

Xinran Lehto, Ph.D.

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Academic Appointments

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| Professor <i>School of Hospitality and Tourism Management College of Health and Human Sciences, Purdue University, West Lafayette, Indiana.</i> | 2014 - Present |
| Interim Head <i>White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management College of Health and Human Sciences, Purdue University, West Lafayette, Indiana</i> | 2021 – 2022 |
| Associate Professor <i>School of Hospitality and Tourism Management, College of Consumer and Family Sciences Purdue University, West Lafayette, Indiana.</i> | 2007 - 2014 |
| Assistant Professor <i>Department of Hospitality and Tourism Management, College of Consumer and Family Sciences Purdue University, West Lafayette, Indiana.</i> | 2003 - 2007 |
| Assistant Professor <i>Department of Natural Resources, Recreation and Tourism School of Natural Resources, Colorado State University, Fort Collins, Colorado.</i> | 2000 - 2003 |

Education

Doctor of Philosophy, Department of Forestry
Purdue University, West Lafayette, Indiana

Master of Science, Department of Hospitality and Tourism Management
Purdue University, West Lafayette, Indiana

Master of Arts, Department of English Language and Literature
Peking University, Beijing, China

Bachelor of Arts, Department of English Language and Literature
Peking University, Beijing, China

Professional Affiliations

Co-Editor-in-Chief
Journal of Destination Marketing & Management (JDMM)

Associate Editor
Journal of Hospitality and Tourism Research (JHTR)

Immediate Past President
International Tourism Studies Association (ITSA)

Editorial Board Members
*Tourism Management
Journal of Travel and Tourism Marketing
Journal of Hospitality Marketing & Management
Journal of Destination Marketing & Management
Journal of Hospitality and Tourism Insights
Journal of China Tourism Research
Journal of Tourism and Hospitality*

Refereed Journal Articles

1. Hannonen, O., Quintana, T. A., & **Lehto, X. Y.** (2023). A supplier side view of digital nomadism: The case of destination Gran Canaria. *Tourism Management*, 97, 104744.
2. Guo, K., Fan, A., **Lehto, X. Y.**, & Day, J. (2023). Immersive digital tourism: the role of multisensory cues in digital museum experiences. *Journal of Hospitality & Tourism Research*, 47(6), 1017-1039.
3. Chen, J., **Lehto, X. Y.**, Lehto, M., & Day, J. (2023). Can colored sidewalk nudge city tourists to walk? An experimental study of the effect of nudges. *Tourism Management*, 95, 104683.
4. Anaya, G. J., & **Lehto, X. Y.** (2023). 'Moments to be Had': Understanding The Experience of Memorable Tourism Moments. *Tourism Management*, 95, 104674.
5. **Lehto, X. Y.**, Park, S., Mohamed, M. E., & Lehto, M. R. (2023). Traveler attitudes toward biometric data-enabled hotel services: Can risk education play a role?. *Cornell Hospitality Quarterly*, 64(1), 74-94.
6. **Lehto, X. Y.**, Kirillova, K., Wang, D., & Fu, X. (2022). Convergence of boundaries in tourism, hospitality, events, and leisure: Defining the core and knowledge structure. *Journal of Hospitality & Tourism Research*, 10963480221108667.
7. Park, S. & **Lehto, X. Y.** (2022). Automated, human, or semi-automated service in restaurants? An investigation of technology-enabled service designs and customer attribution. *International Journal of Hospitality Management*, 104, 103217.
8. Fu, X., Kirillova, K., & **Lehto, X. Y.** (2022) Travel and life: A developmental perspective on tourism consumption over the life course. *Tourism Management*, 89, 104447.
9. Anaya, J., Alei, F., & **Lehto, X. Y.** (2022). How much is too much? The impact of technology-facilitated information search effort on service experience. *Journal of Foodservice Business Research*, 1-21.
10. Anaya, G. J., Wang, S., & **Lehto, X. Y.** (2022). A Schema-based perspective to understanding hotel social media content strategy, *Journal of Quality Assurance in Hospitality & Tourism*, 21 (1), 56-88.
11. Wang, S., **Lehto, X. Y.**, Cai, L., Behnke, C., and Kirillova, K. (2021). Travelers' psychological comfort and place attachment. *Journal of Hospitality & Tourism Research*. 10963480211058474.
12. Park, S. & **Lehto, X. Y.** (2021). Understanding the opaque priority of safety measures and hotel customer choices after the COVID-19 pandemic: An application of discrete choice analysis. *Journal of Travel & Tourism Marketing*, 38 (7), 653-665.
13. Wu, W., Wu, M., Yi, L & **Lehto, X. Y.** (2021). Measuring Chinese adolescents' learning outcomes in family travel: A scale development approach. *Journal of Destination Marketing & Management*, 20, 100617.
14. Shin, H. W., Fan, A., & **Lehto, X. Y.** (2021). Peer-to-peer accommodation: A meta analysis of factors affecting customer satisfaction and loyalty. *International Journal of Tourism Research*, 23 (4), 581-596
15. Park, S., **Lehto, X. Y.**, Lehto, M. (2021). Self-service technology design for restaurants: An QFD application. *International Journal of Hospitality Management*, 92, 1-11.

16. Mohamed, M., **Lehto, X. Y.**, Hewedi, M., & Behnke, C. A. (2021). Naïve destination food images: Exploring the food images of non-visitors. *Journal of Hospitality and Tourism Management*, 47, 93-103.
17. Wu, W., Kirillova, K., & **Lehto, X.** (2021). Learning in family travel: what, how, and from whom?. *Journal of Travel & Tourism Marketing*, 38(1), 44-57.
18. Mohamed, M., Kim, D., **Lehto, X.**, Behnke, C. (2021). Destination Restaurants, Place attachment, and Future destination patronization. *Journal of Vacation Marketing*, 28 (1), 20-37. <https://doi.org/10.1177/13567667211014947>.
19. Kirillova, K., Wang, D., & **Lehto, X.** (2020). Beyond “culture”: a comparative study of forces structuring tourism consumption. *Annals of Tourism Research* 83, 102941.
20. Anaya, G.J. & **Lehto, X. Y.** (2020). Traveler-facing technology in the tourism experience: A historical perspective, *Journal of Travel and Tourism Marketing*, 37(3), 317-331.
21. **Lehto, X.**, Davari, D., & Park, S. (2020). Transforming the guest-host relationship: A convivial tourism approach. *International Journal of Tourism Cities*, 6(4), 1069-1088.
22. Mohamed, M., Hewedi, M. M., **Lehto, X.**, & Maayouf, M. (2020). Egyptian food experience of international visitors: a multidimensional approach. *International Journal of Contemporary Hospitality Management*, 23 (8), 2593-2611.
23. Wang, D., Kirillova, K. & **Lehto, X.** (2020). Tourism mobility through time in China: A developmental and holistic lens. 1-18. *Journal of Travel Research*, 59 (6), 1073–1090.
24. Wang, S. & **Lehto, X.** (2020) The Interplay of Travelers’ Psychological Distance, Language Abstraction, and Message Appeal Type in Social Media Advertising. *Journal of Travel Research*, 59 (8). 1430–1446.
25. Li, M., **Lehto, X.** & Li, H. (2020) 40 Years of Family Tourism Research: Bibliometric Analysis and Remaining Issues, *Journal of China Tourism Research*, 16(1), 1-22. DOI: 10.1080/19388160.2020.1733337.
26. **Lehto, X.**, Fu, X., Kirillova, K. & Bi, C. (2020). What do Parents Look for in an Overseas Youth Summer Camp? Perspectives of Chinese Parents. *Journal of China Tourism Research*, 16 (1), 96–117.
27. Qiu, S., Cai, L., **Lehto, X.**, Huang, Z., Gordon, S. & Gartner, W. (2020). Tourist self-presentation and diet regulations. *Tourism Management Perspectives*, 35 (July), 100705. <https://doi.org/10.1016/j.tmp.2020.100705>
28. Mohamed, M. E., Hewedi, M., **Lehto, X.** & Maayouf, M.(2020). Marketing local food and cuisine culture online: a case study of DMO’s websites in Egypt. *International Journal of Tourism Cities*, 6 (4), 1045-1068.
29. Wang, S., **Lehto, X.**, & Cai, L. (2019). Creature of habit or embracer of change? Contrasting consumer daily food behavior with the tourism scenario. *Journal of Hospitality and Tourism Research*, 43(4), 595-616.
30. Kim, S., **Lehto, X.**, & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*, 74 (4), 885-901. <https://doi.org/10.1108/TR-10-2018-0141>
31. Choe, Y., **Lehto, X.** & Lee, C.K. (2019). The impact of community attachment and ethnocentrism on residents’ perceptions of the social impact of a mega-event. *International Journal of Tourism and Hospitality Research*, 33 (4), 75-86

