

# Yang Yang

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## Research Interests

Tourism and Hospitality Analytics

Hospitality Real Estate and Financial Analysis

Big Data Analytics

## Employment

- 2019- **Associate Professor** (Tenured)  
**Arthur F. McGonigle Research Fellow**  
*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

- 2022- **Honorary Visiting Scholar**  
*Xi'an Jiaotong-Liverpool University, Soochow, China*
- 2018- **Adjunct Faculty**  
*School of Tourism and Urban Management, Jiangxi University of Finance and  
Economics, Nanchang, China*
- 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

2002-2006 *Peking University, Beijing, China*  
**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**

2022 Fellow of the International Association for China Tourism Studies  
2021 Award for Excellence in Policy Research, School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.  
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)*

*Tourism Management (SSCI, 2022- )*

*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- )*

*Journal of Smart Tourism (2021- )*

*Economic Thought and Practice (2021- )*

### **Ad-hoc Reviewer**

*Journal of Behavioral Finance (SSCI, 2023- )*

*Journal of Business Ethics (SSCI, 2023- )*

*Managerial and Decision Economics (SSCI, 2022- )*

*Scientific Reports (SCIE, 2022- )*

*Ethnicities (SSCI, 2022- )*

*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**

2021-23 Annual Conference of NETTRA  
2018 World Transport Convention  
2014/18 Global Marketing Conference  
2015-23 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

## Refereed Journal Publication

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

1. Zhang, Z., Yang, Y., Yang, S\*, and Zhang, Z. (forthcoming). Can bike-sharing availability improve tourist satisfaction? Evidence in Chicago. *Tourism Management Perspectives*. doi: 10.1016/j.tmp.2023.101164 (SSCI, IF = 8.7)
2. Yang, Y., Chen, X., Gao, S., Li, Z., Zhang, Z., and Zhao, B. (forthcoming). Embracing geospatial analytical technologies in tourism studies. *Journal of Information Technology & Tourism*. doi: 10.1007/s40558-023-00249-w (SSCI, IF = 9.3)
3. Cao, X\*, Zhang, H., Wang, M., Zhang, L., Xiao, X., and Yang, Y. (forthcoming) Stay or travel? Spatial heterogeneity impact of air pollution on travel intention. *Current Issues in Tourism*, doi: 10.1080/13683500.2023.2197199 (SSCI, IF = 8)
4. Yang, Y., Lin, M., and Vincent, M. (forthcoming). Do guests care more about hotel cleanliness during COVID-19? Understanding factors associated with cleanliness importance of hotel guests. *International Journal of Contemporary Hospitality Management*. doi: 10.1108/IJCHM-08-2022-0956 (SSCI, IF = 11.1)
5. Yang, Y., Li, H., and Roehl, W. (forthcoming). COVID-19 pandemic and hotel property performance. *International Journal of Contemporary Hospitality Management*. doi: 10.1108/IJCHM-09-2022-1084 (SSCI, IF = 11.1)
6. Ma, J., Liang, S., and Yang, Y. (forthcoming). Tourism growth, cuisine diversity and destination residents' welfare. *Journal of Hospitality & Tourism Research*. doi: 10.1177/10963480221148189 (SSCI, IF = 4.2)
7. Mao, Z., Yang, Y., and Zhou, J. (forthcoming). Are GreenLeaders also performance leaders? An econometric analysis of TripAdvisor hotel certification of GreenLeaders. *Journal of Sustainable Tourism*. doi: 10.1080/09669582.2022.2127740 (SSCI, IF = 9)
8. Li, L., Chen, X., Zhang, L., Li, Q., Yang, Y., and Chen, J. (forthcoming). Space-time tourist flow patterns in community-based tourism: An application of the empirical orthogonal function to Wi-Fi data. *Current Issues in Tourism*, doi: 10.1080/13683500.2022.2106826 (SSCI, IF = 8)
9. Jiang, Y., Zhang, H., Cao, X., Wei, G. and Yang, Y. (forthcoming). How to better incorporate geographic variation in Airbnb price modeling. *Tourism Economics*. doi: 10.1177/13548166221097585 (SSCI, IF = 4.4)
10. Yang, Y., Jiang, L., and Wang, Y. (2023). Why do hotels go green? Understanding TripAdvisor GreenLeaders participation. *International Journal of Contemporary Hospitality Management*. 35(5), 1670-1690 (SSCI, IF = 11.1)
11. Zhang, H., and Yang, Y. (2023). Is tourism growth able to shrink economic inequalities? A DSGE analysis. *Annals of Tourism Research Empirical Insights*, 4(1), 100089.
12. Yang, Y., Zhang, L., Wu, L. and Li, Z. (2023). Does distance still matter? Moderating effects of distance measures on the relationship between pandemic severity and bilateral tourism demand. *Journal of Travel Research*, 62(3), 610-625 (SSCI, IF = 8.9)
13. Zhan, X., Guo, Y., Yang, Y., Li, Z., and Li, X. (2023). Why can customer incivility be contagious in the service context? A resource scarcity perspective. *International Journal of Hospitality Management*, 109, 103418 (SSCI, IF = 11.7)

