

# Yang Yang

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## Research Interests

Tourism and Hospitality Analytics

Hospitality Real Estate and Financial Analysis

Tourism and Hospitality Demand Analysis

## Employment

- 2019- **Associate Professor** (Tenured)  
*Department of Tourism and Hospitality Management  
School of Sport, Tourism and Hospitality Management  
(affiliated with the Fox School of Business)  
Temple University, Philadelphia, United States*
- 2016- **Executive Director / Assistant Director**  
*U.S.-Asia Center of Tourism & Hospitality Research  
Temple University, Philadelphia, United States*
- 2013-2019 **Assistant Professor** (Tenure-track)  
*School of Sport, Tourism and Hospitality Management  
Temple University, Philadelphia, United States*

## Visiting and Adjunct Position

- Jun 2018- **Adjunct Faculty**  
*School of Tourism and Urban Management, Jiangxi University of Finance and  
Economics, Nanchang, China*
- Jun 2015 **Visiting Assistant Professor**  
*Graduate School of Governance Studies, Meiji University, Tokyo, Japan*

## Education

- 2009-2013 **Ph.D.** in Geography (minor in Econometrics)  
*University of Florida, Gainesville, United States*  
**Dissertation:** Modeling Tourist Flows and Economic Impacts: A Spatial  
Perspective
- 2010-2013 **Master of Arts** in Economics  
*Warrington College of Business Administration,  
University of Florida, Gainesville, United States*
- 2010-2013 **Master of Statistics**  
*University of Florida, Gainesville, United States*
- 2007-2009 **Master of Philosophy** in 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** in Human Geography  
*Peking University, Beijing, China*

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

### **Honors and Awards**

2020            Dean’s Research Honor Roll (2019-2020), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2020            Outstanding Young Scholar  
 International Association for China Tourism Studies

2019            Dean’s Research Honor Roll (2018-2019), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2019            **Emerging Scholar of Distinction**  
 International Academy for the Study of Tourism

2018            Dean’s Research Honor Roll (2017-2018), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2018            Top 10 “Highly Cited” Fox Faculty Member from 2014-2018, FOX School of Business, Temple University.

2017            Dean’s Research Honor Roll (2016-2017), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2017            Outstanding Research Award, School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2017            Best paper award of Tourism Tribune in 2016.

2016            Dean’s Research Honor Roll (2015-2016), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.

2015            Dean’s Research Honor Roll (2014-2015), School of Tourism and Hospitality Management, FOX School of Business, Temple University.

2014-2019      Research/Teaching Excellence Merit, 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 (1<sup>st</sup>) in 10th Students’ Academic Festival, Nanjing University.

### **Editorial and Reviewing Experiences**

#### **Guest Editor**

*Curated Collection “Tourism and Coronavirus” for Annals of Tourism Research (SSCI)*  
*Special Issue “Spatial Economics and Tourism Development” for Tourism Economics (SSCI)*  
*Special Issue “Big Data and Tourism Planning” for Journal of Information Technology & Tourism (SSCI)*

#### **Editorial Board Membership**

*Annals of Tourism Research (SSCI, 2018-, Associate Editor)*

*International Journal of Hospitality Management* (SSCI, 2020-, Coordinating Editor)  
*Journal of Travel Research* (SSCI, 2016- ; Best-paper award selection committee member 2017 and 2021)  
*Journal of Hospitality & Tourism Research* (SSCI, 2021- )  
*Journal of Travel & Tourism Marketing* (SSCI, 2021- )  
*Tourism Economics* (SSCI, 2017- )  
*Journal of Information Technology & Tourism* (SSCI, 2017- )  
*Annals of Tourism Research Empirical Insights* (2020- )  
*Journal of Hospitality and Tourism Insights* (2017- )  
*Journal of China Tourism Research* (2021- )  
*Tourism Review International* (2015- )  
*International Journal of Tourism Policy* (2020- )  
*Economic Thought and Practice* (2021- )

#### **Ad-hoc Reviewer**

*Quality & Quantity* (SSCI, 2021- )  
*Regional Studies* (SSCI, 2021- )  
*Journal of Air Transport Management* (SSCI, 2021- )  
*Research in International Business and Finance* (SSCI, 2021- )  
*International Migration Review* (SSCI, 2021- )  
*Travel Behaviour and Society* (SSCI, 2021- )  
*Journal of Smart Tourism* (2021- )  
*Journal of the Association for Information Science and Technology* (SSCI, 2020- )  
*Decision Support System* (SSCI, 2020- )  
*Australian Economic Papers* (SSCI, 2020- )  
*European Research on Management and Business Economics* (SSCI, 2020- )  
*Journal of Hospitality and Tourism Management* (SSCI, 2020- )  
*Journal of Sport Management* (SSCI, 2020- )  
*Economic Modelling* (SSCI, 2020- )  
*European Management Review* (SSCI, 2020- )  
*Journal of Hospitality, Leisure, Sport & Tourism Education* (SSCI, 2020- )  
*SAGE Open* (SSCI, 2019- )  
*Emerging Markets Finance and Trade* (SSCI, 2019- )  
*International Journal of Tourism Research* (SSCI, 2019- )  
*Journal of Hospitality Marketing & Management* (SSCI, 2019- )  
*Journal of Retailing and Consumer Services* (SSCI, 2019- )  
*Papers in Regional Science* (SSCI, 2019- )  
*Sustainability* (SSCI, 2019- )  
*Transactions on Internet Technology* (SCI-E, 2019- )  
*Anatolia* (2018- )  
*Applied Geography* (SSCI, 2018- )  
*Cities* (SSCI, 2018- )  
*Journal of Business Research* (SSCI, 2018- )  
*Journal of Leisure Research* (SSCI, 2018- )  
*Journal of Information Technology & Tourism* (SSCI, 2018- )  
*Regional Science and Urban Economics* (SSCI, 2018- )  
*Transportmetrica A* (SSCI, 2018- )  
*World Trade Review* (SSCI, 2018- )  
*Cornell Hospitality Quarterly* (SSCI, 2017- )  
*Journal of Hospitality and Tourism Insights* (2017- , 2020 Literati Award of Outstanding Reviewers)

*Socio-Economic Planning Sciences* (SSCI, 2017- )  
*Tourism Planning & Development* (2017- )  
*Applied Spatial Analysis and Policy* (SSCI, 2016- )  
*International Journal of Contemporary Hospitality Management* (SSCI, 2016- )  
*Asia Pacific Management Review* (SSCI, 2015- )  
*Journal of Cultural Heritage* (SSCI, 2015- )  
*Journal of Marketing for Higher Education* (2015- )  
*Journal of Sustainable Tourism* (SSCI, 2015- )  
*Tourism Economics* (SSCI, 2015- )  
*Tourism Review International* (2015- )  
*Journal of Destination Marketing & Management* (SSCI, 2014- )  
*Journal of Travel & Tourism Marketing* (SSCI, 2014- )  
*Urban Studies* (SSCI, 2014- )  
*Current Issues in Tourism* (SSCI, 2013- )  
*Electronic Markets* (SSCI, 2013- )  
*Habitat International* (SSCI, 2013- )  
*Journal of Travel Research* (SSCI, 2013- )  
*Tourism Analysis* (2013- )  
*Annals of Tourism Research* (SSCI, 2012- )  
*Asia Pacific Journal of Tourism Research* (SSCI, 2012- )  
*International Journal of Hospitality Management* (SSCI, 2012- )  
*Tourism Management* (SSCI, 2012- )  
*Tourism Geographies* (SSCI, 2011- )  
*Journal of China Tourism Research* (2010- )  
*Tourism Tribune* (2008- )

#### **Conference Paper Reviewer**

2018 World Transport Convention  
2014/18 Global Marketing Conference  
2015-18 Annual Graduate Education/Student Research Conference in Hospitality  
and Tourism  
2015-2016 ICHRIE Annual Conference  
2015-2018 APTA International Conference  
2017 USA-China Tourism Research Summit  
2015/2016 IEEE big data conference (Program committee member)  
5th China Tourism Forum, 2008

