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Chair & Professor, THEM <http://hhp.ufl.edu/about/departments/them/>
Director, the Eric Friedheim Tourism Institute (EFTI) <https://www.uftourism.org/>

Department of Tourism, Hospitality & Event Management (THEM)
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EDUCATION

Ph.D. North Carolina State University

(Emphases: Tourism Forecasting Models & Forestry Economics)

Dissertation: Comparing Forecasting Models in Tourism: Time Series

M.S. North Carolina State University

(Emphases: Economic Impacts & Marketing)

Thesis: Tourism Economic Impact Assessments: Input / Output (I/O) models

B.A. National Cheng-Chi University, Taipei, Taiwan

EDUCATION CERTIFICATIONS

1. **Certificate of *Specialization* in Leadership and Management**, Certified by **Harvard Business School (HBS) Online**. 2022.
2. **Certificate of *Specialization* in Entrepreneurship & Innovation**, Certified by **Harvard Business School (HBS) Online**. 2023.
3. **Certificate of *Specialization* in Strategy**, Certified by **Harvard Business School (HBS) Online**. 2023
4. **Certificate in Organizational leadership**, Certified by **Harvard Business School (HBS) Online**. 2022
5. **Certificate in Negotiation Mastery**, Certified by **Harvard Business School (HBS) Online**. 2022
6. **Certificate in Strategy Execution**, Certified by **Harvard Business School (HBS) Online**. 2022.
7. **Certificate in Entrepreneurship Essentials**, Certified by **Harvard Business School (HBS) Online**. 2022.
8. **Certificate in Disruptive Strategy**, Certified by **Harvard Business School (HBS) Online**. 2023.
9. **Certificate in Global Business**, Certified by **Harvard Business School (HBS) Online**. 2023

EXPERIENCE

Chair & Professor, Department of Tourism, Hospitality, and Event Management (THEM), University of Florida. USA.	Since Aug. 1, 2020
Director, The Eric Friedheim Tourism Institute (EFTI), University of Florida. USA	Since Aug. 1, 2020
Affiliate Professor, Department of Information Systems and Operations Management (ISOM), Warrington College of Business, University of Florida. USA	Since 2022

Affiliate Professor, Department of Interdisciplinary Ecology , School of Natural Resources and Environment (SNRE), Institute of Food and Agricultural Sciences (IFAS), University of Florida. USA	Since 2024
Director , Center for Sustainable Business and Development, Institute for a Secure and Sustainable Environment (ISSE), the University of Tennessee	2010-2018
Professor , Dept. of Retail, Hospitality and Tourism Management, the University of Tennessee, USA	2012-07/31/2020
Visiting Associate Professor , School of Forestry and Environmental Studies (FES), Yale University, New Haven, USA	2009-2010
DollyWood Professor , named by the research division, Herschend Family Entertainment, USA	2006-2010
Associate Professor , Dept. of Retail, Hospitality and Tourism Management, the University of Tennessee	August 1, 2006-July 31, 2012
Director of Graduate Studies , Hotel, Restaurant and Tourism Program, Dept. of Retail, Hospitality and Tourism Management, the University of Tennessee	2005-2010
Assistant Professor , Hotel, Restaurant and Tourism Program, (Department configuration varied) Dept. of Consumer Services Management/Dept. of Retail, Hospitality and Tourism Management, the University of Tennessee	2003-2006
Assistant Professor , Recreation and Tourism Management Program, Dept. of Sport and Leisure Studies, the University of Tennessee	2002-2003
Assistant Professor , Recreation and Tourism Management Program, Dept. of Consumer and Industry Services Management, the University of Tennessee	2000-2002
Senior Visiting Researcher , Centre for Regional and Tourism Research, Denmark	2004
Research Assistant , Department of Forestry, North Carolina State University, USA	1999- 2000
Research Assistant , Department of Parks, Recreation and Tourism Management, North Carolina State University	1995-1999
Certified National Tour Manager , San Fuh Traveling LTD., Taiwan	1989-1994
Regional Director of Sales and Marketing Division , Sing Kung Co. LTD., Taipei, Taiwan	1991-1992
President , Student Association of Foreign Languages and Cultures, National Cheng-Chi University, Taipei, Taiwan	1989

SELECTED MEDIA COVERAGE

42. [August 8, 2025]. NPR. Business. “Las Vegas sees drop in tourism, hinting at broader economic woes facing the U.S.” <https://www.npr.org/2025/08/08/nx-s1-5492413/las-vegas-trump-summer-travel-decline>

41. [July 18, 2025] Skift. “What if trump fires the federal reserve chair impact on travel?” <https://skift.com/2025/07/18/what-if-trump-fires-the-federal-reserve-chair-impact-on-travel/>

40. [June 23, 2025] Fox35Orlando. TV interview. “Summer travel rush: Here’s where, why people are traveling.” <https://www.fox35orlando.com/video/1662924>

39. [June 16, 2025]. UF News. "Summer 2025 brings high demand, smarter travelers and new travel trends." <https://news.ufl.edu/2025/06/summer-tourism/>
38. [March 26, 2025]. The Villages: Daily Sun. 5 Years After Covid-19, Tourism Bounces Back. Pages. A01. A06. & A07.
37. [March 14, 2025]. Business Insider. "Canadians were urged to boycott travel to the US in response to tariffs — and numbers suggest they listened." <https://www.businessinsider.com/canadians-traveling-to-us-fall-boycott-calls-tariffs-trump-trudeau-2025-3>
36. [December 16, 2024]. **UF NEWS**. *UF experts weigh in on Olympics economy and tourism*. A story published earlier this year on "UF experts weigh in on Olympics economy & tourism" is UF's #2 pick for their "Top 2024 Picks!" <https://news.ufl.edu/2024/12/best-of-2024/>
35. [Oct 2, 2024]. **Marketplace**. Traveling to an Oasis concert? You may want to consider insurance — <https://www.marketplace.org/2024/10/02/traveling-to-an-oasis-concert-next-year-you-might-want-to-consider-insurance/>
34. [October 21, 2024]. **FLORIDA POLITICS**. Too hot at Disney World? Some fear climate change's impact in Orlando (floridapolitics.com) <https://floridapolitics.com/archives/702254-too-hot-at-disney-world-some-fear-climate-changes-impact-in-orlando/>
33. [May 11, 2024]. Students Learn AI to Prepare for Hospitality Careers <https://learningenglish.voanews.com/a/students-learn-ai-to-prepare-for-hospitality-careers/7604858.html>
32. [Feb. 23, 2024] Hospitality, Financial, and Technology Professionals. Colleges are using AI to prepare hospitality workers of the future | HFTP <https://www.hftp.org/news/4120567/colleges-are-using-ai-to-prepare-hospitality-workers-of-the-future#:~:text=Will%20AI%20reduce%20the%20number,of%20jobs%20in%20hospitality>
31. [February 22, 2024]. **The Conversation**. "Colleges are using AI to prepare hospitality workers of the future." - <https://theconversation.com/colleges-are-using-ai-to-prepare-hospitality-workers-of-the-future-222952> (Fu as an author)
30. [February 14, 2024]. **The Conversation**. "Why universities should be paying more attention to Formula 1" — <https://theconversation.com/why-universities-should-be-paying-more-attention-to-formula-1-221706> (Fu as an author)
29. [July 27, 2023]. **Boca Beacon**. "New Airlines Make for Breezier Visits, Fewer Stopovers." <https://bocabeacon.com/new-airlines-make-for-breezier-visits-fewer-stopovers/>
28. [June 29, 2023]. **Forbes** Advisor. "More Back-To-Back Hurricanes Are Possible. Will That Push Up the Price of Travel Insurance?" <https://www.forbes.com/advisor/travel-insurance/multiple-hurricane-travel-insurance/>
27. [June 29, 2023]. **US News and World Report**. "Despite 'Titan' Submersible's Fatal Wreck, Extreme Tourism Among the Ultra Wealthy Isn't Going Away. From the Titan submersible to Virgin Galactic's rocket plane, the ultra-rich are paying top dollar for extreme adventures that can be short on regulations and high on danger." <https://www.usnews.com/news/national-news/articles/2023-06-29/despite-titan-submersibles-fatal-wreck-extreme-tourism-among-the-ultra-wealthy-isnt-going-away>
26. [June 13, 2023]. **Florida Trend**. "Study Reveals why people Choose to Visit Florida'. Story as the lead.

25. [June 8, 2023]. **The Capitolist**. “Report: social media plays the biggest role in attracting tourists to Florida.” <https://thecapitolist.com/report-social-media-plays-the-biggest-role-in-attracting-tourists-to-florida/>
24. [June 7, 2023]. University of Florida News. “Survey reveals why people choose to visit Florida”. <https://news.ufl.edu/2023/06/fl-tourism/>
23. [March 14, 2023]. **Canadian Business**. “The Evolution of Space Tourism”
22. [March 2, 2023]. **Condé Nast Traveler**. "AI Chatbots Want to Plan Your Future Trips—Should You Let Them?" <https://www.cntraveler.com/story/ai-chatbots-future-of-travel>
21. [December 25, 2022]. **Fox Weather Live**.
20. [December 21, 2022]. **Moring Show. News 4 JAX TV**.
<https://www.news4jax.com/video/morning-show/2022/12/21/helping-you-prepare-for-busy-travel-days/>. Helping you prepare for busy travel days.
19. [December 19, 2022]. **Fox Weather Live**. <https://www.foxweather.com/watch/play-61971a8dd001697>. Last minute holiday travel tips.
18. [December 14, 2022] **UF News**. <https://news.ufl.edu/2022/12/holiday-travel/>. Booking holiday travel? Here’s five top expert tips.
17. [December 07, 2022] **ABC TV Channel 20. WCJB**
<https://www.wcjb.com/2022/12/07/tourism-workers-recognized-after-record-setting-year/>
16. [December 07, 2022]. **Main Street daily news. Business**. Tourism and hospitality workers recognized.<https://www.mainstreetdailynews.com/business/tourism-hospitality-workers-recognized>
15. [December 06, 2022]. **Alachua County.us**
<https://alachuacounty.us/news/Article/Pages/Tourism-and-Hospitality-Workers-and-Leaders-Receive-Recognition-Awards-for-Excellence-in-Service-During-a-Record-Setting-Ye.aspx>.
Tourism and Hospitality Workers and Leaders Receive Recognition Awards for Excellence in Service During a Record-Setting Year for the Tourism Industry in Alachua County.
14. [August 12, 2022]. **Popular Science**. <https://www.popsci.com/science/nasa-axiom-future-space-tourism/>. Space tourism is on the rise. Can NASA keep up with it?
13. [May 23, 2022]. **Carnival Cruise Line**. <https://carnival-news.com/2022/05/23/university-of-florida-and-carnival-cruise-line-study-finds-shift-in-travelers-priorities-for-this-summer/>
University of Florida and Carnival Cruise Line study finds shift in travelers’ priorities for this summer.
12. [April 28, 2022] **NBC**. <https://www.cnbc.com/2022/04/28/americans-view-asian-nations-as-safer-for-travel-now-than-4-years-ago.html> Americans view these Asian countries as safer now than before the pandemic.
11. [March 9, 2022] **BBC**. <https://www.bbc.com/worklife/article/20220309-workcations-the-travel-trend-mixing-work-and-play>. Workcations: The travel trend mixing work and play.
10. [January 18, 2022] **Bottom Line Personal**. <https://bottomlineinc.com/life/travel/space-the-hot-new-travel-destination>. Space: the hot new travel destination. (Fu as an author)
9. [January 11, 2022] **CNBC**. <https://www.cnbc.com/2022/01/12/travel-is-roaring-back-thats-good-and-bad-for-travelers.html>. Travel is ‘roaring back’ – but the industry might not be ready for a boom.
8. [January 08, 2022] **Blueshift Research Report**. Travel Industry Ready to Bounce Back in 2022 Once Omicron Passes. Pages 31-32.
7. [December 14, 2021] **Wall Street Journal**. <https://www.wsj.com/articles/whos-traveling-now-where-and-why-11639412143>. Who’s Traveling Now—and Where and Why

– WSJ

<https://static1.squarespace.com/static/5af455a471069901dd1286bc/t/61bff08a42424e6570b82715/1639968907714/Who%E2%80%99s+Traveling+Now%E2%80%94and+Where+and+Why+-+WSJ-Rachel+Fu.pdf>

6. [October 12 2021] **ABC News:** <https://abcnews.go.com/Entertainment/william-shatners-blue-origin-space-trip-reignite-passion/story?id=80404356>. Actor William Shatner prepares for space trip.

