

## Svetlana Stepchenkova, Ph.D.

### Professor

Department of Tourism, Hospitality and Event Management  
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[Last updated November 7, 2023]

#### EDUCATION

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

#### TEACHING

Tourism and Hospitality Marketing (HFT 4743), Branding Strategies (LEI 6931), Introductory statistics (HLP 6515), Multivariate analysis (HMG 6589C), Research methods (LEI 4880, HLP 6535).

#### ADMINISTRATIVE RESPONSIBILITIES

2019-2021 Graduate Coordinator at the Dept. of Tourism, Hospitality and Event Management.

#### RESEARCH STATEMENT

The area of my research interests is destination marketing, branding, and positive image building. I study tourist behavior in response to marketing communications and the effectiveness of destination promotion efforts in situations of strained bilateral relations between nations. I am interested in the usability of user-generated content for managerial decision-making in destination marketing. Authentic communications in tourism and hospitality are my most recent research area. In 2018-2019 I received the University of Florida Term Professorship Academic Achievement Award in recognition of research productivity, specifically, publications, extramural funding, and national and international presentations. The HHP College recognized me twice during my tenure with the International Educator of the Year Award.

#### SUMMARY INDICATORS

Peer-reviewed journal articles: 65  
h-index = 39; i10-index = 57; total citations: 8100+  
Professional presentations (national/international): 70+  
Google Scholar: <https://scholar.google.com/citations?user=X1rFNi0AAAAJ&hl=en>

#### REFEREED RESEARCH PUBLICATIONS

g – graduate student; & – visiting scholar; underscore – lead author

65. **Stepchenkova, S.** (2023). Comparative analysis and applicability of GENE, CETSCALE, and TE ethnocentrism scales in tourism context. *Current Issues in Tourism*, 26 (9), 1409-1426.
64. Dai, X. (&), **Stepchenkova, S.**, & Kirilenko, A.P. (2022). The effect of media on tourists'

perceptions of a country-target of animosity in the China-US context. *Journal of China Tourism Research*. <https://doi.org/10.1080/19388160.2022.2150349>.

63. Park, H. (g), & **Stepchenkova, S.** (2023). Invisible Power of Culture: Mapping Tourist Information Flow of National DMO websites. *Journal of Travel Research*, 62(4), 753-767.
62. Dogru-Dastan, H. (g, &), **Stepchenkova, S.**, & Kirilenko, A.P. (2022). Responding to Visitor Density Pre and Post COVID-19 Outbreak: The Impact of Personality Type on Perceived Crowdedness, Feeling of Being Comfortable, and Anticipated Experience. *Sustainability*, 14(7), 3960.
61. Kirilenko, A.P., Ma, S. (g), **Stepchenkova, S.**, Su, L. (g), & Waddell, F. (2023). Detecting early signs of overtourism: Bringing together indicators of tourism development with data fusion. *Journal of Travel Research*, 62 (2), 382-398.
60. **Stepchenkova, S.**, & Park, H. (g) (2021). Authenticity Orientation as an Attitude: Scale Construction and Validation. *Tourism Management*, 83, 104249.
59. Kirilenko, A. P., **Stepchenkova, S.**, & Dai, X. (&) (2021). Automated Topic Modeling of Tourist Reviews: Does the Anna Karenina Principle Apply? *Tourism Management*, 83, 104241.
58. Kim, M. (g), & **Stepchenkova, S.** (2021). Do Consumers Care About CSR Activities of Their Favorite Restaurant Brands? Evidence from Engagement on Social Networks. *Journal of Hospitality Marketing & Management*, 30(3), 305-325.
57. Su, L.J. (g), **Stepchenkova, S.**, & Dai, X. (&) (2020). The Core-Periphery Image of South Korea on the Chinese Tourist Market in the Times of Conflict over THAAD. *Journal of Destination Marketing & Management*, 17, 100457.
56. Wang, L. (g), **Stepchenkova, S.**, & Kirilenko, A.P. (2021). Will the present younger adults become future orbital space tourists? *Tourism Recreation Research*, 46(1), 109-123.
55. **Stepchenkova S.**, & Belyaeva V. (2021). The effect of authenticity orientation on existential authenticity and postvisitation intended behavior. *Journal of Travel Research*, 60(2), 401-416.
54. Kim, M. (g), & **Stepchenkova, S.** (2020). Corporate Social Responsibility Authenticity from the Perspective of Restaurant Consumers. *The Service Industries Journal*, 40(15-16), 1140-1166.
53. Kirilenko, A. P., & **Stepchenkova, S.** (2020). Automated Topic Modeling of Negative Tourist Reviews. *E-review of Tourism Research*, 17(4), 532-545.
52. Guerrero-Rodriguez, R. (&), **Stepchenkova, S.**, & Kirilenko, A.P. (2020). Experimental investigation of the impact of a destination promotional video with psychological and self-reported measures. *Tourism Management Perspectives*, 33, 100625.
51. Ma, S. (g), Kirilenko, A. P., & **Stepchenkova, S.** (2020). Special interest tourism is not so special after all: Big data evidence from the 2017 Great American Solar Eclipse. *Tourism Management*, 77, 104021.
50. Liang, Y. (g), Kirilenko, A.P., **Stepchenkova, S.**, & Ma, S. (g) (2020). Using social media to discover unwanted behaviours displayed by visitors to nature parks: comparisons of nationally and privately-owned parks in the Greater Kruger National Park, South Africa. *Tourism Recreation Research*, 45(2), 271-276.
49. **Stepchenkova, S.**, Dai, X. (&), Kirilenko, A.P., & Su, L.J. (g) (2020). The influence of animosity, ethnocentric tendencies, and national attachment on tourists' decision-making processes during international conflicts. *Journal of Travel Research*, 59(8), 1370-1385.

48. **Stepchenkova, S.**, Kirilenko, A. P., & Shichkova, E. (2019). Influential factors for intention to visit an adversarial nation: increasing robustness and validity of findings. *International Journal of Tourism Cities*, 5 (3), 491-510.
47. **Kim, M. (g)**, & **Stepchenkova, S.** (2020). Altruistic values and environmental knowledge as triggers of pro-environmental behavior among tourists. *Current Issues in Tourism*, 23(13), 1575-1580.
46. Su, L.J. (g), Kirilenko, A. P., & **Stepchenkova, S.** (2020). The effect of geographical and personal proximity on online discussions of service failure incidents. *Current Issues in Tourism*, 23(18), 2230-2234.
45. Su, L.J. (g), **Stepchenkova, S.**, & Kirilenko, A. P. (2019). Online Public Response to a Service Failure Incident: Implications for Crisis Communications. *Tourism Management*, 73, 1-12.
44. Kirilenko, A. P., **Stepchenkova, S.**, & Hernandez, J. (&) (2019). Comparative clustering of destination attractions for different origin markets with network and spatial analyses of online reviews. *Tourism Management*, 72, 400-410.
43. Kirilenko, A.P., & **Stepchenkova, S.** (2018). Tourism research from its inception to present day: Subject area, geography, and gender distributions. *PloS One*, 13(11), e0206820.
42. Kim, H.N. (g), **Stepchenkova, S.**, & Babalou, V. (g) (2018). Branding destination co-creatively: A case of tourists' involvement in the naming of a local attraction. *Tourism Management Perspectives*, 28, 189-200.
41. Hernandez, J. (&), Kirilenko, A. P., & **Stepchenkova, S.** (2018). Network approach to tourist segmentation via user-generated content. *Annals of Tourism Research*, 73, 35-47.
40. **Stepchenkova, S.**, Su, L.J. (g), & Shichkova, E. (2019). Intention to travel internationally and domestically in an unstable world. *To International Journal of Tourism Cities*, 5(2), 232-246.
39. Kim, H. N. (g), & **Stepchenkova, S.**, & Yilmaz, S. (2019). Destination extension: A faster route to fame for the emerging destination brands? *Journal of Travel Research*, 58(3), 440-458.
38. **Kim, M. (g)**, & **Stepchenkova, S.** (2018). Examining the impact of experiential value on emotions, self-connective attachment, and brand loyalty in family restaurants. *Journal of Quality Assurance in Hospitality and Tourism*, 19(3), 298-321.
37. Kirilenko, A. P., **Stepchenkova, S.**, Kim, H. N. (g), & Li, X. (2018). Automated sentiment analysis in tourism: Comparison of approaches. *Journal of Travel Research*, 57(8), 1012-1025.
36. **Kim, M. (g)**, & Stepchenkova, S. (2018). Does environmental leadership affect market and eco performance? Evidence from Korean franchise firms. *Journal of Business and Industrial Marketing*, 33(4), 417-428.
35. **Stepchenkova, S.**, Shichkova, E., Kim, M. (g), & Rykhtik, M. I. (2018). Do strained bilateral relations affect tourists' desires to visit a country that is a target of animosity? *Journal of Travel and Tourism Marketing*, 35(5), 553-566.
34. **Stepchenkova, S.**, Su, L.J. (g), & Shichkova, E. (2019). Marketing to tourists from unfriendly countries: Should we even try? *Journal of Travel Research*, 58(2), 266-282.
33. Kim, H.N. (g), & **Stepchenkova, S.** (2017). Understanding destination personality through visitors' experience: cross-cultural perspective. *Journal of Destination Marketing and Management*, 6(4), 416-425.

