

**Jingxian (Kelly) Jiang, Ph.D.**

430 AGLS  
600 John Kimbrough Blvd  
College Station, TX, 77843-2261

kellyjiang@exchange.tamu.edu  
979-422-9520

**EDUCATION**

- Ph.D.**, Recreation, Park and Tourism Sciences, Texas A&M University 2015  
Dissertation: An exploration of recreational crowding on Texas inland waterways
- M.S.**, Management, Fudan University, Shanghai, China 2008  
*Outstanding Graduate*
- B.S.**, Management, Fudan University, Shanghai, China 2005  
*Outstanding Graduate*

**PROFESSIONAL EXPERIENCE**

- Research Assistant Professor, Department of Recreation, Park and Tourism Sciences, Texas A&M University Sep 2019 -
- Assistant Professor, Department of Hospitality and Tourism Management, Flagler College Aug 2018 – May 2019
- Visiting Scholar, Department of Recreation, Park and Tourism Sciences, Texas A&M University Aug 2015 - Present
- Adjunct Lecturer, Department of Management, Frostburg State University May 2016-2018
- Teach face-to-face and online courses in management
  - Lead hospitality-concentration students on study-abroad programs to Taiwan
- Regional Director, Association of Chinese Management Exchange (Taiwan) Sep 2015 - Present
- Research/Teaching Assistant, Department of Recreation, Park and Tourism Sciences, Texas A&M University Jan 2009 – May 2015
- Graduate Assistant, Department of Tourism, Fudan University, Shanghai, China Sep 2005 – May 2008
- Assistant to the General Manager, Smoky Willow Resort, Morningside Group Limited., Shanghai, China Jun 2008 – Dec 2008
- Instructor, Shanghai Tongxin Institute Spring 2006 & 2007

## RESEARCH PROGRAMS

- 1) Immediate subjective experiences in tourism and leisure
- 2) Relationship between visitors and residents in destinations
- 3) Tourism marketing and management
- 4) Visitor management in parks and protected areas

## TEACHING INTERESTS

- 1) Visitor experience and service quality management
- 2) Marketing and management of tourism organizations
- 3) Event management
- 4) Tourism and hospitality analytics

## JOURNAL ARTICLES

Ellis, G. D., **Jiang, J.**, Freeman, P. & Lacanienta, A. (under 2nd review). In Situ Engagement During Structured Leisure Experiences: Conceptualization, Measurement, and Theory Testing. *Leisure Sciences*.

Taggart, A., Ellis, G., **Jiang, J.**, & Lacanienta, A. (accepted). Using Experience Industry Strategies to Increase the Quality of Immediate Experiences in a 4-H Special Interest Program. *Journal of Youth Development*.

Ellis, G. D., **Jiang, J.**, Lacanienta, A., & Carroll, J. M (2019). Theming, co-creation, and quality of structured experiences at camp. *Journal of Youth Development*, 14(1). DOI: <https://doi.org/10.5195/jyd.2019.651>

Ellis, G. D., Freeman, A. P., & **Jiang, J.**, & Lacanienta, A. (2019). Measurement of deep structured experience as a binary phenomenon. *Annals of Leisure Research*, 22(1), 119-126.

Woosnam, K. M., Draper, J., **Jiang, J.**, Aleshinloye, K. D., & Erul, E. (2018). Applying self-perception theory to explain residents' attitudes about tourism development through travel histories. *Tourism Management*, 64(2), 357- 368.

Ellis, G. D., Freeman, A. P., & **Jiang, J.** (2017). Creating experiences for study-abroad tourists. *Journal of Tourism Insights*, 8(1), Article 4.

Ellis, G. D., Freeman, P., Jamal, T., & **Jiang, J.** (2019). A theory of structured experience. *Annals of Leisure Research*, 22 (1), 97-118.