32. **Lehto, X.** & Lehto, M. (2019). Vacation as a public health resource: Towards a wellness-centered tourism design approach. *Journal of Hospitality and Tourism Research*, 43 (7), 935-960.
33. Kyung R., **Lehto, X.**, Gordon, S. & Fu, X. (2019). Effect of a brand story structure on narrative transportation and perceived brand image of luxury hotels, *Tourism Management*, 71(April), 348-363.
34. Mody, M., Seuess, C. & **Lehto, X.** (2019). Using segmentation to compete in the age of the sharing economy: Testing a core-periphery framework. *International Journal of Hospitality Management*, 78 (April). 199-213.
35. Qiu, S., Cai, L., **Lehto, X.**, Huang, Z., Gordon, S. & Gartner, W. (2019). Reliving self-presentational concerns in rural tourism. *Annals of Tourism Research*, 74, 56-67.
36. Mody, M., Suess, C., & **Lehto, X.** (2019). Going back to its roots: Can hospitableness provide hotels competitive advantage over the sharing economy? *International Journal of Hospitality Management*, 76 (January), 286-298.
37. **Lehto, X.**, Shi, Z., Anaya, G.J., Lehto, M.R, Cai, L. (2018). Cross-Cultural User Experience of Luxury Hotel Websites: A Conjoint Analysis. *Tourism Culture & Communication*, 18 (4), 251-274.
38. **Lehto, X.**, Luo, W., Miao, L., & Ghiselli, R. (2018). Shared tourism experience of individuals with disabilities and their caregivers. *Journal of Destination Marketing & Management*, 8 (June), 185-193.
39. Kirillova, K., Wang, D., & **Lehto, X.** (2018). The sociogenesis of leisure travel. *Annals of Tourism Research*, 69(March), 53-64.
40. Fu, X., & **Lehto, X.** (2018). Vacation co-creation: the case of Chinese family travelers. *International Journal of Contemporary Hospitality Management*, 30 (2), 980-1000.
41. Ryu, K., **Lehto, X.**, Gordon, S., & Fu, X. (2018). Compelling brand storytelling for luxury hotels. *International Journal of Hospitality Management*, 74 (August), 22-29.
42. Fu, X., Zhang, W., **Lehto, X.** & Miao, L. (2018). Celebration of heritage: linkages between historical re-enactment festival attributes and attendees' value perception. *Journal of Travel & Tourism Marketing*, 35 (2), 202-217.
43. Bi, J. & **Lehto, X.** (2018). Impact of cultural distance on international destination choices: The case of Chinese outbound travelers. *International Journal of Tourism Research*, 20 (1), 50-59.
44. Fu, X. & **Lehto, X.Y.** (2018). From farmland to city-land: dissecting leisure travel experience of Chinese urban re-settlers. *Journal of Destination Marketing and Management*, 8 (June), 61-73.
45. Shen, R., Miao, L., **Lehto, X.** & Zhao, X. (2018). Work or/and Life? Respite Experience of Bed & Breakfast Innkeepers. *Journal of Hospitality and Tourism Research*, 42 (1), 142-165.
46. Yu, X., Anaya, G. J., Miao, X. & **Lehto, X.** (2018). The impact of smartphones on the family vacation experience. *Journal of Travel Research*, 57(5), 579-596.
47. Cai, L., Qiu, S., Huang, Z. & **Lehto, X.** (2018). Back-to-trueself as an Identity Element of Indiana Rural Tourism, *Journal of Rural and Community Development*, 13(3), 78-91.
48. Kirillova, K., **Lehto, X.** & Cai, L. (2017). What triggers transformative tourism experiences? *Tourism Recreation Research*, 42 (4), 498-511.

49. Kirillova, K., **Lehto, X.**, & Cai, L. (2017). Tourism and existential transformation: An empirical investigation. *Journal of Travel Research*, 56(5), 638-650.
50. Mody, M., Day, J., Sydnor, S., **Lehto, X.** & Jaffe, W. (2017). Integrating country and brand images: Using the product—Country image framework to understand travelers' loyalty towards responsible tourism operators. *Tourism Management Perspectives*, 24 (October), 139-150.
51. **Lehto, X.**, Kirillova, K. Huamin, L. & Wu, W. (2017). A cross-cultural validation of the perceived destination restorative qualities scale: the Chinese perspective. *Asia Pacific Journal of Tourism Research*, 22(3), 329-343.
52. **Lehto, X. Y.**, Fu, X., Li, H., & Zhou, L. (2017). Vacation benefits and activities: Understanding Chinese family travelers. *Journal of Hospitality & Tourism Research*, 4(3), 301-328.
53. Wang, S., Kirillova, K., & **Lehto, X.** (2017). Travelers' food experience sharing on social network sites. *Journal of Travel & Tourism Marketing*, 34(5), 680-693.
54. Wang, S., Kirillova, K., & **Lehto, X.** (2017). Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counterfactual thinking. *Tourism Management*, 60, 233-243.
55. Fu, X., Cai, L., & **Lehto, X.** (2017). Framing Chinese Tourist Motivations through the Lenses of Confucianism. *Journal of Travel & Tourism Marketing*, 34(2), 149-170.
56. Mody, M., Suess, C., & **Lehto, X.** (2017). The Accommodations Experiencescape: A Comparative Assessment of Hotels and Airbnb. *International Journal of Contemporary Hospitality Management*. 29(9), 2377-2404.
57. Qin, M. Y., Tang, C. H., Jang, S. C., & **Lehto, X.** (2017). Mobile App Introduction and Shareholder Returns. *Journal of Hospitality and Tourism Management*, 31(June), 173-180.
58. Mody, M., Gordon, S., **Lehto, X.** & Adler, H. (2017). Study abroad and the development of college students' travel venturesomeness. *Tourism Management Perspectives*, 24(October), 126-138.
59. Kirillova, K., **Lehto, X. Y.**, & Cai, L. (2017). Existential Authenticity and Anxiety as Outcomes: The Tourist in the Experience Economy. *International Journal of Tourism Research*, 19 (1), 13-26.
60. Su, W. T., Lehto, M. R., **Lehto, X. Y.**, Yi, J. S., Shi, Z., & Liu, X. (2017). The influence of reviewer demographic information provision on trust and purchase intent for users of online websites. *Journal of Quality Assurance in Hospitality & Tourism*, 18(3), 328-353.
61. **Lehto, X.**, Kirillova, K., Li, H., & Wu, W. (2016). A cross-cultural validation of the perceived destination restorative qualities scale: the Chinese perspective. *Asia Pacific Journal of Tourism Research*, 1-15.
62. **Lehto, X. Y.** (2016). Data meets a network energizer: A portrait of Joseph T. O'Leary. *Anatolia*, 27(1)103-110.
63. Mody, M., Gordon, S., **Lehto, X.**, So, S., & Li, M. (2016). The Augmented Convention Offering: The impact of destination and product Images on attendees' perceived benefits. *Tourism Analysis*, 21 (1), 1-15.
64. Chen, Y., Fu, X., & **Lehto, X. Y.** (2016). Chinese tourist vacation satisfaction and subjective well-being. *Applied Research in Quality of Life*, 11, 49-64.

65. Kirillova, K. & **Lehto, X.** (2016). Aesthetic and restorative qualities of vacation destinations: How are they related? *Tourism Analysis*, 21 (5), 513-527.
66. Chen, Y. S., **Lehto, X.**, Behnke, C., & Tang, C. H. (2016). Investigating children's role in family dining-out choices: Evidence from a casual dining restaurant. *Journal of Hospitality Marketing & Management*, 25(6), 706-725.
67. Kirillova, K. & **Lehto, X.** (2015). An existential conceptualization of the vacation cycle. *Annals of Tourism Research*, 55, 110-123.
68. Kirillova, K. & **Lehto, X.** (2015). Destination Aesthetics and Aesthetic Distance in Tourism Experience, *Journal of Travel & Tourism Marketing*, 32 (8), 1051-1068.
69. Fu, X., Tanyatanaboon, M., & **Lehto, X.Y.** (2015). Conceptualizing Transformative Guest Experience at Retreat Centers. *International Journal of Hospitality Management*, 49, 83-92.
70. **Lehto, X. Y.**, Park, O. J. & Gordon, S. E. (2015). A comparison of antecedents of business and leisure travelers' hotel switching intentions. *Journal of Quality Assurance in Hospitality & Tourism*, 16 (3), 236-258.
71. Torres, E. N., Adler H., Behnke, C., Miao, L., & **Lehto, X.** (2015). The use of consumer-generated feedback in the hotel industry: current practices and their effects on quality, *International Journal of Hospitality & Tourism Administration*, 16 (3), 224-250.
72. Kirillova, K., **Lehto, X.**, & Cai, L. (2015). International volunteer tourism and intercultural sensitivity: The role of interaction with host communities. *Journal of Travel and Tourism Marketing*, 32 (4), 382-400.
73. Qiu, S. Li, M., So, A., & **Lehto, X.** (2015). Competitiveness of Macau in developing the exhibition sector: Can gaming industry contribute?, *Journal of China Tourism Research*, 11 (3), 278-296.
74. Fu, X., Cai, L., & **Lehto, X.** (2015). A Confucian analysis of Chinese tourists' motivations. *Journal of Travel & Tourism Marketing*, 32(3), 180-198.
75. Kirillova, K., Lee, S., & **Lehto, X.** (2015). Willingness to travel with pets: a US consumer perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), 24-44.
76. **Lehto, X.Y.**, Park, O., Fu, X., & Lee, G. (2014). Student life stress and leisure participation. *Annals of Leisure Research*, 17 (2), 200-217.
77. Wen, X., **Lehto, X. Y.**, Syndor, S., Tang, C. (2014). Investigating resort preferences of Chinese consumers: A study of the post-80s and their predecessors. *Journal of China Tourism Research*, 10 (4), 448-474.
78. Fu, X., **Lehto, X. Y.** & Park, O. (2014). What does vacation do to our family?- Contrasting the perspectives of parents and children. *Journal of Travel and Tourism Marketing*, 31 (4), 461-475.
79. Kirillova, K., Gilmetdinova, A., & **Lehto, X.** (2014). Interpretation of hospitality across religions. *International Journal of Hospitality Management*, 43, 23-34.
80. Torres, E. Fu, X., **Lehto, X. Y.** (2014). Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36 (1): 255-262.
81. **Lehto, X. Y.**, Chen, S. Y., & Silkes, C. (2014). Tourist shopping style preferences. *Journal of Vacation Marketing*, 20 (1), 3-15.