#### **Grant Reviewer**

Research Grants Council, Hong Kong  
National Center of Science and Technology Evaluation, Republic of Kazakhstan

#### **Refereed Journal Publication**

##### **Articles in English** (\* indicates the graduate student collaborator)

1. Tian, Y.\*, Zhang, H., Jiang, Y., and **Yang, Y.** (accepted). Understanding trust and perceived risk in sharing accommodation: An extended elaboration likelihood model and moderated by risk attitude. *Journal of Hospitality Marketing & Management*. (SSCI, IF = 7.022)
2. **Yang, Y.**, Mao, Z, and Wen, Z. (accepted). Pandemic severity, policy stringency, and tourism performance: A global analysis. *Journal of Travel Research*. doi: 10.1177/00472875211047276 (SSCI, IF = 10.982)

3. Yang, Y., García, M. N., Viglia, G., and Nicolau, J. L. (accepted). Competitors or complements: A meta-analysis on the effect of Airbnb on hotel performance. *Journal of Travel Research*. doi: 10.1177/00472875211042670 (SSCI, IF = 10.982)
4. Wu, L., Fan, A., Yang, Y., and He, Z. (accepted). Robotic involvement in the service encounter: A value-centric experience framework and empirical validation. *Journal of Service Management*. doi: 10.1108/JOSM-12-2020-0448 (SSCI, IF = 4.466)
5. Wang, Y., Chen, X., Yang, Y., Cui, Y., and Xu, R. (accepted). Risk perception and resource scarcity in food procurement during the early outbreak of COVID-19. *Public Health*. doi: 10.1016/j.puhe.2021.04.020 (SSCI, IF = 2.427)
6. Yang, Y., Wang, C., and Xu, H. (accepted). Challenge or chance? Understanding the impact of anti-corruption campaign on China's hotel industry. *Tourism Economics*. doi: 10.1177/13548166211001589 (SSCI, IF = 4.438)
7. Xu, Y.\*, Tian, Y., Xia, X., Chen, X., Yang, Y., Zhang, J., and Zhang, H. (accepted). When technology meets heritage: A moderated mediation of immersive technology on the constraint-satisfaction relationship. *Current Issues in Tourism*. doi: 10.1080/13683500.2021.1895728 (SSCI, IF = 7.43)
8. Tian, F., Yang, Y. and Jiang, L. (accepted). Spatial spillover of transport improvement on tourism growth. *Tourism Economics*. doi: 10.1177/1354816620982787 (SSCI, IF = 4.438)
9. Zhang, X.\*, Yang, Y., Qiao, S., and Zhang, Z. (accepted). Responsive and responsible: Customizing management responses to online traveler reviews. *Journal of Travel Research*. doi: 10.1177/0047287520971046 (SSCI, IF = 10.982)
10. Yang, Y. and Hua, N. (accepted). Does hotel class moderate the impact of crime on operating performance? *Tourism Economics*. doi: 10.1177/1354816620949040 (SSCI, IF = 4.438)
11. Falk, M. and Yang, Y. (accepted). Hotels benefit from stricter regulations on short-term rentals in European cities. *Tourism Economics*. doi: 10.1177/1354816620918769 (SSCI, IF = 4.438)
12. Yang, Y., Zhang, X.\*, and Fu, Y. (2022). Foreign tourists' experiences under air pollution: Evidence from big data. *Tourism Management*. 88, 104423 (SSCI, IF = 10.967)
13. Yang, Y., Zhang, C., and Rickly, J. (2021). A review of early COVID-19 research in tourism. *Annals of Tourism Research*. 91, 103313 (SSCI, IF = 9.011).
14. Yang, Y., Altschuler, B., Liang, Z.\*, and Li, X. (2021). Monitoring the global COVID-19 impact on tourism. *Annals of Tourism Research*. 90, 103120 (**Research Note**) (SSCI, IF = 9.011).
15. Tian, F., Yang, Y., Mao, E., and Tang, W. (2021) Forecasting daily attraction demand using big data from search engines and social media. *International Journal of Contemporary Hospitality Management*. 33(6), 1950-1976 (SSCI, IF = 6.514)
16. Zhou, B., Wen, Z.\* and Yang, Y. (2021). Agglomerating or dispersing? Spatial effects of high-speed trains on regional tourism economies. *Tourism Management*. 87, 104392 (SSCI, IF = 10.967)
17. Tang, W., Zhang, L.\* and Yang, Y. (2021). Can red tourism construct red memories? Evidence from tourists at Mount Jinggang, China. *Journal of Destination Marketing & Management* 20, 100618 (SSCI, IF = 6.952)
18. Yang, Y., Jiang, L. and Zhang, Z. (2021). Tourists on shared bikes: Can bike-sharing boost attraction demand? *Tourism Management*. 86, 104328 (SSCI, IF = 10.967)
19. Hu, H., Yang, Y., and Zhang, J. (2021). Avoiding panic during pandemics: COVID-19 and tourism-related businesses. *Tourism Management*. (**Short Communication**) 86, 104316 (SSCI, IF = 10.967)

20. Li, S., **Yang, Y.**, Zhong, Z, and Tang, X. (2021). Agent-based modeling of spatial spillover effects in visitor flows. *Journal of Travel Research*. 60(3), 546-563 (SSCI, IF = 10.982)
21. **Yang, Y.**, Mao, E. and Zhang, X\* (2021). Better sleep better trip: The effect of sleep quality on tourists' experiences. *Annals of Tourism Research*. 87, 103153 (SSCI, IF = 9.011)
22. Hu, X.\* and **Yang, Y.** (2021). What makes online reviews helpful in tourism and hospitality? A bare-bones meta-analysis. *Journal of Hospitality Marketing & Management*. 30(2), 139-158 (SSCI, IF = 7.022)
23. Hu, H., Qiao, X., **Yang, Y.** and Zhang, L. (2021). Developing a resilience evaluation index for cultural heritage site: Case study of Jiangwan Town in China. *Asia Pacific Journal of Tourism Research*. 26(1), 15-29 (SSCI, IF = 3.677)
24. Zhang, Z., Li, H., **Yang, Y.** and Xu, Y (2021). Not all words are beneficial: The impact of management response contents on customer engagement behavior. *International Journal of Hospitality Management*. 93,102805 (SSCI, IF = 9.237)
25. Zhang, H. and **Yang, Y.** (2021). Does tourism contribute to real estate boom? A DSGE modeling in small open economy. *Journal of Hospitality & Tourism Research*. 45(1), 257-279. (SSCI, IF = 5.161)
26. **Yang, Y.** and Chen, G. (2021). In search of fresher air: The influence of relative air quality on vacationers' perceptions of destinations' restorative qualities. *International Journal of Tourism Research*. 23(4), 504-516 (SSCI, IF = 3.791)
27. Dutta, A., Mishra, T., Uddin, G. S., and **Yang, Y.** (2021). Brexit uncertainty and volatility persistence in tourism demand. *Current Issues in Tourism*. 24(16), 2225-2232 (**Research Note**) (SSCI, IF = 7.43)
28. Hu, X.\* and **Yang, Y.** (2021). Do lower costs necessarily induce higher value ratings? An analysis of online hotel reviews. *Current Issues in Tourism*. 24(16), 2357-2373 (SSCI, IF = 7.43)
29. **Yang, Y.**, Liu, H., and Chen, X. (2020). COVID-19 and restaurant demand: Early effects of the pandemic and stay-at-home orders. *International Journal of Contemporary Hospitality Management*. 32 (12), 3809-3834 (SSCI, IF = 6.514)
30. Zhang, X.\*, **Yang, Y.**, Zhang, Y., and Zhang, Z. (2020). Designing tourist experiences amidst air pollution. *Annals of Tourism Research*. 84c, 102999 (SSCI, IF = 9.011)
31. Leung, X. and **Yang, Y.** (2020). Are all five points equal? Scaling heterogeneity in hotel online ratings. *International Journal of Hospitality Management*. 88, 102539 (SSCI, IF = 9.237)
32. **Yang, Y.**, Zhang, H., and Chen, X. (2020). Coronavirus pandemic and tourism: Dynamic stochastic general equilibrium modeling of infectious disease outbreak. *Annals of Tourism Research*. 83, 102913 (**Research Note**) (SSCI, IF = 9.011).
33. Hu, X.\* and **Yang, Y.** (2020). Determinants of consumers' choices in hotel online searches: A comparison of consideration and booking stages. *International Journal of Hospitality Management*. 86, 102370. (SSCI, IF = 9.237)
34. **Yang, Y.** and Mao, E. (2020). Location advantages of lodging properties: A comparison between hotels and Airbnb units in an urban environment. *Annals of Tourism Research*. 81, 102861. (SSCI, IF = 9.011)
35. Mao, Z., Li, D.\*, **Yang, Y.**, Fu, X. and Yang, W. (2020). Chinese DMOs' engagement on global social media: Examining post-related factors. *Asia Pacific Journal of Tourism Research*. 25(3), 274-285. (SSCI, IF = 3.677)

