

YANG YANG

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Research Interests

- ◆ Economic Analytics in Hospitality and Tourism
- ◆ Hospitality Real Estate and Financial Analysis
- ◆ Big Data Analytics in Hospitality and Tourism

Employment

2013- **Assistant Professor** (Tenure-track)
School of Sport, Tourism and Hospitality Management
(affiliated with Fox School of Business)
Temple University, Philadelphia, United States

Visiting Position

Jun 2015 **Visiting Assistant Professor**
Graduate School of Governance Studies
Meiji University, Tokyo, Japan

Education

2009-2013 **Doctor of Philosophy** (Geography, and minor in Econometrics)
University of Florida, Gainesville, United States
Dissertation: Modeling Tourist Flows and Economic Impacts: A Spatial Perspective

2010-2013 **Master of Arts** (Economics)
Warrington College of Business Administration,
University of Florida, Gainesville, United States

2010-2013 **Master of Statistics** (Statistics)
University of Florida, Gainesville, United States

2007-2009 **Master of Philosophy** (Hotel and Tourism Management)
The Hong Kong Polytechnic University, Hong Kong
Thesis: A Spatial Econometric Approach to Model the Growth of Tourism Flows to China Cities

2006-2007 **Postgraduate Diploma** (Human Geography)
Peking University, Beijing, China

2002-2006 **Bachelor of Science** (Resource Management and Planning, 1st Class Honor)
Nanjing University, Nanjing, China
Thesis: Modeling Inbound Tourism Flows to China – Based on Inter-discipline Methods (in Chinese)

Honors and Awards

2015 Dean's Research Honor Roll (2013-2015), School of Tourism and Hospitality Management, FOX School of Business Temple University.

2014 Research Excellence Merit Award, Temple University

2013 Excellence in Teaching Award, University of Florida

2012 Ryan Poehling Fellowship Award, University of Florida

2010 International Student Academic Excellence Award, University of Florida

2009-2013 Alumni Fellowship, University of Florida

2009-2013 Dean Fellowship, College of Liberal Arts and Science, University of Florida
 2007- 2009 Research Student Stipend, The Hong Kong Polytechnic University, Hong Kong
 Oct 2006 Best Paper Award in Conference “Construction of International Tourist Cities”
 Aug 2006 Best Paper Award in “Tourism and the New Asia” International Conference
 Oct 2003/2004/2005 People’s Scholarship, Nanjing University, China
 Oct 2005 Scholarship for Innovative Research, Nanjing University, China
 Aug 2005 Best Paper Award in 2005 Global Conference of Chinese Geographers.
 Dec 2004 Best Paper Award (1st) in 10th Students’ Academic Festival, Nanjing University.

Editorial Experiences

Editorial Board Member

Journal of Travel Research (SSCI, 2016-)
Tourism Review International (2015-)

Ad-hoc Reviewer

Annals of Tourism Research (SSCI, 2012-)
Journal of Travel Research (SSCI, 2013-)
Tourism Management (SSCI, 2012-)
Journal of Sustainable Tourism (SSCI, 2015-)
International Journal of Hospitality Management (SSCI, 2012-)
International Journal of Contemporary Hospitality Management (SSCI, 2016-)
Urban Studies (SSCI, 2014-)
Habitat International (SSCI, 2013-)
Journal of Cultural Heritage (SSCI, 2015-)
Tourism Geographies (SSCI, 2011-)
Journal of Travel & Tourism Marketing (SSCI, 2014-)
Tourism Economics (SSCI, 2015-)
Tourism Analysis (2013-)
Current Issues in Tourism (SSCI, 2013-)
Journal of Destination Marketing & Management (SSCI, 2014-)
Electronic Markets (SSCI, 2013-)
Asia Pacific Journal of Tourism Research (SSCI, 2012-)
Asia Pacific Management Review (SSCI, 2015-)
Journal of China Tourism Research (2010-)
Journal of Marketing for Higher Education (2015-)
Tourism Tribune (2008-)

Conference Paper Reviewer

5th China Tourism Forum, 2008
2014 Global Marketing Conference
20th Annual Graduate Education/Student Research Conference in Hospitality and Tourism
2015 ICHRIE Conference
2015 APTA International Conference
2015/2016 IEEE big data conference