5. [December 11, 2021] **The Philadelphia Inquirer.** <https://www.inquirer.com/news/space-tourism-blue-origin-moon-20211211.html>. Space tourism is taking off. You probably can't afford it — yet.

4. [June 21, 2021] **AARC.** <https://www.aarp.org/travel/vacation-ideas/cruises/info-2021/enthusiastic-cruisers.html>. Nearly a third of travelers would consider a cruise in 2022.

3. [May 19, 2021] **@KCBS radio 106.9FM 740AM.** <https://www.audacy.com/kcbsradio>

2. [May 19, 2021] **Recommend Magazine.** <https://recommend.com/get-inspired/cruise/nearly-a-third-of-travelers-would-consider-a-cruise-in-2022/>. Nearly a Third of Travelers Would Consider a Cruise in 2022 - Recommend

1. [May 18, 2021] **The UF News.** <https://news.ufl.edu/2021/05/cruise-survey/> Nearly a third of travelers would consider a cruise in 2022. Survey reveals who's willing to cruise - News - University of Florida

HONORS AND AWARDS

- | | |
|---|------------------|
| 1. Outstanding Leadership and Service Award. Visit Gainesville & Alachua County Hospitality Council, Alachua County, Florida | December 7, 2022 |
| 2. Guest Coach, Lady Vols Basketball, the University of Tennessee | January 12, 2020 |
| 3. Educator of the Year, Stars of the Industry. Tennessee Hospitality and Tourism Association, 2019 Governor's Conference on Hospitality and Tourism | September 2019 |
| 4. Honorary Captain. Lady Vols Basketball, the University of Tennessee, USA | Feb. 24, 2019 |
| 5. Featured Woman Faculty, <i>Women with Big Ideas</i>. the Provost Office & Office of Diversity and Inclusion, the University of Tennessee, USA | 2016 |
| 6. Irma Fitch Giffels Faculty Endowment Award. the College of Education, Health, and Human Sciences (CEHHS), the University of Tennessee | 2013 |
| 7. Fulbright Senior Specialist/Roster. Fulbright Specialists Program, Council for the International Exchange of Scholars (CIES), USA | 2008-2013 |
| 8. Awarded Participant of HERS. Advancing Women Leaders in Higher Education Administration, Higher Education Resource Services (HERS). | 2011 |
| 9. Best Paper Award. "Forecasting Models and Impacts of Intervention Events on Tourism Trends", International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) | 2006 |

10. **Outstanding** International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) **Refereed Paper Reviewer Award** 2003, 04, & 05
11. **Irma Fitch Giffels Faculty Endowment Award.** the College of Human Ecology, the University of Tennessee 2001
12. **Honorary Member** of Xi Sigma Pi Society, USA Since 1997
13. **Outstanding Graduate Student Award.** Dept. of Parks, Recreation & Tourism Management, North Carolina State University, USA 1997

EDITORIAL BOARD

Editor in Chief, Journal of Artificial Intelligence, Machine Learning and Robotics in Business (since 2024) [Open Access Refereed Journal]

Editor in Chief, SPACE. (since 2025) [Open Access Refereed Journal]

Associate Editor, Journal of Hospitality and Tourism (since 2003) [Refereed Journal]

Associate Editor, Sustainability, Social Responsibility and Innovations in the Hospitality Industry (2013-2014) [Textbook]

Editor/Author, Artificial Intelligence, Machine Learning and Robot Applications in Hospitality Businesses. 1st Edition (2023-2024). [ISBN 979-8-7657-8381-8. Textbook by KendallHunt] <https://he.kendallhunt.com/product/artificial-intelligence-machine-learning-and-robot-applications-hospitality-businesses>

Editor/Author, Artificial Intelligence, Machine Learning and Robotics in Business. 1st Edition (2025). [ISBN ISBN 979-8-3851-85339-8. Textbook by KendallHunt]

Editorial Board – Refereed Journals

1. Journal of Travel Research (SSCI) (since 2011)
2. Tourism Management (SSCI) (since 2006)
3. Journal of Travel and Tourism Marketing (SSCI) (since 2007)
4. Tourism Analysis (SSCI waiting list) (since 2005)
5. Sustainability (SSCI) (since 2010)
6. Journal of Hospitality and Marketing Management (SSCI) (since 2008)
7. Journal of Hospitality and Tourism Insight (since 2017)
8. Advanced Hospitality and Leisure (since 2004)
9. International Journal of Hospitality and Tourism Administration (since 2004)
10. International Journal of Tourism Sciences (2010-2020)
11. Journal of Quality Assurance in Hospitality and Tourism (since 2011)
12. European Journal of Tourism Research (since 2008)
13. International Education (2012-2015)
14. The Consortium Journal of Hospitality and Tourism (2001-2020)

Refereed Journal Paper Reviewer

1. Asia Pacific Journal of Tourism Research (SSCI)
2. Annals of Tourism Research (SSCI)
3. Cornell Hospitality Quarterly (SSCI)
4. Journal of Hospitality and Tourism Research (SSCI)

5. International Journal of Contemporary Hospitality Management (SSCI)
6. International Journal of Hospitality Management (SSCI)
7. International Journal of Electronic Customer Relationship Management
8. Journal of Retailing and Consumer Services (SSCI)
9. The International Journal of Management Science (SSCI)

Refereed Conference Paper Chair & Reviewer

Chair of Marketing & Proceeding Associate Editor, International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) [2006-2009]

Chair of Travel & Tourism, Graduate Education and Graduate Student Research in Hospitality and Tourism [2007-2008]

Reviewer

Travel and Tourism Research Association (TTRA) Annual Conference [2003-2005]

International Society of Travel and Tourism Educators (ISTTE) [2002-2003]

Asia Pacific Council on Hotel, Restaurant and Institutional Education [2002-2003]

RESEARCH INTERESTS

Artificial Intelligence/Data Analytics, Strategic Management, Sustainability, and Marketing

Artificial Intelligence Revolutions	Data Analytics in Tourism, Hospitality & Events
Strategic Management	Sustainable Business and Development
Marketing for Businesses	Impacts of Climate Change on Business and Services
Consumer Behavior Studies	Geographic Information Systems Applications
Space Tourism & Impacts	Analyses of Tourism, Recreation, and Sports

Statistics and Economics

Forecasting Methods and Applications	Big Data Applications in THEM & Businesses
Hospitality and Tourism Analytics	Economic Impact Assessments
Input-Output Models and Applications	Statistics for Behavioral Sciences

PUBLICATIONS

PAPERS IN REFEREED JOURNALS

[(Chen) Fu* = Correspondence Author; + = Advisee]

[SSCI = Social Sciences Citation Index]

Manuscripts that are under revision and submission

To be updated.

SELECTED PUBLISHED PAPERS IN REFEREED JOURNALS

A complete list of published refereed papers ***is available upon request.***

1. **Fu*, R.J.C.** (2025). Mastering the Intelligences: A Blueprint for Thriving in the Intelligence Era (Part I). *AI, ML, and Robotics in Business*. 1(2), 25-33.
<https://doi.org/10.32473/aimlrb.1.2.139241>
2. **Fu*, R.J.C.** (2025). Artificial Intelligence, Machine Learning and Robotics: The Core of Tomorrow's Industries. 1(2), 6-9. <https://doi.org/10.32473/aimlrb.1.2.139237>