82. Kirillova, K., Fu, X., **Lehto, X.**, & Cai., L. (2014). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. *Tourism Management*, 42, 282-293.
83. Miao, L., **Lehto, X. Y.**, & Wei, W. (2014). The hedonic value of hospitality consumption: Evidence from spring break experiences, *Journal of Hospitality Marketing & Management*. 23 (2), 99-121.
84. Torres, E. Fu, X., **Lehto, X. Y.** (2014). Are there gender differences in what drives delight? *Tourism Review*.69 (4), 297-309.
85. **Lehto, X. Y.**, Cai, L. A., Fu, X., & Chen, Y. (2014). Intercultural interactions outside the classroom: Narratives on a US campus. *Journal of College Student Development*, 55(8), 837-853.
86. **Lehto, X. Y.**, Chen, Y.& Silkes, C. (2014). Tourist shopping style preferences. *Journal of Vacation Marketing*, 20, 13-15.
87. Kim, S. Y. & **Lehto, X. Y.** (2014). Projected and perceived destination brand personalities. *Journal of Travel Research*, 52 (1), 117-130.
88. Forristal, L.J., **Lehto, X. Y.**, & Lee, G. (2014). Native species and sense of place: The case of the Provençal Cicada. *Current Issues in Tourism*, 17 (5), 414-433.
89. **Lehto, X.**, Lee, G. J. & Ismail, J. (2014). Affective image congruence between destinations and their slogans. *International Journal of Tourism Research*, 16 (3), 250-260.
90. Mody, M., Day, J., Sydnor, S., Jaffe, W., & **Lehto, X.** (2014). The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India. *Tourism Management Perspectives*, 12, 113-124.
91. **Lehto, X. Y.** (2013). Assessing the perceived restorative qualities of vacation destinations. *Journal of Travel Research*, 52 (3), 325-339.
92. Torres, E., Adler, H., **Lehto, X.**, Behnke, C., & Miao, L. (2013). One experience and multiple reviews: the case of upscale US hotels, *Tourism Review*, 68 (3), 3-20.
93. Kim, S. Y. & **Lehto, X.** (2013). Travel by families with children possessing disabilities: Motives and activities. *Tourism Management*, 37, 13–24.
94. Chen, Y., **Lehto, X.** & Cai, L. A. (2013). Vacation and dimensions of travelers' subjective well-being. *Annals of Tourism Research*, 42, 284–310.
95. Fu, X., Lehto, X. Y., Cai, L. A., & Morrison, A. M. (2013). Linking island tourist activity participation and satisfaction—evidence from Fiji. *International Journal of Tourism Anthropology*, 3(1), 58-73.
96. Silkes, C., Cai, L., & **Lehto, X.** (2013). Marketing to the culinary tourist. *Journal of Travel & Tourism Marketing*. 30 (4), 335-349.
97. Li, Y., Miao, L., Zhao, X., & **Lehto, X.** (2013). When family rooms become guest lounges: Work–family balance of B&B innkeepers. *International Journal of Hospitality Management*, 34, 138-149.
98. Park, O. J., **Lehto, X. Y.**, Houston, C. R., & McVay, E. M. (2013). Assessing competitive attributes of service quality in university foodservice. *Journal of Foodservice Business Research*, 16 (3), 35-254.
99. **Lehto, X.**, Lin, Y., Chen, Y., & Choi, S. (2012). Examining the interplay of cohesion and vacation activities in family travel context. *Journal of Travel and Tourism Marketing*, 29 (8), 835-850.

100. Fu, X., **Lehto, X.**, & Cai, L.A. (2012). Culture-based interpretation of vacation consumption. *Journal of China Tourism Research*, 8, 320-333.
101. Kluin, J. Y., & **Lehto, X. Y.** (2012). Measuring family reunion travel motivations. *Annals of Tourism Research*, 39(2), 820-841.
102. Kim, S. & **Lehto, X. Y.** (2012). The voice of tourists with mobility disabilities: insights from online customer complaint websites. *International Journal of Contemporary Hospitality Management*, 24 (3), 451 – 476.
103. Choi, S., **Lehto, X. Y.**, Morrison, A. M., & Jang, S. (2012). Structure of travel planning processes and information use patterns. *Journal of Travel Research*, 51 (1), 26-40.
104. Chen, Y., **Lehto, X. Y.**, & Cai, L.A. (2012). Activity pattern of family travelers in rural Southern Indiana. *Journal of Quality Assurance in Hospitality & Tourism*, 13 (1), 103-122.
105. Forristal, L. J., Marsh, D. G., & **Lehto, X. Y.** (2011). Revisiting MacCannell's site sacralization theory as an analytical tool: Historic prophetstown as a case study. *International Journal of Tourism Research*, 13 (6), 570-582.
106. Brey, E., Klenosky, D. K., **Lehto, X.**, & Morrison, A. (2011) Understanding resort marketing practices. *Journal of Tourism Insights*, 2 (2), Article 2.
107. Choi, H. Y., **Lehto, X.**, & Brey, E. T. (2011). Investigating resort loyalty: impact of the family life cycle. *Journal of Hospitality Marketing & Management*, 20 (1), 121-141.
108. Li, M., Cai, L. A., **Lehto, X. Y.**, & Huang, Z (2010). A Missing link in understanding revisit intention-the role of motivation and image, *Journal of Travel & Tourism Marketing*, 27 (4), 335- 348.
109. Santos, H. J., Park, R., Kumontoy, K., Low, M., Ortiz, C. W., Kim, P., Choe, S. Leman, K. Oldenburger, Lehto, M., **Lehto, X.**, & J. P. Allebach (2010). A web-based self-diagnosis tool to solve print quality issues. *Journal of Imaging Science and Technology*, 54(4), 1-13.
110. Lee, J. K. & **Lehto, X. Y.** (2010). E-personalization and online privacy features: the case with travel websites. *Journal of Management and Marketing Research*, 4, 1.
111. **Lehto, X.**, Choi, S. J., Lin, Y. C., & MacDermid, S. M. (2009). Vacation and family functioning. *Annals of Tourism Research*, 36 (3), 459–479.
112. Yun, J. & **Lehto, X. Y.** (2009). Motives and patterns of family reunion travel, *Journal of Quality Assurance in Hospitality & Tourism*, 10 (4), 279-300.
113. Forristal, L. J. & **Lehto, X.** (2009). Place branding with native species: Personality as a criterion. *Place Branding and Public Diplomacy*, 5 (3), 213-225.
114. Oh, S. J., **Lehto, X. Y.**, & Park, J. K. (2009). Travelers' intent to use mobile technologies as a function of effort and performance expectancy. *Journal of Hospitality Marketing & Management*, 18 (8), 765-781.
115. Chen, Y., **Lehto, X. Y.**, & Choi, S. (2009). Effect of experience on cognition, affect and satisfaction: The case of Japanese visitors to Macau. *Journal of Hospitality Marketing & Management*, 18 (2), 273-293.
116. Tang, L., Choi, S., Morrison, A., & **Lehto, X. Y.** (2009). The many faces of Macau: A correspondence analysis of the images communicated by online tourism

- information sources in English and Chinese. *Journal of Vacation Marketing*, 15 (1), 79-94.
117. Kim, D.Y. **Lehto, X.**, & Kline, S. (2009). Organizational channel discrepancies between CVBs and meeting planners in the U.S. *International Journal of Tourism Research*, 12 (2), 103-115.
 118. Tang, L., Morrison, A., **Lehto, X.**, Kline, S. & Pearce, P. (2009). Effectiveness criteria for icons as tourist attractions: a comparative study between the U.S. and China. *Journal of Travel & Tourism Marketing*, 26 (3), 284-302.
 119. Park, O. J., **Lehto, X. Y.**, & Park, J. K. (2008). Service failures and complaints in the family travel market: a justice dimension approach. *Journal of Services Marketing*, 22 (7), 520-532.
 120. Park, O. J., **Lehto, X. Y.**, & Morrison, A. M. (2008). Collaboration between CVB and local community in destination marketing: CVB executives' perspective, *Journal of Hospitality & Leisure Marketing*, 17 (3-4), 395-417.
 121. Choi, S., **Lehto, X. Y.**, & Morrison, A. M. (2008). Segmenting Chinese tourists by information source variables: Focusing on first-time visitors to Macau. **Journal of Hospitality and Leisure Marketing**, 16 (1-2), 81-104.
 122. Brey, E. T., Klenosky, D. B., **Lehto, X.**, & Morrison, A. M. (2008). Standard hospitality elements at resorts: An empirical assessment. *Journal of Travel Research*, 47 (2), 247-258.
 123. Oldenburger, K., **Lehto, X. Y.**, Feinberg, R., Lehto, M. R., & Salvendy, G. (2008). Customer interaction in E-business: Satisfying and dissatisfying experiences. *Behavior & Information Technology*, 27 (1), 63 – 77.
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Book/ Book Chapters/ Editorials

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2. Liu, Y., Mohamed, M. E., Park, S., & **Lehto, X. Y.** (2022). Human-Automation Interaction in Hospitality and Tourism: Toward a Frictionless Experience. In *Human-Automation Interaction: Manufacturing, Services and User Experience* (pp. 513-529). Cham: Springer International Publishing.
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International Refereed Conference Papers