36. Zhang, X.\*, Zhang, Z., Yang, Y., and Qiao, S. (2020). Exploring the impact of personalized management responses on tourists' satisfaction: A topic matching perspective. *Tourism Management*. 76, 103953. (SSCI, IF = 10.967)
37. Hu, X.\*, Yang, Y. and Park, S. (2019). A meta-regression on the effect of online ratings on hotel room rates. *International Journal of Contemporary Hospitality Management*. 31(12), 4438-4461 (SSCI, IF = 6.514)
38. Yang, Y. and Mao, E. (2019). Welcome to my home! An empirical analysis of Airbnb supply in U.S. cities. *Journal of Travel Research*. 58(8), 1274-1287. (SSCI, IF = 10.982)
39. Zhang, H. and Yang, Y. (2019). Prescribing for the tourism-induced Dutch disease: A DSGE analysis of subsidy policies. *Tourism Economics*. 25(6), 942-963 (SSCI, IF = 4.438)
40. Deng, T., Hu, Y., and Yang, Y. (2019). How geographic, cultural, and institutional distances shape location choices of China's OFDI in tourism—An empirical study on B& R countries. *Asia Pacific Journal of Tourism Research*. 24(8), 735-749 (SSCI, IF = 3.677)
41. Lin, S., Yang, Y., and Li, G. (2019). Where can tourism-led growth and economic-driven tourism growth occur? *Journal of Travel Research*. 58(5), 760-773 (SSCI, IF = 10.982)
42. Yang, Y., Jiang, L., and Schwartz, Z. (2019). Who's hiding? Room rate discounts in opaque distribution channels. *International Journal of Hospitality Management*. 80, 113-122 (SSCI, IF = 9.237)
43. Masiero, L., Yang, Y., and Qiu, R. T\*. (2019). Understanding hotel location preference of customers: Comparing random utility and random regret decision rules. *Tourism Management*. 73, 83-93 (SSCI, IF = 10.967)
44. Yang, Y. and Zhang, H-L. (2019). Spatial-temporal forecasting of tourism demand. *Annals of Tourism Research*. 75, 106-119 (SSCI, IF = 9.011)
45. Deng, T., Wang, D., Yang, Y., and Yang, H. (2019). Shrinking cities in growing China: Did High Speed Rail further aggravate urban shrinkage? *Cities*. 86, 210-219 (SSCI, IF = 5.835)
46. Yang, Y., Liu, H.\* and Li, R. (2019). The world is flatter? Examining the relationship between cultural distance and international tourist flows. *Journal of Travel Research*. 58 (2), 224-240. (SSCI, IF = 10.982)
47. Yang, Y., Lan, X., and Jones, T. (2019). Tourism-enhancing effect of world heritage sites: Panacea or placebo? A meta-analysis. *Annals of Tourism Research*. 75, 29-41. (SSCI, IF = 9.011)
48. Park, S., Yang, Y., and Wang, M\*. (2019). Travel distance and hotel service satisfaction: An inverted U-shaped relationship. *International Journal of Hospitality Management*. 76, 261-270 (SSCI, IF = 9.237).
49. Yang, Y., Tan, K.\*, and Li, R. (2019). Antecedents and consequences of home-sharing stays: Evidence from a nationwide household tourism survey. *Tourism Management*. 70, 15-28 (SSCI, IF = 10.967).
50. Yang, Y., Li, D. and Li, R. (2019). Public transport connectivity and inter-city tourist flows. *Journal of Travel Research*. 58(1), 25-41 (SSCI, IF = 10.982)
51. Yang, Y., Liu, H.\*, Li, R., and Harrill, R. (2018). A shrinking world for tourists? Examining the changing role of distance factors in understanding destination choices. *Journal of Business Research*. 92, 350-359. (SSCI, IF = 7.55)
52. Zhang, H., Li, L., Yang, Y, Zhang, J-H. (2018). Why do tourists choose to consume local food? The differential and non-monotonic moderating effect of subjective knowledge. *Journal of Destination Marketing & Management*. 10, 68-77 (SSCI, IF = 6.952).

53. Leung, X., Yang, Y., and Dubin, E. A. (2018). What are guests scared of? Crime-related hotel experiences and fear of crime. *Journal of Travel & Tourism Marketing*. 35(8), 1071-1086. (SSCI, IF = 7.564)
54. Mao, E., Yang, Y., and Wang, M\*. (2018). Sleepless nights in hotels? Understanding factors influencing hotel sleep quality. *International Journal of Hospitality Management*. 74, 189-210. (SSCI, IF = 9.237)
55. Zhang, H-L., Zhang, J., Yang, Y., and Zhou, Z. (2018). Bargaining power in tourist shopping. *Journal of Travel Research*. 57(7), 947-961. (SSCI, IF = 10.982)
56. Yang, Y. and Leung, X. (2018). A better last-minute hotel deal via app? Cross-channel price disparities between HotelTonight and OTAs. *Tourism Management*. 68, 198-209. (SSCI, IF = 10.967)
57. Yang, Y. and Mao, E. (2018). Learning from 'Alien Monks'? Productivity spillovers of foreign-invested hotels in China. *Journal of Hospitality & Tourism Research*. 42(4), 649-670. (SSCI, IF = 5.161)
58. Yang, Y, Wu, L., and Yang, W. (2018). Does time dull the pain? The impact of temporal contiguity on hotel review extremity. *International Journal of Hospitality Management*. 75, 119-130. (SSCI, IF = 9.237)
59. Liu, H.\*, Cardenas, D., Yang, Y., and Li, X. (2018). Perceived cultural distance and international destination choice: The role of destination familiarity, geographic distance, and cultural motivation. *Journal of Destination Marketing & Management*. 9, 300-309. (SSCI, IF = 6.952)
60. Yang, Y., Park, S. and Hu, X\*. (2018). Electronic word of mouth and hotel performance: A meta-analysis. *Tourism Management*. 67, 248-260. (SSCI, IF = 10.967)
61. Jones, T., Yang, Y., and Yamamoto, K. (2018). Comparing automated and manual visitor monitoring methods: Integrating parallel datasets on Mount Fuji's north face. *Journal of Park and Recreation Administration*. 36, 25-41.
62. Yang, Y., Fik, T. J. and Altschuler, B. (2018). Explaining regional economic multipliers of tourism: Does cross-regional heterogeneity exist? *Asia Pacific Journal of Tourism Research*. 23(1), 15-23. (SSCI, IF = 3.677)
63. Yang, Y.; Mao, E. and Tang, J\*. (2018). Understanding guest satisfaction with urban hotel location. *Journal of Travel Research*. 25(2), 243-259. (SSCI, IF = 10.982)
64. Yang, Y., Roehl, W. and Huang, J-H\*. (2017). Understanding and projecting the restaurantscape: Influence of neighborhood sociodemographic characteristics on restaurant location. *International Journal of Hospitality Management*. 67, 33-45. (SSCI, IF = 9.237)
65. Yang, Y.; Mao, E. (2017). Do independent hotels benefit from the presence of branded ones? *Journal of Business Research*. 60, 108-117. (SSCI, IF = 7.55)
66. Hua, N. and Yang, Y. (2017). Systematic effects of crime on hotel operating performance. *Tourism Management*. 60, 257-269. (SSCI, IF = 10.967)
67. Jones, T., Yang, Y., and Yamamoto, K. (2017). Assessing the recreational value of World Heritage Site inscription: A longitudinal travel cost analysis of Mount Fuji climbers. *Tourism Management*. 60, 67-78. (SSCI, IF = 10.967)
68. Yang, Y., Cao, Y.\*, and Yang, G. (2017). Product diversification and property performance in the urban lodging market: The relationship and its moderators. *Tourism Management*. 59, 363-375. (SSCI, IF = 10.967)