32. Kirilenko, A. P., Dessell, T., Kim, H. N. (g), & **Stepchenkova, S.** (2017). Crowdsourcing Analysis of Twitter Data on Climate Change: Paid Workers vs. Volunteers. *Sustainability*, 9(11), DOI: 10.3390/su9112019. 15 pages.
31. **Stepchenkova, S.**, & Shichkova, E. (2017). Attractiveness of the United States as a travel destination for Russian tourists in the era of strained bilateral relations. *International Journal of Tourism Cities*, 3(1), 87-101.
30. Kirilenko, A. P., & **Stepchenkova, S.** (2017). Sochi 2014 Olympics on Twitter: Perspectives of hosts and guests. *Tourism Management*, 63, 54-65.
29. **Stepchenkova, S.**, & Shichkova, E. (2017). Country and destination image domains of a place: Framework for quantitative comparison. *Journal of Travel Research*, 56(6), 776-792.
28. Berezina, K. (g), Semrad, K. J., **Stepchenkova, S.**, & Cobanoglu, C. (2016). The managerial flash sales dash: Is there advantage or disadvantage at the finish line? *International Journal of Hospitality Management*, 54, 12-24.
27. Kirilenko, A. P., & **Stepchenkova, S.** (2016). Inter-coder agreement in one-to-many classification: Fuzzy kappa. *PLOS ONE*. DOI: 10.1371/journal.pone.0149787. 14 pages.
26. Kim, H.N. (g), & **Stepchenkova, S.** (2015). Effect of tourist photographs on attitudes towards destination: Manifest and latent content. *Tourism Management*, 49, 29-41.
25. Lu, W. (g), & **Stepchenkova, S.** (2015). User-generated content as a research mode in tourism and hospitality applications: Topics, methods, and software. *Journal of Hospitality Marketing & Management*, 24(2), 119-154.
24. Kirilenko, A. P., Molodtsova, T. (g), & **Stepchenkova, S.** (2015). People as sensors: mass media and local temperature influence climate change discussion on Twitter. *Global Environmental Change*, 30, 92-100.
23. Pennington-Gray, L., **Stepchenkova, S.**, & Schroeder, A. (g) (2015). Using the lens of Flickr to denote emic meanings about the impact of hurricane Sandy on a tourism destination: The Jersey Shore. *International Journal of Tourism Anthropology*, 4(1), 89-109. Special issue "Uncovering non-conscious meanings and motivations in the stories tourist tell of trip and destination experiences."
22. **Stepchenkova, S.**, Kim, H.N. (g), & Kirilenko, A. P. (2015). Cultural differences in pictorial destination images: Russia through the camera lenses of American and Korean tourists. *Journal of Travel Research*, 54(6), 758-773.
21. **Stepchenkova, S.**, Shichkova, E., Kim, H. (g), Pennington-Gray, L., & Rykhtik, M. I. (2015). Segmenting VFR travel market to a large urban destination: A case of Nizhni Novgorod, Russia, *Journal of Destination Marketing and Management*, 4, 235-247.
20. **Stepchenkova, S.**, Rykhtik, M. I., Shichkova, E., Kim, H. N. (g), & Petrova, O. (2015). Segmentation for urban destination: gender, place of residence, and trip purpose: A case of Nizhni Novgorod, Russia. *International Journal of Tourism Cities*, 1(1), 70-86. Invited research article.
19. Kirilenko, A.P., & **Stepchenkova, S.** (2014). Public microblogging on climate change: One year of Twitter worldwide. *Global Environmental Change*, 26, 171-182.
18. Jang, W. (g), Ko, Y. J., & **Stepchenkova, S.** (2014). The effects of message appeal on consumer attitude toward sporting events. *International Journal of Sport Communication*, 7(3), 337-356.

17. **Stepchenkova, S.**, & Li, X. (2014). Destination image: Do top-of-mind associations say it all? *Annals of Tourism Research*, 45(2), 46-62.
16. **Stepchenkova, S.**, & Zhan, F. (g) (2013). Visual destination image of Peru: Comparative content analysis of DMO and user-generated photography. *Tourism Management*, 36, 590-601.
15. **Kirilenko, A.P.**, & **Stepchenkova, S.** (2012). Climate change discourse in mass media: Application of computer-assisted content analysis. *Journal of Environmental Studies and Sciences*, 2(2), 178-191.
14. **Stepchenkova, S.**, & Li, X. (2012). Chinese outbound tourists' destination image of America: Part 2. *Journal of Travel Research*, 51(6), 687-703.
13. **Lu, W.** (g), & **Stepchenkova, S.** (2012). Ecotourism experiences reported online: Classification of satisfaction attributes. *Tourism Management*, 33(3), 702:712.
12. **Li, X.**, & **Stepchenkova, S.** (2012). Chinese outbound tourists' destination image of America: Part I. *Journal of Travel Research*, 51(3), 250-266.
11. **Kirilenko, A.P.**, **Stepchenkova, S.**, Romsdahl, R., & Mattis, K. (g) (2012). Computer-assisted analysis of public discourse: A case study of the precautionary principle in the US and UK press. *Quality & Quantity*, 46(2), 501-522.
10. **Stepchenkova, S.**, & Eales, J. (2011). Destination image as quantified media messages: The effect of news on tourism demand. *Journal of Travel Research*, 50(2), 198-212.
9. **Stepchenkova, S.**, & Mills, J. E. (2010). Destination image: A meta-analysis of 2000-2007 research. *Journal of Hospitality Marketing & Management*, 19(6), 575-607.
8. **Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A.P., & Morrison, A. M. (2010). Benchmarking CVB website performance: Spatial and structural patterns. *Tourism Management*, 31(5), 611-620.
7. **Stepchenkova, S.** (g), Kirilenko, A.P., & Morrison, A. M. (2009). Facilitating content analysis in tourism research. *Journal of Travel Research*, 47(4), 454-469.
6. **Byun, S.** (g), Ruffini, C. (g), Mills, J. E., Douglas, A. (g), Niang, M. (g), **Stepchenkova, S.** (g), Lee, S. K. (g), Loufti, J. (g), Lee, J.-K. (g), Atallah, M., & Blanton, M. (g) (2009). Internet addiction: A quantitative meta-synthesis of 1996-2006 research. *CyberPsychology & Behavior*, 12(2), 203-207.
5. **Douglas, A. C.** (g), Mills, J. E., Niang, M. (g), **Stepchenkova, S.** (g), Byun, S. (g), Ruffini, C. (g), Lee, S. K. (g), Loutfi, J. (g), Lee, J.-K. (g), Atallah, M., & Blanton, M. (g) (2008). Internet addiction: A qualitative meta-synthesis of 1996-2006 research. *Computers in Human Behavior*, 24(6), 3027-3044.
4. **Jiang, H.** (g), Mills, J. E., & **Stepchenkova, S.** (g) (2008). Digital identity management and satisfaction with virtual travel communities. *Information Technology and Tourism Journal*, 10(1), 43-58.
3. **Stepchenkova, S.** (g), & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner & Ritchie. *Tourism Management*, 29(3), 548-560.
2. **Stepchenkova, S.** (g), Chen, Y. (g), & Morrison, A. M. (2007). China and Russia: Organic destination images in U.S. media. *China Tourism Research*, 3(1), 55-72.
1. **Stepchenkova, S.** (g), & Morrison, A. M. (2006). The destination image of Russia: From the online induced perspective. *Tourism Management*, 27(5), 943-956.