1. **Lehto, X. Y.**, Kirillova, K., Wang, D., & Fu, X. (2022, Spring). Tourism, Hospitality, Events, and Leisure: A Redefinition of an Academic Discipline. *The 9th Biennial International Tourism Studies Association (ITSA) Conference*, Gran Canaria, Spain.
2. Mohamed, M., **Lehto, X.**, Behnke, C., & Byrd, K. (2022, Spring). Food experience Conviviality: Do Tourists Value Food Sharing? *The 9th Biennial International Tourism Studies Association (ITSA) Conference*. Gran Canaria, Spain.
3. Chen, J., & **Lehto, X.** (2022, Spring). The Impacts of Sound Design on Listening Experience of a Road-trip Audio Guide. *The 9th Biennial International Tourism Studies Association (ITSA) Conference*, Gran Canaria, Spain. [Hybrid].
4. Liu, Y., **Lehto, X. Y.** (2022, Spring). Perceived Substitutability of Virtual Tourism: Will Consumers Continue to use Virtual Travel Products Post-Pandemic? *The 9th Biennial International Tourism Studies Association (ITSA) Conference*. Gran Canaria, Spain. [Hybrid].
5. Gordon, S. E., & **Lehto, X.** (2022, Spring). Healthy Employees: Contributions of Hospitality Employee Wellness Programs. *The 9th Biennial International Tourism Studies Association (ITSA) Conference*. Gran Canaria, Spain.
6. Mohamed, M., **Lehto, X.**, Behnke, C., & Byrd, K. (2022). Social modelling of food pleasure: The social experience of solo travellers. *In College of Health and Human Sciences Spring Research Day*, Purdue University, West Lafayette, Indiana.
7. Jung, S., Fan, A., **Lehto, X.** (2022, July). The effect of festivalization of business conferences on attendee perception, engagement, and behavioral intentions. *The 92nd TOSOK International Tourism Conference*. Seoul, South Korea.
8. Wang, S., **Lehto, X.**, & Cai, L. (2021, July). Exotic food experience. *The 90th TOSOK International Tourism Conference*. Seoul, South Korea.
9. Mohamed, M., **Lehto, X.**, Behnke, C. (2020, December). Visitors and non-visitors’ food images of Egypt: How do they vary? *The 8th Biennial International Tourism Studies Association (ITSA) Conference*, Jakarta, Indonesia. [Hybrid].
10. Hannonen, O., Aguiar, T., & **Lehto, X.** (2020, December). The supplier side view of Digital nomadism and Tourism. *The 8th International Tourism Studies Association (ITSA) Conference*, Jakarta, Indonesia. [Hybrid].
11. Davari, D., Chen, J. & **Lehto, X.** (2020, January). Cleisure: Contribution of Leisure Programming to Conference Enjoyment. *The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Las Vegas, NV.
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21. Wang, D., Kirillova, K., & **Lehto, X.** (2018, April). Tourism Mobilities Through Time: An Empirical Investigation of Mobilities Development in China. *The 15th KIMEP Joint International Research Conference*. Almaty, Kazakhstan.
22. Qiu, S., Cai, L., **Lehto, X.**, Gordon, S., & Gartner (2018, February). Tourism self-presentation and its health-related outcome. *The 83rd TOSOK International conference*, Incheon, South Korea.
23. Mody, M., Suess, C., & **Lehto, X.** (2018, January). Creating Memorable Experiences in the Accommodations Industry: A Core-Periphery Framework of Experiential Consumption. *2017 Annual I-CHRIE Summer Conference & Marketplace*. Baltimore, MD.
24. **Lehto, X.**, Gao, M. & Miao, L. (2018, August). Cultural-based destination image formation. *The 7th Biennial International Tourism Studies Association (ITSA) Conference*, South Africa.
25. Cai, L., **Lehto, X.**, Gordon, S., & Gartner, W. (2018, July). Tourism Self-presentation and Health-related Outcome. *The 82nd TOSOK Ulsan International Conference*. Ulsan, Korea.
26. So, S-I, & **Lehto, X.** (2017, May). Understanding Generation Y's perceptions towards posting their own personal travel experience pictures on Social media. *The 15th ApacCHRIE Conference*. Bali, Indonesia.

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28. Anaya, G.J. & **Lehto, X.** (2017, January). The Usage and Impact of Traveler-Facing Technology in Tourism Experiences: A Historical Perspective. *The 22nd Annual Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
29. Kirillova, K., Wang, D., Fu, X., & **Lehto, X.** (2017, December). Tourism mobilities and its factors through time: A comparative inquiry of Chinese, Russian, and US societies. TTRA Asia-Pacific Chapter. Hong Kong, SAR.
30. Kirillova, K., Wang, D. & **Lehto, X.** (2017, June). Sociogenesis of leisure travel: Insight from the Russian society. *Critical Tourism Studies Conference*. Palma de Mallorca, Spain.

31. Mody, M., Jonathon, D., Sydnor, S., **Lehto, X.**, Jaffe, W. (2017, January). Making Better Places to Visit: Using the product – Country Image Framework to understand Travelers’ Loyalty towards Responsible Tourism Operators. *2017 Annual I-CHRIE Summer Conference & Marketplace*. Baltimore, MD.
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36. Wang, S., & **Lehto, X. Y.** (2017, January). How Do Tourists Choose Their Food?: A Comparison of Tourist Daily Food Choice and Vacation Food Choice. *The 22nd Annual Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
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38. Ryu, K., **Lehto, X.**, Gordon, S., & Fu, X.(2017, January). Cultivating an Otaku culture for luxury hotel brands: The role of storytelling. *The 22th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Houston, TX.
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40. Fu, X. & **Lehto, X.** (2016, August). From Farmland to City-land: Dissecting leisure travel experience of Chinese urban re-settlers. *The 6th International Tourism Studies Association (ITSA) Biennial conference*. London, UK.
41. Fu, X., & **Lehto, X. Y.** (2016, May). Understanding family interaction during vacation experience: What did we converse about? *The 2nd Global Tourism & Hospitality Conference*. Hong Kong, SAR.
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43. Wu, W., Kirillova, K. & **Lehto, X.** (2016, May). Learning in family travel: Narratives from young adults. *The 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Student Research in Tourism*. Hong Kong.
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49. Kirillova, K. & **Lehto, X.** (2015, January). Aesthetic and restorative qualities of vacation destinations: How are they related? *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. Tampa, FL.
50. Kirillova, K. & **Lehto, X.** (2015, January). Transformative tourism experience in the experience economy 3.0: The essence and mechanisms. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. Tampa, FL.
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52. Wang, S.R., K Kirillova., & **Lehto, X. Y.** (2015, May). To share or not to share: Traveler food experience sharing on Social Network Sites. *Proceedings of the 2015 WHTER & ICES*. Seoul, Korea.
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56. Tanyatanaboon, M., **Lehto, X.**, Day, J., & Miao, L. (2014, January). Resort Vacation Activities and Recovery Experience: A Case of Visitors to Thailand. *The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
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58. Kirillova, K., Fu, X., **Lehto, X.** & Cai, L. (2013, May). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. *The 11th Asian-Pacific Council on Hotel, Restaurant, and Institutional Education*. Macau, SAR, China.
59. Fu, X., & **Lehto, X. Y.** (2013, December). Facilitating conference attendee's experience: a means-end exploration. *The 2nd World Research Summit for Tourism and Hospitality*. Orlando, FL.
60. Torres, E. Fu, X., & **Lehto, X. Y.** (2013, December). Customer delight and those who experience it: The influence of gender. *The 2nd World Research Summit for Tourism and Hospitality*. Orlando, FL.
61. Tanyatanaboon, M., Fu, X., & **Lehto, X. Y.** (2013, July). Conceptualizing Transformative Experience among Spiritual Retreat Visitors in Thailand. *The 19th Asia Pacific Tourism Association Annual Conference*. Bangkok, Thailand.
62. **Lehto, X. Y.**, Fu, X., Li, H., & Zhou, L. (2013, May). What do they want and what do they do? Linking benefits sought to destination activities of Chinese family travelers. *The 11th Asia-Pacific CHRIE (APacCHRIE) Conference*. Macau, SAR.
63. Fu, X., Cai, L. A., & **Lehto, X. Y.** (2013, January). Motivation of Chinese tourists: A Means-End approach. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Seattle, WA.
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65. Kim, S. E., **Lehto, X. Y.**, Miao, L., & Jaffe, W. (2012, June). Exploring the experience of cultural and art festival organized for people with disabilities. *Proceedings of the 18th Asia Pacific Tourism Association (APTA) Conference*. Taipei, Taiwan.
66. Mody, M., Gordon, S., **Lehto, X. Y.**, So, S., & Li, M. (2012, June). The augmented convention offering: the impact of destination and product images on benefit acquisition. *Proceedings of the 18th Asia Pacific Tourism Association (APTA) Conference*. Taipei, Taiwan.
67. Zhang, W., **Lehto, X. Y.**, Miao, L. (2012, June). Celebration of heritage: the dynamic relationship between community-based heritage events' attributes and perceived