14. Zhang, X., Zhang, X. \*, Liang, S., Yang, Y., and Law, R. (2023). Infusing new insights: How do review novelty and inconsistency shape the usefulness of online travel reviews? *Tourism Management*. 96, 104703 (SSCI, IF = 12.7)
15. Zhang, D., Wang, Q\*, and Yang, Y. (2023). Cure-all or curse? A meta-regression on the effect of tourism development on poverty alleviation. *Tourism Management*. 94, 104650 (SSCI, IF = 12.7)
16. Zhao, P\*, Duan, B., Zhang, Y., Yang, Y., Zhang, W., Fan, L., and Liu, Y. (2022). A comparison of the early impact of government restriction and risk perception on tourist attraction demand during the COVID-19 pandemic. *Asia Pacific Journal of Tourism Research*. 27(12), 1286-1303 (SSCI, IF = 5)
17. Yang, Y. and Jiang, L. (2022). Who uses travel websites? A comparison of demand across websites. *Journal of Smart Tourism*. 2(3), 31-38.
18. Yang, Y., Mao, Z, and Wen, Z. (2022). Pandemic severity, policy stringency, and tourism performance: A global analysis. *Journal of Travel Research*. 61(8), 1928-1946 (SSCI, IF = 8.9)
19. Yang, Y., Wang, C., and Xu, H. (2022). Challenge or chance? Understanding the impact of anti-corruption campaign on China's hotel industry. *Tourism Economics*. 28(6), 1566-1588 (SSCI, IF = 4.4)
20. Yang, Y., García, M. N., Viglia, G., and Nicolau, J. L. (2022). Competitors or complements: A meta-analysis on the effect of Airbnb on hotel performance. *Journal of Travel Research*. 61(7), 1508-1527. (SSCI, IF = 8.9)
21. Tian, F., Yang, Y. and Jiang, L. (2022). Spatial spillover of transport improvement on tourism growth. *Tourism Economics*. 28(5), 1416-1432 (SSCI, IF = 4.4)
22. Tan, K. \*, Yang, Y., and Li. R. (2022). Catching a ride in the peer-to-peer economy: Tourists' acceptance and use of ridesharing services before and during the COVID-19 pandemic. *Journal of Business Research*. 151, 504-518 (SSCI, IF = 11.3)
23. Liu W., Wang, B., Yang, Y., Mou, N. Zheng, Y., Zhang, L. and Yang, T. (2022). Cluster analysis of microscopic spatio-temporal patterns of tourists' movement behaviors in mountainous scenic areas using open GPS-trajectory data. *Tourism Management*. 93, 104614 (SSCI, IF = 12.7)
24. Xu, J., Yang, Y., and Jin, C., (2022). Tracking discrepancies between expected and actual flows of tourists in an urban destination: An application of user-generated data. *Journal of Hospitality and Tourism Management*. 52, 29-38 (SSCI, IF = 8.3)
25. Tian, Y.\*, Zhang, H., Jiang, Y., and Yang, Y. (2022). Understanding trust and perceived risk in sharing accommodation: An extended elaboration likelihood model and moderated by risk attitude. *Journal of Hospitality Marketing & Management*. 31(3): 348-368 (SSCI, IF = 8.3)
26. Yang, Y. and Hua, N. (2022). Does hotel class moderate the impact of crime on operating performance? *Tourism Economics*. 28(1), 44-61 (SSCI, IF = 4.4)
27. Yang, Y., Fan, Y.\*, Jiang, L. and Liu, X. (2022). Search query and tourism forecasting during the pandemic: When and where can digital footprints be helpful as predictors? *Annals of Tourism Research*. 93, 103365 (SSCI, IF = 13.2)
28. Xu, Y.\*, Tian, Y., Xia, X., Chen, X., Yang, Y., Zhang, J., and Zhang, H. (2022). When technology meets heritage: A moderated mediation of immersive technology on the constraint-satisfaction relationship. *Current Issues in Tourism*, 25(5), 632-649 (SSCI, IF = 8)
29. Wu, L., Fan, A., Yang, Y., and He, Z. (2022). Tech–touch balance in the service encounter: The impact of supplementary human service on consumer responses. *International Journal of Hospitality Management*. 101, 103122 (SSCI, IF = 11.7)