3. **Fu*, R.J.C.** (2025). Innovations Across Business, Health, Space, and Sustainability. *AI, ML, and Robotics in Business*. 1(1), 1-7. <https://doi.org/10.32473/aimlrb.1.1.138291>
4. **Fu*, R.J.C.** (2025). The Future of AI, ML, and Robotics in Business and Beyond. *AI, ML, and Robotics in Business*. 1(1), 8-22. <https://doi.org/10.32473/aimlrb.1.1.138290>
5. **Fu*, R.J.C.** (2025). Engines of Innovation: Private Space Companies and the Architecture of a New Cosmic Era. *SPACE*, 1(2), 36-55. <https://doi.org/10.32473/space.1.2.139524>
6. **Fu*, R.J.C.** (2025). A Holistic Vision for our Spacefaring Future. *SPACE*, 1(2), 6-16. <https://doi.org/10.32473/space.1.2.139520>
7. **Fu*, R.J.C.** (2024). Launching the Inaugural Issue of *SPACE*. *SPACE*, 1(1), 1-2. <https://doi.org/10.32473/space.1.1.138031>
8. **Fu*, R.J.C.** (2024). Fueling the Future: Innovations in Space. *SPACE*, 1(1), 24-28. <https://doi.org/10.32473/space.1.1.138040>
9. Pan⁺, T., Chi, H.X., and **Fu*, R.J.C.** (2024). Developing and validating a framework to explain cruise travel intention in the United States: A crisis management perspective. *International Hospitality Review*. [accepted on Aug. 15, 2024] <https://www.emerald.com/insight/content/doi/10.1108/ihr-04-2024-0021/full/pdf?title=developing-and-validating-a-framework-to-explain-cruise-travel-intention-in-the-united-states-a-crisis-management-perspective>. DOI 10.1108/IHR-04-2024-0021.
10. Pan⁺, T., **Fu*, R.J.C.**, and Petrick, J. (2024). Cruise Market Investigation and Price Optimization: What Do Consumers Want?" *International Hospitality Review*. [accepted on Feb. 15, 2024] <https://www.emerald.com/insight/content/doi/10.1108/IHR-10-2023-0052/full/pdf?title=cruise-market-investigation-and-price-optimization-what-do-consumers-want>
11. Pan⁺, T. and **Fu*, R.J.C.** (2024) Mental Readiness and Travel Choices in Crisis Recovery, *Current Issues in Tourism*, DOI: [10.1080/13683500.2024.2309153](https://doi.org/10.1080/13683500.2024.2309153) [SSCI | IF: 7.578]
12. **Fu*, R.J.C.** (2023). Effective Hospitality Leadership Roles in the Crisis Era. *Journal of Hospitality and Tourism*. July, 2023. 21(1), P. 88-96, <https://johat.org/wp-content/uploads/2023/07/6.pdf>
13. Pan⁺, T. and **Fu*, R.J.C.** (2023), "From Struggle to Survival: A Market Overview for the Cruise Industry", *Advances in Hospitality and Leisure (Advances in Hospitality and Leisure, Vol. 19)*, Emerald Publishing Limited, Leeds, pp. 143-153. <https://doi.org/10.1108/S1745-354220230000019008>
14. Zhang⁺, Z., and **Fu*, R.J.C.** (2022). The spatial distribution of Airbnb supply in Los Angeles. *Tourism Analysis*, 27(4) 467-477. <https://doi.org/10.3727/108354222X16571659728565>
15. Chen, C.F., et al. **Fu, R.J.C.** (2022). Extreme Events, Energy Security and Equality Through Micro- and Macro-Levels: Concepts, Challenges and Methods. *Energy Research and Social Science*, 85, 102401 – 102412. <https://doi.org/10.1016/j.erss.2021.102401> [SSCI | IF: 6.834]
16. Chen, C. R., Yu, T. E., & **Fu*, R.J.C.** (2021). Strategic Management for Community-Based Markets: From Consumers' Perspectives and Experiences. *Sustainability*, 13, no. 10: 5469-5487. <https://doi.org/10.3390/su13105469> [SSCI | IF: 3.889]
17. Zhang⁺, Z., and **Fu*, R.J.C.** (2020). Accommodation Experience in the Sharing Economy: A Comparative Study of Airbnb Online Reviews. *Sustainability*, 12, no. 24: 10500-10511. <https://doi.org/10.3390/su122410500> [SSCI | IF: 3.889]

18. Yoon⁺, D., Kim, Y.K., & **Fu, R.J.C.** (2020). How can Hotels' Green Advertising be Persuasive to Consumers? An Information Processing Perspective. *Journal of Hospitality and Tourism Management*, 45: 511-519. <https://doi.org/10.1016/j.jhtm.2020.10.014> [SSCI | IF: 5.959]
19. Zhang⁺, Z., and **Chen*, R.J.C.** (2019). Assessing Airbnb Logistics in Cities: Geographic Information System and Convenience Theory. *Sustainability*, 11(9) 2462-2473. <https://doi.org/10.3390/su11092462> [SSCI | IF: 3.889]
20. Zhang⁺, Z., **Chen*, R.J.C.**, and Han, L. (2019). Strategic Sustainable Development Through the Lenses of Tourists' Preferences: A Geotagged Photo Approach. *Journal of Sustainable Development*, 12(3), 12-21. DOI:10.5539/JSD.V12N3P12
21. Benjamin, S., Knollenberg, W., and **Chen, R.J.C.** (2019). Making sure they have the time of their lives: Identifying co-creation opportunities at the Dirty Dancing Festival: *Journal of Event Management*, Volume 23, Numbers 4-5, pp. 613-626. <https://doi.org/10.3727/152599519X15506259855706>
22. Zhang⁺, Z., **Chen*, R.J.C.**, and Han, L. (2019). Sustainable Development in Travel, Transportation, and Data Management: Implementations of Geographical Information Systems (GIS). *Journal of Hospitality and Tourism*, 17-27.
23. Chen, C.R. and **Chen*, R.J.C.** (2018). Using Two Government Food Waste Recognition Programs to Understand Current Reducing Food Loss and Waste Activities in the U.S. *Sustainability*, 10(8), 2760-2783; doi: 10.3390/su10082760 <http://www.mdpi.com/2071-1050/10/8/2760> [SSCI]
24. **Chen*, R.J.C.** and Smith, A.D. (2018). Strategic Management in Tourism and Communities. *Journal of Hospitality and Tourism*, 16(1), 35-49.
25. Zhang⁺, Z., **Chen*, R.J.C.**, L. Han, L., and Yang, L. (2017). Key Factors Affecting the Price of Airbnb Listing: A Geographically Weighted Approach. *Sustainability*, 9(9), 1635-1648. <https://doi.org/10.3390/su9091635> <http://www.mdpi.com/2071-1050/9/9/1635> [SSCI]
26. Yoon⁺, D.H. and **Chen*, R.J.C.** (2017). A Green Shadow: The Influence of Hotel Customers' Environmental Concern, Knowledge, and Education Level on Green Marketing Skepticism and Behavioral Intentions. *Tourism Analysis*, 22(3), 281-293. 10.3727/108354217X14955605216032 [Tourism Analysis is ranked as the **top #7** in the tourism field in the world]
27. Poisson⁺, D.K. and **Chen*, R.J.C.** (2017). Operating Sustainable Meal Plans and Food Places: Factors Influencing College Students' Dining Choices and Preferences. *Journal of Hospitality and Tourism*, 15(1), 19-30.
28. **Chen*, R.J.C.** (2016). What can Rural Communities do to be Sustained? *Sustainability*, 8(9), 930-941. <https://doi.org/10.3390/su8090930> <http://www.mdpi.com/2071-1050/8/9/930> [SSCI]
29. Yu⁺, N. and **Chen*, R.J.C.** (2016). Hotel Guests' Preferences and Choices: Baby Boomer, X, and Y Generations. *Journal of Hospitality and Tourism*, 14(2), 38-48
30. **Chen*, R.J.C.** and Barrows, C. (2015). Developing a Mystery Shopping Measure to Operate a Sustainable Restaurant Business: The Power of Integrating with Corporate Executive Members' Feedback. *Sustainability*, 7(9), 12279-12294. <https://doi.org/10.3390/su70912279> <http://www.mdpi.com/2071-1050/7/9/12279> [SSCI]
31. **Chen*, R.J.C.** (2015) From Sustainability to Customer loyalty: A Case of Full Service Hotels' Guests. *Journal of Retailing and Consumer Services*, 22(1), 261-265. <https://doi.org/10.1016/j.jretconser.2014.08.007> [SSCI]

32. Shi⁺, Y., Yu⁺, N. and **Chen*, R.J.C.** (2015). After 2008 Olympic Games: From a Glorious Mega-event to a Sustainable Destination Brand. *Journal of Hospitality and Tourism*, 13(1), 48-57.
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45. **Chen*, R.J.C.** (2011). Effects of Climate Change in North America: An Overview. *Journal of Sustainable Development*, 4(3), 32-50.
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52. He⁺, N. and **Chen***, **R.J.C.** (2010). Motivations of American Students toward Selections of Overseas Educational Programs. *International Journal of Hospitality and Tourism Administration*, 11(4), 347-359.
53. Buhrmester⁺, B. and **Chen***, **R.J.C.** (2009). A Consumer Profile of Museum Visitors in East Tennessee. *Journal of Hospitality and Tourism*, 7(2), 45-56.
54. Fu, J.S, H.C. Chien, F.L. Yeh, Jang, C.J., and **Chen***, **R.J.C.** (2009). Air Quality Modelling: An Investigation of the Merits of CMAQ in the Analysis of Trans-boundary Air Pollution from Continents to Small Islands. *International Journal of Environmental Technology Management*, 10(2), 150-166.
55. **Chen***, **R.J.C.**, P. Bloomfield, and F. Cubbage (2008). Comparing Forecasting Models in Tourism. *Journal of Hospitality and Tourism Research*, 32(1), 3-21. [leading article] [SSCI] [leading article]
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57. **Chen***, **R.J.C.** (2007). Geographic Information Systems (GIS) Applications in Retail Tourism and Teaching Curriculum. *The Journal of Retailing and Consumer Services*, 14(4), 289-295. [SSCI]
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Management, 23(3), 835-844. [NAJFM is ranked and well recognized as a **very top journal** in the field in the world] [SSCI]

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70. **Chen*, R.J.C.**, Brothers, G. L., and Gustke, L.D. (2003). A Comprehensive Travel and Tourism Study of the Blue Ridge Parkway, USA. *Journal of Hospitality & Tourism*, 1(1), 21-44.
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72. **Chen*, R.J.C.**, Thigpen, J., and Noriega, P. (2002). Socio-Demographic Assessments and Economic Impacts of Wings over Water Birding Festival. *The Consortium Journal of Hospitality and Tourism*, 6(1), 31-42.
73. **Chen*, R.J.C.**, Fu, J., and Brothers, G. L. (2001). Economic Impacts of Travel to a Nature-Based Regional Destination. *The Consortium Journal of Hospitality and Tourism*, 5(2), 23-36.

FULL PAPERS PUBLISHED IN REFEREED CONFERENCE PROCEEDINGS

A complete list of 43 published papers in refereed proceedings is **available upon request.**

EXTENDED ABSTRACTS PUBLISHED IN CONFERENCE PROCEEDINGS

(refereed on the basis of abstract)

A complete list of 44 published refereed abstracts is **available upon request.**

1. Pan⁺, T. and **Fu*, R.J.C.** (2024). Psychological Mechanism of Consumption Behavior in Travel During Product-Harm Crises: the Role of Health Beliefs and Mental Readiness. American Marketing Association Winter Conference.
2. Pan⁺, T., **Fu*, R.J.C.**, and Zhou⁺, W. (2024). The Impact of Consumers' Health Beliefs and Mental Readiness on Their Behavioral Intention: An Investigation Within a Product-Harm Crisis. The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.
3. Pan⁺, T., Zhou⁺, W., and **Fu*, R.J.C.** (2024). Is your firm prepared? The impact of Cybersecurity Risk on Corporate Financial Performance and the Composition of CEO compensation in the Hospitality Industry. 29th Graduate Conference. The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.
4. Ding⁺, L. and **Fu, R.J.C.** (2023). Customer perceptions of accommodation experience in a smart hotel: A comparative study of Fly Zoo Hotel reviews. 7th World Research Summit for Hospitality and Tourism: Resilience, Recovery, and Reshaping.
5. Crisafulli⁺, R. and **Fu, R.J.C.** (2023). Event planning in the age of AI: Understanding the factors that drive adoption and its impact on event success. 7th World Research Summit for Hospitality and Tourism: Resilience, Recovery, and Reshaping.