- Woosnam, K. M., **Jiang, J.**, & Winkle, C., Kim, H., & Maruyama, N. E. (2016). Explaining festival impacts on a hosting community through visitors' motivations to attend. *Event Management, 20(1)*, 11-25.
- Jiang, J.**, Gretzel, U., & Law, R. (2014). Influence of star rating and ownership structure on brand image of mainland China hotels. *Journal of China Tourism Research, 10(1)*, 69-94.
- Jiang, J.**, Woosnam, K. M., & Draper, J. (2014). The role of context in citing articles in the top-ranking tourism journals. *Tourism Management Perspective, 12*, 48-56.
- Gretzel, U., Davis, E. B., Bowser, G., **Jiang, J.**, & Brown, M. (2014). Creating Global Leaders with Sustainability Mindsets – Reflections from the RMSSN Summer Academy. *Journal of Teaching in Travel and Tourism, 14(2)*, 164-183.
- Chen, C.-C., Wang, Y.-Y., Lin, Y.-H., & **Jiang, J.** (2014). Segmenting Taiwanese tourists to China by ethnic identity and generation. *Journal of Vacation Marketing, 20(2)*, 181-191.
- Guo, Y., Zang, S., & **Jiang, J.** (2009). An empirical study on the quality of convention tourism in Yangpu District, Shanghai. *Economic Geography, 139(9)*, 1569-1573.
- Guo, Y., **Jiang, J.**, Li, L., Peng, L., & Chen, Y. (2007). A study on the perceived impacts of tourism development on residents' life quality in mature destinations. *Tourism Science, 21(2)*, 23-28.
- Guo, Y., Ye, Y., Li, L., **Jiang, J.**, & Peng, L. (2007). An empirical study on residents' perceptive assessment of life quality in China's tourist hot spots. *Tourism Tribune, 22(11)*, 58-67.
- Jiang, J.**, & Qu, L. (2005). Legal management of world heritage sites. *Journal of Contemporary Finance & Economics, 253(12)*, 314-319.

## TEACHING EXPERIENCE

HTM 201	<i>Guest Service &amp; Hotel Operation Management</i>	Lecturer, Fall 2018
HTM 301	<i>Tourism Planning and Development</i>	Lecturer, Fall 2018
HTM 315	<i>Hospitality Managerial Accounting</i>	Lecturer, Fall 2018
HTM 430	<i>Tourism, Culture, and Impacts</i>	Lecturer, Fall 2018
MGMT 251	<i>Management of Organizations</i>	Lecturer, Spring 2017
MGMT 490	<i>Technology Applications in Business (online)</i>	Lecturer, Fall 2016
MGMT 251	<i>Management of Organizations (online)</i>	Lecturer, Fall 2016, 2017
RPTS 201	<i>Introduction to Recreation &amp; Leisure (online)</i>	Lecturer, Summer 2013

RPTS 331	<i>Tourism Marketing</i>	Lecturer, Spring 2011
RPTS 336	<i>Recreation Management of Wildlands</i>	Teaching Assistant, Fall 2012
RPTS 374	<i>Management of Programs and Services for Youth</i>	Teaching Assistant, Fall 2010-Fall 2012
RPTS 316	<i>Recreation Research &amp; Analysis</i>	Teaching Assistant, Fall 2010

## GUEST LECTURES

RPTS 336	<i>Recreation Management of Wildlands</i>	2011-2012
<i>Topics:</i> Recreation impacts on soil; recreation impacts on vegetation; recreation impacts on water		
RPTS 374	<i>Management of Programs and Services for Youth</i>	2011-2010
<i>Topics:</i> Managing youth development organizations in a global environment		
RPTS 370	<i>Youth Development Organizations and Services</i>	2010
<i>Topics:</i> Youth development in China		
RPTS 374	<i>Management of Programs and Services for Youth</i>	2010
<i>Topics:</i> Motivation, rewards, and discipline your staff; Budgeting and final controls		
RPTS 336	<i>Recreation Research &amp; Analysis</i>	2010
<i>Topics:</i> Ethical issues in research/evaluation		

## CONFERENCE PRESENTATIONS

**Jiang, J.**, Ellis, G. D., Freeman, P. A., & Lacanienta, A. (2019, September). Engagement in interpretation through stories: coherence, personalization, provocation, and engagement. *Annual Conference of National Recreation and Park Association*, Baltimore, MD.