30. Zhang, X.\*, Yang, Y., Qiao, S., and Zhang, Z. (2022). Responsive and responsible: Customizing management responses to online traveler reviews. *Journal of Travel Research*. 61(1): 120-135 (SSCI, IF = 8.9)
31. Yang, Y., Zhang, X.\*, and Fu, Y. (2022). Foreign tourists' experiences under air pollution: Evidence from big data. *Tourism Management*. 88, 104423 (SSCI, IF = 12.7)
32. Wu, L., Fan, A., Yang, Y., and He, Z. (2021). Robotic involvement in the service encounter: A value-centric experience framework and empirical validation. *Journal of Service Management*. 32(5), 783-812 (SSCI, IF = 10.6)
33. Falk, M. and Yang, Y (2021). Hotels benefit from stricter regulations on short-term rentals in European cities. *Tourism Economics*. 27(7), 1526-1539 (SSCI, IF = 4.4)
34. Wang, Y., Chen, X., Yang, Y., Cui, Y., and Xu, R. (2021). Risk perception and resource scarcity in food procurement during the early outbreak of COVID-19. *Public Health*. 195, 152-157 (SSCI, IF = 5.2)
35. 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 = 13.2).
36. 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 = 13.2).
37. 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 = 11.1)
38. 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 = 12.7)
39. 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 = 8.4)
40. Yang, Y., Jiang, L. and Zhang, Z. (2021). Tourists on shared bikes: Can bike-sharing boost attraction demand? *Tourism Management*. 86, 104328 (SSCI, IF = 12.7)
41. 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 = 12.7)
42. 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 = 8.9)
43. 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 = 13.2)
44. 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 = 8.3)
45. 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 = 5)
46. 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 = 11.7)

47. 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 = 4.2)
48. **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 = 4.6)
49. 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 = 8)
50. 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 = 8)
51. **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 = 11.1)
52. Zhang, X.\*, **Yang, Y.**, Zhang, Y., and Zhang, Z. (2020). Designing tourist experiences amidst air pollution. *Annals of Tourism Research*. 84c, 102999 (SSCI, IF = 13.2)
53. 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 = 11.7)
54. **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 = 13.2).
55. 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 = 11.7)
56. **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 = 13.2)
57. 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 = 5)
58. 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 = 12.7)
59. 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 = 11.1)
60. **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 = 8.9)
61. 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 = 4.4)
62. 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 = 5)