6. Pan⁺, B., Dizon-Paradis⁺, O.P., Capecci, D.E., **Fu*, R.J.C.**, and Woodard, D. L (2023). Machine Learning in Hospitality Business Research. International Council on Hotels and Restaurants Institutional Education (ICHRIE).
7. Crisafulli⁺, R. and **Fu*, R.J.C.** (2023). Artificial intelligence (AI) in the events industry: Advanced Practices and Revolutions. International Council on Hotels and Restaurants Institutional Education (ICHRIE).
8. **Fu*, R.J.C.**, Crisafulli, R., Pan, T., and Tsai, K. (2023). Digital-Marketing and Event Planning: Meaningful engagement with communities through smart teaching. International Council on Hotels and Restaurants Institutional Education (ICHRIE).
9. Pan⁺, T. & **Fu*, R.J.C.** (2023). What makes cruises survived? A market overview in 2022. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.
10. Pan⁺, Y. & **Fu*, R.J.C.** (2022). “Pricing Strategies for Mainstream Cruise Ships: Price Sensitivity Measurement Approach”. International Council on Hotels and Restaurants Institutional Education (ICHRIE)
11. Crisafulli⁺, R. & **Fu*, R.J.C.** (2022). “Super Bowl LV's Impact on Host Community Sentiment & Destination Perceptions of Tampa, Florida”. International Council on Hotels and Restaurants Institutional Education (ICHRIE).
12. Pan⁺, Y., **Fu*, R.J.C.**, and L. Qiu (2022). “Multistage Stochastic Optimization for Cruise Production Planning during Uncertainties”. Production and Operations Management Society (POMS) Annual Conference.
13. **Fu*, R.J.C.**, H. Titjen, and R. Goldman (2021). “Leadership in Risk Prevention and Crisis Management: CEOs’ experiences, perceptions, and expectations”. International Council on Hotels and Restaurants Institutional Education (ICHRIE)

More

REFEREED CONFERENCE PRESENTATIONS

Note: [Dr. (Chen) Fu made 36 presentations out of 88 refereed conference presentations; Dr. Chen/Fu’s co-authors and graduate students made the other 52 presentations]
A complete list of 82 refereed conference presentations is [available upon request](#).

RESEARCH GRANTS AND CONTRACTS

(including external grants, internal grants, travel funds, donation, and supportive fund)

FUNDED: IN PROGRESS AND COMPLETED

Sponsors:

External:

- ✓ **[@University of Florida]** Florida Dept of Education (pending), Historic St. Augustine, Tennessee Tivoli Foundation, Tennessee Aquarium, Tennessee
- ✓ **[@University of Tennessee]** Department of Tourist Development, Tennessee Department of Transportation, Tennessee Aquarium, Tennessee, Appalachian Regional Commission, Ruby Falls, Hardeman County, Knox County, National Cheng Kong University in Taiwan, the Center of Excellence (TN Higher Education), Centre for Regional and Tourism Research in Denmark

Internal:

- **[@UF]** University of Florida

- [[@UTK](#)] Institute for a Secure and Sustainable Environment (UTK), Dept. of Retail, Hospitality and Tourism Management, the Anderson Center for Entrepreneurship and Innovation Faculty Proposal category, Center for Transportation Research, the Office of Research at the University of Tennessee

Dr. Rachel J.C. (Chen) Fu's Role: Leading Principal Investigator [26], Principal Investigator [8], Investigator [1], Travel Fund [8], Research Associate [2]

Funded projects: **43*** [* = A complete list of granted proposals is [available upon request.](#)]

Granted funding to the Proposal Teams: \$1,128,333 USD

Granted/received funding to Dr. Rachel J.C. (Chen) Fu

- \$947,569.00 USD [Leading PI or PI]
- \$2.08 Million USD [approved] [Leading PI]
- In-kind support: \$49,838.00 [leading PI]

Since Joined UF [2020-2025]: 6 Leading PIs [funded].

SPEAKER

Speaker: AI-Driven Hospitality: Automation and Design. Tempa, FL. November 19, 2025.

Panelist: Balancing Innovation and Human Touch: AI & Robotics in the Future of Restaurant Operations. QSR Evolution Conference. Atlanta, GA. September 4, 2025.

Panelist: “Hospitality Workforce Revolution: Enhancing Recruitment, Retention, and Engagement with AI and Future-Ready Skillsets”, [National Restaurant Show](#). Chicago, IL. May 17, 2025.

Panelist: “Strategic Branding and PR: Driving ROI Through Emotional Connections and Quality Excellence”, [National Restaurant Show](#). Chicago, IL. May 18, 2025.

Panelist: “Artificial Intelligence in Hospitality corporate and Leadership”, [Florida Restaurant and Lodging Show](#). Orlando, FL. November 6-7, 2024.

Panelist: “The workforce Challenges and Opportunities in Florida’s Hospitality Sector”, [Florida Governor’s Conference on Tourism](#). GC24. Tempa, Florida. August 30, 2024.

Panelist: “Using AI to Improve Execution and Customer Experience”, [Franchise Customer Experience Conference](#). Atlanta, GA. June 19, 2024.

Panelist: “Artificial Intelligence, Machine Learning, and Robotics in Hospitality Businesses”, [National Restaurant Show](#). Chicago, IL. May 18, 2024.

Speaker: “Transforming Patient Experience: Hospitality Strategies in Hospital Settings”, Shands Hospital. University of Florida. March 25, 2024.

Panelist: “AI, ML, and Robot Applications in Hospitality Businesses”, [Florida Restaurant and Lodging Show](#). Orlando, FL. November 8 - 9, 2023.

Speaker: “The Effects of Destination Competitiveness Stimuli on Visitors’ Decision-Making”, [Destinations Florida. Destination Marketing Summit](#). Kissimmee, FL. May 31– June 2, 2023.

Speaker: “Economic Impact Assessments for your Attractions, Destinations, and Counties: from Budget Allocations to Investment Predictions”, [Destinations Florida. Destination Marketing Summit](#). Bowling Green, FL. May 25 – 27, 2022.

Panelist: “Inclusions, Diversity, Equity, and Access in Higher Education”, Graduate School, University of Florida. April 5, 2022.

Speaker: “The Artificial Intelligence Revolution: Applications in Tourism, Hospitality and Event Industries”, University of Florida. February 24, 2021. <https://youtu.be/pvft85XXInc>

Keynote Speaker: “Teacher Appreciation Day – BE the change of the world”, United Way of Greater Knoxville. September 14, 2019

Speaker: “The Economic Impacts of Tourism Development on Distressed Counties along the Appalachian Region”, ARC and the Conservations: Appalachian Gateway Communities Regional Workshop in Bristol, TN. November 6, 2019

Keynote Speaker: “Women of knowledge & Excellence”. National Association of Colored Women’s Clubs. Knoxville. November 23, 2019.

Speaker: “The Importance of Diversity in the Workplace”, Alpha Kappa Psi. The University of Tennessee. January 24, 2019

Speaker: “Strategies and Trends: Voices of Stakeholders and Visitors”, Haslam Scholars and Chancellor Scholar Programs. The University of Tennessee. March 4, 2019

Speaker: “Sustainability: from Concepts to Implementations”, Alpha Kappa Psi. The University of Tennessee. October 10, 2018

Panelist. “Women Leadership in Research”, 2018 SECSA CHRIE. March 2, 2018

Speaker: “You got a friend in Me! How Tennessee Welcome Centers Can Work for You”, 2016 Tennessee Governor’s Conference on Hospitality and Tourism, Chattanooga, Tennessee. September, 2016

Speaker: “Innovative Sustainability Research: from Corporates, Functional Divisions, to Business Units”, Research Academy, International Council on Hotels and Restaurants Institutional Education (ICHRIE). July, 2015

Speaker: “From Sustainable Education to Sustainable Educators”, Teaching Academy, International Council on Hotels and Restaurants Institutional Education (ICHRIE). July, 2015

Speaker: “Sustainability in Lodging and High Education Research”. Leadership Forum. International Hotel/Motel and Restaurant Show. November, 2014

Speaker: “Case Studies of Hotels Go Green”; Gatlinburg Goes Green Seminar, Gatlinburg Convention and Visitor Bureau. April 22, 2013

Speaker: “From Tourism Management to Sustainable Life Mapping”; invited by the National Cheng Kung University, Taiwan. Dec., 2012

Speaker: “Think, Act, and Sustain: Sustainable Business in Hotel and Restaurant Administration”; invited by the National University of Kaoshiung, Taiwan. Dec., 2012

Speaker: “From Green to Great: Beyond Sustainable Business, Transportation, and Tourism”; invited by the National Cheng Kung University, Taiwan. June, 2012.

Speaker: “From Green to Great: Beyond Sustainable Agriculture, Business, and Tourism”; invited by the National Chung Hsing University, Taiwan. June, 2012

Speaker: “From Green to Gold: Beyond Sustainable Enterprises and Tourism”; invited by the Southern Taiwan University, Taiwan. June, 2012

Keynote Speaker: “Promoting Sustainable Business and Tourism: Conservation, Innovation, and Economic Growth”; invited by the U.S. Travel Association to speak at the U.S.-China Tourism Commissioners / Directors Leadership Summit, Hawaii, USA. Sept., 2011

Speaker: “Sustainability Development in Heritage Tourism,” Annual East TN Heritage Tourism Conference, Rugby, Tennessee. Oct., 2010

Speaker & Global Scholar: “The Importance of Sustainable Business and Tourism Trends: From the Local to Global Villages,” National Chung-Hsing University, Taiwan. June, 2010

Speaker: “How do Intervention Events Hammer Travel and Tourism Business Enterprises?”, School of Forestry and Environmental Studies, Yale University, USA. Feb., 2010

Keynote Speaker: “Travel and Tourism: A Sustainable Bull Market of the U.S. and China”; invited by the U.S. Travel Association to speak at the U.S.-China Tourism Commissioners / Directors Leadership Summit, Orlando, FL, USA. Oct, 2009

Speaker, Topic: “Economics and Trends of the Hospitality and Tourism Industries”; invited by Eastern China Normal University. May, 2008

Keynote Speaker, “Asian Americans’ Impacts on the USA Communities”, Knoxville Military Station. May, 2007

Speaker, Topic 1: “The Future Trends of the Hospitality and Tourism Industries in Asia”; Topic 2: “The Career Opportunities in Hospitality and Tourism” – invited by universities in Taiwan [National Taiwan University, National Cheng-Chi University, National Chung-Hsing University, National Cha-Yi University, and National Chuang-Hua Normal University] and universities in China [Peking University and Eastern China Normal University]. May, 2006

Keynote Speaker, “Marketing Segments, Visitors, and Attraction Management”, workshops and seminars for attraction managers in Denmark. October, 2004

Speaker, “Development of Advanced Models for Tourism’s Impacts, Analyses, and Trends” – an International Workshop III, Denmark. July, 2004

Speaker, “Development of an Island Tourism Multi-Dimensional Model: Seasonality, Accessibility, and Sustainability” – an International Seminar and TV Interview, Prince Edward Island, Canada. June, 2004

Speaker, “Development of Advanced Models for Tourism’s Impacts, Analyses, and Trends” – an International Workshop II, Denmark. May, 2004

Speaker, “Overviews of Tourism’s Impacts, Analyses, and Trends” – an International Workshop I, Denmark. March, 2004