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68. Park, O. J. & **Lehto, X. Y.** (2012, July). Influence of online consumer reviews on travelers' attitude change. *Proceedings of the 2012 TOSOK International Tourism Conference*. Ulsan, South Korea.
 69. Kim, S., **Lehto, X. Y.**, & kandampully, J. (2012, July). The role of familiarity in determining consumers' perceptions and visit intentions. *Proceedings of the 2012 TOSOK International Tourism Conference*. Ulsan, South Korea.
 70. Li, Y., Miao, L., Zhao, X., & **Lehto, X. Y.** (2012, July). When family rooms become guest lounges: work family balance of B&B innkeepers. *Proceedings of the 2012 TOSOK International Tourism Conference*. Ulsan, South Korea.
 71. Zhang, X., Fu, X., & **Lehto, X. Y.** (2012, January). Changes in leisure participation patterns of expatriates in China. *Proceedings of the 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL.
 72. Chen, Y., **Lehto, X. Y.**, & Cai, L. (2012, January). Understanding antecedents of tourist subjective experience. *Proceedings of the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Auburn, AL.
 73. Fu, X. & **Lehto, X. Y.** (2012, January). Perception of crowding and experience satisfaction in a beach setting: exploring the moderating effect of desired privacy. *Proceedings of the 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Auburn, AL.
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 75. Chen, Y., **Lehto, X. Y.**, & Cai, L. (2011, June). Effects of vacation on different dimensions of travelers' subjective well-being. *Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) conference*. Hong Kong, China.
 76. Fu, X., **Lehto, X. Y.**, & Cai, L.A. (2011, June). Linking island tourists' activity participation and satisfaction-evidence from Fiji. *Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) Conference*. Hong Kong, SAR.
 77. Park, O. J., **Lehto, X. Y.**, Ismail, J. A., Cai, L. A., & Lehto, M. R. (2011, June). Cognitive fit effects of online customer reviews on tourists' information search. *Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) Conference*. Hong Kong, SAR.
 78. Fu, X., **Lehto, X. Y.**, & Cai, L.A. (2011, January). Cultured divergence of consumption values in vacation experience. *Proceedings of the 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
 79. Miao, L., **Lehto, X. Y.**, & Wei, W. (2011). The hedonic experience of travel-related consumption. *Proceedings of the 2011 I-CHRIE Annual Conference & Exposition*, Denver, CO.
 80. So, A. S., Li, M., & **Lehto, X. Y.** (2011). Perceptions of convention attendees towards Integrated Resort: A case study of Macau. *Proceedings of the 2011 I-CHRIE Annual Conference & Exposition*, Denver, CO.

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84. Chen, Y., **Lehto, X. Y.**, & Cai, L. A. (2010, January). Effect of travel satisfaction on subjective well-being: The case of Chinese travelers. *Proceedings of the 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Dulles, VA.
85. Miao, L. & **Lehto, X.** (2010). Dynamic changes in affective forecasts in intertemporal consumption choices. *Proceedings of the APA Annual Convention*. San Diego, CA.
86. Choi, H., Kim, S., & **Lehto, X. Y.** (2010, July). "Examining consumer preferences of spa tourism attributes", *Proceedings of the 68th TOSOK international tourism symposium*. Busan, South Korea.

87. Park, O. J. & **Lehto, X. Y.** (2010, January). Migrating to new hotels: Antecedents of travelers' hotel switching. *Proceedings of 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Washington, DC.
88. Park, O. J. & **Lehto, X. Y.** (2010, January). Cognitive fit approach in measuring influence of online public review on tourists' purchasing intention. *Proceedings of 15th Annual Graduate Student Research Conference in Hospitality and Tourism*. Washington, DC.
89. **Lehto, X. Y.**, Lehto, M.R., Kim, S. & Lee, G. (2009, November). A conceptual framework for creating a quality wellness experience. *Proceedings of 3rd Wuyi International Wellness Tourism Forum*. Wuyi, China.
90. Chen, Y., Park, J., & **Lehto, X. Y.** (2009, May). Contrasting perceptions of international and domestic hotel brand equity and their influences on satisfaction. *Proceedings of the 7th Asia-Pacific CHRIE 2009*. Singapore.

91. Chen, S. Y., **Lehto, X. Y.**, & Silkes, C. (2009, May). Tourist shopping style typology and its influences on purchases. *Proceedings of 7th Asia-Pacific CHRIE*. Singapore.
92. Forristal, L. & **Lehto, X. Y.** (2009). A proposed cultural heritage framework for tourism development: The case of historic Prophetstown. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Las Vegas, NV.
93. Forristal, L. & **Lehto, X. Y.** (2009). Place branding with native species. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Las Vegas, NV.

94. Kim, S. E. & **Lehto, X. Y.** (2009). The voice of tourists with disabilities: Insights from third party complaint websites. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Las Vegas, NV.
95. Yun, J. & **Lehto, X. Y.** (2009). Motives and patterns of family reunion travel. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Las Vegas, NV.
96. Chen, Y., **Lehto, X. Y.**, & Cai, L. (2009). The effect of vacation duration and frequency on travelers subjective wellbeing: A model based on theories of happiness. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Las Vegas, NV.
97. Chen, Y., **Lehto, X. Y.**, & Cai, L. (2008, September). Leisure activities and graduate students work and life. *Proceedings of 2008 International Society of Travel and Tourism Educators (ISTTE) Conference*. Dublin, Ireland.
98. Park, O. J. & **Lehto, X. Y.** (2008, January). Academic stress and leisure coping. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Orlando, FL.
99. Forristal, L.J. & **Lehto, X. Y.** (2008, January). Native species contribution to sense of place: The case of the Provençal Cicada. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Orlando, FL.
100. Chen, Y., **Lehto, X. Y.**, & Choi, S. (2007, October). Effect of experience on cognition, affect and satisfaction: The case of Japanese visitors to Macau. *Proceedings of 2007 International Society of Travel and Tourism Educators (ISTTE) Conference*. Charleston, SC.
101. Lee, G. J., **Lehto, X. Y.**, and Ismail, J. (2007, October). Image congruence between destinations and their slogans. *Proceedings of 2007 International Society of Travel and Tourism Educators (ISTTE) Conference*. Charleston, SC.
102. Park, O. J., Cai, L. A., & **Lehto, X. Y.** (2007, October). Collaborative destination branding. *Proceedings of 2007 International Society of Travel and Tourism Educators (ISTTE) Conference*. Charleston, SC.
103. Kalkstein-Silkes, C. A., Cai, L. A., **Lehto, X. Y.**, & Pearson, T. (2007, October). An Examination of stakeholder involvement and participation at rural festivals in Indiana: A qualitative analysis. *Proceedings of 2007 International Society of Travel and Tourism Educators (ISTTE) Conference*. Charleston, SC.
104. Park, O. J., **Lehto, X. Y.**, Houston, C. R., & McVay, E. M. (2007, May). Assessing competitive attributes of service quality in university foodservice, *The 5th APac-CHRIE and the 13th Asia Pacific Tourism Association Joint Conference*. Beijing, China.
105. Oh, S., **Lehto, X.**, & Park, J. (2007, May). Travelers' effort and performance expectancy on mobile technologies use intention. *The 5th APac-CHRIE and the 13th Asia Pacific Tourism Association Joint Conference*. Beijing, China.
106. Park, O. J., **Lehto, X. Y.**, & Morrison, A.M. (2007, January). Collaboration between CVB and local community in destination marketing: CVB executive's perspective. *Proceedings of 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.

107. Chen, Y. & **Lehto, X. Y.** (2007, January). Brand personality of spa destinations (resorts) on the web. *Proceedings of 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
108. Lee, G. J. & **Lehto, X. Y.** (2007, January). Measuring effectiveness of destination slogans: An examination of brand image and awareness. *Proceedings of 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
109. Douglas, A. C. & **Lehto, X. Y.** (2007, January). A Case study on the response of vacationers to Southeast Asia impacted by the 2004 Indian Ocean Tsunami. *Proceedings of 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, TX.
110. **Lehto, X. Y.**, Lin, Y. C., & Choi, S. J. (2006, October). Examining the interplay of cohesion and vacation activities in family travel context. *Proceedings of 2006 International Society of Travel and Tourism Educators (ISTTE) Conference*. Las Vegas, NV.
111. Chen, Y., **Lehto, X. Y.**, & Cai, L. A. (2006, October). Family travelers' activity preferences in rural area. *Proceedings of 2006 International Society of Travel and Tourism Educators (ISTTE) Conference*. Las Vegas, NV.
112. Li, M., Cai, L. A., **Lehto, X. Y.**, & Zhang, L. (2006, October). An examination of the relationship between destination image, travel motivation and loyalty. *Proceedings of 2006 International Society of Travel and Tourism Educators (ISTTE) Conference*. Las Vegas, NV.
113. Choi, S., **Lehto, X. Y.**, & Morrison, A. M. (2006, August). Segmenting Chinese tourists by information source variables: Focusing on first-time visitors to Macau. *Proceedings of International Conference of Tourism and the New Asia: Implications for Research, Policy and Practice*. Beijing, China.
114. **Lehto, X. Y.**, Choi, S., & Lin, Y. (2006, June). Exploring the impact of leisure travel on family functioning. *Proceedings of the 37th Annual Conference Proceedings of Travel and Tourism Research Association*. Dublin, Ireland.
115. Kim, D.Y., **Lehto, X. Y.**, & Morrison, A. M. (2006, January). Tourist emotional engagement online: concepts, evolving themes, and conceptual framework. *Proceedings of 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Seattle, WA.
116. Park, O. J. & **Lehto, X. Y.** (2006, January). Family vacation function and household role. *Proceedings of 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Seattle, WA.
117. Brey, E. T. & **Lehto, X. Y.** (2005, October). Family oriented destination resorts: A supply-side analysis of recreational amenities. *Proceedings of 2005 International Society of Travel and Tourism Educators (ISTTE) Conference*. Chicago, IL.
118. Oh, J. Y., **Lehto, X. Y.**, Cheng, C. K., & O'Leary J. T. (2005, October). Cross-cultural study of tourist shopping behavior: An examination of preference and expenditure patterns of international tourists. *Proceedings of 2005 International Society of Travel and Tourism Educators (ISTTE) Conference*. Chicago, IL.
119. **Lehto, X. Y.** & Jang, S. C. (2005, July). Exploring tourism experiences sought: A cohort comparison of baby boomers and the silent generation. *Proceedings of 11th*