69. Yang, X., Zha, Y., Lu, L., and Yang, Y. (2017). An evolutionary economic geography perspective on types of operation development in West Lake. *Chinese Geographical Science*. 27(3), 482-496. (SCI-E, IF = 2.892)
70. Pan, B., and Yang, Y. (2017). Forecasting destination weekly hotel occupancy with big data. *Journal of Travel Research*. 56(7), 957-970. (SSCI, IF = 10.982)
71. Yang, Y., Fik, T. J. and Zhang, H-L. (2017). Designing a tourism spillover index based on multi-destination travel: A two-stage distance-based modeling approach. *Journal of Travel Research*. 56 (3), 317-333. (SSCI, IF = 10.982)
72. Jones, T., Yang, Y., and Yamamoto, K. (2016). Inbound, expat and domestic climbers: A segment-based expenditure analysis of Mount Fuji's summer season. *Tourism Review International*. 20(2/3), 155-163. **(Research Note)**
73. Luo, H. and Yang, Y. (2016). Intra-metropolitan location choices for star-rated and non-rated budget hotels: The role of agglomeration economies. *International Journal of Hospitality Management*. 59, 72-83. (SSCI, IF = 9.237)
74. 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, IF = 10.967)
75. 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, IF = 10.967)
76. 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, IF = 10.967)
77. 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, IF = 10.967)
78. 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, IF = 9.237)
79. Yang, Y. and Zhang, H-L. (2015). Modeling tourists' length of stay: Does one model fit all? *Tourism Analysis*, 20(1), 13-23.
80. 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, IF = 3.677)
81. 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, IF = 6.514)
82. Yang, Y. and Wu, X. (2014). Chinese Residents' demand for outbound travel: Evidence from the China Family Panel Studies. *Asia Pacific Journal of Tourism Research*, 19(10), 1111-1126. (SSCI, IF = 3.677)
83. 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, IF = 10.982)
84. Yang, Y. and Fik, T. (2014). Spatial effects in regional tourism growth. *Annals of Tourism Research*, 46, 144-162. (SSCI, IF = 9.011)

85. 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, IF = 10.967)
86. 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, IF = 9.237)
87. Luo, H. and Yang, Y. (2013). Spatial pattern of hotel distribution in China. *Tourism and Hospitality Research*, 13(1), 3-15.
88. 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, IF = 9.011)
89. Yang, Y. and Wong, K. (2013). Spatial distribution of tourist flows to China's cities. *Tourism Geographies*, 15(2), 338-363. (SSCI, IF = 6.64)
90. 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, IF = 6.142)
91. 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, IF = 10.982)
92. 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, IF = 9.237)
93. 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.
94. 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, IF = 3.918)
95. 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, IF = 3.677)
96. 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.
97. 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, IF = 2.892)

#### **Articles in Chinese**

98. Shi, C., Yang, Y., Fik, T. J., et. al. (2017) Influence of urban green space being free of charge on residents' recreation behavior and their place attachment 绿地免费开放对不同收入居民休闲行为和地方情感的影响研究. *Journal of Jiangsu Normal University (Natural Science Edition)* (江苏师范大学学报-自然科学版), 35 (3): 72-78.
99. Yang, Y., Liu, H., and Li, X. (2016). Influences of national cultural distance on international destination choice of Japanese and Chinese residents? 文化距离对旅游目的地选择的影响 *Tourism Tribune* (旅游学刊), 31 (10): 45-55.
100. Chen, J., Li, L., Yang, Y., Yang, Q., and Qian, L. (2016). A research on the impact of the relation between regional scale factor, tourism industry, and economic growth: A case study of Jiuzhaigou County and its regions of different scales 区域尺度因素对旅游业与经济增长关系的影响研究. *Tourism Science* (旅游科学), 30(6): 54-65.

101. Luo, H., Yan, S., and Yang, Y. (2016). Can comparative advantage theory explain tourism growth models of Chinese provinces? 中国各省的旅游增长方式“因地制宜”吗? *Tourism Tribune* (旅游学刊), 31 (3): 43-53.
102. 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 基于产业空间组织理论和空间计量方法的城市酒店区位研究. *Tourism Tribune* (旅游学刊), 26 (11): 71-77.
103. 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 自然遗产地游客环境态度与环境行为倾向研究. *Tourism Tribune* (旅游学刊), 24(11): 41-46.
104. 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 旅游地游客游憩体验与重游意愿作用机制研究. *Tourism Tribune* (旅游学刊), 23(5):42-48.
105. Shi, C., Zhang, J., Zhang, H. and Yang, Y. (2008). Review of application research on structural equation model to tourism science 旅游学结构方程模型应用研究综述. *Resource Development & Market* (资源开发与市场), 24(1): 63-66.
106. Zhang, H., Zhang, J., ... and Yang, Y. (2008). A study on random coefficient logit model about tourists' destination choice based on their travel motivation 基于出游动机的游客目的地选择的离散选择模型研究. *Tourism Tribune* (旅游学刊), 23(6): 43-47.
107. Yang, Y., Qi, Q., and Wang, T. (2007). Spatial structure and determinants of China rural labor immigration 我国民工流空间分布特征与影响因素. *Markets and Demographic Analysis* (市场与人口分析). 13(5): 1-12.
108. Shi, C., Zhang, J., Gao, W., and Yang, Y. (2007). A review of shift-share models in economic geography 国外偏离一份额分析及其拓展模型研究述评. *Inquiry into Economic Issues* (经济问题探索), (4): 133-136.
109. Shi, C., Zhang, J., Zhu, C., Zhou, Z. and Yang, Y. (2006). Measuring and analysis on tourism competitiveness 基于 WTTC 数据库的旅游竞争力测度与分析. *Economic Geography* (经济地理). 26(2): 326-330.
110. Shi, C., Zhang, J., Zhen, Z., Yang, Y. and Zhong, J. (2006). An overview of quantitative evaluation of the tourist destination competitiveness 旅游目的地竞争力定量评价综述. *Human Geography* (人文地理). 20(3): 72-77.
111. Yang, Y. and Liu, Z. (2005). A study on the classification of college students' tourism behavior 大学生旅游行为分类及其特征研究. *Journal of Guilin Institute of Tourism* (桂林旅游高等专科学校学报). 16(6): 52-56.

### Book Chapters

112. Zhang, H. and Yang, Y. (forthcoming). "COVID-19 Economic Impact in 2020", in D. Buhalis, et al, (eds), *Encyclopedia of Tourism Management and Marketing*. Elgar Publishing.
113. Yang, Y. and Zhang, Y (forthcoming). "Pandemic Tourism", in J. Jafary and H. Xiao, (eds), *Encyclopedia of Tourism 2<sup>nd</sup> Edition*. Springer.

