 37th International Society of Travel & Tourism Educators, Oct. 14-17, 2018, Niagara Fall, USA. **Best Paper Award**
5. Qiu, Shangzhi, Cai, Liping A., Lehto, Xinran, Huang, Zhuowei, Gordon, Susan, & Gartner, William (2018). Tourism Self-presentation and Health-related Outcome. Paper presented at the 83<sup>rd</sup> Tourism Sciences Society of Korea, Feb. 12-13, 2018, Incheon, South Korea. **Best Paper Award**
6. Liu, Chunyan, Dou, Xueting, Li, Jiangfeng, & Cai, Liping A. (2017). Improving Quality of Life Through Rural Tourism: An Analysis of Government Role In China. A refereed paper presented at the 36th International Society of Travel & Tourism Educators, Oct. 14-17, 2017, Charleston, USA. **Best Paper Award**
7. Zhang, Y., Tang, H. & Cai, L. (2016). The separation of We and Others by food: An exploratory study on the culinary footprints of Chinese and Western tourists. A refereed paper presented at the 35th International Society of Travel & Tourism Educators, Oct 12-14, 2016, Hangzhou, China. **Best Paper Award**
8. Fu, X., Cai, L., & Lehto, X. (2015). A Confucian analysis of Chinese tourists' motivations. *Journal of Travel and Tourism Marketing*, 32(3): 180-198. **Martin Oppermann Memorial Best Paper of the Year Award**
9. Zhang, H., Fu, X., Cai, L.A., & Lu, L. (2014). Destination image and tourist loyalty a meta-analysis, *Tourism Management*, 40:213-223. **Emerald Literati Award – Citation of Excellence 2017** as one of the most highly cited and highly influential papers published in 2014.
10. Choi, S. & Cai, L. A. (2014). The dimensionality of relationship: International publics' perspectives towards the host nation. In *Proceedings of 3rd Hong Kong International*

Conference on Education, Psychology and (HKICEPS), 12/29-31st, 2014, Regal Airport Hotel, Hong Kong (pp. 616-626). Taipei, Taiwan: Higher Education Forum (HEF). ISBN: 978-986-87417-3-7. **Outstanding Paper**

11. Shangzhi Charles Qiu, Mimi Li, and Liping Cai (2014). Testing the Value-Attitude-Behavior Hierarchy in Tourism, presented by Yi at the 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Jan 3-5, 2014, Houston, Texas. **Best Paper Award**
12. Xiaoxiao Fu, Liping A. Cai and Xinran Y. Lehto (2013). Motivation of Chinese Tourists: A Means-End Approach. The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Jan 3-5, 2013 Seattle, Washington. **Best Paper Award**
13. Tracy (Ying) Lu, Howard Adler, Liping A. Cai, Mimi Li. Attendee Behavior in Business Event Tourism: A Holistic Approach. World Convention on Hospitality, Tourism and Event Research, May 25-28, 2013. Bangkok, Thailand. **Best Paper Award**
14. Park, O. J., Lehto, X. Y., Ismail, J. A., Cai, L. A., & Lehto, M. R. (2011). Cognitive fit effects of online customer reviews on tourists' information search. Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) Conference, June 2-5, 2011, Hong Kong, SAR. **Best Paper Award**
15. Silkes, C., Yi, S. & Cai, L. (2009). The Role of trip motivation on customer's satisfaction and behavioral intention: A rural culinary tourism perspective. Paper presented at the 28<sup>th</sup> Annual Conference of International Society of Travel and Tourism Educators, Oct. 15-17, San Antonio, TX. USA. **Best Paper Award**
16. Li, M., Cai, L., & Zhang, H. (2009). Travel motivation: A cultural analysis. Poster presented at the Conference of the Asia Pacific Council of Hotel, Restaurant, and Institutional Education, Singapore, May 28-31, 2009. **Best Poster Paper Award**
17. Zhang, J., & Cai, L. (2007). Brand Experience in Budget Hotels. *Advances in Hospitality and Tourism Research* V.12, 491-501. Presented at the Annual Conference of Graduate Education and Graduate Students Research in Hospitality and Tourism, Houston, Texas, USA, January 4 – 6, 2007. **Best Paper Award**
18. Luo, M., Feng, R. & Cai, L.A. (2005). Information Search Behaviors and Tourist Characteristics: The Internet vis-à-vis Other Information Sources. *Journal of Travel and Tourism Marketing*, 17(2/3):15-26. Recognized as the journal's "**Top 10 Most Referenced Articles Online**" for the year.
19. Yuan, J., Cai, L., Morrison, A., & Linton, S. (2004). Segmentation of Wine Festival Attendees. *New Frontiers in Tourism Research XVI*, supplement, Presented at the Annual Conference of the International Society of Travel and Tourism Educators, 2004, **Best Poster Paper Award**
20. Jang, S. & Cai, L. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Advances in Hospitality and Tourism Research*, V.7. Paper presented at the Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, , Houston, Texas, USA, 2002, **Best Paper Award**
21. Tyrrell, B., Countryman, C., Hong, G. & Cai, L. (2000). Japanese Pleasure Travelers: How Do They Differ by Their Travel Destinations? *Advances in Hospitality and Tourism Research*, V.5, 11-18. Paper presented at the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, Texas, USA, 2000, **Best Paper Award**

