

Department of Retailing and Tourism Management
2014 Research Publications

Refereed Journal Articles:

Mullins, J. T., Sigler, P., & **Miller-Spillman, K. A.** (2014). Weight ~ The Reality Series: An Extension Weight Management Program for Adults. *Journal of Extension* [On-line] <http://www.joe.org/joe/2014february/tt6.php>.

Jackson, V., Miller, J. (In press, 2014) Getting and staying in the mainstream: African American women's contributions To the Human Sciences, Family & Consumer Sciences Research Journal.

Maloney, J., Lee, M., Jackson, V., Spillman, K. (2014). Consumer Willingness to Purchase Organic Products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*, published online June 18, 2014.

Graham, M., Jackson, V., Lee, M. (In press, 2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability, *International Journal of retail & Distribution Management*,

Brown. D. (2014). Skills Development Training Among Women Hospitality Entrepreneurs in Southern Sudan. *Journal of Women's Entrepreneurship and Education*, Vol. 19, No. 1.

Brown, Omotayo D, Spillman, Lee and Lu (2014). Factors Influencing Small Tourist Business Performance: The Case of Central Kentucky. *Journal of Hospitality & Tourism Marketing*. Vol. 23, No7.

Brown, Omotayo D and Penn, J (2014). The Cost of Bed Bug Anxiety: Travelers' Willingness to Pay to Avoid them. *The Consortium Journal*. Vol. 19, No 1.

Kim, Y-K. & **Lee, Min-Young**, & Park, S. (2014) Consumer Shopping Value: A multi-dimensional, gender-neutral measure. Submitted to *Journal of Business Research*, 67 2884-2890. **SSCI**

Swanson, J.R. & Hosier, A. (expected in Dec. 2014). Tourism Sages Prognosticate: The Next 40 Years Based on 1,500 Years of Experience. *Tourism Recreation Research*.
This research has been accepted for publication in a special issue.
The article is under final review.

Brown, D., **Swanson, J.R.** (forthcoming in 2014). Agritourism Activity

Participation in Kentucky. *International Journal of Hospitality and Event Management*, 1(2).

Kline, C., Greenwood, J., **Swanson, J.R.**, Cardenas, D., (2014). Paddler Market Segments: Expanding Experience Use History Segmentation. *Journal of Destination Marketing and Management*, 2(4), 228-240.

Zhou, Y., **LU, Ying (Tracy)***(Corresponding Author), & Yoo, J. (2014). Local residents' perceptions towards the impacts of gaming industry development in Macau. *Asia Pacific Journal of Travel Research*, 19(5), 579-599.

LU, Ying (Tracy), Fu, X, & Adler, H. (2014). Travel safety concerns: Feedback from international students in the United States. *International Journal of Tourism Anthropology*, 3(3), 211-226.

Yoo, J., Zhou, Y., **LU, Ying (Tracy)**, & Kim, T. (2014). The moderating effects of residents' characteristics on perceived gaming impacts and gaming industry support: The case of Macao. *Journal of Travel and Tourism Marketing*, 31(2), 229-250.

Jiang, J., Wu, X., & **LU, Ying (Tracy)***(Corresponding Author) (2014). Product development in rural tourism: Perspectives from involvement theory and place attachment theory. *International Journal of Tourism Anthropology*, 3(3).

Refereed Published Abstracts (full papers written for ACRA):

Jackson, V. Spillman, K., Miller, J. (July, 2014). African American Women in the Human Sciences: A Review of Research and Leadership Contributions to the Well-Being of African American Individuals, Families and Communities, International Federation of Home Economics Conference, London Ontario.

Invited Publications:

Brown, D.O. (2014). Sierra Leone Tourism. In Jafari, J and Honggen Xiao (Eds.), *Springer Encyclopedia of Tourism*. 2nd Edition.

Brown, D. O & J. Wani. (2014). Sudan Tourism. In Jafari, J and Honggen Xiao (Eds.), *Springer Encyclopedia of Tourism*. 2nd Edition.

Grant Projects:

Internal

Jackson, V., Wesley, S., Swanson, J., Spillman, K., Easter, E., Pryor, M. (2014). Online Master's Degree. eLearning Grant, University of Kentucky. \$133,000.00 (pending).

Miller-Spillman, K.A. Lee, M.Y. and Jackson, V. (2014). Global Sourcing of Apparel Products in Ghana: Connecting UK Students to Women Entrepreneurs, University of Kentucky Women & Philanthropy Network Funding, \$40,600.00.

Swanson, J.R., Cockerham, B. (2014). HMT Building Bridges Statewide. Charles E. Barnhart Fund for Excellence. \$950. (funded).

Swanson, J.R. & Hosier, A. (2014). *Sponsored Program Development Grant – HMT/FAM to Greece*. UK Education Abroad. \$1,000. (funded).