Speaker, WebCast: A Live Webcast of the National Center on Accessibility in Collaboration with the National Center on Physical Activity and Disability. June 20, 2002

Speaker, “Geographic Information Systems (GIS) Applications in Child and Family Studies”, Dept. of Child and Family Studies, the University of Tennessee. October, 2001

Speaker, “Visitors with Disabilities Perception Study: A Case Study of the Hot Spring National Park”, the National Park Service/National Center on Accessibility Workshop. September, 2001

Speaker, “An Overview of Geographic Information Systems (GIS) Fundamental, Spatial Components, and Implementation Strategies”, College of Human Ecology, the University of Tennessee. August, 2001

BOOK CHAPTER [27]

1. **Fu*, R.J.C. (2025). Chapter 1-16. “Artificial Intelligence, Machine Learning, and Robotic in General Businesses”.** 1st Edition. (in press)

2. **Fu*, R.J.C. (2023). Chapter 1: Introduction to Artificial Intelligence (AI), Machine Learning (ML), and Robots in Travel and Tourism, Hospitality and Event Businesses.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
3. **Crisafulli, R. & Fu*, R.J.C. (2023). Chapter 3: Leveraging Artificial Intelligence and Robotics in the Event Businesses.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
4. **Dizon-Paradis+, O.P., Pan+, T.B., Capecci, D.E., Fu*, R.J.C., and Woodard, D. L. (2023). Chapter 4: The Implications of Artificial Intelligence: A Case Study of Machine Learning in Marketing Research.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
5. **Pan+, T.B. & Fu*, R.J.C. (2023). Chapter 11: Seasonal Time Series Forecasting in the Hospitality Industry: A Novel Model of Data Decomposition with Machine Learning.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
6. **Fu*, R.J.C. (2023). Chapter 14: AI, ML, and Robot Applications in Hospitality Businesses' Higher Education.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
7. **Wilson, R., Dizon-Paradis+, O.P., Capecci, D.E., Bhandarkar, A., Fu*, R.J.C., & Woodard, D. L. (2023). Chapter 13: Methods and Theories in AI and ML Approaches.** Book titled: "Artificial Intelligence, Machine Learning, and Robot Applications in Hospitality Businesses". 1st Edition.
8. **Chen*, R.J.C. (2015). Chapter 6: From a Love Story to a Sustainable Attraction: Ruby Falls, USA,** Book titled: "Sustainability, Social Responsibility and Innovations in the Hospitality and Industry". 1st Edition. 133-150.
9. **Chen*, R.J.C. (2014). Chapter 12: Promotions Planning,** Book titled: "Planning and Management of Meetings, Expositions, Events and Conventions". 1st Edition.
10. **Chen*, R.J.C. (2005). Chapter 14: Tourism Economic Impact Assessment,** Book titled "Travel and Tourism". 2nd Edition.
11. **Chen*, R.J.C. (2004). Chapter 14: Tourism Economic Impact Assessment,** Book titled "Travel and Tourism". 1st Edition.

MAGAZINE: ARTICLES PUBLISHED IN POPULAR PRESS

- Krick, K. and **Chen*, R.J.C. (2002).** America's Greatest Generation: Lost or Yet to Come? Tennessee Recreation and Parks Association Around the State, 2nd issue, 17, 22.
- Fu., R.J.C. (2021). Happy World Tourism Day. Published by the UF's College of Health and Human Performance (HHP) Inclusion, Diversity, Equity, and Access (IDEA) News.
<http://hhp.ufl.edu/articles/2021/world-tourism-day.html>

Eric Friedheim Tourism Institute (EFTI) Monthly Newsletter

1. **Fu, R.J.C. (2025).** Celebrating World Tourism Day: A Call for Sustainable Travel and Cultural Harmony. <https://uftourism.org/blog/2025/9/27/celebrating-world-tourism-day-a-call-for-sustainable-travel-and-cultural-harmony> Sept. 27, 2025.
2. **Fu, R.J.C. (2025).** Agritourism in Florida: Products, Potentials, and Future Opportunities. <https://uftourism.org/blog/2025/9/20/agritourism-in-florida-products-potentials-and-future-opportunities> Sept. 20, 2025.

3. **Fu, R.J.C.** (2025). Over-Tourism, Local Concerns, and Visionary Solutions. <https://uftourism.org/blog/2025/9/16/over-tourism-local-concerns-and-visionary-solutions> Sept. 17, 2025.
4. **Fu, R.J.C.** (2025). Healing Beyond Medicine: The Roles of Competencies, Communication, and Compassion in Hospitality-Driven Healthcare. <https://uftourism.org/blog/2025/9/12/healing-beyond-medicine-the-roles-of-competences-communications-and-compassions-in-hospitality-driven-healthcare> Sept, 12, 2025.
5. **Fu, R.J.C.** (2025). Balancing Innovation and Human Touch: AI & Robotics in the Future of Restaurant Operations. <https://uftourism.org/blog/2025/9/5/balancing-innovation-and-human-touch-ai-amp-robotics-in-the-future-of-restaurant-operations> Sept. 5, 2025.
6. **Fu, R.J.C.** (2025). Presence Matters: A Call to Hospitality Education. <https://uftourism.org/blog/2025/8/24/presence-matters-a-call-to-hospitality-education> August 24, 2025.
7. **Fu, R.J.C.** (2025). Sunshine & Service: Turning Florida Visitors into Lifelong Partners. <https://uftourism.org/blog/2025/8/17/sunshine-amp-service-turning-florida-visitors-into-lifelong-partners-2> August 17, 2025.
8. **Fu, R.J.C.** (2025). The Rise of Wellness Care, Spa Tourism, and Health Hospitality: A New Frontier in Health and Human Performance. <https://uftourism.org/blog/2025/8/6/the-rise-of-wellness-care-spa-tourism-and-health-hospitality-a-new-frontier-in-health-and-human-performance> August 6, 2025.
9. **Fu, R.J.C.** (2025). Hospitality and Tourism in Florida: Opportunities, Challenges, and Community-Centered Growth. <https://uftourism.org/blog/2025/8/2/hospitality-and-tourism-in-florida-opportunities-challenges-and-community-centered-growth> August 2, 2025.
10. **Fu, R.J.C.** (2025). Why are Food Festivals so Popular in Florida? <https://uftourism.org/blog/2025/7/31/why-are-food-festivals-so-popular-in-florida> July 31, 2025.
11. **Fu, R.J.C.** (2025). The Growth and Barriers of the Space Tourism Industry. <https://uftourism.org/blog/2025/5/7/the-growth-and-barriers-of-the-space-tourism-industry> May 7, 2025.
12. **Fu, R.J.C.** (2025). Building Safer Destinations to Strengthen Tourism and Community Connections. <https://uftourism.org/blog/2025/4/18/building-safer-destinations-to-strengthen-tourism-and-community-connections> April 18, 2025.
13. **Fu, R.J.C.** (2025). Out of Office? Prove It. Why Vacation Should Actually Mean Vacation. <https://uftourism.org/blog/2025/4/2/out-of-office-prove-it-why-vacation-should-actually-mean-vacation> April 8, 2025.
14. **Fu, R.J.C.** (2025). Flow State of a Champion: The Inner Game of Gator's Champion Night. <https://uftourism.org/blog/2025/4/8/flow-state-of-a-champion-the-inner-game-of-gators-champion-night> April 7, 2025.
15. **Fu, R.J.C.** (2025). Florida Tourism: From Crisis to Comeback. <https://uftourism.org/blog/2025/3/6/florida-tourism-from-crisis-to-comeback> March 7, 2025.
16. **Fu, R.J.C.** (2025). Sport Tourism: From Good to Gold. <https://uftourism.org/blog/2025/3/6/sport-tourism-from-good-to-gold> March 6, 2025.
17. **Fu, R.J.C.** (2025). Robotics in Higher Education: Opportunities, Threats, and Outlook for the Next 30 Years. <https://uftourism.org/blog/2025/2/26/robotics-in-higher-education-opportunities-threats-and-outlook-for-the-next-30-years> Feb 26, 2025.

18. **Fu, R.J.C.** (2025). The Impacts of California Wildfires on Hospitality, Real Estate, Travel, Health, and Safety. Published by UF EFTI's News. <https://uftourism.org/blog/2025/2/6/the-impacts-of-california-wildfires-on-hospitality-real-estate-travel-health-and-safety> Feb. 06, 2025.
19. **Fu, R.J.C.** (2024). Positive Impacts of Winning Football Games on Local Communities. Published by UF EFTI's News. <https://uftourism.org/blog/2024/12/1/positive-impacts-of-winning-football-games-on-local-communities> December 1, 2024.
20. **Fu, R.J.C.** (2024). AI in Hospitality Corporate and Leadership. Published by UF EFTI's News. <https://uftourism.org/blog/2024/11/6/ai-in-hospitality-corporate-and-leadership>. November 6, 2024.
21. **Fu, R.J.C.** (2024). Solutions for Theme Parks and Attractions to Help Visitors During Extreme Weather Conditions. Published by UF EFTI's News. <https://uftourism.org/blog/2024/10/29/solutions-for-theme-parks-and-attractions-to-help-visitors-during-extreme-weather-conditions>. October 29, 2024.
22. **Fu, R.J.C.** (2024). Disaster Recovery and Tourism Potential in Coastal Counties, Florida. Published by UF EFTI's News. <https://uftourism.org/blog/2024/10/7/disaster-recovery-and-tourism-potential-in-coastal-counties-florida-1> October 7, 2024.
23. **Fu, R.J.C.** (2024). SpaceX: A Journey of Innovation, Exploration, and the Future of Space Tourism. Published by UF EFTI's News. <https://uftourism.org/blog/2024/9/12/spacex-a-journey-of-innovation-exploration-and-the-future-of-space-tourism> September 12, 2024.
24. **Fu, R.J.C.** (2024). Space Tourism Offers Opportunities For Interested Individuals: Are You One Of Them? Published by UF EFTI's News. <https://uftourism.org/blog/2024/8/2/space-tourism-offers-opportunities-for-interested-individuals-are-you-one-of-them> August 2, 2024.
25. **Fu, R.J.C.** (2022). Bleisure, Workcations, and Life: a trend could be here to stay. Published by the UF EFTI's News. <https://www.uftourism.org/blog/2022/3/9/bleisure-workcations-and-life-a-trend-could-be-here-to-stay> March 9, 2022.
26. **Fu, R.J.C.** (2021). The Journey to a Destination: What is your travel story? Published by the UF EFTI's News. <https://www.uftourism.org/blog/2021/11/16/the-journey-to-a-destination-what-is-your-travel-story>. November 16, 2021.
27. **Fu, R.J.C.** (2021). The Freedom of Making Dreams Become Reality: Go Space Tourism! Published by the UF EFTI's News. <https://www.uftourism.org/blog/rachelfu-opinion-spacetravel>. July 20, 2021.