### ***Doctoral Dissertations – Committee Chair or Co-Chair***

1. Singe, Shweta (co-chair). Marketing Message Features and International Travel Intentions
2. Dou, Kartherine (co-chair). Affective Learning Outcomes of Short-Term Study Abroad
3. Shi, Jade (co-chair). Improving Intercultural Learning in Hospitality and Tourism Students through Curriculum Design
4. Wang, Saerom (co-chair, 2018). Encountering Exotic Cuisine on Foreign Lands; Narratives from American Travelers
5. Zhang, Yunzi (chair, 2017). The Remaking of a Global Tourist: How the Chinese Society Has Created the Chinese Tourist
6. Qiu, Charles (chair, 2017). Self-Presentation: A Link Between Tourism and Health
7. Meng, Mark (chair, 2017). Effects of Tourist Nostalgia on the Subjective Well-being
8. Liu, Jack (chair). Destination Marketing through Data Mining
9. Micheel, Amanda (co-chair). Branding of Legacy Hotels
10. Zhang, Effie (chair, 2015). Babymooners and Rural Tourism
11. Kirillova, Ksenia (co-chair, 2015). Existential Outcomes of Tourism Experience: the Role of Transformative Environment
12. Wei, Wei (co-chair, 2015). Modeling the Experiences of Customer-Customer Encounters (in Event Tourism)
13. Yi, Sangchoul (co-chair). Modeling Hospitality and Tourism Enterprises' Contribution to Community's Quality of Life: Moderating Effects of Social Capital
14. Fu, Xiaoxiao (co-chair, 2014). Framing Tourism Motivations through Confucius Lenses
15. Hamed, Al Azri (chair, 2013). Strategic Marketing for Small Businesses – Case of Oman
16. Choi, Suhhee (chair, 2011). Modeling the Branding of Places
17. Chen, Yi (co-chair, 2011). The Effects of Vacation Duration and Frequency on Travelers Subjective Well-being
18. Huang, Joy (chair, 2010). Branding for Multinational Hotel Companies – When Host Becomes Guest
19. Lu, Ying (co-chair, 2010). Image Coherence for Exhibitions and Conventions and Hosting Destinations
20. Li, Mimi (chair, 2007). Modeling Travel Motivation of Mainland Chinese Outbound Tourists
21. Zhang, Jane (co-chair, 2007). Brand Experiential Value Scales For Limited Service Hotels
22. Silkes, Carol (co-chair, 2006). Food as an Attribute of Destination Branding
23. Lin, Yi-Chin (co-chair, 2006). Food as a Theme of Cultural Tourism: Images of Food in Destination Branding
24. Siu, Amy (co-chair, 2005). Multi-Destination Choice Behavior
25. Yuan, Jessica (co-chair, 2004). A Model of Wine Tourist Behavior: A Festival Approach.