Grant Reviewer

Research Grants Council, Hong Kong

Journal Publications

Articles in English

1. Pan, B., and **Yang, Y.** (accepted). Forecasting destination weekly hotel occupancy with big data. *Journal of Travel Research.* (SSCI, STHM A)
2. Jones, T., **Yang, Y.**, and Yamamoto, K. (accepted). Inbound, expat and domestic climbers: A segment-based expenditure analysis of Mount Fuji’s summer season. *Tourism Review International.*

3. **Yang, Y.**, Fik, Timothy. and Zhang, H-L. (2016). Designing a tourism spillover index based on multi-destination travel: A two-stage distance-based modeling approach. *Journal of Travel Research*. doi: 10.1177/0047287516641782. (SSCI, STHM A)
4. **Yang, Y.**, Mueller, N. and Croes, R. (2016). Market accessibility and hotel prices in the Caribbean: The moderating effect of quality-signaling factors. *Tourism Management*, 56, 40-51 (SSCI, STHM A-)
5. Zhang, Z., Zhang, Z. and **Yang, Y.** (2016). The power of expert identity: How website-recognized expert reviews influence travelers' online rating behavior. *Tourism Management*, 55, 15-24 (SSCI, STHM A-)
6. Zhang, H-L., **Yang, Y.**, Zheng, C-H. and Zhang, J. (2016). Too dark to revisit? The role of past experiences and intrapersonal constraints. *Tourism Management*, 54, 452-464 (SSCI, STHM A-)
7. **Yang, Y.** and Mao, E. (2016). Learning from 'Alien Monks'? Productivity spillovers of foreign-invested hotels in China. *Journal of Hospitality & Tourism Research*. doi: 10.1177/1096348015614958 (SSCI, STHM A)
8. Mao, E. and **Yang, Y.** (2016) FDI spillovers in the Chinese hotel industry: The role of geographic regions, star rating classifications, ownership types, and foreign capital origins. *Tourism Management*, 54, 1-12 (SSCI, STHM A-)
9. **Yang, Y.**, Tang, J., Luo, H. and Law, R. (2015). Hotel location evaluation: A combination of machine learning tools and web-GIS. *International Journal of Hospitality Management*, 47, 14-24. (SSCI, STHM A)
10. **Yang, Y.** and Zhang, H-L. (2015). Modeling tourists' length of stay: Does one model fit all? *Tourism Analysis*, 20(1), 13-23. (STHM A-)
11. Guo, Y., Zhang, J., **Yang, Y.** and Zhang, H-L. (2015). Modeling the fluctuation patterns of monthly inbound tourist flows to China: A complex network approach. *Asia Pacific Journal of Tourism Research*, 20(8), 942-953. (SSCI)
12. Luo, H., **Yang, Y.** and Law, R. (2014). How to achieve a high efficiency level of the hotel industry? *International Journal of Contemporary Hospitality Management*, 26(8), 1140-1161. (SSCI, STHM A-)
13. **Yang, Y.** and Wu, X. (2014). Chinese household demand for outbound travel: Evidence from the China Family Panel Studies. *Asia Pacific Journal of Tourism Research*, 19(10), 1111-1126. (SSCI)
14. **Yang, Y.**, Pan, B. and Song, H. (2014). Predicting hotel demand using destination marketing organizations' web traffic data. *Journal of Travel Research*, 53(4), 433-447. (SSCI, STHM A)
15. **Yang, Y.** and Fik, T. (2014). Spatial effects in regional tourism growth. *Annals of Tourism Research*, 46, 144-162. (SSCI, STHM A)
16. **Yang, Y.**, Liu, Z-H. and Qi, Q. (2014). Domestic tourism demand of urban and rural residents in China: Does relative income matter? *Tourism Management*, 40, 193-202. (SSCI, STHM A-)
17. **Yang, Y.**, Luo, H. and Law, R. (2014). Theoretical, empirical, and operational models of hotel location research. *International Journal of Hospitality Management*, 36, 209-220. (SSCI, STHM A)
18. Luo, H. and **Yang, Y.** (2013). Spatial pattern of hotel distribution in China. *Tourism and Hospitality Research*, 13(1), 3-15.
19. **Yang, Y.**, Fik, T. and Zhang, J. (2013). Modeling sequential tourist flows: Where is the next destination? *Annals of Tourism Research*, 43, 297-320. (SSCI, STHM A)
20. **Yang, Y.** and Wong, K. (2013). Spatial distribution of tourist flows to China's cities. *Tourism Geographies*, 15(2), 338-363. (SSCI)
21. Qi, Q., **Yang, Y.** and Zhang, J. (2013). Attitudes and experiences of tourists on calligraphic landscapes: A case study of Guilin, China. *Landscape and Urban Planning*, 113, 128-138. (SSCI, SCI)
22. **Yang, Y.** and Wong, K. (2012). A spatial econometric approach to model spillover effects in