#### BOOK CHAPTERS

6. **Kirilenko, A. P.**, Wang, L.(g), & **Stepchenkova, S.** (2022). Sentiment analysis. In R. Eger (Ed.) *Applied Data Science in Tourism*. pp. 363-374. Springer, Cham.

5. Kirilenko, A. P., Romsdahl, R., & Stepchenkova, S. (2021). Precautionary principle in the United States and United Kingdom. In: Maggino F. (eds) Encyclopedia of quality of life and well-being research. Springer, Cham, [https://doi.org/10.1007/978-3-319-69909-7\\_4211-2](https://doi.org/10.1007/978-3-319-69909-7_4211-2)
4. Stepchenkova, S., Kirilenko, A. P., & Li, X. (2018). Barriers and sentiment of the American tourists toward travel to China. In Metin Kozak and Nazmi Kozak (eds.) Tourist Behavior: An Experiential Perspective, pp. 129-139. Springer Nature.
3. Kirilenko, A. P., & Stepchenkova, S. (2016). Sochi-Olympics on Twitter: Topics, Geographical Landscape, and Temporal Dynamics. In Z. Xiang and D. R. Fesenmaier (eds.) Analytics in Smart Tourism Design: Concepts and Methods. Springer International Publishing, Switzerland, pp. 215-234.
2. Kirilenko, A. P., Romsdahl, R., & Stepchenkova, S. (2014). Precautionary principle in the US and UK. In: Michalos A.C. (Ed.) Encyclopedia of quality of life and well-being research. Springer, Dordrecht, Netherlands: Springer, pp. 5016-5020.
1. Stepchenkova, S. (2012). Content Analysis. In L. Dwyer, A. Gill, and N. Seetaram (Eds.), Handbook of research methods in tourism: Quantitative and qualitative approaches, pp. 443-458. UK: Edward Elgar Publishing.

#### OTHER PUBLICATIONS

5. Brian Garrod, Jarkko Saarinen, Sergio Moreno-Gil, **Svetlana Stepchenkova,** Dimitrios Buhalis, Alan Fyall, Tazim Jamal, & Lori Pennington-Gray (2020). Taking a Road Less Travelled: Welcome to Tourism and Hospitality. *Tourism and Hospitality*, 1(1), 20-22.
4. Andres Coca-Stefaniak, Alastair M. Morrison, Deborah Edwards, Nelson Graburn, Claire Liu, Philip Pearce, Can Seng Ooi, Douglas G. Pearce, **Svetlana Stepchenkova,** Greg W. Richards, Amy So, Costas Spirou, Keith Dinnie, John Heeley, László Puczkó, Han Shen, Martin Selby, Hong-bumm Kim, Guoqing Du (2017). Editorial. *International Journal of Tourism Cities*, 2 (4), 273-280.
3. Shichkova, E. V., Stepchenkova, S., Rykhtik, M. I., Golubin, R. V. & Petrova, O. V. (2017). City brand in a context of the city's attractiveness: A case of Nizhni Novgorod, Russia. *Service in Russia and Abroad*, Vo.11, No. 1(71), 60-72. In Russian.
2. **Stepchenkova, S.** (2014). People, partnerships, packaging, and programming: 4Ps to success: a portrait of Alastair Morrison. *Anatolia: An International Journal of Tourism and Hospitality Research*, 26(1), 129-136.
1. **Stepchenkova, S.** (2013). Book review: Tourism in Brazil: Environment, management and segments by G. Lohmann and D. Dredge. *Tourism Management*, 37, 37-38.

#### PEER-REVIEWED INTERNATIONAL AND NATIONAL CONFERENCE PRESENTATIONS

\* - denotes a graduate student; ^ - denotes a presenter

80. **Stepchenkova, S.**<sup>^</sup>, Kim, H, & Lee, S. (g) (June 14, 2023). EXISTENTIAL AUTHENTICITY IN FOUR TOURISTIC SITUATIONS: A Case of Original and Reproduced Cultural Attractions. The 53rd TTRA Annual International Conference. St. Louis, Mississippi. June 13-15, 2023.
79. **Stepchenkova, S.**<sup>^</sup>, Dai, X., Guerrero-Rodriguez, R., Belyaeva, V., Kim, M., & Park, H. (g) (March 27, 2023). Authentication process of organic and recreated tourist attractions and national culture. 2023 AAG Annual Meeting. March 23-27, 2023. Denver, Colorado.