Communiqué. ICHRIE's Monthly Newsletter

1. **Chen, R.J.C.** (2017). The Future of Hospitality & Tourism education in a Globalized World. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 31(7): 1, 4
2. **Chen, R.J.C.** (2017). Career Development Opportunities: Join us at the 2017 ICHRIE Career Academies. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 31(6): 3, 7
3. **Chen, R.J.C.** (2017). Teaching the Skills that the Hospitality and Tourism Industries Need. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 31(1): 1, 5
4. **Chen, R.J.C.** (2016) Thoughts after Career Academies: Great, Bold, and Fearless. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 30(9): 1, 10

5. **Chen, R.J.C.** (2016) From Innovative Education to Professional Certificates. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 30(6): 1, 10.
6. **Chen, R.J.C.** (2016) Rethinking General Education in Hospitality and Tourism Education. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 30(5): 3.
7. **Chen, R.J.C.** (2016) Career Development Opportunities: Join us at the 2016 ICHRIE Career Academies! Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional education, 30(4): 3.
8. **Chen, R.J.C.** (2015) Beyond Teaching Tips: From Good Teaching to Sustainable Education with excellence. Communiqué. ICHRIE's Education Special Issue. Published by the International Council on Hotel, Restaurant, and Institutional Education, 29(12): 1, 8-9.
9. **Chen, R.J.C.** (2015) Tips and Thoughts for Sustainable Educators. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 29(10): 1, 8.
10. **Chen, R.J.C.** (2015) Education Note: Reflections. Communiqué. ICHRIE's Monthly Newsletter. Published by the International Council on Hotel, Restaurant, and Institutional Education, 29(9): 3.

TECHNICAL REPORTS/ RESEARCH REPORTS SUBMITTED TO SPONSORS

39. **Fu, R.J.C.** (2022). "Economic Impacts of Tennessee Tivoli Theater in Hamilton County and in the state of Tennessee" Prepared for the Tennessee Tivoli Theater.
38. **Fu, R.J.C.** (2021). "Economic Impacts of Tennessee Aquarium in Hamilton County and in the state of Tennessee: the 30th Anniversary Celebrations." Prepared for the Tennessee Aquarium.
37. **Chen, R.J.C.** (2017). "Economic Impacts of Tennessee Aquarium in Hamilton County and in the state of Tennessee: the 25th Anniversary Celebrations." Prepared for the Tennessee Aquarium.
36. **Chen, R.J.C.** (2016). "Visitors' Satisfaction: Tennessee Welcome Centers." Prepared for the Tennessee Department of Tourist Development.
- 10 – 35 **Chen, R.J.C.** (2015-2016). 25 reports for Region I: "Impacts of the Freight Services of Industrial Sites on the Communities." Prepared for the Tennessee Department of Transportation.
9. **Chen, R.J.C.** (2015). "Economic Impacts of Tennessee Aquarium in Hamilton County." Prepared for the Tennessee Aquarium.
8. **Chen, R.J.C.** (2014). "Economic Impacts of Tennessee Chattanooga Riverpark in Hamilton County." Prepared for the Tennessee Department of Transportation.
7. **Chen, R.J.C.** (2013). "Forecasting Economic Impact of West Tennessee 4-H Camp and Conference Center in Hardeman County." Prepared for Hardeman County, Tennessee. [Note: TN Government has approved the 4-H convention project in 2015 awarded \$16 million to the UT system]
6. **Chen, R.J.C.** (2011/2012). "Tennessee Green Certification Program." Prepared for the Department of Tourist Development, Tennessee.
5. **Chen, R.J.C.** (2005). "Development of an Island Tourism Multi-Dimensional Model (ITMDM) for Island Regions in Europe." Prepared for the Centre for Regional and Tourism Research, Denmark.
4. **Chen, R.J.C.** (2004/2005). "Benchmarking Analysis of the US Convention Centers: Planning, Trends, and Projections." Prepared for the Knoxville Tourism and Sports Cooperation, Tennessee.

2-3. **Chen, R.J.C.** (2002). “Visitor | Leader Expectations and Perceptions of Physical Accessibility in the Great Smoky National Park.” Prepared for the National Center on Accessibility/National Park Service.

1. **Chen, R.J.C.** (2001). “Visitor Expectations and Perceptions of Program and Physical Accessibility in the National Park Service.” Prepared for the National Center on Accessibility/National Park Service.

TEACHING SUPPORTS - in Kind Contributions Through Sponsors

1. UT Faculty First Program. approximately **\$4,500** [the value of the granted laptop, the supportive staff's time of developing teaching modules]. 2007 (Funded & Completed)
2. ‘Product, Marketing, and Destination Development for Teaching and Research’. Dolly Parton Productions. approximately **\$50,500**. [fully compensated parking passes, and fully compensated admission tickets of Dollywood Amusement park supporting Dr. Chen’s HRT 224, 423, 523, 524 classes; providing employee’s rate of ‘dinner and show’ at the Dixie Stampede for Dr. Rachel JC Chen’s classes; and speakers’ donated hours] 2002 to 2010 (Funded & Completed)
3. ‘Innovation, Technology, and Consumer Behaviors’. WonderWorks. Approximately **\$42.98/per student** [fully compensated admission tickets and fully compensated show admission supporting Dr. Chen’s HRT 224, 361, 423, and graduate courses. 2011

TEACHING INTERESTS

Strategic Marketing	Hospitality and Tourism Analytics
Quantitative Analysis in Businesses	Research Design and Survey Methods
Eco-Tourism Management	Economics/Econometrics/Forecasting
International Business and World Cultures	Effects of Climate Change
Sustainable Business and Development	Strategic Adaptations

RESIDENT INSTRUCTION

University of Florida Graduate Level (5000, 6000, or 7000)

1. LEI 6931 Professional Paper
2. LEI 6944 Practicum
 - 2023: (n = 7 graduate students) Overall teaching **5.0/5** 5 = outstanding
3. HMG 6466 Revenue Management in Tourism and Hospitality Businesses
 - 2024: (n = 8 graduate students) Overall teaching **4.67/5** 5 = outstanding
4. LEI 7905 Advanced Independent Study
5. LEI 6931 Tourism and Hospitality Business Perspective
 - 2021: (n = 54 graduate students) Overall teaching **4.75/5** 5 = outstanding
 - 2022: (n = 39 graduate students) Overall teaching **4.91/5** 5 = outstanding
 - 2023: (n = 34 graduate students) Overall teaching **4.76/5** 5 = outstanding
 - 2024: (n = 17 graduate students) Overall teaching **5.0/5** 5 = outstanding

University of Florida Undergraduate Level

LEI 2090 Career Preparations in THEM

- Fall 2023: (n = 47 undergraduate students) Overall teaching **4.83/5**
- Spring 2024: (n = 25 undergraduate students) Overall teaching **4.86/5**

- Fall 2024: (n = 42 undergraduate students) Overall teaching **4.76/5**

University of Tennessee Graduate Level (400, 500 or 600)

1. RTM 470 Tourism and Leisure Industries
2. RTM 510 Perspectives & Trends in Leisure Services
3. RTM 515 Philosophical & Conceptual Foundations of Leisure
4. RTM 592A Geographic Information Systems (GIS) in Consumer and Industry Services Management
5. RTM 592B Advanced Geographic Information Systems (GIS) in Consumer Services Management
6. RTM 450/592 Sustainable Tourism / Eco-Tourism
7. RTM 450/592 Tourism Destination Development
8. HRT 224 Tourism Management
9. RCS 376 Strategies for Growth
10. RHTM 360 Trends: Consumer Behaviors and Services
11. HRT 361 Trends: Consumer Behaviors and Services
12. HRT 423 Marketing for Hospitality and Tourism
[Faculty Advisor: Won Five (5) UT's Exhibition of Undergraduate Research & Creative Achievement (EURECA) Awards]
13. HRT 435 Convention and Meeting: Pursuit and Attainment
14. HRT 523 Tourism Analysis
15. HRT 524 Tourism Destination Development
16. HRT 537 Research Method Seminar
17. HRT 410 Strategic Management in Hospitality and Tourism
18. HTM 440 Special Topic: Trends and Issues in Hospitality and Tourism
19. HTM 440 Special Topic: Global Travel and Tourism Destinations
20. HTM 410 Strategic Marketing for Hospitality and Tourism
21. HTM XX Hospitality and Tourism Analytics (under development)
22. RHTM 615 Literature and Thought in Retail, Hospitality and Tourism Management
23. RHTM 590 Doctoral Seminar
24. RHTM 652 Independent Study

North Carolina State University

- PRT 220 Commercial Recreation and Tourism Management

ADVISING: COLLEGE ACADEMIC WORK

MEMBERSHIP ON GRADUATE DEGREE CANDIDATES' COMMITTEES

Number of undergraduates advised: 160 [2001-2006][after 2006: centralized advising]

Note: 1 – 25: students were from the University of Tennessee; from #26 and after: students are from the University of Florida

Student Name	Degree	Chair	Member	Graduated Year
<u>[University of TN]</u>				
1. Lawler, Tricia K.	Master		x	Graduated (2001)

2. Yang, Xiaoyan.	Master		x	Graduated (2001)
3. Greene, Stefanie	Master	X		Graduated (2002)
4. A.Duarte, Jennae T.	Master		x	Graduated (2002)
5. Pickett, Avery L.	Master		x	Graduated (2002)
6. Tepaske, Erin L.	Master		x	Graduated (2002)
7. Barnfather, Helen M	Master		x	Graduated (2002)
8. Hughes, Peyton K.	Master		x	Graduated (2002)
9. Keplinger, Tiffany P.	Master		x	Graduated (2002)
10. Reel, Heather A.	Master		x	Graduated (2002)
11. Thomas, Theresa L.	Master		x	Graduated (2002)
12. Horne, Kevin A.	Master		x	Graduated (2002)
13. Buhrmester, Bethany	Master	X		Graduated (2005)
14. He, Ning	Master	X		Graduated (2006)
15. Jetter, Laura	Master	X		Graduated (2008)
16. Yu, Ning	Master	X		Graduated (2008)
17. Jahn, Warren	Doctoral		X	Graduated (2008)
18. Smith, Eva	Doctoral	X		Graduated (2008)
19. Poisson, Donetta	Doctoral	X		Graduated (2009)
20. Daniell, Ripp	Doctoral		X	Graduated (2013)
21. Yoon, Donghwan	Doctoral	X		Graduated (2015)
22. Tsai, Zoe	Master		x	Graduated (2019)
23. Bedford, Sergio C.	Doctoral		X	Graduated (2020)
24. Lee, Jinha	Doctoral		X	Graduated (2020)
25. Zhang, Zhihua	Doctoral	X		Graduated (2020)

[University of FL]