Miller-Spillman, K. A. (2014-2015). Target Case Study Project in MAT 359 & 359: Surfing the Digital Wave and Cross Channel Shoppers. Target Stores in Lexington, KY. Student Scholarship to winning groups, \$8,000.00.

Pryor, Mika. eLearning Innovation and Design Lab (2014). University of Kentucky

External Grants

Easter, E., P.I. *Cotton Incorporated Laundry Study*. Cotton Incorporated, Gary, NC. \$65,574, 1/12-12/12; \$30,000, 1/13-12/13; and \$60,000, 1/14-12/14 with a Grand Total of \$155,574, 1/12-12/14, (funded).

Swanson, J.R., Liggett, D., Stewart, E. (2014). *Implementation of selected recommendations of the Secretariat of the Antarctic Treaty's 2012 Committee for Environmental Protection Tourism Study*. National Science Foundation – Grant Opportunities for Academic Liaison with Industry. Amount TBD. (proposal under development).

Swanson, J.R. (2014). *Visitor Satisfaction Surveys*. Kentucky Horse Park. \$30,000. (proposal under development).

Swanson, J.R. (2014). *Economic Impact Study*. Meade County Fair. \$1,500. (proposal under development).

Wesley, S., Lee, M., **Swanson, J.R.**, Lu, Y., Jackson, V. (2014). *Developing student soft skills through experiential learning environments created with Rural /Urban Businesses and Educators*. National Institute of Food and Agriculture. \$300,000. (proposal pending).

Swanson, J.R., Kline, C.K., Naar, A. (2014). *Financial feasibility of an educational and event facility in Beaufort, NC – Phase 2*. Friends of the North Carolina Maritime Museum. \$10,000 (\$6,000 to UK). (proposal pending).

Swanson, J.R. (2014). *Economic impact of 2014 NTA Convention in Los Angeles, CA*. National Tour Association. \$600. (funded).

Kline, C.K., Naar, A., **Swanson, J.R.** (2014). *Financial feasibility of an educational and event facility in Beaufort, NC – Phase 1*. Friends of the North Carolina Maritime Museum. \$10,000 (\$2,000 to UK). (funded).

Publications in a Book:

Miller-Spillman, K. A. & Lee, M.Y. (2014). Female Civil War Reenactors' Dress and Magic Moments. In K. Williams, J. Laing, & W. Frost (Eds.), *Fashion, Design and Events* (Routledge Advances in Events Research Book Series) (pp. 69-83). London: Routledge

Swanson, J.R. (expected in Nov. 2014). Exploring the Decision-making of the University SAVE Market (book chapter). In *Scientific and Research Tourism – Contemporary Geography of Leisure, Tourism and Mobility Series*. Slocum, S. (ed.). London: Routledge.
This research has been accepted for publication. The chapter is under final review.

Publications Under Review:

Miller-Spillman, K. A. (2014, submitted for review). Male Civil War Reenactors: Political Beliefs Expressed Through Dress.

Miller-Spillman, K. A., Yoo, J., Lee, M. Y., Kim, Y. & Huffman, N. (2014, submitted for review). Could the Public, Private, and Secret Self Model Reflect a Maturation Process?

Lee, M., Jackson, V., **Miller-Spillman, K. A.**, & Ferrell, E. (2014, submitted for review). Intention to be involved in Fair-Trade product consumption: The role of previous experience, product features, and perceived benefits.

Invited Presentations:

Swanson, J.R., Liggett, D., Roldan, G. (September, 2014). *Antarctic Tourism Policy of the Gateway States: Current Comparisons and Future Opportunities*. 3rd Conference of the International Polar Tourism Research Network (IPTRN); Christchurch, New Zealand.

Jackson, V. (Fall, 2014). *Dress for Success*. Health Science Students, Public Health Building, University of Kentucky.

Jackson, V., Austin, M. (2014). *Tenure & Promotion: A Journey worth taking*. Kentucky Association of Blacks in Higher Education, DoubleTree, Lexington, KY.

Easter, E.P. (2014, August). *Basics of Textiles*, VF Imagewear, Nashville, TN.

Wei, W.*, **LU, Ying (Tracy)**, Swanson, J., & Getz, D. (2014). *Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings: A comparison and implications for the hospitality industry*, The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 3rd – 5th, 2014, Houston, TX. [*Graduate Student].

Chen, W.* & **LU, Ying (Tracy) (2014).** *Social media research in hospitality and tourism management: A review and research agenda*. The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 3rd – 5th, 2014, Houston, TX. [*Graduate Student].

Miller-Spillman, K. A. “Civil War Reenactors: Political Beliefs Expressed Through Dress,” Popular Culture Association in the South & American Culture Association in the South (PCAS/ACAS) Conference in New Orleans, LA on October 2-4, 2014.

Miller-Spillman, K. A. “Male Civil War Reenactors: Political Issues Expressed Through Dress”. Owensboro Civil War Remembrance, Brescia University, February 6, 2014.