Jiang, J., Ellis, G. D., Lacanienta, A., & Freeman, P. A. (2019, March). Engagement during structured leisure Experiences: conceptualization, measurement, and theory testing. The Southeast States Chapter of Travel and Tourism Research Association (SETTRA) Conference, Daytona Beach, Florida.

**Jiang, J.**, Ellis, G. D., Lacanienta, A., & Freeman, A. P. (2019, February). Engagement during structured leisure experiences: conceptualization, measurement, and theory testing. *The Academy of Leisure Sciences' Annual Conference on Research and Teaching*, Greenville, SC.

Ellis, G. D., **Jiang, J.**, Lacanienta, A., Carroll, J. M., & Taggart, A. (2019, February). "I felt like I was in a story": Effect of the theme, lived experience of theme, and activity on quality of structured experiences of 4-H Campers. *American Camp Association Research Forum*,

Nashville, TN.

- Ellis, G. D., **Jiang, J.**, Lacanienta, A., & Carroll, J. M. (2019, February). A methodological note on studying the effects of themes on immediate experiences of campers. *American Camp Association Research Forum*, Nashville, TN.
- Ellis, G. D., Lacanienta, A., Freeman, A. P., & **Jiang, J.** (2018, November). The theory of structured experience: What it has to say to interpreters. Paper presented at National Association for Interpretation (NAI) National Conference. New Orleans, LA.
- Lacanienta, A., Ellis, G., Freeman, P., **Jiang, J.**, Stricklin, M., & Hill, B. (2018, February). A graphical approach to measuring deep structured experiences as a binary phenomenon. Paper presented at The Academy of Leisure Sciences Annual Research Symposium, Indianapolis, IN.
- Ellis, G. D., & **Jiang, J.** (2017, April). *Theory of structured experience*. **Invited workshop** at The Korea America Hospitality & Tourism Educators Association (KAHTEA) 2017 Conference, Las Vegas, NV.
- Woosnam, K. M., Aleshinloye, K. D., Ribeiro, M., **Jiang, J.**, & Erul, E. (2017, July). *Social determinants of place attachment at a Nigerian cultural festival*. Paper presented at the 7th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference and in AHTMM Conference Proceedings, Famagusta, Cyprus.
- Ellis, G. D., Freeman, A. P., & **Jiang, J.** (2016, May). *Measurement of situated tourist experience theory concepts*. Paper presented at Athens Institute for Education and Research, 12th Annual International Conference on Tourism, Athens, Greece.
- Freeman, A. P., Ellis, G. D., & **Jiang, J.** (2016, May). *An empirical investigation of select propositions of situated experience theory among education tourists*. Paper presented at Athens Institute for Education and Research, 12th Annual International Conference on Tourism, Athens, Greece.
- Ellis, G., **Jiang, J.**, & Jamal, T. (2015, June). *Fast-thinking and slow-thinking: A process approach to understanding situated tourist experiences*. Paper presented at 2015 Travel & Tourism Research Association (TTRA) Annual International Conference, Portland, OR.
- Jiang, J.**, & Woosnam, K. M., & Aleshinloye, K. (2015, June). *Applying self-perception theory to explain residents' attitudes toward tourism development through travel histories*. Paper presented at 2015 Travel and Tourism Research Association (TTRA) Annual International Conference, Portland, OR.
- Jiang, J.**, & Woosnam, K. M. (2014, April). *Considering satisfaction with life in explaining residents' perceived impacts of a rural Texas Czech festival*. Paper presented at the Association of American Geographers Annual Meeting, Tampa, FL.
- Jiang, J.**, & Woosnam, K. M. (2014, April). *Using residents' travel use history (TUH) to explain*

*solidarity they report with area visitors.* Paper presented at the 2013 Greater Western Chapter of Travel and Tourism Research Association (GWTTRA) Annual Conference and Tourism Research Symposium and in Presentation Proceedings from the 2014 GWTTRA Tourism Research Symposium and Annual Meeting, Denver, CO.