63. 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 = 8.9)
64. **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 = 11.7)
65. 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 = 12.7)
66. **Yang, Y.** and Zhang, H-L. (2019). Spatial-temporal forecasting of tourism demand. *Annals of Tourism Research*. 75, 106-119 (SSCI, IF = 13.2)
67. 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 = 6.7)
68. **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 = 8.9)
69. **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 = 13.2)
70. 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 = 11.7).
71. **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 = 12.7).
72. **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 = 8.9)
73. **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 = 11.3)
74. 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 = 8.4).
75. 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 = 7.2)
76. 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 = 11.7)
77. 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 = 8.9)
78. **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 = 12.7)
79. **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 = 4.2)

80. 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 = 11.7)
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123. 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.
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### Edited Books

135. Croes, R. and Yang, Y. (2022). *A Modern Guide to Tourism Economics*. Edward Elgar Publishing.

### Book Chapters

136. Yang, Y. and Zhang, Y. (2023). "Pandemic Tourism", in J. Jafary and H. Xiao, (eds), *Encyclopedia of Tourism 2<sup>nd</sup> Edition*. Springer. [https://doi.org/10.1007/978-3-319-01669-6\\_740-1](https://doi.org/10.1007/978-3-319-01669-6_740-1)
137. Yang, Y., Abrate, G., and Ai, C. (2023). "Econometric Analysis in Hospitality and Tourism Management", in F. Okumus et al, (eds), *Cutting Edge Research Methods for Hospitality and Tourism* (pp. 51-67). Emerald Publishing Group.
138. Croes, R. and Yang, Y. (2022). "Introduction", in R. Croes. and Y. Yang, (eds), *A Modern Guide to Tourism Economics*. (pp. 1-14). Edward Elgar Publishing.
139. Yang, Y. and Croes, R. (2022). "The Future of Tourism Economics", in R. Croes and Y. Yang, (eds), *A Modern Guide to Tourism Economics* (pp. 402-411). Edward Elgar Publishing.
140. Zhang, H. and Yang, Y. (2022). "COVID-19 Economic Impact in 2020", in D. Buhalis. et al, (eds), *Encyclopedia of Tourism Management and Marketing* (pp. 647-651). Edward Elgar Publishing.

141. **Yang, Y.** (2022). "Spatial Analytics & Data Visualization" In Z. Xiang, M. Fuchs, U. Gretzel & W. Höpken. (eds), *Handbook of e-Tourism* (pp. 595-616). Springer, Cham.
142. 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.
143. 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.
144. 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.
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### Refereed Conference Papers

146. Nam, Y. and **Yang, Y.** (2023). A meta-analysis of the relationship between risk perception and travel intention. Philadelphia, Pennsylvania: *NETTRA Annual International Conference 2023*.
147. **Yang, Y.** and Nam, Y. (2023). Climate disaster and lodging demand. Philadelphia, Pennsylvania: *NETTRA Annual International Conference 2023*.
148. Nam, Y. and **Yang, Y.** (2022). Risk-giver or risk-taker? Pre-tourists' intra-personal risk perception gap under COVID19. Busan, Korea: *TOSOK International Conference 2022*.
149. **Yang, Y.** and Wang, Y. (2021). Understanding antecedents of TripAdvisor's GreenLeader participation. Online: *TTRA 2021 Annual Conference*.
150. 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*.
151. **Yang, Y.**, Lan, X., Zhang, X, and Zhang, Y (2020). Nocturnal Activities of Urban Tourists. Denver, CO: *AAG 2020 Conference (Virtual)*.
152. **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*.
153. 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*.
154. 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*.
155. 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*.
156. 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*.