tourism flows. *Journal of Travel Research*, 51(6), 768-778. (SSCI, STHM A)

23. **Yang, Y.**, Wong, K. and Wang, T. (2012). How do hotels choose their location? Evidence from hotels in Beijing. *International Journal of Hospitality Management*, 31(3), 675-685. (SSCI, STHM A)
24. **Yang, Y.** and Wong, K. (2012). The influence of cultural distance on China inbound tourism flows: A panel data gravity model approach. *Asian Geographer*, 29(1), 21-37.
25. Mao, L., **Yang, Y.**, Qiu, Y. and Yang, Y. (2012). Annual economic impacts of seasonal influenza and vaccination on US counties: Spatial heterogeneity and patterns. *International Journal of Health Geographics*, 11:16. [doi:10.1186/1476-072X-11-16] (SSCI, SCI)
26. **Yang, Y.**, Wong, K. and Zhang, J. (2011). Determinants of length of stay for domestic tourists: Case study of Yixing. *Asia Pacific Journal of Tourism Research*, 16(6), 619-633. (SSCI)
27. Shi, C. and **Yang, Y.** (2008). A review of shift-share analysis and its application in tourism. *International Journal of Management Perspective*, 1(1), 21-30.
28. Shi, C., Zhang, J., **Yang, Y.** and Zhou, Z. (2007). Shift-share analysis on international tourism competitiveness: A case of Jiangsu Province. *Chinese Geographical Science*, 17(2): 173-182. (SCI-E)

Selected Articles in Chinese

29. **Yang, Y.**, Liu, H., and Li, X. (accepted). The Influences of National Cultural Distance on International Destination Choice of Japanese and Chinese Residents? *Tourism Tribune*.
30. Luo, H., Yan, S., and **Yang, Y.** (2016). Can Comparative Advantage Theory Explain Tourism Growth Models of Chinese Provinces? *Tourism Tribune*, 31 (3): 43-53.
31. Zhang, H-L. and **Yang, Y.** (2015). Global climate change and national park management: Lessons from the United States. *Tourism Tribune*, 30 (6): 3-5.
32. Luo, H. and **Yang, Y.** (2011). On the prospects of the research of urban hotel location - Based on the perspectives of the theory of industrial spatial organization and the method of spatial econometrics. *Tourism Tribune*, 26 (11): 71-77.
33. Qi, Q., Zhang, J., **Yang, Y.**, et.al. (2009). Environmental attitudes and behavior Intention of tourists in natural heritage site: A case study of Jiuzhaigou. *Tourism Tribune*, 24(11): 41-46.
34. **Yang, Y.**, Zhang, J. and Zhao, N. (2008). A study on tourists' traveling experience in tourist destinations and revisit intention- A case study of Yixing. *Tourism Tribune*, 23(5):42-48.
35. Shi, C., Zhang, J., Zhang, H. and **Yang, Y.** (2008). Review of application research on structural equation model to tourism science. *Resource Development & Market*, 24(1): 63-66.
36. Zhang, H., Zhang, J., ... and **Yang, Y.** (2008). A study on random coefficient logit model about tourists' destination choice based on their travel motivation. *Tourism Tribune*, 23(6): 43-47.
37. **Yang, Y.**, Qi, Q., and Wang, T. (2007). Spatial structure and determinants of China rural labor immigration. *Markets and Demographic Analysis*. 13(5): 1-12.
38. Shi, C., Zhang, J., Zhu, C., Zhou, Z. and **Yang, Y.** (2006). Measuring and analysis on tourism competitiveness. *Economic Geography*. 26(2): 326-330.
39. Shi, C., Zhang, J., Zhen, Z., **Yang, Y.** and Zhong, J. (2006). An overview of quantitative evaluation of the tourist destination competitiveness. *Human Geography*. 20(3): 72-77.
40. **Yang, Y.** and Liu, Z. (2005). A study on the classification of college students' tourism behavior. *Journal of Guilin Institute of Tourism*. 16(6): 52-56.

