

## **Svetlana Stepchenkova, PhD**

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### **EDUCATION**

Ph.D in Hospitality and Tourism Management, Purdue University  
Graduate Certificate in Statistics, Purdue University  
M.S. in Hospitality and Tourism Management, Purdue University  
B.S. in Applied Mathematics, Moscow State University

### **BIOGRAPHY**

Svetlana Stepchenkova, Ph.D., is an assistant professor at the Department of Tourism, Recreation, and Sport Management at the University of Florida. The area of her research interests is destination management, marketing, and branding, with the focus on quantitative assessment of destination image using qualitative data. She is especially interested in influence of media messages on image formation, and destination image as a factor in explaining destination choice. Svetlana also studies applications of information technologies in travel and tourism, particularly virtual travel communities, destination websites, and user-generated content as a means of obtaining a competitive advantage in destination marketing and management.

Currently Svetlana is leading a three-year international project “Capacity Building Partnership to Improve Tourism Education, Research, and Industry Outreach: University of Florida, USA and the State University of Nizhni Novgorod, Russian Federation” sponsored by the U.S. Department of Education.

Svetlana publishes her research in the *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality Marketing & Management*, as well as *CyberPsychology & Behavior* and *Computers in Human Behavior*. In 2011 Svetlana joined the Editorial Review Board of *Journal of Travel Research*. She also serves as a reviewer for *Tourism Management*, *Journal of Hospitality Marketing & Management*, and *Current Issues in Tourism*.

## TEACHING ASSIGNMENTS

University of Florida, Department of Tourism, Recreation and Sport Management, College of Health and Human Performance

- HLP 6515 **Evaluation Procedures in Health and Human Performance**. Graduate course on introductory statistics and data analysis (Fall 2009, Fall 2010, Fall 2011)
- HLP 6535 **Research Methods**. Graduate course on research in social sciences: research design, issues, and methods (Fall 2011)
- LEI 3836 **Hospitality Management**. Undergraduate course on hospitality industry and management issues in hospitality operations (Fall 2009, Spring 2010, Fall 2010)

## GRANT PROJECTS

Stepchenkova, S. (PI), Thapa, B. (Co-PI), & Pennington-Gray, L. (Co-PI). (2010-2013). "Capacity Building Partnership to Improve Tourism Education, Research, and Industry Outreach: University of Florida, USA and the State University of Nizhni Novgorod, Russian Federation." Funding Agency: The Department of Education, US, *Funds for the Improvement of Post-Secondary Education (FIPSE)* - \$400,000. The Ministry of Education and Science of the Russian Federation matching funding: \$400,000. **Total project funding: \$800,000.**

## RESEARCH INTERESTS

- Destination image as a competitive factor in destination management, marketing, and branding
- Computer-assisted analysis of qualitative data. Methodologies for statistical analysis of textual and pictorial data
- Effects of media messages and user-generated content on tourism behavior and destination demand
- Websites and online communities as a marketing tool for Destination Marketing Organizations
- Cultural issues in tourism research

## PUBLICATIONS

**Stepchenkova, S.** (2011). Content Analysis. In L. Dwyer, A. Gill, and N. Seetaram (Eds.), *Research Methods in Tourism*, in press. UK: Edward Elgar.

Lu\*, W., & **Stepchenkova, S.** Ecotourism experiences reported online: Classification of satisfaction attributes. *Tourism Management*, in press. Published online: September 1, 2011, DOI:10.1016/j.tourman.2011.08.003.

Li, X. (R.), & **Stepchenkova, S.** Chinese outbound tourists' destination image of America: Part I. *Journal of Travel Research*, in press. Published online: June 10, 2011, DOI: 10.1177/0047287511410349.

Kirilenko, A., **Stepchenkova, S.**, Romsdahl, R., Mattis, K. Computer-assisted analysis of public discourse: A case study of the precautionary principle in the US and UK press. *Quality & Quantity*, in press. Published online: November 19, 2010, DOI: 10.1007/s11135-010-9383-z.

**Stepchenkova, S.**, & Eales, J. (2011). Quantifying media messages: The effect of news on tourism demand. *Journal of Travel Research*, 50(2), 198-212.

**Stepchenkova, S.**, & Mills, J. E. (2010). Destination Image Research: A Trend Analysis. *Journal of Hospitality Marketing & Management*, 19(6), 575-609.

**Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A., & Morrison (2010). Benchmarking CVB website performance: Spatial and structural patterns. *Tourism Management*, 31(5), 611-620.

**Stepchenkova, S.**, Kirilenko, A., & Morrison (2009). Facilitating content analysis in tourism research. *Journal of Travel Research*, 47(4), 454-46.

Byun, S., Ruffini, C., Mills, J., Douglas, A., Niang, M., **Stepchenkova, S.**, Lee, S. K., Loufti, J., Lee, J.-K., Atallah, M., & Blanton, M. (2009). Internet addiction: A quantitative meta-synthesis of 1996-2006 research. *CyberPsychology & Behavior*, 12(2), 203-207.

Douglas, A. C., Mills, J. E., Niang, M., **Stepchenkova, S.**, Byun, S., Ruffini, C., Lee, S. K., Loufti, J., Lee, J.-K., Atallah, M., & Blanton, M. (2008). Internet addiction: A qualitative meta synthesis of 1996-2006 research. *Computers in Human Behavior*, 24(6), 3027-3044.

Jiang, H., Mills, J.E., & **Stepchenkova, S.** (2008). Digital identity management and satisfaction with virtual travel communities. *Information Technology and Tourism Journal*, 10(1), 43-58.

**Stepchenkova, S.**, & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner & Ritchie. *Tourism Management*, 29(3), 548-560.

**Stepchenkova, S.**, Chen, Y., & Morrison, A. M. (2007). China and Russia: Organic destination images in U.S. media. *China Tourism Research*, 3(1), 55-72.

**Stepchenkova, S.**, & Morrison, A. M. (2006). The destination image of Russia: From the online induced perspective. *Tourism Management*, 27(5), 943-956.

## **REFEREED CONFERENCE PRESENTATIONS AND PROCEEDINGS**

**Stepchenkova, S.**, Lane, C. W., Pennington-Gray, L., & Thapa, B. (2011). Strategic Partnership to Improve Tourism Education: University of Florida, USA and The State University of Nizhni Novgorod, Russian Federation. In F. Hummel (Ed.), *Proceedings of the 2011 Annual International Society of Travel and Tourism Educators (ISTTE) Conference*, October 20-22, 2011 in Miami, USA (Vol. 23, pp. 265-272). St. Clair Shores, MI: International Society of Travel and Tourism Educators.

**Stepchenkova, S.**, & Zhang\*, F. (2011). DMOs and user-generated photography: Comparison of projected and perceived destination images using perceptual maps. *The 42<sup>nd</sup> Annual Conference of the Travel and Tourism Research Association (TTRA)*. June 19-21, 2010. London, Ontario, Canada.

Lu\*, W., & **Stepchenkova, S.** (2011). U.S. ecotourists' travel experience and satisfaction reported on the World Wide Web: A case of Costa Rica ecolodges. In *The 16th Annual Hospitality and Tourism Graduate Student Education and Research Conference Electronic (CD) Proceedings: Advances in Hospitality and Tourism Research*, vol. XVI. Houston, TX, January 5-8, 2011.

Lu\*, W., **Stepchenkova, S.**, Thapa, B., & Donohoe, H. (2010). Ecotourists satisfaction with travel experiences and ecolodges in Costa Rica. International Tourism Conference on Global Sustainable Tourism . Mbombela, South Africa, November 15-19, 2010.

**Stepchenkova, S.**, & Ismail, J. (2010). Tracking Destination Image through Time: The Case of Aruba. International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference. July 27-31, 2010. San-Juan, Puerto-Rico.

Li, X., & **Stepchenkova, S.** (2010). America's Destination Image as Seen through Chinese Outbound Tourists' Eyes. 41<sup>st</sup> Annual Conference of the Travel and Tourism Research Association (TTRA). June 20-22, 2010. San-Antonio, Texas. **Best Research Paper Award.**

**Stepchenkova, S.**, & Eales, J. (2009). Modeling the effect of media messages on destination demand: The case of Russia. In *The 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference Electronic (CD) Proceedings: Advances in Hospitality and Tourism Research*, vol. XIV. Las Vegas, NV, January 4-6, 2009. **Best Paper Nomination.**

**Stepchenkova, S.**, & Ismail, J. (2009). A proposal for Dynamic Destination Image Index: The case of Aruba. In *The 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference Electronic (CD) Proceedings: Advances in Hospitality and Tourism Research*, vol. XIV. Las Vegas, NV, January 4-6, 2009. *Poster Presentation.*

**Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A., & Morrison (2008). Mapping CVB website quality: Spatial and structural patterns. In *The 13th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XIII. Advances in Hospitality and Tourism Research* (pp. 649-661). Orlando, FL, January 3-5, 2008.

