

Ningqiao Li, Ph.D.
Assistant Professor
University of Houston
Conrad N. Hilton College of Global Hospitality Leadership
4450 University Drive, Room 231C
Houston, Texas, 77204
713-743-1727, nli12@uh.edu

EDUCATIONAL BACKGROUND

Ph.D. in Hospitality Management School of Hospitality and Tourism Management University of South Carolina Columbia, SC Doctoral Dissertation Title: Capturing Visuals in Hospitality: A Multi-Dimensional Exploration of Photographs in Interdisciplinary Research. Major advisor: Dr. Fang Meng	08/2019-08/2023
M.S. in Computer Science Department of Computer Science and Engineering University of South Carolina Columbia, SC	08/2021-Present
M.S. in Tourism and Hospitality Management Xiamen University Xiamen, China	09/2013-06/2016
B.S. in Tourism Management Shandong University Jinan, China	09/2009-06/2013

RESEARCH

Research Interests

- Visual marketing and branding in hospitality and tourism
- Consumer information processing and decision making
- Machine learning and data mining
- Computer vision
- Tourism economics

Peer Reviewed Publication

Li, N., Meng, F., & Martin, D. (2023). The influence of travel photo editing on tourists' experiences. *Tourism Management*, 98, 104762. (Research note)

Zou, Y., Meng, F., Li, N., & Pu, E. (2021). Ethnic minority cultural festival experience: Visitor–environment fit, cultural contact, and behavioral intention. *Tourism Economics*, 27(6), 1237-1255.

Zhou, B. & Li, N. (2018). The impact of high-speed trains on regional tourism economies: Empirical evidence from China. *Tourism Economics*, 24(2), 187-203.

Zhou, B. & Li, N. (2018). *The impact of high-speed trains on regional tourism economies: Empirical evidence from China* [M]. Xiamen: Xiamen University Press. ISBN 978-7-5615-6914-6 (in Chinese).

Zhou, B., Qu, H., & Li, N. (2016). Attraction agglomeration and destination appeal. *Tourism Economics*, 22(6), 1245-1260.

Zhou, B., Qu, H., & Li, N. (2016). How tourist attraction agglomeration affects a regional tourism economy. *Tourism Analysis*, 21(6), 603-616.

Conference Proceedings

Li, N., Liu, X., Meng, F. (March 2023). The impact of hotel-generated photographs on social media engagement: a deep learning approach. *AI and Big Data in Tourism and Hospitality session at the American Association of Geographers Annual Conference*. Denver, USA. Stand-up presentation.

Li, N. (September 2022). *The Grace Hopper Celebration of Women in Computing (GHC)*. Orlando, USA.

Li, N., Meng, F., Zhang X. (January 2022). How photo retouching behavior influences tourists' experience evaluation in the social media age. *The 27th Annual Graduate Education and Graduate Student Research Conference (Virtual)*, Houston, USA. Stand-up presentation.

Li, N., Liu, X., Meng, F. (October 2021). Machine learning techniques in Tourism and Hospitality research: A critical assessment. *The 3rd International Tourism and Retail Service Management Conference (Virtual)*, Malaysia. Stand-up presentation.

Li, N., Meng, F. (January 2021). Fake but better? An exploratory study on travel photo retouching behavior in the social media age. *The 26th Annual Graduate Education and Graduate Student Research Conference (Virtual)*, Houston, USA. Stand-up presentation.

Li, N., Meng, F., Zhang, X., So, K. K. F., & Hudson, S. (January 2020). Why retirees migrate: Application of importance – performance and gap analyses of retirement needs and destination image. *The 25th Annual Graduate Education and Graduate Student Research Conference*, Las Vegas, USA. Stand-up presentation. **Best Paper Nomination.**

Zhou, B. & Li, N. (June 2016). The impact of high-speed trains on regional tourism economies: Empirical evidence from China. *The 22nd Asia Pacific Tourism Association Conference*, Beijing, China. **The Best Paper Award.**

Zhou, B., Qu, H., & Li, N. (June 2015). How tourist attraction agglomeration affects a regional tourism economy. *The 5th Conference of the International Association for Tourism Economics*. Hong Kong, China.

TEACHING EXPERIENCE

University of Houston, Houston TX

Assistant Professor, Conrad N. Hilton College of Global Hospitality Leadership

- GHL 4370 Project Development and Management in the Hospitality Industry [in-person], Fall 2023

University of South Carolina, Columbia SC
Instructor, School of Hospitality and Tourism Management

- HRTM 260 Hospitality Management [in-person], Spring 2023.
- HRTM 260 Hospitality Management [in-person], Fall 2022.
- HRTM 280 Foundation of Tourism [in-person], Spring 2022.
- HRTM 260 Hospitality Management [in-person], Fall 2021.
- HRTM 260 Hospitality Management [hybrid], Spring 2021.
- HRTM 260 Hospitality Management [online], Fall 2020, co-teach.

PROFESSIONAL EXPERIENCE

Poly Hotel Management Co., Ltd. China. 07/2016-04/2018

Management trainee

- Be responsible for hotel brand development and management.
- Create brand warehouses for two newly developed brands, the luxury Poly Noyah, and the boutique Artel.

Pre-opening team member, InterContinental Guangzhou, China.

- The main property of Poly Management Co.
- Rotate among different departments to help the general manager with the hotel pre-opening work, as one of the ten initial members in the hotel.

Assistant Manager, Marketing & Communications Department, InterContinental Guangzhou, China.

- Implementation of brand standards.
- In charge of digital marketing, advertising, and promotion.
- Operation of the online commercial platform.
- Communication with media and governments.

Sheraton Jinan, China 08/2013-12/2013

Intern, Housekeeping Department

ShunHe International Hotel, Jinan, China 07/2012-08/2012

Intern, Banquet Department

SERVICE

- Ad Hoc Reviewer - Tourism Analysis
- Journal Editing Assistant – Tourism Analysis, 2020-2021
- HRTM 301 Practical Exam – Volunteer evaluator, Spring 2022
- Breakout session assistant at the 3rd International Tourism and Retail Service Management Conference, Oct. 2022

MEMBERSHIP

- Member of Women in Technology (WIT)
- Member of International CHRIE Association (ICHRIE)