Book Chapters

1. Li, D., & **Yang, Y.** (in press). "GIS Monitoring of Traveler Flows Based on Big Data" In Z. Xiang & D. Fesenmaier. (eds), *Design Science and Tourism Places, Analytics in Tourism Design*. Springer.
2. Pan, B., & **Yang, Y.** (2016). "Monitoring and Forecasting Tourist Activities with Big Data" In M. Uysal, Z. Schwartz & E. Sirakaya-Turk, E. (eds), *Management Science in Hospitality and Tourism*:

Theory, Practice and Applications. (pp. 43-62) Taylor & Francis.

3. Wang, F., Huang, X. and **Yang, Y.** (2008). Research on place attachment of built environment in tourism destinations. *Analects of Architecture and Culture-Shanshui City and Chinese Urbanization* (pp. 320-326). Beijing: Tsinghua University press. (in Chinese)
4. **Yang, Y.** (2007). Analysis of tourism demand on econometric methods. In Wu, Tiger (Bihu) & Ziqian Song (Eds.), *Tourism Development and Public Administration* (pp. 4-21). Beijing: China Tourism Press. (in Chinese)

Professional Membership

2012-	Travel and Tourism Research Association (TTRA)
2011-2012	Florida Society of Geographers (FSG)
2011-2013	Asia Pacific Tourism Association (APTA)
2010-2012	Southeastern Division of the Association of American Geographers (SEDAAG)
2009-2010	American Association of Geographers (AAG)

Information Technology

1. Tourism Economic Database of China (TEDOC)
<http://www.tourismdata.cn>
2. Hotel Location Selection and Analysis Toolkit (HoLSAT)
<http://www.hotel-location.net>
3. Hotel Pricing Assessment Surface (HoPAS), under development
<http://www.pricinghotel.net>

Research and Teaching Funding

2016,	USD 4,500 Fox School of Business, "The Effect of Airbnb Business on the Hotel Industry" (PI)
2016,	USD 1,500 Temple University, Grant-in-aid "Understanding Hotel Location Preference of Customers" (PI)
2016,	HKD 218,000 (USD 28,200) The Hong Kong Polytechnic University, Inter-disciplinary Grant "Understanding Hotel Location Preference of Customers" (Co-PI)
2016,	HKD 249,366 (USD 32,200) The Hong Kong Polytechnic University, Inter-disciplinary Grant "Evaluation of Hotel Websites using Fuzzy Multiple Attribute Decision Making Model" (Co-PI)
2015,	USD 500 Fox School of Business, What Factors Shape Travelers' Perceived Value of Hotels: Insights from Big data Analysis." (with Ph.D student as PI)
2015,	USD 3,000 Reach Market LLC, "Location analysis of tourism firms in California" (PI)
2015,	USD 6,000 Reach Market LLC, "Tourist profile analysis of Indianapolis." (PI)
2015,	USD 3,480 Temple University, Internationalization Grant "Strengthening ties for tourism big data analytics in China." (PI)
2014,	USD 3,300 Fox School of Business, Young Scholar Forum Fund "Agglomeration in the Hotel Industry: Evidence from entry into Beijing." (PI)
2014,	USD 15,000

National Lab for Tourism & E-Commerce Fund "Spatial Hedonic Pricing Model and Hotel Price Analysis." (PI)

- 2013, USD 48,500
Competitive Analysis and Impact of Wynn Philadelphia (Co-PI)
- 2012, USD 2,000
Gregory C. and Paula K. Chow Teaching Fellowship, OYCF
- 2011-, RMB 600,000 (USD 94,278)
National Science Funding, China, (Co-PI) 'Research on the location and spatial relation of urban hotels based on the theory of industrial spatial organization and the methodology of spatial econometrics' (No. 41171112)
- 2010- 2013, USD 3,200
GSC and Geography Department Travel Funding, University of Florida.
- 2007- 2009, HKD 20,000 (USD 2,600)
Research Student Research Funding, The Hong Kong Polytechnic University.
- 2007- 2009, HKD 20,000 (USD 2,600)
Research Student Conference Funding, The Hong Kong Polytechnic University.