157. Leung, X. and **Yang, Y.** (2019). Are All Five Stars Equal: Anchoring Vignettes in Hotel Online Ratings. Hong Kong: *2019 APacCHRIE & EuroCHRIE Joint Conference.*
158. **Yang, Y.** Zhang, X., and Zhang, Y (2019). Tourists' Behavior and Experience under Air Pollution. Washington, D.C.: *AAG 2019 Conference.*
159. 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.*
160. **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.*
161. Falk, M. and **Yang, Y** (2018). No Hotel Gains from Airbnb Restraints. Vienna, Austria: *WIFO Regional Economics Workshop 2018.*
162. 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*
163. Hu, X and **Yang, Y** (2018). Determinants of Online Review Helpfulness in Tourism and Hospitality: A Meta-Analysis. Guangzhou, China: *APac-CHRIE Conference 2018*
164. 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.*
165. **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.*
166. 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.*
167. Leung, X., **Yang, Y.**, and Dubin, E. (2017). Hotel Crime Pattern Perceived by Hotel Guest. Baltimore, MD. *2017 ICHRIE Annual Conference.*
168. 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.*
169. **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.*
170. **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.*
171. 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.*
172. 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.*
173. 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.*

174. **Yang, Y.** and Zhang, J. (2015). Destination Factors and Tourists' Length of Stay. Orlando, FL: *3rd World Research Summit for Tourism and Hospitality*.
175. 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*.
176. 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*.
177. **Yang, Y.** (2015). Spillover Analysis of Tourist Flows. Mt. Sanqing, China: *the 10<sup>th</sup> International Tourism Forum*.
178. 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*.
179. 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*.
180. **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*.
181. **Yang, Y.** and Fik, T. (2014). Economic Multiplier of Tourism: From Evaluation to Explanation. Brugge, Belgium: *TTRA 2014 Annual Conference*.
182. **Yang, Y.**, Liu, H, and Li, X. (2014). Cultural Distance and International Destination Choice. Hong Kong: *Global Tourism & Hospitality Conference and Asia Tourism Forum*.
183. **Yang, Y.** and Fik, T. (2013). A Two-stage Model of Tourists' Multi-Destination Movement. Kansas City, MO: *TTRA 2013 Annual Conference*.
184. 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*.
185. **Yang, Y.** (2012). Domestic Tourism Demand of China Urban and Rural Residents: Does relative income matter? Virginia Beach, VA: *TTRA 2012 Annual Conference*.
186. **Yang, Y.** (2012). An Online Database of China Tourism Statistics. Nanjing, China: *the 8<sup>th</sup> International Tourism Forum*.
187. **Yang, Y.** and Fik, T. (2011). Where is Tourists' Next Destination? Savanna, GA: *SEDAAG 2011 Annual Meeting*.
188. **Yang, Y.** (2011). Agglomeration Effects and Hotel Location-Empirical Analysis from Major China Cities. Seattle, WA: *AAG 2011 Conference*.
189. **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*.
190. **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*.
191. **Yang, Y.** (2009). Analysis of Spillover Effects in Tourism Flows. Knoxville, TN: *SEDAAG 2009 Annual Meeting*.



192. Yang, Y. and Wong, K.K.F. (2009). Analysis of Tourism Demand: A Geographical Perspective. Lisbon, Portugal: *Conference Advances in Tourism Economics 2009*.
193. 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*.
194. 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*
195. Yang, Y. and Wong, K.K.F. (2008). How Hotels Choose to Locate" Hong Kong: *2008 Research Postgraduates Conference*.
196. Yang, Y. and Wong, K.K.F. (2009). Spillover Effects of Tourism Flows. Nanjing, Jiangsu: *2007 Annual Conference of China Geography Society*.
197. Yang, Y. (2007). Spatial Structure and Determinants of China Rural Labor Immigration. Beijing: *3rd National Forum of Demographers*.
198. 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*.
199. 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*.
200. Yang, Y. (2006). Determinants of China Inbound Tourism Flows. Lanzhou, Gansu: *2006 Annual Conference of China Geography Society*.
201. Yang, Y. (2006). Determinants of China Inbound Tourism Flows. Beijing: *"Tourism and the New Asia" International Conference*.
202. 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**