78. Jo, Y.<sup>^</sup> (g), **Stepchenkova, S.**, & Kirilenko (March 23, 2023). Exploring consumer's perception of Flight to nowhere. 2023 AAG Annual Meeting. March 23-27, 2023. Denver, Colorado.
77. Jo, Y.<sup>^</sup> (g), & **Stepchenkova, S.** (2023). What Makes People Fly without a Destination? 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 5-7, 2023. Cal Poly Pomona, California, USA. Poster presentation.
76. **Stepchenkova, S.<sup>^</sup>**, Dai, X., Guerrero, R., Belyaeva, V., Kim, M., & Park, H.\* (2022). Authentication of Tourist Attractions: Authenticity Orientation Attitude and National Culture. The 9<sup>th</sup> Biennial International Tourism Studies Association (ITSA) and V Gran Canaria SST2022 Conference. Gran Canaria Island, Spain. July 26-29, 2022. **Best Paper Finalist.**
75. Yang, J.\*<sup>^</sup>, **Stepchenkova, S.**, & Kirilenko, A. (2022). Exploring the Image of China in Videos of a Famous YouTuber, from the Western and the Chinese Perspectives. The 52<sup>nd</sup> TTRA Annual International Conference. Victoria, British Columbia. June 13-16, 2022.
74. Baniya, R.\*<sup>^</sup>, **Stepchenkova, S.**, & Kirilenko, A. P. (2022). Visitor's sustainable behavior in parks and protected areas. The American Association of Geographers (AAG) Annual Meeting. Feb 25- March 1, 2022. Oral presentation.
73. An, Y.\*<sup>^</sup>, Baniya, R.\* , & **Stepchenkova, S.** (2022) Understanding the effect of pro-environmental behavior in sustainable mega-event attendance. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 7-8, 2022, Houston, USA. Stand-up.
72. Park, H.\*<sup>^</sup>, & **Stepchenkova, S.** (2022). Exploring the role of authenticity orientation in virtual reality. The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 7-8, 2022, Houston, USA. Stand-up. **Best Paper Nomination.**
71. Kirilenko, A.<sup>^</sup>, Ma, S.\* , **Stepchenkova, S.**, Su, L.\* (2021). Tourism impact on gender and minority equality: comparison of survey, census, and industry data. The 2021 TTRA Annual International Conference, June 14-16, Fort Worth, Tex. Virtual format.
70. Park, H.\*<sup>^</sup>, & **Stepchenkova, S.** (2021). Discovering cultural differences through information flow of national DMOs websites. Proceedings of ENTER-2021.
69. Park. H.\*<sup>^</sup>, & **Stepchenkova, S.** (2021). What triggers you to perceive authenticity in virtual environment. The 26<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 7-9, Huston, USA, Poster session. (Virtual).
68. Su, Lijuan<sup>^</sup>, & **Stepchenkova, S.** (2021). The Impact of Crisis Characteristics and Media Coverage on the Public's Attitude toward Tourism Organization Expressed on Sina Weibo. Proceedings of ENTER-2021.
67. Su, Lijuan\*, **Stepchenkova, S.** (2020). The information transmissions dynamics of online firestorm: 5-star hotel hygiene horror on Sina Weibo. The American Association of Geographers (AAG) Annual Meeting. April 6-10, Denver, CO, USA. Oral Zoom presentation.
68. Dogru Dastan, H.\* , **Stepchenkova, S.**, & Kirilenko, A. P. (2020). Traveler's personality as a moderator of the relationship between perceived crowding and tourist experience. The American Association of Geographers (AAG) Annual Meeting. April 6-10, Denver, CO, USA. Oral Zoom presentation.
67. Su, L.\*<sup>^</sup>, **Stepchenkova, S.**, & Mao, Z. (2020). The dynamic competition network of the top five budget hotel chains in Beijing: 2009 - 2018. The 25th Annual Graduate Education and Graduate

- Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, USA. Stand-up.
66. Park, H.\*<sup>^</sup>, & **Stepchenkova, S.** (2020). Comparison of the Hyperlink Networks of National DMO Websites: Korea Tourism Organization (KTO) Versus Japan National Tourism Organization (JNTO). The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, USA. Stand-up.
  65. Su, L.\*<sup>^</sup>, & **Stepchenkova, S.** (2020). Service Failure Crisis Communications: A Case of “Five-Star Hotels’ Hygiene Horror” Hashtag on Sina Weibo. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2020, Las Vegas, USA. Stand-up.
  64. Kirilenko, A., & **Stepchenkova, S.** (2020). Automated topic modeling of negative tourist reviews. 2020. International e-Tourism ENTER Conference, January 8-10, University of Surrey, UK. Stand-up.
  63. Su, L.\*<sup>^</sup>, & **Stepchenkova, S.** (2019). Spatial competition network of the top 5 economy chained hotels in Beijing. China Tourism Forum 2019-US. July 21-22, Temple University, Philadelphia, USA. Stand-up.
  62. Su, L.\*<sup>^</sup>, **Stepchenkova, S.O.**<sup>^</sup>, & Dai, X. (2019). A social network analysis of Chinese Tourists’ image of South Korea in conflict. 2019 TTRA Annual International Conference, June 24-27, Melbourne, Australia. Stand-up.
  61. Kirilenko, A.P.<sup>^</sup>, **Stepchenkova, S.O.**, Su\*, L. (2019). Utilizing Big Data from Online Reviews to Understand Local Tourist Travel. 2019 TTRA Annual International Conference, June 24-27, Melbourne, Australia. Stand-up.
  60. Kirilenko, A. P.<sup>^</sup>, Hernandez, J.M., & **Stepchenkova, S.** (2019). Segmenting attraction visitors with network analysis of online reviews. The American Association of Geographers (AAG) Annual Meeting. April 4-7, Washington DC, USA. Stand-up.
  59. Su, L.J.\*<sup>^</sup>, **Stepchenkova, S.**, & Kirilenko, A. P. (2019). How citizens utilize in-state recreation resources: A geographically weighted regression analysis of Floridians’ TripAdvisor reviews. The American Association of Geographers (AAG) Annual Meeting. April 4-7, Washington DC, USA. Stand-up.
  58. **Stepchenkova, S.**<sup>^</sup>, Kirilenko, A. P., & Hernandez, J.M. (2019). Comparing tourist clusters with network and spatial analyses of online reviews. The American Association of Geographers (AAG) Annual Meeting. April 4-7, Washington DC, USA. Stand-up.
  57. Su, L.J.\*<sup>^</sup>, **Stepchenkova, S.**, & Dai, X. (2019). Chinese Tourists’ Image of South Korea in Conflict: A Structural Analysis. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 3-5, Fort Worth, Texas, USA. Stand-up.
  56. Kim, Minseong\*<sup>^</sup>, & **Stepchenkova, S.** (2019). Corporate Social Responsibility on Social Media: CSR Strategies and User Engagement. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 3-5, Fort Worth, Texas, USA. Stand-up.
  55. Su, L.J.\*<sup>^</sup>, **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (2018). Public Response to Service Failure on Sina Weibo: Implications for Crisis Communication. The 7<sup>th</sup> International Tourism Studies Association (ITSA) Biennial Conference and the 2<sup>nd</sup> International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.



54. **Stepchenkova, S.**<sup>^</sup>, Shichkova, E., & Su, L.J.\* (2018). Decision making of Russian tourists to travel in a world shaped by instability. The 7<sup>th</sup> International Tourism Studies Association (ITSA) Biennial Conference and the 2<sup>nd</sup> International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.
53. Kirilenko, A. P., **Stepchenkova, S.**<sup>^</sup>, & Fesenmaier, D. (2018). Tourism Analytics: Preparing students for the digital revolution in tourism. The 7<sup>th</sup> International Tourism Studies Association (ITSA) Biennial Conference and the 2<sup>nd</sup> International Tourism Educators South Africa (TESA) Conference, August 6-10, Tshwane, South Africa. Stand-up.
52. Kim, Minseong\*<sup>^</sup>, & **Stepchenkova, S.** (2018). The Impact of Personal Values and Attitudes on Responsible Behavior toward the Environment. The 49th Annual Conference of the Travel and Tourism Research Association (TTRA), June 26-28, Miami/Coral Gables, FL, USA. Stand-up.
51. Su, Lijuan.\*<sup>^</sup>, Kirilenko, A. P., & **Stepchenkova, S.** (2018). Moderating Role of Geospatial Proximity on Public Crisis Involvement: A Case Study of “Woman Attacked in Yitel” on Sina Weibo. The American Association of Geographers (AAG) Annual Meeting. April 10-14, New Orleans, USA. Stand-up.
50. **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (2018). Trends in Tourism Research from the 1970s: Topical, Geographical, and Gender Distributions. The American Association of Geographers (AAG) Annual Meeting. April 10-14, New Orleans, USA. Stand-up.
49. Su, Lijuan\*<sup>^</sup>, **Stepchenkova, S.**, & Kirilenko, A. P. (2018). The power of a headline: Hotel service failure on Sina Weibo. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 3-5, Fort Worth, Texas, USA. Stand-up.
48. Kim, Minseong\*<sup>^</sup>, & **Stepchenkova, S.** (2017). The Role of Advertising and Sales Promotion in Building Brand Prestige, Brand Love, and Passion-Driven Behavior: Evidence from the Korean Foodservice Industry. The 4<sup>th</sup> World Research Summit for Tourism and Hospitality. December 8-11, Orlando, FL, USA. Stand-up.
47. **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Workshop on Analytics in Tourism Design, November 10-13, Vienna, Austria. Stand-up.
46. Kim, Minseong\*<sup>^</sup>, & **Stepchenkova, S.** (2017). The influence of perceived service fairness on brand association and brand citizenship behavior in the Korean restaurant industry. The 23rd Asia Pacific Tourism Association (APTA) Annual Conference. June 5-7, 2017, Busan, South Korea. Stand-up.
45. Su, Lijuan\*<sup>^</sup>, **Stepchenkova, S.**, & Shichkova, E. (2017). Marketing to an unfriendly audience: Effect of the Brand USA promotional video on Russian tourists. The 7<sup>th</sup> Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, July 10-15, Famagusta, Cyprus. Stand-up.
44. **Stepchenkova, S.**<sup>^</sup>, Kirilenko, A. P., & Shichkova, E. (2017). Intention to visit country-target of animosity: Decision tree model of young Russian tourists. The 7<sup>th</sup> Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, July 10-15, Famagusta, Cyprus. Stand-up.
43. **Stepchenkova, S.**<sup>^</sup>, Kirilenko, A. P., & Shichkova, E. (2017). Tourist decision-making model to visit country-target of animosity. The 3<sup>rd</sup> Global Tourism & Hospitality Conference, June 5-7, Hong Kong. Stand-up.
42. Kirilenko, A. P.\*<sup>^</sup>, & **Stepchenkova, S.** (2017). Changing geography of climate change discourse on Twitter. The American Association of Geographers (AAG) Annual Meeting. April 5-9, Boston, USA. Stand-up.