114. **Yang, Y.**, Abrate, G., and Ai, C (forthcoming). "Econometric Analysis Research in Hospitality and Tourism Management", in F. Okumus et al, (eds), *Contemporary Research Methodology for Hospitality and Tourism*. Emerald Publishing Group.
115. **Yang, Y.** (forthcoming). "Spatial Analytics & Data Visualization" In Z. Xiang, M. Fuchs, U. Gretzel & W. Höpken. (eds), *Handbook of E-Tourism*. Springer.
116. Li, D. and **Yang, Y.** (2017). "GIS Monitoring of Traveler Flows Based on Big Data" In Z. Xiang & D. Fesenmaier. (eds), *Design Science and Tourism Places, Analytics in Tourism Design* (pp. 111-128). Springer.
117. Pan, B. and **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.
118. Wang, F., Huang, X. and **Yang, Y.** (2008). "Research on place attachment of built environment in tourism destinations 旅游地建成环境的地方感研究" (in Chinese). *Analects of Architecture and Culture-Shanshui City and Chinese Urbanization* (pp. 320-326). Beijing: Tsinghua University press.
119. **Yang, Y.** (2007). "Analysis of tourism demand on econometric methods 旅游需求计量分析的一般方法" (in Chinese). In Wu, Tiger (Bihu) & Ziqian Song (Eds.), *Tourism Development and Public Administration* (pp. 4-21). Beijing: China Tourism Press.

### Refereed Conference Papers

120. **Yang, Y.** and Wang, Y. (2021). Understanding antecedents of TripAdvisor's GreenLeader participation. Online: *TTRA 2021 Annual Conference*.
121. Zhang, H. and **Yang, Y.** (2021). Tourism Sector Search, Labor Market Dynamics and Aggregate Fluctuations: DSGE Analysis. Perpignan, France: *The Eighth Conference of the International Association for Tourism Economics*.
122. **Yang, Y.**, Lan, X., Zhang, X, and Zhang, Y (2020). Nocturnal Activities of Urban Tourists. Denver, CO: *AAG 2020 Conference (Virtual)*.
123. **Yang, Y.** and Zhang, X. (2019). From Zero to Hero: A Journey Toward an Experienced Online Reviewer. Orlando, FL: *5th World Research Summit for Hospitality and Tourism*.
124. Zhang, H. and **Yang, Y.** (2019). Tourism Boom and Economic Inequity: Evidence from DSGE Modeling. La Plata, Argentina: *The Seventh Conference of the International Association for Tourism Economics*.
125. Zhang, X., **Yang, Y.** and Zhang, Y (2019). Impact of Air Pollution on Urban Tourists- A Big Data Analysis. Philadelphia, PA: *China Tourism Forum, 2019 - USA*.
126. Chen, G., and **Yang, Y.** (2019). An Examination of the Effects of Relative Air Qualities on Vacationers' Perceived Destination Restorativeness. Philadelphia, PA: *China Tourism Forum, 2019 - USA*.
127. Falk, M. and **Yang, Y.** (2019). Hotels Benefit from Stricter Airbnb Regulations. Bern, Switzerland: *ETSG 2019 BERN - European Trade Study Group 21<sup>st</sup> Annual Conference*.
128. Leung, X. and **Yang, Y.** (2019). Are All Five Stars Equal: Anchoring Vignettes in Hotel Online Ratings. Hong Kong: *2019 APacCHRIE & EuroCHRIE Joint Conference*.
129. **Yang, Y.** Zhang, X., and Zhang, Y (2019). Tourists' Behavior and Experience under Air Pollution. Washington, D.C.: *AAG 2019 Conference*.

130. Hu, X. and **Yang, Y** (2019). Is a Group of Dish Photos on Social Media More Attractive than Individuals? Houston, TX: *The 24th. Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.
131. **Yang, Y.**, Lan, X., and Jones, T. (2018). A Meta-analysis of Effect of World Heritage Site: Panacea or Placebo? Miami, FL: *TTRA 2018 Annual Conference*.
132. Falk, M. and **Yang, Y** (2018). No Hotel Gains from Airbnb Restraints. Vienna, Austria: *WIFO Regional Economics Workshop 2018*.
133. Masiero, L., **Yang, Y.**, and Qiu, R. T. (2018). A Comparison of Hedonic Pricing and Discrete Choice Techniques for Estimating Tourist Willingness to Pay. French Polynesia: *University of French Polynesia (UPF), QATEM Workshop*
134. Hu, X and **Yang, Y** (2018). Determinants of Online Review Helpfulness in Tourism and Hospitality: A Meta-Analysis. Guangzhou, China: *APac-CHRIE Conference 2018*
135. Hu, X and **Yang, Y** (2018). Why Do Customers Click a Hotel's Link on the Review Sites? An Understanding of Factors Affecting Customers' Consideration of a Hotel. Fort Worth, TX: *The 23rd. Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.
136. **Yang, Y.** and Jiang, L. (2017). The Hotel Bidding Wars: Understanding Room Rate Discounts in Opaque Pricing Channels. Orlando, FL: *4<sup>th</sup> World Research Summit for Tourism and Hospitality*.
137. Masiero, L., **Yang, Y.**, and Qiu, R. (2017) Understanding Hotel Location Preference of Customers. Orlando, FL: *4<sup>th</sup> World Research Summit for Tourism and Hospitality*.
138. Leung, X., **Yang, Y.**, and Dubin, E. (2017). Hotel Crime Pattern Perceived by Hotel Guest. Baltimore, MD. *2017 ICHRIE Annual Conference*.
139. So, K., **Yang, Y.**, & Li, X. (2017). A meta-analytic structural equation model of brand loyalty formation: A synthesis of studies in the hospitality literature. Hong Kong: *3rd Global Tourism & Hospitality Conference*.
140. **Yang, Y.** and Mao, E. (2017). Sleepless Nights in Hotels? Understanding Guests' Sleep Quality from Online Reviews. Rimini, Italy: *The Sixth Conference of the International Association for Tourism Economics*.
141. **Yang, Y.**, Mao, E., and Tang, J (2016). Understanding Guest Satisfaction of Location Toward Urban Hotels. Guildford, U.K. *International Tourism Hospitality and Events Conference*.
142. 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*.
143. 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*.
144. 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*.
145. **Yang, Y.** and Zhang, J. (2015). Destination Factors and Tourists' Length of Stay. Orlando, FL: *3rd World Research Summit for Tourism and Hospitality*.
146. Jones, T. and **Yang, Y.** (2015). 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*.