- Annual Conference of Asia- Pacific Tourism Association (APTA)*. Goyang, South Korea.
120. Choi, S. J. & **Lehto, X. Y.** (2005, July). The effect of online leisure pastime on older people's well- being. *Proceedings of 11th Annual Conference of Asia-Pacific Tourism Association (APTA)*. Goyang, South Korea.
 121. Park, O. J., **Lehto, X. Y.**, & Park, J. K. (2005, July). Service failure in the family travel market: A critical incident technique approach. *Proceedings of 11th Annual Conference of Asia-Pacific Tourism Association (APTA)*. Goyang, South Korea.
 122. Lee, J. K., Park, J. K., & **Lehto, X. Y.** (2005, July). Traveler usage of e-personalization features: Implications from privacy concerns. *Proceedings of 11th Annual Conference of Asia-Pacific Tourism Association (APTA)*. Goyang, South Korea.
 123. Choi, S. J., & **Lehto, X. Y.** (2005, January). What does the consumer want from a DMO Website?: A study of US and Canadian tourists' perspectives. *Proceedings of Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Myrtle Beach, SC.
 124. Kim, D. Y., **Lehto, X. Y.**, & Morrison, A. M. (2005, January). Gender differences in online travel information search. *Proceedings of Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Myrtle Beach, SC.
 125. Lin, Y. C., & **Lehto, X. Y.** (2005, January). A study of female traveler's need trajectory and family life cycle. *Proceedings of 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Myrtle Beach, SC.
 126. Park, O. J., **Lehto, X. Y.**, & Park, J. K. (2005). Travelers' third party complaint behavior via online channel. *First Virtual Conference of the Global Symposium for Consumer Sciences*. Available: <http://www.consumersciences.org/abstarct.html>.
 127. So, S. - I., **Lehto, X. Y.**, O'Leary, J. T., & Cheng, C. K. (2004, May). Traveling with family? An examination of the neglected Japanese travel segment. *Proceedings of Second Asia Pacific CHRIE (APacCHRIE) Conference & the 6th Biennial Conference on Tourism in Asia*. Phuket, Thailand.
 128. O'Leary, J. T., **Lehto, X. Y.**, Cheng, C. K., and Oh, Y. J. (2004, June). A synthesis of tourism research topics. *The 10th International Symposium on Society and Resource Management (ISSRM)*, CO.
 129. Oh, Y. J., **Lehto, X. Y.**, and O'Leary, J.T. (2003, January). The hidden motivator: Assessing the role of tourism shopping. *Proceedings of the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV.
 130. Vaske, J. J., Donnelly, M. P., & **Lehto, X. Y.** (2002, June). Response format effects in front-country encounter norm questions. *The 9th International Symposium on Society and Resources Management*. Bloomington, IN.
 131. **Lehto, X. Y.** (2001, October). Shedding lights on international travel market through secondary data analysis. In *2001 National Recreation and Park Association Congress*. Denver, CO.

132. **Lehto, X. Y.** (2000, September). Data mining: the US In-Flight survey. *The 5th Outdoor Recreation & Tourism Trends Symposium*. Lansing, MI.
133. Cai, L. A., **Lehto, X.**, & O'Leary, J. T. (2000, June). Understanding the US-bound Chinese travelers: marketing implications. *Proceedings of Sixth Annual Conference of Asia Pacific Tourism Association*. Phuket, Thailand.
134. **Lehto, X.**, & O'Leary, J. T. (1999, August). Philosophy, benefits and destination attributes: A comparison between UK travelers to Asia, North America and Oceania. *Proceedings of Asia Pacific Tourism Association Fifth Annual Conference*. Hong Kong, China.
135. **Lehto, X.**, O'Leary, J. T., & Nah, F. H. (1999, August). Knowledge sharing with customers on the WWW: approaches by national tourism organizations. *Proceedings of 1999 Americas Conference on Information Systems (AMCIS)*. Milwaukee, WI.
136. Huan, T. C., O'Leary, J. T., Beaman, J., & **Lehto, X.** (1999, August). Tourism product positioning by pleasure visitors' pre-travel image and on-site image. *Proceedings of Asia Pacific Tourism Association Fifth Annual Conference*. Hong Kong, China.
137. **Lehto, X.**, O'Leary, J. T., & Glenn, T. (1998, October). A look at the U.S. meetings/conventions and incentive travel market. *Proceedings of 1998 Travel and Tourism Research Association Conference (Canada Chapter)*. Toronto, Canada.

Refereed Poster Papers

1. Liu, Y., **Lehto, X. Y.** (2022). Perceived substitutability of virtual tourism: Will consumers continue to use virtual travel products post-pandemic?. *The 9th International Tourism Studies Association (ITSA) Conference*. Gran Canaria, Spain.
2. Pi, M., Liao, W., Jung, S., & **Lehto, X.** (2022, Spring). The Impact of Indoor Thermal Comfort on Business Travelers' Wellness, Work Productivity, and Holistic Satisfaction in Hotels. *The 9th Biennial International Tourism Studies Association (ITSA) Conference*. Gran Canaria, Spain. [Virtual]
3. Si, Y., **Lehto, X.** & Miao, L. (2015). A Study of intra-tourist gaze in the context of a cruise experience. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 8-10. Tampa, FL.
4. Wang, S.R. & **Lehto, X. Y.** (2015). Linking food personality and foreign food consumption to destination image formation. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 8-10. Tampa, FL.
5. Song, X. & **Lehto, X. Y.** (2014). Assessing Children's programs and activities in Country Clubs: Perspectives of Parents. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Houston, TX.
6. Luo, W., **Lehto, X. Y.**, Miao, L & Ghiselli, R. (2014). Joint Tourism Experience of Individuals with Disabilities and Their Caregivers. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Houston, TX.
7. Kirillova, K., **Lehto, X.**, & Cai, L. (2013). International volunteer tourism and intercultural sensitivity: The role of interaction with host communities. *The 18th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Seattle, WA.

8. Tanyatanaboon, M., Fu, X., & **Lehto, X. Y.** (2013). Conceptualizing Transformative Experience among Spiritual Retreat Visitors in Thailand. *The 19th Asia Pacific Tourism Association Annual Conference 2013*. July 1-4. Bangkok, Thailand.
9. Wen, X., Fu, X., & **Lehto, X. Y.** (2013). Understanding Chinese Resort Consumers: Linking Personal Values with Activity Participation. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*, January 3-5. Seattle, WA.
10. Shi, Z. & Lehto, X. Y. (2013). Investigating Perceived Hotel Experience Quality: A Cross- Cultural Comparison of Chinese and American Consumers. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Seattle, WA.
11. Shportko, A., Lehto, X. Y. & Ghiselli, R. (2013). Investigating guest experience and satisfaction with hotel animation. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Seattle, WA.
12. Liu, X. & **Lehto, X. Y.** (2013). Investigating the Influence of Intergroup Contact Quality on Residents' Attitude towards Tourism Development. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Seattle, WA.
13. Tanyatanaboon, M., Ren, J., Shportko, A. & **Lehto, X. Y.** (2013). Preferred recreational activities and wellness amenities of female resort vacationers: relationship to motivations. *The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Seattle, WA.
14. Chen, X. & **Lehto, X. Y.** (2012). Perceived children summer camp attractiveness: perspectives of Chinese parents. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.
15. Kim, S. E. & **Lehto, X. Y.** (2012). Cultural and art festival organized for people with disabilities. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5- 7. Auburn, AL.
16. Zheng, W., **Lehto, X. Y.** & Miao, L. (2012). Celebration of heritage: The dynamic relationship between community-based heritage event attributes and perceived value. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.
17. Wen, X. & **Lehto, X. Y.** (2012). Resort selection criteria of China's Only-Child consumers: relationship with personal values. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.
18. Ghazali, R. M. **Lehto, X. Y.** & Cai, L. A (2012). The role of emotion in experiencing destination: insights from social media. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.
19. Shi, Z. & **Lehto, X. Y.** (2012). Information Relevancy for Online Consumer Decision-making: The case of Hotel Booking through Online Travel Agencies. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.
20. Fu, X., **Lehto, X. Y.**, & Cai, L. A. (2012). Conceptualizing Confucianism-based behavioral model-The Chinese consumer in the global travel marketplace. *The 17th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Auburn, AL.