41. Kim, Minseong\*^, & **Stepchenkova, S.** (2017). The role of environmental leadership in enhancing market performance: Perspective of the South Korean foodservice franchise firms. The 22th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 5-7, Houston, USA. Stand-up.
40. Su, Lijuan\*^ & **Stepchenkova, S.** (2017). The power of a headline: Application of geospatial technology in hospitality industry. The 22th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. January 5-7, Houston, USA. Poster.
39. Kirilenko, A. P.\*^, & **Stepchenkova, S.** (2016). Public opinion mining on Sochi-2014 Olympics. The 1<sup>st</sup> International Conference on Advanced Research Methods and Analytics. July 6-7, Valencia, Spain. Stand-up.
38. Kirilenko, A. P.\*^, & **Stepchenkova, S.** (2016). Content analysis of public perceptions of Sochi Olympics using mass media and social networks data mining. The 4<sup>th</sup> Interdisciplinary Tourism Research Conference, May 24-29, Bodrum, Turkey. Stand-up.
37. **Stepchenkova, S.\*^**, Kirilenko, A. P., & Li, X. (2016). Content and sentiment analyses of travel barriers to China. The 4<sup>th</sup> Interdisciplinary Tourism Research Conference, May 24-29, Bodrum, Turkey. **Received the Josef Mazanec Recognition Award.** Stand-up.
36. Kim, H.\*^, & **Stepchenkova, S.** (2015). Exploring brand extension in tourist destination context: A case of Jeju Island, South Korea. The 3rd World Research Summit for Tourism and Hospitality. December 15-18, 2015, Orlando, FL. Stand-up.
35. Kim, H.\*^, & **Stepchenkova, S.** (2015). Perceived destination personality based on visitors' experience: A case of Jeju Island, South Korea. The 46th Annual Conference of the Travel and Tourism Research Association (TTRA), June 15-17, Portland, OR. Stand-up.
34. **Stepchenkova, S.**, & Shichkova, E. (2015). Country-of-origin effects on destination product: Implications for brand USA. The 46th Annual Conference of the Travel and Tourism Research Association (TTRA), June 15-17, Portland, OR. Poster.
33. Kirilenko, A. P., & **Stepchenkova, S.\*^** (2015). Sochi Olympics on Twitter: Geographical landscape and temporal dynamics. The 2015 Annual Meeting of the Association of American Geographers (AAG), April 21-25, Chicago, IL (Recreation, Tourism & Sport Session). Stand-up.
32. Kim, H.\*^, & **Stepchenkova, S.** (2015). Understanding brand extension in destination management: Key issues and research propositions. The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, Florida, January 8-10, 2015. Stand-up.
31. Kirilenko, A. P., Molodtsova, T.\*^, & **Stepchenkova, S.** (2014). People as sensors: mass media and local temperature influence climate change discussion on Twitter. American Geophysical Union Fall Meeting (AGU), Dec. 15-19, San Francisco, CA. Poster.
30. Kim, H.\*^, & **Stepchenkova, S.\*^** (2014). Destination image in tourist photography: Cultural perspective. The 45th Annual Conference of the Travel and Tourism Research Association (TTRA), June 18-21, Bruges, Belgium. Poster.
29. Molodtsova, T.\*^, Kirilenko, A. P., & **Stepchenkova, S.** (2014). Utilizing the social media data to validate "climate change" indices. UND Graduate School Scholarly Forum. Grand Forks, ND, March 12. Poster.

28. Berezina, K.\*<sup>^</sup>, Semrad, K., **Stepchenkova, S.**, & Cobanoglu, C. (2014). Do flash sales work? Finally we have an understanding: Flash sales evaluation framework. International Hospitality Information Technology Association (IHITA) Conference. June 22, Los Angeles, CA.
27. Simanovskaya, G.\*<sup>^</sup>, & **Stepchenkova, S.**<sup>^</sup> (2013). Factors affecting post-visitation behavior of domestic tourists: A case of Nizhni Novgorod, Russia. In Proceedings of Sociology in Modern Society, Lobachevsky State University of Nizhni Novgorod. Stand-up.
26. Molodtsova, T.\*<sup>^</sup>, Kirilenko, A. P., & **Stepchenkova, S.** (2013). Utilizing the social media data to validate climate change indices. American Geophysical Union (AGU) Fall Meeting, December 9-13, San-Francisco, CA. Poster.
25. **Stepchenkova, S.**<sup>^</sup>, & Kim, H.\*<sup>^</sup> (2013). Cultural differences in pictorial destination image: Russia through the camera lens of American and Korean tourists. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, December 15-17, Orlando, FL. Stand-up.
24. Berezina, K.\*<sup>^</sup>, Semrad, K., Cobanoglu, C., & **Stepchenkova, S.** (2013). Managerial flash sales dash: Is there advantage or disadvantage at the finish line? 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, December 15-17, Orlando, FL.
23. Tasci, A.\*<sup>^</sup>, & **Stepchenkova, S.**<sup>^</sup> (2013). Cross-continent tourism collaboration as a strategic tool for global peace: A tale of two cases. Conference on Tourism and Hospitality: The Highway to Sustainable Regional Development, June 28 – 30, 2013, Yerevan, Armenia. Stand-up.
22. Kirilenko, A. P., & **Stepchenkova, S.**<sup>^</sup> (2013). Inter-coder reliability assessment with fuzzy kappa: Climate change discourse, travel reviews, and visual images applications. International Communications Association (ICA) Conference. June 17-21, London, UK. Stand-up.
21. **Stepchenkova, S.**<sup>^</sup>, Kirilenko, A. P., & Kim, H.N.\*<sup>^</sup> (2013). Grassroots branding with Twitter: Amazing Florida. In L. Cantoni and Z. Xiang (eds.) The 20th International Conference on Information and Communication Technologies in Tourism (ENTER) Proceedings, (pp. 144-156). Innsbruck, Austria, January 22-25, 2013. SpringerWienNewYork: Austria. Stand-up.
20. Kirilenko, A. P.\*<sup>^</sup>, & **Stepchenkova, S.** (2012). Measuring the dynamics of climate change Communication in mass media and social networks with computer-assisted content analysis. American Geophysical Society (AGU) Fall Meeting, Dec. 3-7, San Francisco, CA. Poster.
19. Semrad, K., Donohoe, H., Thapa, B., Tasci, A., & **Stepchenkova, S.** (2012). Educating the next generation of tourism & hospitality managers: What core competencies will a globalized industry require from them? Paper presentation at the Tourism Education Futures Institute 6th Meeting: Transformational Leadership for Tourism Education. Milan, Italy. June 28-30.
18. **Stepchenkova, S.**, Thapa, B., & Pennington-Gray, L. (2012). Capacity building partnership: A model for international university collaboration to improve tourism education, research, and industry outreach. The 43<sup>rd</sup> Annual Conference of the Travel and Tourism Research Association (TTRA). June 17-19, 2012. Virginia Beach, VA, USA. Poster presentation.
17. Molodtsova, T.\*<sup>^</sup>, Kirilenko, A. P., & **Stepchenkova, S.** (2012). Climate change discourse: Comparisons of topics and attitudes in conservative and liberal U.S. press. UND Graduate School Scholarly Forum. Grand Forks, ND, February 28, 2012. Poster presentation.
16. Kim, H.\*<sup>^</sup>, & **Stepchenkova, S.** (2012). The effect of media sources on popularity of ecotourism destination: A case study of Jeju Island, South Korea. The 17th Annual Graduate Education and