Conference Presentations

1. "Understanding guest satisfaction of location toward urban hotels" Guildford, U.K.. *International Tourism Hospitality and Events Conference*, July 19-22, 2016
2. "Destination Factors and Tourists' Length of Stay" Orlando, FL: *3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships*. Dec 17, 2015.
3. "Inbound, Expat and Domestic Climbers: A Segment-based Expenditure Analysis of Mount Fuji's Summer Season." Beppu, Japan: *Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference*. Jun 19, 2015.
4. "Where Can Tourism-led Growth Occur? Evidence from the Chinese Regional Data." Hong Kong: *The Fifth Conference of the International Association for Tourism Economics*. July 2, 2015.
5. "Spillover Analysis of Tourist Flows." (Keynote speaker) Mt. Sanqing, China: *the 10th International Tourism Forum*. May 21, 2015.
6. "Estimating the Benefits of Recreation at a World Heritage Site: A Travel Cost Analysis of Visits to Mount Fuji". Tokyo, Japan: *International Conference on New Thinking in Economic Theory and Policy*. Sep 14, 2014.
7. "Diversification and Hotel Performance: A study of hotels in Beijing". San Diego, CA: *2014 ICHRIE Annual Conference*. Jul 31, 2014.
8. "Economic Multiplier of Tourism: From Evaluation to Explanation". Brugge, Belgium: *TTRA 2014 Annual Conference*. Jun 19, 2014.
9. "Cultural Distance and International Destination Choice". Hong Kong: *Global Tourism & Hospitality Conference and Asia Tourism Forum*. May 19, 2014.
10. "A Two-stage Model of Tourists' Multi-Destination Movement". Kansas City, MO: *TTRA 2013 Annual Conference*. Jun 21, 2013.
11. "Domestic Tourism Demand of China Urban and Rural Residents: Does relative income matter?" Virginia Beach, VA: *TTRA 2012 Annual Conference*. Jun 19, 2012.
12. "An Online Database of China Tourism Statistics". Nanjing, China: *the 8th International Tourism Forum*. May 23, 2012.
13. "Where is Tourists' Next Destination?" Savanna, GA: *SEDAAG 2011 Annual Meeting*. Nov 21, 2011.
14. "Agglomeration Effects and Hotel Location-Empirical Analysis from Major China Cities". Seattle,

WA: AAG 2011 Conference. April 15, 2011.

15. "The Influence of Special Events on Spatial Distribution of Tourism Flows in China - A Case Study on SARS and 2008 Olympics". Gainesville, FL: *FSG 2011 Annual Meeting*. February 19, 2011.
16. "A Spatial Econometric Approach to Model the Growth of Tourism Flows to China Cities". Washington D.C: *AAG 2010 Conference*. April 15, 2010.
17. "Analysis of Spillover Effects in Tourism Flows". Knoxville, TN: *SEDAAG 2009 Annual Meeting*. November 23, 2009.
18. "Analysis of Tourism Demand: A Geographical Perspective". Lisbon, Portugal: *Conference Advances in Tourism Economics 2009*. April 24, 2009.
19. "Determinants of Hotel Location". Las Vegas, NV: *14th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 5, 2009.
20. "Determinants of Length of Stay: A General Ordered Logit Approach". Ji'nan, Shandong: *International Symposium on Tourism Management 2008*. October 25, 2008.
21. "How Hotels Choose to Locate". Hong Kong: *2008 Research Postgraduates Conference*. April 26, 2008.
22. "Spillover Effects of Tourism Flows". Nanjing, Jiangsu: *2007 Annual Conference of China Geography Society*. November 3, 2007.
23. "Spatial Structure and Determinants of China Rural Labor Immigration". Beijing: *3rd National Forum of Demographers*. July 7, 2007.
24. "Determinants of China Inbound Tourism Flows". Lanzhou, Gansu: *2006 Annual Conference of China Geography Society*. August 20, 2006.
25. "Determinants of China Inbound Tourism Flows". Beijing: *"Tourism and the New Asia" International Conference*. August 11, 2006.
26. "Repeat Visitation and Its Determinants". Beijing: *2005 Global Conference of Chinese Geographers*. August 17, 2005.

