

Dear colleagues,

Please share this PhD assistantship opportunity with potential applicants. Thank you!

PhD Assistantship Available in Tourism Marketing and Branding Human Dimensions of Natural Resources Department, Colorado State University in Fort Collins, Colorado

Dr. Lina Xiong is recruiting a PhD student to begin in Fall, 2020 in the areas of internal branding in tourism and hospitality organizations and destination branding. The PhD position provides guaranteed funding for two years through a graduate teaching assistantship, which includes tuition waiver, health insurance, and monthly stipend. Renewal of the assistantship for the third year will be contingent on the student's performance.

The successful PhD applicant for this position will contribute to the pursuit of research projects that align with or relate to Dr. Xiong's research on issues related to tourism marketing, especially regarding branding efforts and effectiveness from internal stakeholders'

perspectives. Applicants should hold a research-based master's degree in tourism marketing related subjects by Fall 2020. They should also have research experiences in quantitative and qualitative methods, with strong communication and writing skills.

Prospective students should email the following required application materials to Dr. Xiong

(lina.xiong@colostate.edu<<mailto:lina.xiong@colostate.edu>>) by March 31, 2020 for full consideration. Please contact Dr. Xiong if you have questions regarding this opportunity. Funding is available for campus visits depending on requests.

- * CV (with 3 academic references listed)

- * Cover letter

- * Master's degree research thesis and/or a published academic writing sample

- * GRE results (score and percentile for each section)

- * TOEFL or IELTS scores (if applicable)

- * Unofficial academic transcripts from undergraduate and graduate studies

- * 3-page maximum (excluding references) research proposal in the areas of tourism marketing, internal branding, and destination branding Internal branding is an emerging research area that emphasizes the roles of internal stakeholders (e.g., employees) in building a strong and competitive tourism and hospitality brand. With brand-aligned employees, customers/guests/tourists are more likely to enjoy the unique brand experiences promised by the tourism and hospitality organizations. Such insights are also widely acknowledged in destination branding literature where a bottom-up approach is advocated in developing and building a unique and competitive destination brand. More applications of internal branding insights in cultivating destination ambassadors are needed.

Colorado State University is committed to providing an environment that is free from discrimination and harassment based on race, age, creed, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding nondiscrimination and affirmative action.

Lina Xiong (Dr. Bear)

Assistant Professor

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Research outputs<<https://scholar.google.com/citations?user=akHhbCEAAAJ&hl=en&oi=ao>>