Graduate Student Research Conference in Hospitality and Tourism. Auburn, Alabama, January 5-7, 2012. Poster presentation.

15. Simanovskaya, G.\* , & **Stepchenkova, S.** (2012). From a cultural tourism center to a mega-event destination: A case of Nizhni Novgorod, Russia. The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Auburn, Alabama, January 5-7, 2012. Poster presentation.
14. **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.
13. **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, 2011. London, Ontario, Canada.
12. Lu, W.\* , & **Stepchenkova, S.** (2011). U.S. Ecotourists' travel experience and satisfaction reported on the World Wide Web: A case of Costa Rica ecolodges. The 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism: Advances in Hospitality and Tourism Research, vol. XVI. Houston, TX. January 6-8, 2011.
11. Lu, W.\* , **Stepchenkova, S.**, Thapa, B., & Donohoe, H. (2010). Ecotourists satisfaction with travel experiences and ecolodges in Costa Rica. Paper presented at the Global Sustainable Tourism Conference. Mbombela, South Africa. November 15-19, 2010.
10. **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.
9. 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.**
8. **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.**
7. **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.
6. **Stepchenkova, S.**, Tang, L., Jang, S., Kirilenko, A. P., & 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.
5. **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.

4. **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.
3. **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.**
2. **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.
1. **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.

#### INVITED PRESENTATIONS

^ - denotes a presenter; \* - denotes a graduate student

1. **Stepchenkova, S.**<sup>^</sup>, Kirilenko, A., & Yang, J. (g) (October 23, 2023). How do followers authenticate SMIs who organically promote destinations? Using LLM for comparisons of domestic and international audiences. University of las Palmas de Gran Canaria.
2. **Stepchenkova, S.**<sup>^</sup> (April 12, 2023). Authentication of Tourist Attractions: Applying Cohen's (1979) Typology. Presented at HRTM 888 Advanced Research Seminar in Hospitality Management, University of South Carolina, School of Hospitality and Tourism Management.
3. **Stepchenkova, S.**<sup>^</sup> (November 9, 2022). Authentication process of heritage sites and attractions by tourists. Research presentation at a seminar at College of Resource Environment and Tourism, Capital Normal University, Beijing, China.
4. Kirilenko, A.<sup>^</sup>, & **Stepchenkova, S.**<sup>^</sup> (November 4, 2022). St. Augustine, FL in THEM research. Presentation at the UFHSA Board Meeting.
5. **Stepchenkova, S.**<sup>^</sup> (November 1, 2022). Authenticity orientation and authentication of tourist attractions. Research presentation at a seminar at Pusan National University, South Korea.
6. **Stepchenkova, S.**<sup>^</sup> (October 27, 2022). Authentication of tourist attractions: development of a research agenda. Research presentation hosted by the U.S.-Asia Center for Tourism and Hospitality Research, Temple University, USA. Zoom link for international attendees.
7. Kirilenko, A.<sup>^</sup>, **Stepchenkova, S.**<sup>^</sup>, Gromoll, R., Jo, Y. (g), & Blassneck, B. (g) (September 22, 2022). Mining travelers' reviews on social media: One platform is not enough. Presentation at the ELEO hotel management meeting, Gainesville, FL., September 22, 2022.
8. Kirilenko, A.<sup>^</sup>, & **Stepchenkova, S.**<sup>^</sup> (May 27, 2022). Locals' Perceptions of Tourism in Florida: Perceptions Relevant for DMOs. Destination Marketing Summit. May 25-27, 2022. Bowling Green, FL.
9. **Stepchenkova, S.**<sup>^</sup> (October 29, 2021). Can we quantify authenticity? The concept and measurement of authenticity orientation. Research presentation at a PhD seminar at Dept. of Hospitality & Tourism Management, Pamplin College of Business, Virginia Tech, USA.

10. **Stepchenkova, S.**<sup>^</sup> (March 8, 2018). Brand promotion in a situation of bilateral conflict. Research presentation given to students and faculty at Capital Normal University (CNU), Beijing, China.
11. **Stepchenkova, S.**<sup>^</sup> (March 7, 2018). Brand promotion in a situation of bilateral conflict. Research presentation given to students and faculty at Beijing International Studies University (BISU), Beijing, China.
12. **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (November 12, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Presentation at *Workshop on Analytics in Tourism Design*, November 10-13, Vienna, Austria.
13. **Stepchenkova, S.**<sup>^</sup>, Su, L.J.\*<sup>\*</sup>, & Shichkova, E. (October 23, 2017). Marketing to tourists from unfriendly countries: Should we even try? Research presentation to undergraduate students at the Eastern China Normal University (ECNU), Shanghai, China.
14. **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (October 18, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Research presentation to graduate students and faculty at Peking University (PKU), Beijing, China.
15. **Stepchenkova, S.**<sup>^</sup>, & Kirilenko, A. P. (October 17, 2017). Looking at long-term trends in tourism scholarship with Big Data analytics. Research presentation to graduate students and faculty at Beijing International Studies University (BISU), Beijing, China.
16. **Stepchenkova, S.**<sup>^</sup> (February 10, 2016). User-generated content in tourism research: Practical and methodology considerations. Research presentation at Instituto Universitario Tides-Universidad de Las Palmas de Gran Canaria, Spain.