147. Lin, S., **Yang, Y.**, and Gang, L. (2015). Where Can Tourism-led Growth Occur? Evidence from the Chinese Regional Data. Hong Kong: *The Fifth Conference of the International Association for Tourism Economics*.
148. **Yang, Y.** (2015). Spillover Analysis of Tourist Flows. Mt. Sanqing, China: *the 10<sup>th</sup> International Tourism Forum*.
149. 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*.
150. Jones, T. and **Yang, Y.** (2014). 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*.
151. **Yang, Y.**, Cao, Y, and Yang, G. (2014). Diversification and Hotel Performance: A study of hotels in Beijing. San Diego, CA: *2014 ICHRIE Annual Conference*.
152. **Yang, Y.** and Fik, T. (2014). Economic Multiplier of Tourism: From Evaluation to Explanation. Brugge, Belgium: *TTRA 2014 Annual Conference*.
153. **Yang, Y.**, Liu, H, and Li, X. (2014). Cultural Distance and International Destination Choice. Hong Kong: *Global Tourism & Hospitality Conference and Asia Tourism Forum*.
154. **Yang, Y.** and Fik, T. (2013). A Two-stage Model of Tourists' Multi-Destination Movement. Kansas City, MO: *TTRA 2013 Annual Conference*.
155. 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*.
156. **Yang, Y.** (2012). Domestic Tourism Demand of China Urban and Rural Residents: Does relative income matter? Virginia Beach, VA: *TTRA 2012 Annual Conference*.
157. **Yang, Y.** (2012). An Online Database of China Tourism Statistics. Nanjing, China: *the 8<sup>th</sup> International Tourism Forum*.
158. **Yang, Y.** and Fik, T. (2011). Where is Tourists' Next Destination? Savanna, GA: *SEDAAG 2011 Annual Meeting*.
159. **Yang, Y.** (2011). Agglomeration Effects and Hotel Location-Empirical Analysis from Major China Cities. Seattle, WA: *AAG 2011 Conference*.
160. **Yang, Y.** (2011). 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*.
161. **Yang, Y.** and Wong, K.K.F. (2010). A Spatial Econometric Approach to Model the Growth of Tourism Flows to China Cities. Washington D.C: *AAG 2010 Conference*.
162. **Yang, Y.** (2009). Analysis of Spillover Effects in Tourism Flows. Knoxville, TN: *SEDAAG 2009 Annual Meeting*.
163. **Yang, Y.** and Wong, K.K.F. (2009). Analysis of Tourism Demand: A Geographical Perspective. Lisbon, Portugal: *Conference Advances in Tourism Economics 2009*.
164. **Yang, Y.** and Wong, K.K.F. (2009). Determinants of Hotel Location. Las Vegas, NV: *14th Annual Graduate Student Research Conference in Hospitality and Tourism*.
165. **Yang, Y.** and Wong, K.K.F. (2009). Determinants of Length of Stay: A General Ordered Logit Approach. Ji'nan, Shandong: *International Symposium on Tourism Management 2008*

166. Yang, Y. and Wong, K.K.F. (2008). How Hotels Choose to Locate" Hong Kong: 2008 Research Postgraduates Conference.
167. Yang, Y. and Wong, K.K.F. (2009). Spillover Effects of Tourism Flows. Nanjing, Jiangsu: 2007 Annual Conference of China Geography Society.
168. Yang, Y. (2007). Spatial Structure and Determinants of China Rural Labor Immigration. Beijing: 3rd National Forum of Demographers.
169. 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.
170. 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, China: Conference on the Construction of International Tourist Cities.
171. Yang, Y. (2006). Determinants of China Inbound Tourism Flows. Lanzhou, Gansu: 2006 Annual Conference of China Geography Society.
172. Yang, Y. (2006). Determinants of China Inbound Tourism Flows. Beijing: "Tourism and the New Asia" International Conference.
173. Yang, Y., Zhang, J., and Zhao, N. (2005). Repeat Visitation and Its Determinants. Beijing: 2005 Global Conference of Chinese Geographers.

### Non-refereed Academic Journal Publication

174. Yang, Y. and Mao, E. (2019). When 'spatial' means special (Editorial Note). *Tourism Economics*, 25(8), 1145-1149 (SSCI, IF = 4.438)
175. Yang, Y. and Mao, E. (2019). "Review of tourism management programs in the United States and the implications for China 美国旅游学科建设及对我国一级学科创建启示 (in Chinese). *Tourism Tribune* (旅游学刊), 34(11): 4-6.
176. Yang, Y. and Stimentz, J. (2018). Big data and tourism planning (Editorial Note). *Journal of Information Technology & Tourism*, 20(1), 189-190. (SSCI, IF = 2.449)
177. Yang, Y. and Liu, F. (2017). Issues in big data analytics in tourism research. 大数据旅游研究和应用中的几个问题 (in Chinese). *Tourism Tribune* (旅游学刊), 32(9): 3-4.
178. Yang, Y. and Hu, X. (2017). "Review of hotel review data applications in top main-stream business journals. 顶级商学期刊酒店点评数据的研究 (in Chinese). *Tourism and Hospitality Prospects* (旅游导刊), 2017, 1(3): 111-114.
179. Zhang, H. and Yang, Y. (2015). Global climate change and its implications on national park management: A case study of U.S. national parks. 全球气候变化与国家公园应对的美国启示 (in Chinese). *Tourism Tribune* (旅游学刊), 30(6): 3-5.

### Professional Membership

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

### Research and Teaching Funding

- 2021-22, USD 75,000  
Philadelphia International Airport "Philadelphia International Airport Passenger Experience Study." (Co-PI)
- 2021-22, USD 3,000  
Temple University, Grant-in-Aid "Monitoring and Analyzing the COVID-19 Impacts on U.S. Tourism." (PI)
- 2020-21, USD 4,900  
Temple University, Temple CIBER International Business Research Award "Monitoring and Analyzing the COVID-19 Impacts on U.S. Tourism." (PI)
- 2018-19, GBP 4,510 (USD 5,760)  
Research Project Fund of Faculty of Business and Law (BaL), University of Portsmouth, (Co-PI) "Corporate social responsibility and its impact on revenues. A meta-analysis" (PI: Dr. Giampaolo Viglia, University of Portsmouth)
- 2018-19, HKD 334,000 (USD 42,500)  
Korea Tourism Organization, (Co-PI) "Analysis of Travel Patterns in Local Tourism Destinations and Promotion/ Support for Local Tourism Services" (PI: Dr. Sangwon Park, Hong Kong PolyU)
- 2017-18, USD 1,500  
Fox School of Business, Young Scholar Forum Fund "Smile big or not? Effects of a reviewer's smile intensity on perceived warmth, competence of reviewer, and perceived helpfulness of an online review." (with Ph.D. student as PI)
- 2018-19, CAD 140,147 (USD 107,668)  
Canadian Tourism Commission (Co-PI). "The Role of Brand Equity in US Traveller's Path to Purchase" (PI: Prof. Robert Li, Temple University)
- 2018, USD 11,500  
Travel Oregon/Oregon Tourism Commission (Co-PI) "Literature Review of Outdoor Recreation Economic Impact Studies" (PI: Prof. Robert Li, Temple University)
- 2017, USD 20,000  
China National Tourist Office-Los Angeles and Nankai China-U.S. Tourism Research Center (Co-PI). "Study of American Outbound Tourists" (PI: Prof. Robert Li, Temple University)
- 2016, USD 5,000  
Temple University, Temple CIBER International Business Research Award "Sharing-economy and tourism competitiveness" (PI)
- 2016, USD 2,000  
Fox School of Business, Seed Funding Grant "Examining the Impact of Tax on Airbnb and the Hotel Industry" (PI)
- 2015-16, USD 1,250  
Fox School of Business, Young Scholar Forum Fund "What Factors Shape Travelers' Perceived Value of Hotels: Insights from Big Data Analysis." (with Ph.D. student as PI)
- 2016, USD 1,500  
Temple University, Grant-in-aid "Understanding Hotel Location Preference of Customers" (PI)
- 2016, HKD 218,000 (USD 28,200)



- 2016, The Hong Kong Polytechnic University, Inter-disciplinary Grant "Understanding Hotel Location Preference of Customers" (Co-PI)  
HKD 249,366 (USD 32,200)
- 2015, The Hong Kong Polytechnic University, Inter-disciplinary Grant "Evaluation of Hotel Websites using Fuzzy Multiple Attribute Decision Making Model" (Co-PI)  
USD 3,000
- 2015-16, Reach Market LLC, "Location analysis of tourism firms in California" (PI)  
USD 12,000
- 2015, Reach Market LLC, "Tourist profile analysis of Indianapolis." (PI)  
USD 3,480
- 2014, Temple University, Internationalization Grant "Strengthening ties for tourism big data analytics in China." (PI)  
USD 3,300
- 2014, Fox School of Business, Young Scholar Forum Fund "Agglomeration in the Hotel Industry: Evidence from entry into Beijing." (PI)  
USD 15,000
- 2013, National Lab for Tourism & E-Commerce Fund "Spatial Hedonic Pricing Model and Hotel Price Analysis." (PI)  
USD 48,500
- 2012, Competitive Analysis and Impact of Wynn Philadelphia (Co-PI) (PI: Prof. Daniel Fesenmaier, Temple University)  
USD 2,000
- 2010- 13, Gregory C. and Paula K. Chow Teaching Fellowship, OYCF  
USD 3,200
- 2007- 09, GSC and Geography Department Travel Funding, University of Florida.  
HKD 20,000 (USD 2,600)
- 2007- 09, Research Student Research Funding, The Hong Kong Polytechnic University.  
HKD 20,000 (USD 2,600)
- 2007- 09, Research Student Conference Funding, The Hong Kong Polytechnic University.