26. Brubaker, Virginia	Master	X		Graduated (2020)
27. Simon, Jenifer	Master	X		Graduated (2020)
28. Woolwine, Kimberly	Master	X		Graduated (2020)
29. Bussard, Clifford	Master	X		Graduated (2021)
30. Etheridge, Susan	Master	X		Graduated (2021)
31. Groom, Sydney	Master	X		Graduated (2021)
32. Liszak, Jacquelyn	Master	X		Graduated (2021)
33. Mafi, Makyla	Master	X		Graduated (2021)
34. Martin, Lauren	Master	X		Graduated (2021)
35. Moray, Louis	Master	X		Graduated (2021)
36. Rector, Jennifer	Master	X		Graduated (2021)
37. Reese, Stewart	Master	X		Graduated (2021)
38. Schnepp, Marisel	Master	X		Graduated (2021)
39. Hoford, Jon	Master	X		Graduated (2021)
40. Tirfagnehu, Jodi-kay	Master		x	Graduated (2021)
41. Connor, Hannah	Master	X		Graduated (2022)
42. Palo, Peyton	Master	X		Graduated (2022)
43. Mohebbi, Zahra	Master	X		Graduated (2022)
44. Jonas, Hunter	Master	X		Graduated (2022)
45. Spivey, Tanya	Master	X		Graduated (2022)

46. Audain, Tramaine	Master	X		Graduated (2022)
47. Rivas, Juan	Master	X		Graduated (2022)
48. Crisafulli, Rayven	Master	X		Graduated (2022)
49. Dinkel, Erin	Master	X		Graduated (2022)
50. Ruberto, Erica	Master	X		Graduated (2022)
51. Vasquez, Jacob	Master	X		Graduated (2022)
52. Henderson, Ian	Master	X		Graduated (2022)
53. Rodriguez, Kelsey	Master	X		Graduated (2022)
54. Hubbard, Jeffrey	Master	X		Graduated (2022)
55. Dixson, Kaliente	Master	X		Graduated (2022)
56. Casabona, Robert	Master	X		Graduated (2022)
57. Yochem, Jessica	Master	X		Graduated (2022)
58. Henderson, Julia	Master	X		Graduated (2022)
59. Duplissea, Jason	Master	X		Graduated (2022)
60. Hodges, Daniela	Master	X		Graduated (2022)
61. Lembo, Samantha	Master	X		Graduated (2022)
62. Roberg, Jennifer	Master	X		Graduated (2023)
63. Pittman, Abigail	Master	X		Graduated (2023)
64. Williams, Tim	Master	X		Graduated (2023)
65. Kabilian, Ryan	Master	X		Graduated (2023)
66. Blackwell, Taylor	Master	X		Graduated (2023)
67. Symou, Chlsea	Master	X		Graduated (2023)
68. Kumar, Rahul	Master	X		Graduated (2023)
69. Henderson, Tyler	Master	X		Graduated (2023)
70. Bradly, Victoria	Master	X		Graduated (2023)
71. Brown, Ashtyn	Master	X		Graduated (2023)
72. Webster, Tiffany	Master	X		Graduated (2023)
73. Eguakun, Kingsley	Master	X		Graduated (2023)
74. Harrod, William	Master	X		Graduated (2023)
75. Turner, Caryn	Master	X		Graduated (2024)
76. Brown, Lauren	Master	X		Graduated (2024)
77. Skitko, Stephanie	Master	X		Graduated (2024)
78. Choi, Ka Kei	Master	X		Graduated (2024)
79. Ding, Ling	Master	X		Graduated (2024)
80. Lee, Cindy (Seungji)	Master		x	Graduated (2024)
81. Brock, Lynsey	Master	X		Graduated (2024)
82. Martinz, Jeffrey	Master	X		Graduated (2025)
83. Aloia, Lola	Master	X		Graduated (2025)
84. Batah, Khalil	Master	X		Graduated (2025)
85. Glaser, Sasha	Master	X		Graduated (2025)
86. Bradley, Alyssa	Master	X		Graduated (2025)
87. Wilson, Allison E.	Master	X		Graduated (2025)
88. Gagen, Noah	Master	X		Graduated (2025)
89. Wang, Jiyue	Master		x	Graduated (2025)
90. Crisafulli, Rayven	Doctoral	X		in progress
91. Zhou, Wuzhen	Doctoral	X		in progress

92. Paradis, Olivia	Doctoral	X	Graduated (2024)
93. Swarup, Anushka	Doctoral	X	in progress

STUDENT AWARDS

UF Graduate Student Teaching Award. [faculty advisor]. [Ph.D. Student: Rayven Crisafulli] 2023

UF Graduate Student Research Presentation 1st place Award [faculty advisor], “Super Bowl LV’s Impact on Host Community Sentiment & Destination Perceptions of Tampa, Florida”, the Graduate Student Research Week, University of Florida [Ph.D. Student: Rayven Crisafulli] April 2022

EUReCA Award [faculty advisor], “Raising the Bar: Comparative Analysis of Neighborhood Culture and Demographics on profit Margins and Socioeconomic Status of *Bar Businesses*”, the 17th Annual Exhibition of Undergraduate Research & Creative Achievement (EUReCA), the University of Tennessee [Students: Stephen J. Polcsa; Brianna J. Wilkerson; Amanda M. Hall; Laura L. Wilson; Maxwell L. Graham] March 2013

EUReCA Award [faculty advisor], “Tennessee Tradition—the Study of University *Homecomings* Students”, the 16th Annual Exhibition of Undergraduate Research & Creative Achievement (EUReCA), the University of Tennessee [Students: Bree Zbikowski, Katie Frith, Kelsey Sayres, Leslie Jett] March 2011

EUReCA Award [faculty advisor], “Not UR Grandfather’s *Hotel*—Transitioning from Boomer Business Travelers to XYZ Business Travelers”, the 16th Annual Exhibition of Undergraduate Research & Creative Achievement (EUReCA), the University of Tennessee [Students: Angela Chen and Amy McDonald] March 2011

EUReCA Award [faculty advisor], “Are you Down with Downtown?” the 14th Annual Exhibition of Undergraduate Research & Creative Achievement (EUReCA), the University of Tennessee March 2008

EUReCA Award, Best of Show and the Highest Research Honorary Award [faculty advisor], “The Determinants of *Wine Selection*: Diners' Experiences, Market Segments, and Product Promotions”, the 13th Annual Exhibition of Undergraduate Research & Creative Achievement (EUReCA), University of Tennessee [Students: Mark Hawkins and his team] March 2007

SERVICE ACTIVITIES

ACADEMIC SERVICES

UNIVERSITY

University of Florida

1. **Committee**, Artificial Intelligence Corporate and Foundation, University of Florida. Since 2021
2. **Committee**, Fairness and Equity in Assessment, University of Florida, 2020-2023
3. **Committee**, Research Proposal Competitions, Office of Research, University of Florida, 2022 & 2025.
4. **Data Driven Steering Committee Member** of Inclusion, Diversity, Equity, and Access (IDEA), University of Florida, 2022
5. **Liaison Member**, Inclusion, Diversity, Equity, and Access, University of Florida. Jan. 2021 - June 2023.

University of Tennessee

6. **Chair, Chancellor's Commission for Women (CFW)**, the University of Tennessee. 2018-2020.
7. **Chair and Committee**, Periodic Post-Tenure Performance Review (PPPR), the University of Tennessee. 2019-2020.
8. **Board Member**, Institutional Review Board (IRB), the University of Tennessee. 2020-2023.
9. **Past Chair, Undergraduate Council**, the University of Tennessee. 2018-2019.
10. **Chair, Undergraduate Council**, the University of Tennessee. 2017-2018.
11. **Appointed Commission Member, Chancellor's Commission for Women (CFW)**, the University of Tennessee. 2011-2020.
12. **Elected Vice Chair, Undergraduate Council**, the University of Tennessee. 2016-2017.
13. **Core Facilities Advisory Committee Member**, the University of Tennessee. 2014-2020.
14. **Chair**, Standing Committee of Events, UT's Commission for Women. 2018-2020.
15. **Chair**, Standing Committee of Communications, UT's Commission for Women. 2018-2020.
16. **Ex-Officio**, UT Commission for Black. 2018-2020.
17. **Ex-Officio**, UT Council of Diversity and Inter-culturalism. 2018-2020.
18. **Ex-Officio**, UT Commission for LGBT People. 2018-2020.
19. **Committee of Fundraising**, Hunger Studies, the University of Tennessee. 2019-2020.
20. **Program Abroad Committee (PAC) Member**, the University of Tennessee. 2013-2016.
21. **Vol Vision Diversity and Inclusion Working Group Member**, the University of Tennessee. 2016-2017.
22. **Faculty Senate Executive Committee (Undergraduate Council)**, the University of Tennessee. 2016-2019.
23. **Academic Policy, Undergraduate Council member**, the University of Tennessee. 2015-2016.
24. **Provost Strategic Sub-Committee Member**, the University of Tennessee (UT). Dec., 2007 – May, 2008.
25. **Mentor**, Ronald McNair Post Baccalaureate Achievement Program, the University of Tennessee (McNair Fellow: Brandon James). 2007.
26. **Mentor**, Ronald McNair Post Baccalaureate Achievement Program, the University of Tennessee (McNair Fellow: Curtis Norman). 2003.
27. **Judge**, 9th Annual SAEOPP/McNair National Scholars Conference. July, 2003.

28. **Mentor**, Ronald McNair Post Baccalaureate Achievement Program, the University of Tennessee (McNair Fellow: Erin Glenn was selected as an “Exemplary Scholar”). 2002.
29. **Judge**, 8th Annual SAEOPP/McNair National Scholars Research Conference. July, 2002.

COLLEGE

University of Florida

1. **Member**, HHP Dean’s Council, the University of Florida. Since August, 2020
2. **Chair**, HHP Dean’s Inclusion, Diversity, Equity, and Access (I.D.E.A.) Council, University of Florida. USA. Jan. 2021 - June 2023.

University of Tennessee

3. **Member, Post P&T Review Committee**, College of Education, Health, & Human Sciences, the University of Tennessee. 2019-2020.
4. **Co-Chair, Promotion and Tenure (P & T) Review Committee**, College of Education, Health, & Human Sciences, the University of Tennessee. 2016-2017.
5. **Promotion and Tenure (P & T) Review Committee**, College of Education, Health, & Human Sciences, the University of Tennessee. 2013-2019.
6. **Undergraduate Curriculum Committee**, College of Education, Health, & Human Sciences, the University of Tennessee (UT). 2013-2015.
7. **Technology Advisory Committee**, College of Education, Health, & Human Sciences, the University of Tennessee (UT). 2011-2020.
8. **Chair, Council on International and Intercultural Education**, College of Education, Health, & Human Sciences, the University of Tennessee. 2013-2016.
9. **Council on International and Intercultural Education**, College of Education, Health, & Human Sciences, the University of Tennessee. 2005-2016.
10. **Graduate Curriculum Committee**, College of Education, Health, & Human Sciences, the University of Tennessee (UT). 2004-2005.
11. **Technology Advisory Committee**, College of Education, Health, & Human Sciences, the University of Tennessee (UT). 2002-2008.
12. **Senates’ Technology Advanced Committee**, College of Education, Health, & Human Sciences, the University of Tennessee (UT). Dec., 2004-2006.
13. **University Presidential Teaching Award Nomination Committee**, College of Education, Health, & Human Sciences, UT. Dec., 2004.