21. Fu, X. & **Lehto, X. Y.** (2011). Perception of crowding and experience satisfaction in a beach setting: exploring the moderating effect of desired privacy. *The 2011 Annual Conference of International Society of Travel and Tourism Educators (ISTTE)*. October 20-22. Miami, FL.
22. Fu, X., Zhang, W., & **Lehto, X. Y.** (2011). Facilitating attendee's social experience at conventions. *The 2011 Annual Conference of International Society of Travel and Tourism Educators (ISTTE)*. October 20-22. Miami, FL.
23. Lee, C. & **Lehto, X. Y.** (2011). Influence of life events on retirees' consumptive behavior of leisure and hospitality products. *Proceedings of the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 6– 8. Houston, TX.
24. Choe, Y., **Lehto, X. Y.**, & Day, J. (2011). The influence of environmental values, economic values and social structure on consumers' choice of green hotels: The case for luxury hotels. *Proceedings of the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 6–8. Houston, TX.
25. Mosley, M., **Lehto, X.**, & Day, J. (2011). The influence of jazz festival experience on tourist behavior. *Proceedings of the 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 6–8. Houston, TX.
26. Kim, S. Y. & **Lehto, X. Y.** (2009). What do I say about myself vs. what do others say about me: An analysis of projected and perceived brand personality of South Korea. *Proceedings of the 14th Annual Graduate Education and Graduate Students Research Conference on Hospitality and Tourism*. Orlando, FL.
27. Choi, H. Y. & **Lehto, X. Y.** (2008). Measuring spa products and spa destinations. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Orlando, FL.
28. Kim, S. E. & **Lehto, X. Y.** (2008). Investigating quality of tourism web sites provided for tourists with disabilities. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Orlando, FL.
29. Chen, Y., Douglas, A. C., & **Lehto, X. Y.** (2008). Spa resort atmospherics: The environment's influence on behavior intentions through affect and cognition. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5. Orlando, FL.
30. Kilchyk, I., Kavanaugh, R., & **Lehto, X. Y.** (2008). Study of Person-job fit in front office non- managerial employees in Midwestern Hotels. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Orlando, FL.
31. Chen, S. Y. & **Lehto, X. Y.** (2008). Developing Tourist Shopper Style Inventory. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Orlando, FL.
32. Lee, S. & **Lehto, X. Y.** (2008). Factors impacting willingness to travel with pets. *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Orlando, FL.
33. Forristal, L.J. & **Lehto, X.Y.** (2007). Native species and sense of place: A conceptual framework. *International Hospitality & Tourism Virtual Conference*. April.

34. Yang, S., Park, J., & **Lehto, X.** (2007). An exploration of determinants of intention to adopt mobile devices for travel: a multi-national study. *Proceedings of 2007 International Society of Travel and Tourism Educators (ISTTE) Conference*. October 4-6. Charleston, SC.
35. Cheng, C. K., Oh, J. Y., **Lehto, X. Y.**, & O'Leary, J. T. (2005). Examining the trends for tourism dissertation, 1953-2003. *In 2005 National Park and Recreation Association (NRPA) Leisure Research Symposium*. October 18-22. San Antonio, TX.
36. Brey, E. T., Edwards, A., & **Lehto, X. Y.** (2005). The growing minority travel market in the US: implications for destination resorts. *The 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 5-7. Myrtle Beach, SC.

Industry Project-based Technical Reports

1. Li, H., & **Lehto, X.** (2018). *Assessing effectiveness of rural tourism development policies in the context of rural revitalization*.
2. So, I-A. & **Lehto, X.** (2016-2018). *Understanding Generation Y's Social Media Usage and Travel Related Behavior: A Cross-Cultural Study* (RC Ref. no. MYRG2016-00186-FBA).
3. **Lehto, X. Y.**, Park, O. J., & Kim, S.E. (2009). *PMU dining services customer satisfaction study*. Submitted to Purdue Memorial Union, Purdue University, IN.
4. **Lehto, X. Y.**, Cai, L. & Yi, C. (2008). *Harrison County Visitor/Welcome Center Study*. Submitted to Harrison County Convention & Visitors Bureau, IN.
5. **Lehto, X. Y.**, Choi, H. Y., and Park, O. J. (2008). *Cary Knight Spot Grill customer survey spring 2008*. Submitted to Purdue Memorial Union, Purdue University, IN.
6. **Lehto, X. Y.**, Choi, H. Y., and Park, O. J. (2008). *Harrison Grill customer survey spring 2008*. Submitted to Purdue Memorial Union, Purdue University, IN.
7. **Lehto, X. Y.** & Park, O. J. (2008). *Purdue Union Club Hotel Customer Survey*. Submit to the Purdue Memorial Union, Purdue University, IN.
8. **Lehto, X. Y.** & Park, O. J. (2008). *Purdue Union Club Hotel Customer Survey*. Submitted to Purdue Memorial Union, Purdue University, IN.
9. **Lehto, X. Y.** & Park, O. J. (2007). *PSUB Leisure and Recreation Program Survey*. Submitted to Purdue Memorial Union, Purdue University, IN.
10. **Lehto, X. Y.** & Park, O. J.(2006). *PMU marketing survey fall 2005*. Submitted to Purdue Memorial Union, Purdue University, IN.
11. Choi, S. J., **Lehto, X. Y.**, & Morrison, A.M. (2006). *Information search and decision-making behaviors of visitors to Macao*. Submitted to Macao Institute for Tourism Studies, Macao.
12. **Lehto, X. Y.**, Park, O. J., & Cai, L. A. (2006). *PMU marketing survey fall 2005*. Submitted to Purdue Memorial Union, Purdue University.
13. Cai, L. A., Ismail, J., & **Lehto, X. Y.** (2005). *Harrison county visitor profile study*. Submitted to the Harrison County Convention & Visitors Bureau, Corydon, IN.
14. Cai, L. A., **Lehto, X. Y.**, & Ismail, J. (2005). *Harrison county image study*. Submitted to the Harrison County Convention and Visitors Bureau, Corydon, IN.

15. **Lehto, X. Y.**, & Ceurvorst, R. (2004). *Colorado welcome center study 2003-2004: Yearly on- site survey*. Submitted to Colorado Office of Economic Development & International Trade, CO.
16. **Lehto, X. Y.**, & Ceurvorst, R. (2004). *Colorado welcome center study 2003-2004: Yearly follow-up survey*. Submitted to Colorado Office of Economic Development & International Trade, CO.
17. **Lehto, X. Y.**, & Ceurvorst, R. (2003). *Colorado welcome center study 2002-2003: Yearly on- site survey*. Submitted to Colorado Office of Economic Development & International Trade, CO.
18. **Lehto, X. Y.**, & Ceurvorst, R. (2003). *Colorado welcome center study 2002-2003: Yearly follow-up survey*. Submitted to Colorado Office of Economic Development & International Trade, CO.
19. **Lehto, X. Y.** (2003). *Fort Collins conversion study of promotional efforts of 2002*. Submitted to the Fort Collins Convention & Visitors Bureau, Fort Collins, CO.
20. **Lehto, X. Y.** (2002). *Developing a method for managing data for Fort Collins Convention & Visitors Bureau: Final report*. Submitted to Fort Collins Convention & Visitors Bureau, Fort Collins, CO.
21. Vaske, J., Donnelly, M. P., & **Lehto, X. Y.** (2002). *Visitor crowding and normative tolerances at congested areas of Rocky Mountain National Park*. Submitted to Rocky Mountain National Park, CO.
22. **Lehto, X. Y.** (2002). *Fort Collins conversion study of promotional efforts of 2001*. Submitted to the Fort Collins Convention & Visitors Bureau, Fort Collins, CO.
23. O'Leary, J. T., Hill, A., Sorzabal, A. A., & **Lehto, X. Y.** (2001). *Outdoor recreation and the NSRE: An examination of involvement patterns: Final report*. Submitted to US Forest Service.
24. **Lehto, X.**, O'Leary, J. T., & Glenn, T. (1998). *Preliminary analysis on the U.S. meetings/conventions and incentive travel market*. Submitted to Canadian Tourism Commission.
25. Morrison, A. M., **You/Lehto, X.**, & Bai, X. (1997). *Hamilton County Convention & Visitors Bureau conversion study of direct-response advertising 1996*. Submitted to Hamilton County Convention & Visitors Bureau, IN.
26. Morrison, A. M., **You/Lehto, X.**, & Bai, X. (1997). *Conner Prairie conversion study of direct-response advertising 1996*. Submitted to Conner Prairie Convention & Visitor Bureau, Fishers, IN.
27. Morrison, A. M., **You/Lehto, X.**, & Bai, X. (1997). *Howard County Convention & Visitors Bureau conversion study of direct-response advertising*. Submitted to Howard County Convention & Visitors Bureau, Kokomo, IN.
28. Morrison, A. M., **You/Lehto, X.**, & Bai, X. (1997). *Greater Pittsburgh Convention & Visitors Bureau conversion study of direct-response advertising for 1996*. Submitted to the Greater Pittsburgh Convention & Visitors Bureau, Pittsburgh, PA.
29. Morrison, A. M., Sung, H. S., & **You/Lehto, X.** (1997). *Greater Pittsburgh visitor profile study*. Submitted to the Greater Pittsburgh Convention & Visitors Bureau, Pittsburgh, PA.
30. Morrison, A. M., Sung, H. S., & **You/Lehto, X.** (1997). *Brown County visitor profile study*. Submitted to the Brown County Convention & Visitors Bureau, Nashville, IN.

31. Morrison, A. M., Sung, H. S., & **You/Lehto, X.** (1997). *Bloomington/Monroe County visitor profile study*. Submitted to the Bloomington/Monroe County Convention & Visitors Bureau, IN.
32. Morrison, A. M., **You/Lehto, X.**, and Sung, H. S. (1996). *Conversion study of direct-response advertising*. Submitted to Brown County Convention & Visitors Bureau, Nashville, IN.
33. Morrison, A. M., Sung, H. S. & **You/Lehto, X.** (1996). *Conversion study of direct-response advertising*. Submitted to Brown County Convention & Visitors Bureau, Nashville, IN.
34. Morrison, A. M., Braunlich, C. G., Sung, H. S., Nadkarni, N., & **You/Lehto, X.** (1996). *Glen Oak Country Club member analysis study*, Glen Ellyn, IL.
35. Morrison, A. M., **You/Lehto, X.**, Sung, H.S., & Cai, L. A. (1996). *Conversion study of direct-response advertising*. Submitted to Springfield Convention & Visitors Bureau, Springfield, MO.
36. Morrison, A. M., Cai, L. A., & **You/Lehto, X.** (1996). *Conversion study of direct-response advertising*. Submitted to Hamilton County Convention & Visitors Bureau, Noblesville, IN.