### **Keynote Speech**

1. "COVID & relevance of research in the tourism industry" Online: *1st NETTRA Conference*. January 21, 2021.
2. "Monitoring and analyzing the impact of COVID-19 on global tourism: a COVID19tourism index" Rovira i Virgili University, Spain (Online): *'Mobilities Transforming Destinations' Catalonia*. November 26, 2020.
3. "Spillover Analysis of Tourist Flows" Mt. Sanqing, China: *the 10<sup>th</sup> International Tourism Forum*. May 21, 2015.

### **Panel Discussant/Moderator**

1. "Translational research: Inspiring industry innovations and empowering community development" Online hosted by The Tourism, Hospitality & Events Global Higher Education Leadership Summit 2021. March 19, 2021.
2. "A mini-symposium on tourism and COVID-19" Online hosted by The Tourism Studies Working Group. December 11, 2020.

3. "Pricing strategies for the new tomorrow" Online hosted by Zoo Advisors. November 5, 2020.
4. "Secondary data collection and analysis in tourism research" Online hosted by The U.S.- Asia Center for Tourism and Hospitality Research, Temple University and the Centre for Competitiveness of the Visitor Economy, University of Surrey. August 4, 2020.
5. "COVID-19 & the Tourism/Hospitality Industry" Online hosted by Small Business Development Center, Temple University. April 6, 2020.
6. "The Future of Tourism Research in a Post-Pandemic World" Online hosted by The U.S.- Asia Center for Tourism and Hospitality Research, Temple University. May 5, 2020.
7. "Big Data in Tourism" Washington, D.C.: *AAG Annual Conference*. April 6, 2019.
8. "Fresh Eyes on Innovation: Conversations About Innovative Tourism Research" Miami, FL: *TTRA 2018 Annual Conference*. June 27, 2018.
9. "International Tourism" Philadelphia, PA: *NFTGA-USA Conference*. February 23, 2018.
10. "A Discussion with Junior Faculty – Finding your First Job and Early Career Success" Philadelphia, PA: *The 21st. Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 9, 2016.

#### **Invited Workshop Presentation**

1. "How do Geography and COVID intersect?" Online hosted by TTRA. March 25, 2021.
2. "Staying connected with your customers and mastering online review platforms" Online hosted by Center of Hospitality Resilience, Temple University. November 18, 2020.
3. "Secondary data collection and analysis in tourism research." Online: *Workshop for Chinese PhD Students in Tourism Management*. Aug 25, 2020.
4. "Staying relevant through COVID-19 – planning your social media presence" Online hosted by Center of Hospitality Resilience, Temple University. August 19, 2020.
5. "Spatial econometrics and STATA." Jilin University, Changchun, China: *Summer School of Quantitative Economics*. July 10, 2018.
6. "Big data and tourism and hospitality research" Beijing International Study University, Beijing, China: *Workshop for Chinese Hospitality Educators*. July 8, 2018.
7. "Econometric and big data analytics in tourism research." Guilin, Guangxi, China: *Workshop in Guilin Tourism University*. June 4, 2018.
8. "Location Advantage of Lodging Property: A Comparison Between Hotels and Airbnb Units in an Urban Environment" Jerusalem, Israel: *Workshop "Challenges for European City Tourism" at the Hebrew University*. May 2, 2018
9. "Do avatars matter? Investigating the influence of reviewer profile photos on perceived helpfulness." Vienna, Austria: *Workshop on Analytics in Tourism Design*. November 9, 2017.
10. "Geo-spatial and big data analytics in tourism research." Zhuhai, Guangdong, China: *Workshop for Chinese PhD Students in Tourism Management*. July 26, 2016.
11. "Journal article submission for young scholars" Beijing International Study University, Beijing, China: *Workshop for Chinese Young Tourism Scholars*. May 16, 2016.

12. "Big data and hospitality demand forecasting." Atlanta, GA: *Seminar on Revenue Management*. August 27, 2014.
13. "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. Yang, Y. (2020). Staying connected with your customers and mastering online review platforms
2. Cleaver, C. and Yang, Y. (2020). Staying relevant through COVID-19 – planning your social media presence.
3. Yang, Y., Huang, L. and Zhang, J. (2012). A comparison of different models in modeling tourists' length of stay.
4. Yang, Y. and Luo, H. (2007). An empirical study on regional development difference of travel agency industry. (in Chinese).
5. Yang, Y. (2006). Report on college students' perception and preference on e-commerce tourism. (in Chinese).
6. 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 2020	<b>Lecturer</b> , Graduate class "Secondary Data Collection and Analysis in Tourism Research". Xiamen University
Summer 2019	<b>Lecturer</b> , Graduate class "Econometric Analysis in Tourism Research". Xiamen University
Summer A 2018	<b>Course Developer (online)</b> , THM 5328 "Tourism Economics and Policy" Temple University
Spring C 2018-	<b>Course Developer and Lecturer (online)</b> , THM 5321 "Tourism Analytics" Temple University
Spring 2018-	<b>Lecturer</b> , THM 3321 "Tourism Planning and Development" Temple University
Spring 2015-	<b>Lecturer</b> , THM 5313 "Financial Management in Tourism and Hospitality" Temple University
Summer 2015	<b>Lecturer</b> , Graduate class "Quantitative Analysis in Tourism Research". Jiangxi University of Finance and Economics
Summer 2014	<b>Lecturer</b> , Graduate class "Quantitative Analysis in Tourism Research". Nanjing University
Spring 2014-	<b>Lecturer</b> , THM 2313 "Financial Issues in Tourism and Hospitality". Temple University
Fall 2013-	<b>Lecturer</b> , THM 2311 "Global Issues in Tourism and Hospitality Management". Temple University
Fall 2011-	<b>Lecturer</b> , GEA 1000 "Geography for a Changing World". University of Florida
Spring 2013	
Spring 2009	<b>Teaching Assistant</b> , HTM 4105 "Contemporary Tourism Issues". The Hong Kong Polytechnic University
Fall 2008	<b>Tutor</b> , HTM 4009 "Urban Tourism". The Hong Kong Polytechnic University

### Invited Research Talks

Sep 17, 2021 Kyung Hee University, Seoul, Korea (online)  
**"Tourist behavior analysis using online user generated data"**

Oct 16, 2020 Beijing International Study University, Beijing, China (online)  
**"Data collection and analysis in tourism geographies"**

Sep 25, 2020 University of Massachusetts Amherst (online)  
**"Meta-analysis in tourism and hospitality management"**

Apr 24, 2020 Beijing Sport University (online)  
**"Covid-19 and tourism: Recent statistics and research reflections"**

Feb 28, 2020 Penn State University, University Park, PA, USA  
**"Air pollution and tourist experiences"**

Oct 31, 2019 Beijing International Study University, Beijing, China  
**"Tourist behavior analysis using online review data"**

Oct 30, 2019 Peking University, Beijing, China  
**"Tourist experience under air pollution: Big data analytics"**

May.23, 2019 Southeast University, Nanjing, China  
**"Big data analytics in tourism and hospitality management"**

Mar 15, 2019 University of Florida, Gainesville, FL, USA  
**"Tourist behavior analysis using online review data"**

Nov 9, 2018 University of Delaware, Newark, DE, USA  
**"Your neighbor matters- Understanding the productivity spillovers"**