#### NON-PEER-REVIEWED STATE AND LOCAL FORUMS

1. Chen, T. (g), & **Stepchenkova, S.** (November 3, 2023). Examining the influence of online UGC sources on tourists' satisfaction in the context of a Chinese destination. A poster at the EFTI Day (Nov 3, 2023).
2. **Stepchenkova, S.**, Kirilenko, A., & Yang, J. (g). (October 20, 2023). Authentication of SMIs by culturally different audiences: Theory-first investigation with Chat GPT-3 Prompt Engineering. A poster at the HHP UF AI Day.
3. **Stepchenkova, S.**, Kirilenko, A., & Jo, Y. (g). (October 20 and November 3, 2023). Studying the authentication process of tourist attractions with wearable technologies. A poster at the HHP UF AI Day (Oct 20, 2023). A poster at the EFTI Day (Nov 3, 2023).
4. Jo, Y. (g), Kirilenko, A. P., & **Stepchenkova, S.** (October 20, 2023). Cross-Platform Analysis: Comparing On-site and Online Text Reviews. A poster at the HHP UF AI Day.
5. Jo, Y. (g), & **Stepchenkova, S.** (October 20 and November 3, 2023). Test vs. Images: How Social Media Influences Travelers' Perceptions of a Novel Tourism Product. A poster at the HHP UF AI Day (Oct 20, 2023). A poster at the EFTI Day (Nov 3, 2023).
6. Jo, Y. (g), & **Stepchenkova, S.** (April 14, 2023) What motivates people to fly without a destination? Big data analysis of UGC on Instagram. Eric Friedheim Tourism Institute (EFTI) Board of Directors Research Poster Day. Gainesville, USA. April 14, 2023. University of Florida, Gainesville.
7. Jo, Y. (g), & **Stepchenkova, S.** (February 24, 2023). Flight to Nowhere: Emergence of new travel motivation. HHP Research Symposium/Stanley Lecture, University of Florida, Gainesville.

8. Choi, K. K. (g), & **Stepchenkova, S.** (February 24, 2023). Customer Preferences for Contactless Technology in Hospitality: A Case Study of Macao. HHP Research Symposium/Stanley Lecture, University of Florida, Gainesville.
9. Jo, Y. (g), Kirilenko, A., & **Stepchenkova, S.** (April 6, 2022). Comparison of On-site Text Reviews and Online Reviews of Hotel ELEO. Eric Friedheim Tourism Institute (EFTI) Board of Directors Research Poster Day. Gainesville, USA. April 6, 2022.
10. Park, H. (g), & **Stepchenkova, S.** (April 6, 2022). DMOs Tourist Information Flow on the Web: From the Perspective of Culture Theories & Network Analysis. Eric Friedheim Tourism Institute (EFTI) Board of Directors Research Poster Day. Gainesville, USA. April 6, 2022.
11. Baniya, R. (g), **Stepchenkova, S.**, & Kirilenko, A. (April 6, 2022). Visitors' sustainable behaviors in parks and protected areas. Eric Friedheim Tourism Institute (EFTI) Board of Directors Research Poster Day. Gainesville, USA. April 6, 2022.

#### GRANT ACTIVITIES

\* - denotes a graduate student

1. **Stepchenkova, S.**, Kirilenko, A., & Jo, Y. (g) (2023). Authentication process with a neuroscience approach. Funding Agency: Eric Friedheim Tourism Institute, THEM, UF. **Funded: \$1,600.** March 1, 2023.
2. Kirilenko, A. (PI), **Stepchenkova, S. (Co-PI)**, & Waddell, F. (CO-PI). UF-ROSF2022: Distribution of Benefits and Impacts of Tourism Industry in Florida Travel Dependent Communities: Gender, Race, and Age Funds requested: \$80,651. Not funded.
3. **Stepchenkova, S. (PI)**, Kirilenko, A. (Co-PI), & Waddell, F. (Co-PI). DRPD-ROSF2022: Attitudes of Black students toward leadership careers in hospitality and tourism sector. Funds requested: \$72,132. Not selected at HHP level for the UF-level competition.
4. **Stepchenkova, S. (PI)**, Kirilenko, A. (Co-PI), Wang, Y.-C. (Co-PI), & Chi, O.H. (Co-PI). Facilitating Education in AI/Data Analytics for Tourism and Hospitality: Interactive Seminars and Practicums. Funding agency: U.S.-Russia Virtual University Partnerships (UniVIP). Funds requested: \$10,000. Not funded.
5. Kirilenko, A. (PI), **Stepchenkova, S. (Co-PI)**, & Gromoll, R. (Co-PI). Integration of hospitality industry projects into teaching of AI and Data Science classes. Internal funding by the HHP AI Catalyst Opportunity Fund. **Funded: \$2,000.** August 2021-May 2022.
6. **Stepchenkova, S. (PI)**, Kirilenko, A. (Co-PI), & Waddell, F. (Co-PI). The Black Experience in Tourism and Hospitality Leadership Education: Highlighting Benefits the Industry Brings to Black Communities and Identifying Barriers for Successful Careers. University of Florida Diversity Initiative, CFP: OR-DRPD-ARJ2020. \$48,584. Not Funded.
7. Kirilenko, A. (PI), **Stepchenkova, S. (Co-PI)**, Waddell, F. (CO-PI), Ma, Shihan (David)\*, & Su, Lijuan\*. Economic and Social Value of Tourism Industry for Florida Communities: Objective Measures and Local Perceptions. Funding agency: Eric Friedheim Tourism Institute. **Funded: \$19,950.** April-September, 2020.
8. **Stepchenkova, S. (PI)**, Fesenmaier, D. (Co-PI), Kirilenko, A. (Co-PI), Stienmetz, J. (I), and Nichols, M. (I) [external] (2016). New Product Development Plan for Enhancing the Visitor Experience at Ponte

Vedra Beach, FL. Funding agency: St. Johns County Chamber of Commerce, FL. **Funded: \$48,400.** Since summer 2016, Dr. Fesenmaier acted as the PI on the grant.

9. **Stepchenkova, S. (PI)**, Kim, H.\* (Co-PI), Babalou, V.\* (Co-PI). Tourists’ Perceptions of Destination St. Augustine, FL. IRB # 201600400. Sub-project within the grant “Mapping iMotion of St. Augustine”. **Funded by UF Foundation, # 00123261.** Report: Kim, H.\*, Babalou, V.\*, & **Stepchenkova, S.** (2016). Rebranding the Colonial Quarter St. Augustine, Florida.
10. **Stepchenkova, S. (PI)**, Thapa, B. (Co-PI), Romsdahl, R. (Co-PI, external), & Kirilenko, A. (Co-PI) (Submitted on October 24, 2016). Theodore Roosevelt National Park experience and resource protection. Funding Agency: Theodor Roosevelt National Park, US Dept. of the Interior. \$180,582. Not Funded.
11. **Stepchenkova, S. (PI)**. (2014). “Capacity Building Partnership: Mobility Programs in University Administration and Tourism Education-2014: University of Florida, USA and N. I. Lobachevsky State University of Nizhni Novgorod, Russian Federation”. Funding Agency: N. I. Lobachevsky State University of Nizhni Novgorod, Russian Federation. **Funded: \$59,456.**
12. **Stepchenkova, S. (PI)**, & Kim, H.\* (2014-2015). “Country versus destination brand: An application of brand equity and brand extension.” Funding Agency: Tourism Cares, Canton, MA, USA. NTA Luray Caverns Graduate Research Scholarship. **Funded: \$3,000.**
13. Hodges, Alan W. (PI), Pennington-Gray, L., **Stepchenkova, S.**, & Scicchitano, M. (2012-2013). “Economic contributions of the St. Augustine Amphitheater in St. Johns County, Florida.” Funding Agency: St. Johns City. **Total funding: \$63,800.** [Sub-contract to Pennington-Gray, L. (PI) & **Stepchenkova, S. (Co-PI): \$10,000**].
14. **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 U.S. Department of Education, Funds for the Improvement of Post-Secondary Education (FIPSE): **\$400,000** (grant number P116S100001). The Ministry of Education and Science of the Russian Federation matching funding: \$400,000. Total funding: \$800,000.