DEPARTMENT

University of Florida

1. **Director**, Tourism & Hospitality Master’s degree On-Line Program, Dept. of Tourism, Hospitality and Event Management, University of Florida. Since 2020
2. **Graduate Student Committees & Chair**, Dept. of Tourism, Hospitality and Event Management, University of Florida. Since 2020
3. **Director**, UF-Disney Program, Eric Friedheim Tourism Institute | THEM, University of Florida. Since 2020
4. **Graduate Student Committees & Chair**, Dept. of Information Systems and Operations Management, University of Florida. Since 2022 [approved by UF’s graduate school]

University of Tennessee

5. **Graduate Student Committees & Chair**, Dept. of Retail, Hospitality and Tourism Management, the University of Tennessee. 2000-2020.
6. **Chair, Promotion and Tenure (P & T) Committee**, Dept. of Retail, Hospitality and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee. 2016-2019.
7. **Promotion and Tenure (P & T) Review Committee**, Dept. of Retail, Hospitality and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee. 2007-2020.
8. **Chair, Search Committee, Lodging/Tourism Assistant/Associate Professor position**, Dept. of Retail, Hospitality and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee. 2013-2014.
9. **Committee, Search Committee, Retail Assistant/Associate Professor position**, Dept. of Retail, Hospitality and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee. 2012-2013.
10. **Director of Graduate Studies**, Hotel, Restaurant & Tourism Management, Dept. of Retail, Hospitality and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee. 2005-2010.
11. **Human Subject Committee Chair**, Dept. of Retail, Hospitality, and Tourism Management/College of Education, Health, & Human Sciences, the University of Tennessee (UT). 2002-2016.
12. **Technology Advisory Committee**, Dept. of Sport and Leisure Studies/College of Education, Health, & Human Sciences, UT. Dec., 2002 – July, 2003.
13. **Human Subject Committee Co-Chair**, Dept. of Sport and Leisure Studies, the University of Tennessee (UT). 2002 –2003.
14. **Search Committee Chair**, Internship Coordinator Position in Recreation and Tourism Management, the University of Tennessee. 2001-2002.

PROFESSIONAL SERVICES

1. **Board of Director**, Visit Knoxville. 2018-2020.
2. **District Chair**, Cheholte Boy Scouts of America (BSA). 2020.
3. **District Chair**, Cheholte Boy Scouts of America (BSA). 2019.
4. **Program Chair**, Boy Scouts of America (BSA), Cheholte District. 2018.
5. **Marketing Committee**, Visit Knoxville. 2015-2020.
6. **AAUW UT Representative**, The American Association of University Women (AAUW). 2018-2020.
7. **Nominating Committee**, Boy Scouts of America, Cheholte District. 2018-2019.
8. **Director of Education (elected)**, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2015-2017.
9. **Co-Chair, Professional Development Committee**, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2015-2017.
10. **Chair, Education Committee** International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2015-2017.
11. **Committee**, Conference Committee, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2015-2020.
12. **Committee**, Symposium Review Subcommittee, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2015-2020.

13. **Committee**, Nominating Committee, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). 2013-2015.
14. **Committee Member**, Human Dimensions of Recreational Fisheries, Texas A & M University, USA. 2000-2009.

CONFERENCE SESSION CHAIR, MODERATOR, AND DISCUSSANT

International Council on Hotel, Restaurant and Institutional Education (ICHRIE)
 Graduate Conference in Hospitality and Tourism
 Recent Advances in Retailing & Services Science Conference (EIRASS)
 Euro Council on Hotels, Restaurants, and Institutional Education. (EURO-CHRIE)
 International Society of Travel and Tourism Educators (ISTTE)
 Managing Tourism in the Global Economy
 Southern Regional Science Association (SRSA)

BOOK REVIEWER (2002 – 2005), BUTTERWORTH-HEINEMANN, ELSEVIER, Haworth Press, and FAIRCHILD BOOKS Publishers

SERVICES TO THE INDUSTRIES AND COMMUNITIES

Numerous meetings and outcomes – available upon request

Record of participation in, and description of, seminars and workshops (short description of activity, with titles, dates, sponsor, etc.); indication of role in seminar or workshop

1. **Organizer**, EFTI.Talk [in person] & EFTI Super Tuesday. Hosted by the Eric Friedheim Tourism Institute, THEM, and UF's Career Center.
<https://calendar.ufl.edu/hhp/event/36081-hospitality-super-tuesday>
2. **Organizer and Moderator**, EFTI.Talk hosted by the Eric Friedheim Tourism Institute, the University of Florida. Since 2020. <https://www.uftourism.org/eftitalk>
3. **Organizer and Moderator**, IDEA.Talk hosted by the HHP Dean's IDEA Council, the University of Florida. Since 2021. <http://hhp.ufl.edu/about/idea/events/>
4. **Organizer**, "Suffrage Centennial Celebration: the 100th Anniversary of Women's Rights to Vote", by the UT's Commission for Women, the University of Tennessee. January 16, 2020.
5. **Organizer**, "Women's Leadership Summit in Higher Education", by the UT's Commission for Women, the University of Tennessee. October 4, 2019.
6. **Organizer**, "Equity, Sexual Harassment Prevention, and Bully-Free Workplace", by UT's Commission for Women and Office of the Provost, the University of Tennessee. November 7, 2018.
7. **Panelist**, Undergraduate Research Seminar, College of Education, Health, and Human Sciences, the University of Tennessee. October 15, 2018.
8. **Panelist**, "Promotion and Tenure Tips" Seminar, College of Education, Health, and Human Sciences, the University of Tennessee. October 3, 2018.
9. **Organizer and Summit Moderator**, 2013 Leadership Summit: Sustainable Quality of Life, UTK's Center for Sustainable Business and Development, ISSE. October 3, 2013.
10. **Organizer**, Leadership Summit on Sustainability, UTK's Center for Sustainable Business and Tourism, ISSE. April 10 & 12, 2012.
11. **Participant**, Diverse Faculty Mentoring Workshop, Office of the Chancellor and Equity & Diversity, the University of Tennessee. September 30, 2011.

12. **Panelist**, “Digital Publishing, Tenure, and Open Access”, Hodges Library, University of Tennessee Libraries, the University of Tennessee, USA. October 26, 2011.
13. **Organizer and Forum Moderator**, Week of Sustainable Business and Tourism. Leadership Summit on Sustainability, UTK’s Center for Sustainable Business and Tourism, ISSE. March 29 to April 1, 2011.

Other Certifications

- **Certification in Hotel Industry Analytics (CHIA) & Authorized Instructor Certificate**, Certified by the Supporting Hotel and Real Estate Education (SHARE) Center and Co-Star, since 2024
- **Certified Hospitality Educator (CHE)**, Certified by American Hotel & Lodging Educational Institute, since 2006
- **CPR and AED Certificate**. American Safety & Health Institute CPR and AED for Adult/Child (G2015). 2022-2024.
- **Gotta Know Knoxville Ambassador**, Certified by Knoxville Tourism Sports Corporation, Mayor of Knox County, Mayor of City of Knoxville, Executive Director of Knoxville Tourism Alliance, and President/CEO of Knoxville Tourism Sports Corporation, 2011.

Membership

- American Marketing Association (AMA)
- The American Association of University Women (AAUW)
- International Council on Hotels, Restaurants, and Institutional Education (ICHRIE) (since 2000)
- Southeast, Central & South American Federation (SECSA CHRIE)
- Travel and Tourism Research (TTRA)
- Graduate Education Conference in Hospitality & Tourism
- The U.S. Travel Association (since 2020)
- Visit Florida (since 2020)
- Destinations Florida (2021 – 2024)
- Skål International New York (since 2024)

Other Events

Celebrating the World Tourism Day with THEM.

<https://internationalcenter.ufl.edu/celebrating-world-tourism-day-them>

Creative Artwork

Composer. Musical Works (with lyrics) 27 Songs [2019-2025]

[Library of Congress, United States Copyright Office: Registration number - PAu 4-002-505 (10 songs) and PAu 3-999-167 (10 songs)]

Selected samples –

<https://youtu.be/gjNNLIL9XsM> <https://youtu.be/m3wXEbiwblE>
<https://youtu.be/gpih37sOwNI> <https://youtu.be/mOWcEJg-zmw>
<https://youtu.be/cmxxoor7g2Dw> <https://youtu.be/i0ZxTKSyMOW>
https://youtu.be/-clwcKixZJs?si=7G_Gr0qj7im9GsRo
<https://youtu.be/FMrodC5RfaA?si=plq0ASQCPTOANY82>
https://youtu.be/La63ZM_IutM?si=2gbvyxGrBnUF1I_g9
https://youtu.be/3G_2cWfmE9c?si=it-rUaNOlats9XoX

https://youtu.be/-clwcKixZJs?si=d5yvO4ReXxOi_-ya
<https://youtu.be/921Lk3FZGW0?si=Eulbgmy3KTWYBHHV>
https://youtu.be/ibbLRG5R6pE?si=dugxgd_0ZK6LVcPY
https://youtu.be/MYonHgZgBI4?si=aUI9fdPqgm02bw_b

Creative Artwork (continues)

Author/Composer. Poems & Songs (with lyrics and musical chords) [Library of Congress, United States Copyright Office: Registration number [pending approval]

Children Books [Copyright: 24 published. <https://he.kendallhunt.com/content/rachel-fus-titles>]

Selected Samples --

Fu*, R.J.C. (2025). 1st Edition. Curious Kitties Explore Florida. ISBN 979-8-3851-7520-8. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2025). 1st Edition. The Seven Kitties and The Feelings Tree. ISBN 979-8-3851-8052-3 A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2025). 1st Edition. From Puppy Love to Kitty Cuddles: Dr. Rachel's Tale. ISBN 979-8-3851-8604-4 A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2025). 1st Edition. Kitties' Adventures in Gainesville. ISBN 979-8-3851-6956-6. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2025). 1st Edition. Kitties Ahoy! A Florida Fishing Adventure. ISBN 979-8-3851-7085-2. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2025). 1st Edition. Kitties in Formosa: Willie, Ayla, Skunk, and Alto's Taiwan Adventure. ISBN 979-8-3851-6827-9. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2024). 1st Edition. Kitties and the stormy Day. ISBN 979-8-3851-5373-2. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2024). 1st Edition. Auto & Skunk Kitties' Tales. ISBN 979-8-3851-3262-1. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2024). 1st Edition. From NASA Land to WASA Land: Willie Ayla, Sunk, and Alto - Risin Formula One Racer Stars. . ISBN 979-8-3851-3264-5. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2024). 1st Edition. No Star is Too Far: the Cosmic Dreams of Willie, Ayla, Skunk, and Alto. ISBN 979-8-3851-3266-9. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Fu*, R.J.C. (2024). 1st Edition. A Day with Auto & Skunk: First Adventures outside. ISBN 979-8-3851-3268-3. Innovativeink Publishing. A Division of Kendall Hunt Publishing Company.

Update: Oct. 1, 2025