203. Yang, Y. and Mao, E. (2019). When 'spatial' means special (Editorial Note). *Tourism Economics*, 25(8), 1145-1149 (SSCI, IF = 4.4)
204. 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.
205. Yang, Y. and Stimentz, J. (2018). Big data and tourism planning (Editorial Note). *Journal of Information Technology & Tourism*, 20(1), 189-190. (SSCI, IF = 9.3)
206. 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.
207. 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.
208. 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**

2015- International Council on Hotel Restaurant & Institutional Education (ICHRIE)  
 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**

2022-23, USD 74,829  
 City of Philadelphia Department of Parks and Recreation "Youth Sports Program Assessment." (co-PI)

2022-23, USD 5,000  
 Temple University, Temple CIBER International Business Research Award "Climate Change and Tourism and Hospitality Competitiveness." (PI)

2022-23, USD 77,000  
 Philadelphia International Airport "Philadelphia International Airport Passenger Experience Study." (Co-PI and Project Manager)

2021-22, USD 75,000  
 Philadelphia International Airport "Philadelphia International Airport Passenger Experience Study." (Co-PI and Project Manager)

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)  
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 3,000  
Reach Market LLC, "Location analysis of tourism firms in California" (PI)
- 2015-16, USD 12,000  
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) (PI: Prof. Daniel Fesenmaier, Temple University)
- 2012, USD 2,000  
Gregory C. and Paula K. Chow Teaching Fellowship, OYCF
- 2010- 13, USD 3,200  
GSC and Geography Department Travel Funding, University of Florida.
- 2007- 09, HKD 20,000 (USD 2,600)  
Research Student Research Funding, The Hong Kong Polytechnic University.
- 2007- 09, HKD 20,000 (USD 2,600)  
Research Student Conference Funding, The Hong Kong Polytechnic University.

### **Keynote Speech**

1. "How to craft a journal article?" Chengdu, China: *Annual Meeting of Tourism Geography Committee*, GSC. July 14, 2023.
2. "Paradigm and tools of tourism economics" Online: *3<sup>rd</sup> Tourism Economics Forum in China*. September 24, 2022.
3. "COVID & relevance of research in the tourism industry" Online: *1st NETTRA Conference*. January 21, 2021.
4. "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.
5. "Spillover Analysis of Tourist Flows" Mt. Sanqing, China: *the 10<sup>th</sup> International Tourism Forum*. May 21, 2015.

### **Panel Discussant/Moderator**

1. "Soccer World Cup 2026 in the Mid-Atlantic Region" Online hosted by Mid-Atlantic-Eurasia Business Council, Mid-Atlantic Region's International Chambers, and Associations & World Trade Centers. June 13, 2023.
2. "Comments on APTA tourism recovery index" Online hosted by Beijing International Studies University. September 22, 2022.
3. "Current trends in hospitality real estate" Online hosted by 8<sup>th</sup> Annual Real Estate Trends at the Philadelphia Metropolitan Chapter of Appraisal Institute. April 29, 2022.
4. "APEC project on index creation for COVID monitoring" Online hosted by Beijing International Studies University. April 14, 2022.
5. "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.
6. "A mini-symposium on tourism and COVID-19" Online hosted by The Tourism Studies Working Group. December 11, 2020.
7. "Pricing strategies for the new tomorrow" Online hosted by Zoo Advisors. November 5, 2020.
8. "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.
9. "COVID-19 & the Tourism/Hospitality Industry" Online hosted by Small Business Development Center, Temple University. April 6, 2020.
10. "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.
11. "Big Data in Tourism" Washington, D.C.: *AAG Annual Conference*. April 6, 2019.
12. "Fresh Eyes on Innovation: Conversations About Innovative Tourism Research" Miami, FL: *TTRA 2018 Annual Conference*. June 27, 2018.
13. "International Tourism" Philadelphia, PA: *NFTGA-USA Conference*. February 23, 2018.