Oct 26, 2018 Virginia Tech, Blacksburg, VA, USA  
**"Meta-analysis in tourism and hospitality management"**

Jul 16, 2018 Anhui University, Hefei, China  
**"Big data analytics in tourism and hospitality management"**

Jul 13, 2018 Harbin Institute of Technology, Harbin, China  
**"Sentiment analysis and topic mining"**

Jul 6, 2018 China Tourism Academy, Beijing, China  
**"Big data analytics in tourism and hospitality management"**

May 31, 2018 Jinan University, Guangzhou, China  
**"Public transport connectivity and inter-city tourist flows"**

Jun 29, 2017 Shaanxi Normal University, Xi'an, China  
**"Gravity modeling in tourism research"**

Jun 13, 2017 Jiangxi Normal University, Nanchang, China  
**"International tourism education and research"**

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"**

May 23, 2016 The Hong Kong Polytechnic University, Hong Kong  
**"Learning from 'Alien Monks?' The Productivity Spillovers of Foreign-Invested Hotels in China"**

Jun 29, 2015 Sun Yat-Sen University, Guangzhou, China  
**"Spillover analysis of tourism flows"**

Jun 3, 2015 Anhui University, Hefei, China  
**"Spillover analysis of tourism demand"**

Jun 1, 2015 Shandong University, Jinan, China

May 29, 2015	<b>"Big data analytics in tourism and hospitality management"</b> Inner Mongolia University, Hohhot, China
May 27, 2015	<b>"International tourism education and research"</b> Capital University of Economics and Business, Beijing, China
May 26, 2015	<b>"Big data analytics in tourism and hospitality management"</b> Nankai University, Tianjin, China
Jun 16, 2014	<b>"Spillover analysis of tourism demand"</b> CICtourGUNE research center, San Sebastian, Spain
May 29, 2014	<b>"Spatial econometrics in tourism and hospitality management"</b> Anhui Normal University, Wuhu, China
May 26, 2014	<b>"International tourism education and research"</b> Jiangsu Normal University, Xuzhou, China
May 23, 2014	<b>"Spillover analysis of geographic flows"</b> Jiangxi University of Finance and Economics, Nanchang, China
May 16, 2014	<b>"International tourism education and research"</b> East China Normal University, Shanghai, China
Nov 2011	<b>"Spillover analysis of tourism flows"</b> Charleston College, Charleston, SC
Apr 2007	<b>"Spatial analysis in hospitality research"</b> Capital Normal University, Beijing, China
	<b>"Quantitative methods in tourism research"</b>

### Media Coverage

Dec 4, 2020	MRM Research Roundup: Holiday Edition. <i>Modern Restaurant Management</i> <a href="https://modernrestaurantmanagement.com/mrm-research-roundup-holiday-edition/">https://modernrestaurantmanagement.com/mrm-research-roundup-holiday-edition/</a>
Aug 28, 2020	This Is How 2020 Became A Lost Year for Travel. <i>Forbes</i> <a href="https://www.forbes.com/sites/christopherelliott/2020/08/28/its-the-apocalypse-how-2020-became-a-lost-year-for-travel/">https://www.forbes.com/sites/christopherelliott/2020/08/28/its-the-apocalypse-how-2020-became-a-lost-year-for-travel/</a>
Jul 6, 2020	Tourism: Today vs. Tomorrow. <i>Catalyst</i> : <a href="https://www.fox.temple.edu/catalyst/tourism-today-vs-tomorrow/">https://www.fox.temple.edu/catalyst/tourism-today-vs-tomorrow/</a>
May 1, 2020	Will the tourism industry ever be "normal" again after the coronavirus pandemic? <i>KYW Newsradio</i>
May 25, 2017	Top 5 Biggest Cities in America: Philly Slips in The Ranking. <i>CBS Philly</i>

### School/University Service

Sep 2020-	Department P&T committee chair, STHM, Temple University
Jul 2020-	Strategical planning steering committee, STHM, Temple University
Oct 2018-	University budget committee member, Temple University
Jul 2017-21	Collegial assembly steering committee, STHM, Temple University
Sep 2015-18	Faculty merit committee member/co-chair, STHM, Temple University
Apr 2014-18	Master committee member, STHM, Temple University
Mar 2014-17	Faculty search committee member, STHM, Temple University
Aug 2013-15	Undergraduate committee member, STHM, Temple University

### Event/Organization Service

2021	Marketing Co-chair, The Tourism, Hospitality & Events Global Higher Education Leadership Summit 2021
2020-	Board Member, Northeast Chapter of TTRA

2019 Academic Paper Chair, China Tourism Forum, 2019 - USA

## **Graduate Service**

### Ph.D.

Yoonyoung Nam (Temple STHM, Supervisor, 2021-)

Simon (Xingbao) Hu (Temple STHM, “Two Essays on Service Robots and Their Effects on Hotel Customer Experience”, Supervisor, graduated in 2020, placed as Assistant Professor at the City University of Macau)

Xingyu Huang (Temple STHM, Committee member, 2021- )

Shelwin (Xiaowei) Zhang (Harbin Institute of Technology, MIS, Co-Supervisor Overseas, graduated in 2021, placed as Assistant Professor at the Beijing Jiaotong University)

Aarash Baktash (UCF Rosen College of Hospitality Management, Committee member, 2020- )

SangGon Edward Lim (Temple STHM, Committee member, 2020- )

Abhinav Dhruv Sharma (Virginia Tech, HTM, “Three Essays in Hospitality and Tourism Communication”, Committee member, graduated in 2021, placed as Assistant Professor at Florida State University)

Zeya He (Temple STHM, “Mediating Hotel Experiences with Online Photos: How Consumers are Attracted by a Hotel Through the Perceptions of Mediated Servicescape”, Committee member, graduated in 2020, placed as Assistant Professor at the University of Houston, USA)

Mark A. Diehl (Temple STHM, “League Policy, Invariance, and Player Mobility and Pay: The Case of the National Basketball Association”, Committee member, graduated in 2017, placed as Assistant Professor at Coastal Carolina University, USA)

Qi Xia (Temple Statistics, “Sufficient Dimension Reduction with Missing Data”, Committee member, graduated in 2017)

Yongxu Zhang (Temple Statistics, “On Two New Estimators for the CMS through Extensions of OLS”, Committee member, graduated in 2017)

Jamie (Jeongmi) Kim (Temple STHM, Committee member, 2015- )

Jason Stienmetz (Temple STHM, “Foundations for a network model of destination value creation”, Committee member, graduated in 2016, placed as Assistant Professor/Lecturer at University of Surrey, U.K.)

Pauline A. Milwood (Temple STHM, “Measurement and Management of Innovation in Services: Essays on ICT Investment, Orchestration, and the Role of the Destination Management Organization”, Committee member, graduated in 2015, placed as Assistant Professor at Penn State University, USA)

### Master

Jing-Huei Huang (Temple STHM, “Using GIS for Restaurant Location Analysis: The Density of Restaurants and Neighborhood Characteristics in the United States”, Advisor, graduated in 2016)

Mengxi Lu (Temple STHM, “Does an easy access to tourist attractions contribute to a room rate premium?” Advisor, graduated in 2014)

### **Visiting Scholar Service**

2018-19 Dr. Ganghua Chen, Associate Professor, Sun Yat-Sen University, China  
2016-17 Dr. Fajian Liu, Associate Professor, Anhui University, China  
2014-15 Dr. Honglei Zhang, Associate Professor, Nanjing University, China

### **Computation Skills**

Econometric Software: STATA (full proficiency); NLOGIT/LIMDEP (proficiency); EViews

Statistical Software: R (proficiency); SPSS; LISREL

Text Analysis Software: WordStat

Scientific Computing Software: MATLAB

GIS Software: ArcGIS (full proficiency); MapInfo

Programming Language: Python, C

### **Language Proficiencies**

Chinese (native), English (full professional proficiency)

### **Hobby**

Philately (Member of American Philatelic Society)