**Stepchenkova, S.**, Mills, J. E., & Jiang, H. (2007). Virtual travel communities: Self-reported experiences and satisfaction. In M. Sigala, L. Mich, and J. Murphy (eds.) *The 14th International Conference on Information Technology and Travel & Tourism (ENTER) Proceedings*, (pp. 163 174). Ljubljana, Slovenia, January 24-26, 2007. SpringerWienNewYork: Austria

**Stepchenkova, S.**, & Ismail, J.A. (2007). China and Russia: Substitutes or Complements? In *The 12th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XII. Advances in Hospitality and Tourism Research* (pp. 939-948). Houston, TX, January 4-6, 2007.

**Stepchenkova, S.**, Kirilenko, A.P., & Morrison, A.M. (2006). Facilitating statistical analysis of digital textual data: A two-step approach. In *The 11th Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. XI. Advances in Hospitality and Tourism Research* (pp. 680-689). Seattle, WA, January 5-7, 2006. **Best Paper Nomination.**

**Stepchenkova, S.**, Chen, Y., & Morrison, A. M. (2005). China and Russia: A comparative analysis of organic destination images. In *The 11th APTA Conference Proceedings: Vol. 1. New Tourism for Asia-Pacific* (pp. 273-283). Goyang, Korea, July 7-10, 2005.

**Stepchenkova, S.**, & Morrison, A. M. (2005). Online image measurement of Russia as a tourist destination: A comparison of American and Russian websites. In *The 10<sup>th</sup> Annual Hospitality and Tourism Graduate Student Education and Research Conference Proceedings: Vol. X. Advances in Hospitality and Tourism Research* (pp. 930-934). Myrtle Beach, NC, January 4-6, 2005. *Poster Presentation.*

## **RESEARCH REPORTS**

Morrison, A. M., So, S.-I., Beldona, S., Feng, R., & **Stepchenkova, S.** (2004). The Ambassador Membership Value Study (Comparison Report). West Lafayette, IN, USA: Purdue University, Purdue Tourism and Hospitality Research Center (PTHRC).

## **PROFESSIONAL DEVELOPMENT**

### **Consumer Expenditure Survey Microdata Users' Workshop**

USA Bureau of Labor Statistics, Washington, DC. July 27-29, 2011.

### **Teaching Enhancement Symposium**

College of Agricultural and Life Sciences, University of Florida, August 16, 2011, August 18, 2010.

### **Crisis Management Leadership Workshop**

University of Florida's Tourism Crisis Management Institute, October 19-20, 2010.

### **Applied Management Principles Program**

Krannert School of Management, Purdue University. Spring 2004. Certificate of Completion.

### **Information Technologies (E-business) Seminar**

Japan's Assistance for the Management Training Program, Tokyo, Japan. Spring 2002. Certificate of Completion.

### **Technological Innovations Management**

Training managers and executives for the enterprises of national economy of the Russian Federation. The Academy for National Economy at the Government of Russian Federation, Moscow, Russia. 2001-2002. Diploma.

## **SERVICE AND PROFESSIONAL AFFILIATIONS**

- Associate Director of Eric Friedheim Tourism Institute, University of Florida
- Member of Editorial Review Board for *Journal of Travel Research* since 2011
- 2011-2012 Member of the Executive Committee of the International Tourism Studies Association (ITSA). Vice-President (Russia and Eastern Europe)
- Reviewer for *Tourism Management*, *Journal of Travel Research*, *Current Issues in Tourism*, and *Journal of Hospitality Marketing and Management*
- Member of Eta Sigma Delta Honor Society
- Institutional Member of Travel and Tourism Research Association (TTRA) through Eric Friedheim Tourism Institute, University of Florida
- Institutional Member of Council on Hotel, Restaurant, and Institutional Education (CHRIE) through Eric Friedheim Tourism Institute, University of Florida