Refereed conference Papers without Presentation

1. Hu, X and **Yang, Y** (2016). How do Benefit and Cost Shape Perceived Value of Hotel Stays? Insights from Big Data Analysis. Veil, CO: *TTRA 2016 Annual Conference*.
2. Falk, M and **Yang, Y** (2016). The Causal Effect of Increases in Tourism Taxes and VAT on International Overnight Stays in European Cities. Hong Kong: *The 2nd Global tourism & Hospitality Conference in Hong Kong*.
3. Huang, J-H and **Yang, Y** (2016). Socio-demographic Change and Restaurant Performance in the U.S. Metropolitan Areas. Philadelphia, PA: *The 21st. Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.
4. Huang, J-H and **Yang, Y** (2015). Neighborhood Characteristics and Restaurant Location in the United States. Tampa, FL: *The 20th. Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.
5. Song, H., **Yang, Y.**, and Pan, B. (2013). Forecasting demand for hotel rooms using DMO's web traffic data. Seoul, Korea: *The 33rd International Symposium on Forecasting*.
6. Wu, B. and **Yang, Y.** (2007). Study on different patterns of tourism redevelopment of the Grand Canal in China. Fethiye, Turkey: *10th Academy Conferences: Then, Now and Future of Tourism Research, International Academy for the Study of Tourism*.
7. **Yang, Y.**, Luo, H. and Qi, L. (2006). Efficiency improvement, technological progress and city tourism growth: An empirical study of tourism growth of China major tourism cities (1995-2004). Shenzhen: *Conference on the Construction of International Tourist Cities*.

Workshop Presentation

1. "Geo-spatial and big data analytics in tourism research." Zhuhai, Guangdong: *Workshop for Chinese PhD Students in Tourism Management*. July 26, 2016
2. "Big data and hospitality demand forecasting." Atlanta, GA: *Seminar on Revenue Management*. August 27, 2014.
3. "Limitation of current hedonic price models." Philadelphia, PA: *Workshop on Dynamic Models of Hotel and Casino Markets*. November 14, 2013.

Unpublished Articles and Reports

1. Muller, N. and **Yang, Y.** (2012). Accessibility and hotel prices for small islands in the Caribbean.
2. **Yang, Y.**, Huang, L. and Zhang, J. (2012). A comparison of different models in modeling tourists' length of stay.
3. **Yang, Y.** and Luo, H. (2007). An empirical study on regional development difference of travel agency industry. (in Chinese).
4. **Yang, Y.** (2006). Report on college students' perception and preference on e-commerce tourism. (in Chinese).
5. **Yang, Y.** and Liu, Z. (2006). Research on tourism destination perception and preference of college students- A case study on college students in Nanjing. (in Chinese).

Teaching Experiences

Summer 2015	Lecturer Graduate class "Quantitative Analysis in Tourism Research". Jiangxi University of Finance and Economics
Spring 2015-16	Lecturer THM 5313 "Financial Management in Tourism and Hospitality" Temple University
Fall 2014-15	Lecturer THM 5318 "Sustainable Tourism Management". Temple University
Summer 2014	Lecturer Graduate class "Quantitative Analysis in Tourism Research". Nanjing University
Spring 2014-16	Lecturer THM 3313 "Financial Issues in Tourism and Hospitality". Temple University
Fall 2013-15	Lecturer THM 2311 "Global Issues in Tourism and Hospitality Management". Temple University
Fall 2011- Spring 2013	Lecturer GEA 1000 "Geography for a Changing World". University of Florida (Overall Evaluation in Fall 2012: 4.17, College Average: 4.08) (Overall Evaluation in Spring 2012: 4.26, College Average: 4.10) (Overall Evaluation in Fall 2011: 4.25, College Average: 4.13)
Spring 2009	Teaching Assistant HTM 4105 "Contemporary Tourism Issues". The Hong Kong Polytechnic University
Fall 2008	Tutor HTM 4009 "Urban Tourism". The Hong Kong Polytechnic University