DISSERTATION AND THESIS COMMITTEE CHAIR

Dissertation Committee Chair	Thesis Committee Chair
Tingjun Chen (2023-present)	
Yeonsoo Jo (2021-present)	Jing Yang (2021). M.S. YouTube users’ videos as a factor in destination image building.
Hyejin Park (2018-2022), PhD. Online network of national DMO websites from the perspective of culture.	Ali Iskender (2018). M.S. Turkish TV drama as a marketing tool to promote image of Turkey as a tourist destination within the American continent.
Rojan Baniya (2022), PhD. MOTIVATIONAL FACTORS AND CONSTRAINTS FOR VACATIONERS TO SELECT SUSTAINABLE OPTIONS DURING VACATION PLANNING	Luyu Wang (2017). M.S. Factors influencing potential tourists’ desire to participate in orbital space tourism.



Lijuan Su (2020), PhD. Utilizing big data analytics to develop effective crisis communications in the tourism and hospitality industry.	Danni Wang (2017). M.S. The impact of service-based technology on customer satisfaction and purchase intention: Evidence from Disney Magic Band users in Walt Disney Worlds, Orlando, FL.
Minseong Kim (2019), PhD. Corporate social responsibility as a determinant of brand development in the foodservice industry.	Galina Simanovskaya (2013). Destination Nizhni Novgorod, Russia through the eyes of domestic tourists.
Hany Kim (2015), PhD. Brand extension in destination management: A case of Jeju Island, South Korea.	Weilin Lu (2011). U.S. ecotourists' travel experiences and satisfaction reported on the World Wide Web: A case of Costa Rica Ecolodges.

UNIVERSITY GOVERNANCE AND SERVICE: Since 2015

University of Florida College of Health and Human Performance	Department of Tourism, Hospitality and Event Management
<p>2023-2024 UF Faculty Senate. Tenure &amp; Promotion Committee. Awards Committee.</p> <p>2022-2023 UF Faculty Senate. Tenure &amp; Promotion Committee.</p> <p>2021-2022 Awards Committee. Tenure &amp; Promotion Committee.</p> <p>2020-2021 Awards Committee (<b>Chair</b>). Assessment Committee. Curriculum Committee. Graduate Faculty Committee. Tenure &amp; Promotion Committee.</p> <p>2019-2020 Assessment Committee. Awards Committee. Curriculum Committee. Graduate Faculty Committee.</p> <p>2018-2019 Faculty Advisory Council.</p> <p>2017-2018 Sabbatical year.</p> <p>2016-2017 – Council of Principal Investigators. Graduate Faculty Committee. Faculty Advisory Council.</p> <p>Spring 2015 – Council of Principal Investigators. Stanley Lecture Committee.</p>	<p>2023-2024 Graduate Studies Committee.</p> <p>2022-2023 Graduate Studies Committee.</p> <p>2021-2022 Graduate Studies Committee. Faculty Search Committee (1 position).</p> <p>2020-2021 THEM Graduate Studies Committee (<b>Chair</b>). Faculty Search Committee (2 positions). AI Initiative Committee.</p> <p>2019-2021 THEM Graduate Program Coordinator.</p> <p>2019-2021 THEM Graduate Studies Committee (<b>Chair</b>). THEM Department Chair Search Committee.</p> <p>2017-2018 Sabbatical year.</p> <p>2016-2017 TRSM Graduate Studies Committee.</p> <p>2014-2015 Teaching Enhancement Committee.</p>

## INTERNATIONAL ACTIVITIES

Since 2011, Academic Manager for MOU with the State University of Nizhni Novgorod (UNN), Russia. Main activities: Development and delivery of Cultural Tourism and Destination Management courses online; Seminars on Tourism, Distant Learning, Destination Management, and Best Practices of U.S. universities to UNN faculty, administrators, and students; Student exchanges: 2012, 2013, 2014. Several research projects have originated from this collaboration:

- Authenticity types and their influence on visitation experience
- Effectiveness of Brand USA promotion for Russian tourists
- Attractiveness of Brand USA for Russian tourists in the era of strained bilateral relations
- Country-of-origin effects on destination product
- Segmenting VFR travel market to Nizhni Novgorod, Russia
- Segmentation for urban destination: gender, place of residence, and trip purpose
- Survey on destination performance, risk perception, and post-visitation behavior of domestic tourists to Nizhni Novgorod, Russia

External Evaluator/Committee member for degrees awarded to students at international universities: (1) Patricia Peral (Ph.D., 2013), University of Las Palmas de Gran Canaria, Spain; (2) Tatiana David-Negre (Ph.D., 2021) University of Las Palmas de Gran Canaria, Spain; (3) Jiawei Li (M.S., 2023), University of Greenwich, UK.

## MEMBERSHIPS

- International Tourism Studies Association (ITSA), Vice-President for Russia. 2011-present.
- Travel and Tourism Research Association (TTRA). Institutional member through the Eric Friedheim Tourism Institute (EFTI), University of Florida, since 2009.

## SERVICE TO PROFESSION

2007-present: Reviewer for various journals including *Journal of Travel Research*, *Tourism Management Perspectives*, *International Journal of Tourism Cities*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Destination Marketing and Management*, *Tourism Geographies*, *Tourism Analysis*, *Journal of Sustainable Tourism*, and *Journal Hospitality Marketing & Management* and various conferences.

2024 Session organizer for the Annual Association of Geographers (AAG) annual meeting.

2023 TTRA Conference Organizing Committee, Academic Program Committee Chair.

2022 TTRA Conference Organizing Committee, Academic Program Co-Chair (Drs. Svetlana Stepchenkova, Kevin Kam Fung So, and Eugene Thomlinson)

2021 TTRA Conference Organizing Committee, Academic Program Co-Chair (Drs. Bing Pan, Svetlana Stepchenkova, and Statia Elliot).

2011-present: *Journal of Travel Research*, Editorial Review Board.

2020-present: *Tourism Management*, Editorial Board.

2017-present: *Tourism Management Perspectives*, Editorial Board.

2015-present: *Journal of Destination Marketing and Management*, Editorial Board.

2013-present: *International Journal of Tourism Cities (IJTC)*, Editorial Advisory Board.

2020-present: *Tourism and Hospitality*, open-source journal. Editorial Board.

2011-present: International Tourism Studies Association (ITSA), Executive Committee, Vice-President for Russia.

## AWARDS AND RECOGNITIONS

- 2013, 2020 International Educator of the Year Award, College of Health and Human Performance, University of Florida.
- 2018-2019 University of Florida Term Professorship Academic Achievement Award. Recognizes research productivity, specifically, publications, extramural funding, and national and international presentations.
- 2018 Outstanding Paper Award by International Journal of Tourism Cities. "Attractiveness of the United States as a travel destination for the Russian tourist in the era of strained bilateral relations" by Svetlana Stepchenkova and Elena Shichkova.
- 2016 Josef Mazanec Recognition Award for paper by Svetlana Stepchenkova, Andrei Kirilenko, and Xiang (Robert) Li "Content and sentiment analyses of travel barriers to China" at the 4th Interdisciplinary Tourism Research Conference, May 24-29, 2016 in Bodrum, Turkey.
- 2015 Emerald Literati Network Award for Excellence: Highly Commended Paper certificate for the article "Segmentation for urban destination: gender, place of residence, and trip purpose: a case of Nizhni Novgorod, Russia" published in the International Journal of Tourism Cities in 2015.
- 2015 Nominated by HHP College for the University of Florida Excellence Award for Assistant Professors.
- 2014 Best Emerging Scholar in Tourism (BEST) Award. International Tourism Studies Association (ITSA).
- 2010 Best Research Paper Award. 41st Travel and Tourism Research Association (TTRA) Conference.