Woosnam, K. M., & **Jiang, J.** (2014, April). *Does emotional solidarity with visitors impact residents' attachment to the community in which they live?* Paper presented at the 2013 Greater Western Chapter of Travel and Tourism Research Association (GWTTRA) Annual Conference and Tourism Research Symposium and in Proceedings from the 2014 GWTTRA Tourism Research Symposium and Annual Meeting, Denver, CO.

**Jiang, J.**, Woosnam, K. M., & Dudensing, R. M. (2013, August). *Economic and socio-cultural impacts of nature tourism in the Lower Rio Grande Valley of Texas.* Paper presented at the 2013 National Extension Tourism (NET) Conference and in 2013 NET Annual Conference Proceedings; Detroit, MI.

**Jiang, J.**, Landon, A., Wallen, K., Kyle, G. T., & Absher, J. (2013, June). *A value-belief-norm framework for homeowners' firewise behavior.* Paper presented at the 19th International Symposium on Society and Resource Management (ISSRM) Conference and in Book of Abstracts from the 19<sup>th</sup> ISSRM, Estes Park, CO.

**Jiang, J.**, Qian, W., Woosnam, K. M., & Draper, J. (2013, June). *Predicting visitors' emotional solidarity with residents through their travel use history.* Paper presented at the 19th International Symposium on Society and Resource Management (ISSRM) Conference and in Book of Abstracts from the 19<sup>th</sup> ISSRM, Estes Park, CO.

**Jiang, J.**, & Gretzel, U. (2013, May). *Information exchange between mentors and mentees: examining communication linkages between participants in the Rocky Mountain Sustainability Science Network Academy.* Paper presented at the XXXIII Sunbelt Social Networks Conference of the International Network for Social Network Analysis (INSNA) and in the abstract archive online <http://www.insna.org/archives.html>; Hamburg, Germany.

**J. Jiang**, Gretzel, U., & Law, R. (2013, May). *International travelers' hotel experience in mainland China: an analysis of language patterns in online reviews.* Paper presented at the China Tourism and China Hotel-Branding Forum, 2013 and in the proceedings, Kowloon, Hongkong.

Gretzel, U., Davis, E. B., Bowser, G., **Jiang, J.**, & Brown, M. (2013, April). *Creating global leaders with sustainability mindsets-reflections from the RMSSN summer academy.* Paper presented at the Tourism Education Futures Initiative (TEFI) 7th Annual Conference and in TEFI 2013 Proceedings, Oxford, U.K.

**Jiang, J.**, & Gretzel, U. (2013, March). *Information exchange between mentors and mentees: examining communication linkages between participants in the Rocky Mountain Sustainability Science Network Academy.* Paper presented at George Wright Society Biannual Conference, Denver, CO.