Awards & Honors

1. 2022 Cornell Quarterly Best Paper Award, 9th ITSA Biennial Conference. Food experience conviviality.
2. 2020 Best Paper – City Tourism. 8th ITSA Biennial Conference. Tourism city walkability.
3. 2020 Best Paper- Culture. 8th ITSA Biennial Conference. Winery experience and wellbeing: A big data approach.
4. 2018 Best Paper award (2nd place). 83rd TOSOK conference in Incheon, South Korea, for the paper “Tourism self-presentation and its health-related outcome”
5. 2017 Jim Whyte Fellowship, University of Queensland, Australia.
6. 2016 Martin Oppermann Journal of Travel & Tourism Marketing Best Article of the Year Award. Awarded by Journal of Travel & Tourism Marketing for the paper titled “A Confucian analysis of Chinese tourist motivations”.
7. 2016 Best Paper Award, The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism for the paper “Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counterfactual thinking”.
8. 2013 Best Paper Award- Tourism Category, The 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism for the paper “Motivation of Chinese Tourists: A Means-End Approach”.
9. 2013 International Society of Travel and Tourism Educators (ISTTE) Best Paper Award for the paper "Hospitality Across Religions: A Hermeneutic Phenomenological Perspective ".
10. 2011 International Society of Travel and Tourism Educators (ISTTE) Best Paper Award for the paper “Having fun together: exploring leisure trip activity participation of Korean families with children of disabilities”.

11. 2011 Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE) Best Paper Award for the paper titled “Cognitive fit effects of online customer reviews on tourists’ information search”.
12. 2009-2010 International Scholar. Kyunghee University, Seoul, South Korea. Awarded to scholars with recognized publication record in the university’s effort to spur collaborative research and improve its research scholarship quality.
13. 2007 International Society of Travel and Tourism Educators (ISTTE) Best Paper Award for the paper “Affective image congruence between destinations and their slogans”.
14. 2007 Arnold I. Cohen Faculty Development Award. Awarded by the Department of Hospitality and Tourism Management, Purdue University.
15. 2006 Best Paper Award. Awarded by the International Conference of Tourism and the New Asia: Implications for Research, Policy and Practice, Beijing, China for the paper titled “Segmenting Chinese tourists by information sourcing variables: Focusing on the first-time visitors to Macau.”
16. 2005-2006 Hancock Faculty Fellow. Awarded by Purdue Center for Families.
17. 2005 Best Paper Award. Awarded by the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao.
18. 2001 Martin Oppermann Journal of Travel & Tourism Marketing Best Article of the Year Award. “Age and cohort effects: An examination of older Japanese travelers”.

Selected Invited Speech

1. **Lehto, X.** (2022). *Celebrating the spirit of hospitality: creating transformative experiences* [Conference session]. The 9th Biennial International Tourism Studies Association (ITSA) Conference, Gran Canaria, Universidad De Las Palmas De Gran Canaria, Spain.
2. **Lehto, X.** (2020, December 2). *Be a thought leader: Turn the ordinary into extraordinary* [Conference session]. The 8th Biennial International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia. [Hybrid presentation].
3. **Lehto, X.** (2020, September 1). *Tourism Experience. Keynote Speaker for the 7 Experiences Summit*. Aalto University, Espoo, Finland. [Virtual presentation].
4. **Lehto, X.** (2020, October 2). *ITSA Webinar Series #1 Co-host: Global Going Local: On globalization, regionalization, and localization in tourism* [Conference session]. International Tourism Studies Association (ITSA), Jakarta, Indonesia.
5. **Lehto, X.** (2019). *Sustainable Factors in Transnational Collaboration Along Silk Road Golden Tourism Corridor destinations*. Sino-Euro Silk Road Economic Forum. Xi’an, China.
6. **Lehto, X.** (2019). *Tourism as a force for good: Towards a wellness-centered tourism product design approach*. 2019 Gran Canaria Spring symposium in Tourism development, Spain.
7. **Lehto, X.** (2019). *International Tourism Studies Association (ITSA): Bridging Gaps in research, education and engagement*. Universidad De Las Palmas De Gran Canaria, Gran Canaria, Spain.
8. **Lehto, X.** (2018, March 9). *International Tourism Studies Association: Past, Present, and Future* [Invited speech]. ITSA London Office Launch Remarks. University of Greenwich, London.

9. **Lehto, X.** (2018, March 9). *Reflections on Destination Experience Research* [Invited research seminar]. University of Greenwich, London.
10. **Lehto, X.** (2018, August 6-10). *Sense and Sensibility: Tourism Scholarship, Practice and Humanity* [ITSA Keynote Speaker]. The 7th Biennial International Tourism Studies Association (ITSA) Conference. Tshwane, South Africa.
11. **Lehto, X.** (2018, August 6-10). *Research and Scholarship Development- One day workshop for scholars from Africa and Asia* [Conference Session]. The 7th Biennial International Tourism Studies Association (ITSA) Conference. Tshwane, South Africa.
12. **Lehto, X.** (2018, June). *Outstanding Scholar Series*. Beijing Minzu University.
13. **Lehto, X.** (2017, June). *Destination Experience Management: The Traveler-Destination Exchange* [Invited research seminar]. University of Queensland, Brisbane, Australia.
14. **Lehto, X.** (2017, June). *Navigating the research water: reflection on research and scholarship development* [Invited seminar], University of Queensland, Brisbane, Australia.
15. **Lehto, X. Y.** (2015, June 29). *Trends in Research Methodology in Tourism*. Hunan Normal University, Hunan, China
16. **Lehto, X. Y.** (2015, June 25). *Destination Experience Management: From Restoration to Transformation*. Zhejiang University, Zhejiang, China.
17. **Lehto, X. Y.** (2015, June 23). *Trends in Tourism Experience Management*. Ningbo Science & Technology. Ningbo, Zhejiang sheng, China.
18. **Lehto, X. Y.** (2012, June 15-16). *State of the Art Research Techniques* [Workshop presentation]. College of Tourism Management, Hunan Normal University. Changsha, China.
19. **Lehto, X. Y.** (2011, June 13). *Current Tourism Research* [Invited speech]. Beijing International Studies University, Beijing, China.
20. **Lehto, X. Y.** (2011, June 10). *Tourism and Well-being* [Invited speech]. College of Tourism Management, Hunan Normal University, Changsha, China.
21. **Lehto, X. Y.** (2010, May 16). *Destination branding and marketing* [Invited keynote speech]. China Tourism Creative Development Forum, Zhejiang University, Hangzhou, China.
22. **Lehto, X. Y.** (2010, May 12). *Destination promotional slogan effectiveness* [Invited speech]. College of Tourism Management, Hunan Normal University, Changsha, China.
23. **Lehto, X. Y.** (2009, December 3). *Tourism research and market trends in China* [Invited speech]. BK 21 Program Special Lecture Series, Jeju National University, Jeju, South Korea.
24. **Lehto, X. Y.** (2009, November 10). *Tourism career development employment* [Invited guest lecture]. College of Hotel & Tourism Management, Kyung Hee University, Seoul, South Korea.
25. **Lehto, X. Y.** (2009, November 18). *Wellness experience at hot spring destinations* [Invited keynote speech]. 2009 International Wellness Tourism Summit Forum, Wuyi, China.

26. **Lehto, X. Y.** (2009). *PMU dining services customer satisfaction* [Presentation]. Purdue Housing & Food Services and Purdue Memorial Union. West Lafayette, IN.
27. **Lehto, X. Y.** (2008). *Harrison County Welcome/Visitor Center Return on Investment* [Presentation]. A presentation conducted to an audience of Harrison County Convention and Visitors Bureau staff, board members and Indiana Welcome/Visitor Center Volunteer workers. Corydon, IN.
28. **Lehto, X. Y.** (2007). *Branding Research and Practices in the Hospitality and Tourism Industry* [Presentation and Workshop]. China Academic of Science, Chengdu (CASC), Sichuan Province, China.
29. **Lehto, X. Y.** (2007, May). *Purdue Tourism Research and Engagement* [Invited e-conference speech]. Unlocking Purdue's Treasure Chest Series, West Lafayette, IN.
30. **Lehto, X. Y.** (2006). *Marketing Strategies and Service* [Invited speech]. 2006 Summer Cochran Fellowship Program, Purdue University. West Lafayette, IN.
31. **Lehto, X. Y.** (2006). *Building a Stronger Economy through Tourism* [Invited Speech]. Unlocking Purdue's Treasure Chest Program, Purdue Cooperative Extension service. West Lafayette, IN.
32. **Lehto, X. Y.** (2006). *Mediating the Effect of Natural Disasters on Tourist Visit Intention* [Invited Speech]. International Conference of Tourism and the New Asia, Peking University and China National Tourism Administration, Beijing, China.
33. Morrison, A. & **Lehto, X. Y.** (2005). *Image, Positioning and Branding in the Tourism and Hospitality Industry* [Industry Workshop]. Institute for Tourism Studies (IFT), Macao, China.
34. **Lehto, X. Y.** (2006, April 18). *Harrison County Image Study (2005)* [Presentation]. Harrison County, Corydon, IN.
35. **Lehto, X. Y.** (2006). *Harrison County Visitor Profile Study (2005)* [Presentation]. Harrison County, Corydon, IN.
36. **Lehto, X. Y.** (2005, October). *Research in the Family Travel Market* [Presentation]. Strategic Council of the Purdue Center for Families, Purdue University, IN.
37. **Lehto, X. Y.** (2002). *Shedding Lights on International Travel Trends* [Presentation]. Colorado Governor's Conference on Tourism. Denver, CO.