Research Experiences

Jul-Nov 2006	Research Associate "Tourism Industrial Development Lifecycle Model" (China-Malaysia international cooperative project)
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Jul-Dec 2005 **Research Assistant**
“Periodic Fluctuating of Regional Inequity in China” (National Natural Science Fund of PRC, 40501020) “Mechanism of Periodic Fluctuating in China” (National Social Science Fund of PRC, 05CJL007)

Consultation Experiences

Oct 2006 - Feb 2007 **Project Associate**
Project “Tourism Master Plan of Chengdu City”

Aug-Nov 2005 **Project Assistant**
Project “Revolution Tourism Master Plan of Lu’an City”

Jul-Oct 2005 **Project Assistant**
Project “Investigation of Tourism Resource in Jiangsu”

Oct 2004 – Mar 2005 **Project Assistant**
Project “Tourism Master Plan of Yixin City”

Invited Research Talks

May 30, 2016 Nanjing University, Nanjing, China
“**Spatial analysis of geographic flows**”

May 29, 2016 Nanjing Normal University, Nanjing, China
“**Spatial analysis of geographic flows**”

June 29, 2015 Sun Yat-Sen University, Guangzhou, China
“**Spillover analysis of tourism flows**”

June 3, 2015 Anhui University, Hefei, China
“**Spillover analysis of tourism demand**”

June 1, 2015 Shandong University, Jinan, China
“**Big data analytics in tourism and hospitality management**”

May 29, 2015 Inner Mongolia University, Hohhot, China
“**International tourism education and research**”

May 27, 2015 Capital University of Economics and Business, Beijing, China
“**Big data analytics in tourism and hospitality management**”

May 26, 2015 Nankai University, Tianjin, China
“**Spillover analysis of tourism demand**”

June 16, 2014 CICtourGUNE research center, San Sebastian, Spain
“**Spatial econometrics in tourism and hospitality management**”

May 29, 2014 Anhui Normal University, Wuhu, China
“**International tourism education and research**”

May 26, 2014 Jiangsu Normal University, Xuzhou, China
“**Spillover analysis of geographic flows**”

May 23, 2014 Jiangxi University of Finance and Economics, Nanchang, China
“**International tourism education and research**”

May 16, 2014 East China Normal University, Shanghai, China
“**Spillover analysis of tourism flows**”

Nov 2011 Charleston College, Charleston, SC
“**Spatial analysis in hospitality research**”

Apr 2007 Capital Normal University, Beijing, China
“**Quantitative methods in tourism research**”

Academic Service

- Sep 2015- Faculty merit committee member, School of Tourism and Hospitality Management, Temple University
- Apr 2014- Master supervision committee member, School of Tourism and Hospitality Management, Temple University
- Mar 2014- Faculty search committee member, School of Tourism and Hospitality Management, Temple University
- Aug 2013-2015 Undergraduate committee member, School of Tourism and Hospitality Management, Temple University

Graduate Service

- Ph.D. Xingbao Hu (Supervisor, 2015-)
Mark Diehl (Committee member, 2016-)
Jamie (Jeongmi) Kim (Committee member, 2015-)
Jason Stienmetz (Committee member, graduated in 2016)
Pauline A Milwood (Committee member, graduated in 2015)
- Master Jing-Huei Huang (Advisor, 2014-)
Mengxi Lu (Advisor, graduated in 2014) "Does an easy access to tourist attractions contribute to a room rate premium?"

Computation Skills

Econometric Software: STATA (highly proficient); NLOGIT/LIMDEP (proficient); EViews

Statistical Software: R (proficient); SPSS; LISREL

Scientific Computing Software: MATLAB

GIS Software: ArcGIS (proficient); MapInfo

Programming Language: C

Language Proficiencies

Chinese (native), English (fluent), Cantonese (moderate)