- Jiang, J.,** Woosnam, K. M., & Draper, J. (2012, June). *A citation analysis of articles published in the top-ranking tourism journals (2001-2010)*. Paper presented at the 43rd Annual Travel and Tourism Research Association (TTRA) Conference and in 2012 TTRA Annual Conference Proceedings, Virginia Beach, VA.
- Jiang, J.,** Kyle, G. T., & Absher, J. (2012, April). *A planned behavioral model of firewise behavior*. Paper presented at the 2012 Northeastern Recreation Research Symposium and in USDA Forest Service site: NERR Proceedings 2012, Cooperstown, NY.
- Jiang, J.,** & Gretzel, U. (2011, March). *Connecting students engaged in public lands internships*. Paper presented at George Wright Society Biannual Conference, New Orleans, LA.
- Jiang, J.,** & Gretzel, U., & Law, R. (2010, June). *Drivers of Satisfaction with Chinese hotels*. Paper presented at the 41st Annual Travel and Tourism Research Association (TTRA) Conference and in 2010 TTRA Annual Conference Proceedings, San Antonio, TX.
- Jiang, J.,** & Gretzel, U., & Law, R. (2010, February). *Do negative experiences always lead to dissatisfaction? - testing attribution theory in the context of online travel reviews*. Paper presented at the 17<sup>th</sup> International Conference on Information Technology and Travel and Tourism (ENTER) and in Information and Communication Technologies in Tourism 2010, Lugano, Switzerland.
- Jiang, J.,** & Gretzel, U. (2009, October). *Transactive memory theory applied to information exchange in tourism organization-conceptual framework and research propositions*. Paper presented at the Annual Conference of International Society of Travel and Tourism Educators (ISTTE) and in 2009 ISTTE Annual Conference Proceedings, San Antonio, TX.
- Jiang, J.,** Guo, Y., Chen, Q., & Ye, Y. (2008, November). *An empirical study on the quality of convention tourism in Shanghai*. Paper presented at the 2nd Biannual Conference of International Tourism Studies Association and in the proceedings, Shanghai, China.
- Weng, J., **Jiang, J.,** Xie, L., & Guo, Y. (2007, September). *Government domination, product differentiation and the miracle of Yunnan's tourism*. Paper presented at the sixth Asia Pacific Forum for Graduate Students Research in Tourism and in the proceedings, Xiamen, Fujian, China.
- Guo, Y., **Jiang, J.,** Kim, S., Wang, X., & Li, L. (2007, May). *A study on the perceived impacts of historic ancient town on residents' life quality*. Paper presented at 5th Asia Pacific CHRIE and 13th Asia Pacific Tourism Association Joint Conference and in 2007 APacCHRIE & APTA Joint Conference Proceedings, Beijing, China.
- Jiang, J.,** & Guo, Y. (2006, June). *A Study on the Current Status of China's MICE Industry and its Marketing Strategies*. Paper present at the conference of Tourism in Asia: New Trends, New Perspectives and in the proceedings; Leeds, U.K.
- Jiang, J.,** Guo, Y., & Qu, H. (2006, May). *The Current Status of Education and Training of MICE Industry in China and in Shanghai*. Paper presented at The 7th Biennial

Conference on Tourism in Asia and in Tourism, Hospitality and Foodservice Industry in Asia: Development, Marketing & Sustainability, Jeju Island, Korea.

#### EXTERNAL GRANTS

Magellan Strategy Group, Tourism Economics LLC, West Virginia University, Appalachian State University, Frostburg State University (2017, August). *Tourism in Appalachia: Trends and strategies*. Submitted to Appalachian Regional Commission (Final Panelist, unfunded). Proposed budget: \$ 200,000

Jin Weng (P.I.), Jingxian Jiang (Co-P.I.), & Han Shen (Co-P.I.). (2018, January). *Tourism development indices of global cities*. Shanghai Tourism Bureau (Funded). Proposed budget: approximately \$70,000

#### TECHNICAL REPORTS

**Jiang, J.**, & Gretzel, U. (2012, September). *Fostering knowledge exchange among RMSSN students*. **Invited Seminar** to the committee of Rocky Mountain Sustainability and Science Network. Aspen, Colorado, U.S.A.

Ellis, G., & **Jiang, J.** (2015, April). *Texas 4-H children, youth, and families at risk project evaluation, spring, 2015*. Department of Recreation, Park and Tourism Sciences, Texas A&M University, College Station, Texas, U.S.A.

Ellis, G., Stricklin, M. A., Jamal, T., & **Jiang, J.** (2015, May). *Situating recreation experiences for youth*. Texas A&M University, Texas A&M AgriLife Extension Service, College Station, Texas, U.S.A.

#### SERVICE TO INSTITUTIONS

Graduate representative at Honor Council, Texas A&M University	Fall 2012- Spring 2015
Departmental delegate to Graduate Student Council, Texas A&M University	Fall 2012- Spring 2013
Graduate Judge, 13th Annual Student Research Week, Graduate Student Council, Texas A&M University	Spring 2010

#### ADMINISTRATIVE WORK

IT Support Specialist	Department of Recreation, Park and Tourism Sciences, Texas A & M University.	Jun -Aug 2012
Web Management Specialist	Department of Tourism, Fudan University, Shanghai, China	Sep 2006 - May 2007



