



## Ning-Qiao (Joy) Li

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### EDUCATION

- 08/2019 - Present    Doctor of Philosophy in Hospitality Management, University of South Carolina, USA.  
09/2013 - 06/2016    M.S. in Tourism and Hospitality Management, Xiamen University, China.  
09/2009 - 06/2013    B.S. in Tourism Management, Shandong University, China.

### RESEARCH INTERESTS

Destination marketing    Tourism Photography    Tourism Economics

### PUBLICATIONS

- Zou, Y. G., Meng, F., Li, N. Q., & Pu, E. L. (2020). Ethnic minority cultural festival experience: Visitor–environment fit, cultural contact, and behavioral intention. *Tourism Economics*, 1354816620966404.  
Zhou, B. & Li, N. Q. (2018). The impact of high-speed trains on regional tourism economies: Empirical evidence from China. *Tourism Economics*, 24(2), 187-203.  
Zhou, B. & Li, N. Q. (2018). *The impact of high-speed trains on regional tourism economies: Empirical evidence from China* [M]. Xiamen: Xiamen University Press. ISBN 978-7-5615-6914-6 (in Chinese).  
Zhou, B., Qu, H. L., & Li, N. Q. (2016). Attraction agglomeration and destination appeal. *Tourism Economics*, 22(6), 1245-1260.  
Zhou, B., Qu, H. L., & Li, N. Q. (2016). How tourist attraction agglomeration affects a regional tourism economy. *Tourism Analysis*, 21(6), 603-616.

### CONFERENCES & AWARDS

- Li, N. Q., Meng, F., Zhang, X. N., So, K. K. F., & Hudson, S. (2020, January). Why retirees migrate: Application of importance – performance and gap analyses of retirement needs and destination image. *The 25<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference*, Las Vegas, USA. **Best Paper Nomination.**  
Zhou, B. & Li, N. Q. (2016, June). The impact of high-speed trains on regional tourism economies: Empirical evidence from China. *The 22<sup>nd</sup> Asia Pacific Tourism Association Conference*, Beijing, China. **The Best Paper Award.**

### WORKING EXPERIENCES

- 07/2016 - 04/2018    **Management Trainee** in Poly Hotel Management Co., Ltd. China.  
                                 **Assistant Manager** in Marketing & Communications, InterContinental Guangzhou.  
08/2018 - 07/2019    **Instructor** in Tourism and Hospitality Department, Hunan College for Preschool Education, China.