14. "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. "Secondary data collection and analysis in tourism and hospitality" 2022 JHTM Online Research Symposium. December 7, 2022.
2. "Machine learning and artificial intelligence in tourism and hospitality research" Online FOX Ph.D. Research Workshop. January 26, 2022.
3. "How do Geography and COVID intersect?" Online hosted by TTRA. March 25, 2021.
4. "Staying connected with your customers and mastering online review platforms" Online hosted by Center of Hospitality Resilience, Temple University. November 18, 2020.
5. "Secondary data collection and analysis in tourism research." Online: *Workshop for Chinese PhD Students in Tourism Management*. Aug 25, 2020.
6. "Staying relevant through COVID-19 – planning your social media presence" Online hosted by Center of Hospitality Resilience, Temple University. August 19, 2020.
7. "Spatial econometrics and STATA." Jilin University, Changchun, China: *Summer School of Quantitative Economics*. July 10, 2018.
8. "Big data and tourism and hospitality research" Beijing International Study University, Beijing, China: *Workshop for Chinese Hospitality Educators*. July 8, 2018.
9. "Econometric and big data analytics in tourism research." Guilin, Guangxi, China: *Workshop in Guilin Tourism University*. June 4, 2018.
10. "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
11. "Do avatars matter? Investigating the influence of reviewer profile photos on perceived helpfulness." Vienna, Austria: *Workshop on Analytics in Tourism Design*. November 9, 2017.
12. "Geo-spatial and big data analytics in tourism research." Zhuhai, Guangdong, China: *Workshop for Chinese PhD Students in Tourism Management*. July 26, 2016.
13. "Journal article submission for young scholars" Beijing International Study University, Beijing, China: *Workshop for Chinese Young Tourism Scholars*. May 16, 2016.
14. "Big data and hospitality demand forecasting." Atlanta, GA: *Seminar on Revenue Management*. August 27, 2014.
15. "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

Spring 2023	<b>Course Developer and Lecturer</b> , THM 1115 "Foundations of Excel for Sport and Tourism". Temple University
Fall 2022	<b>Lecturer</b> , THM 5317 "Tourism and Hospitality Management Consulting Project". Temple University
Summer 2021-23	<b>Lecturer (online and offline)</b> , "Business Analytics". Shandong University
Summer 2022	<b>Lecturer (online)</b> , Graduate class "COVID-19 and Tourism Research". Xiamen University
Summer 2020/21	<b>Lecturer (online)</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 2018-22	<b>Course Developer and Lecturer (online)</b> , THM 5328 "Tourism Economics and Policy" Temple University
Spring C 2018-22	<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- Spring 2013	<b>Lecturer</b> , GEA 1000 "Geography for a Changing World". University of Florida
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

Feb 13, 2023	University of Perpignan, France (online) "Meta-analysis in tourism economics"
Sep 26, 2022	Nankai University, China (online) "Meta-analysis in tourism and hospitality management"

Sep 21, 2022 Jiangxi University and Finance and Economics, China (online)  
**"A modern guide to tourism economics"**

Jun 3, 2022 Kyung Hee University, Korea (online)  
**"Machine learning and artificial intelligence in tourism and hospitality research"**

May 10, 2022 Shaanxi Normal University (online)  
**"Machine learning and artificial intelligence in tourism and hospitality research"**

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
- "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"**
- Jun 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"**

### Media Coverage

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

### School/University Service

- Sep 2020- Department P&T committee chair, STHM, Temple University
- Jul 2020-21 Strategic planning steering committee, STHM, Temple University
- Oct 2018-21 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**

2022 President, Northeast Chapter of TTRA  
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)  
Md Shoaib Akhtar (Lincoln University, External Examiner, 2021 )  
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

Yelizaveta Li (Temple STHM, "Intergenerational Difference in Airport Experience: The Case of PHL International Airport", Advisor, graduated in 2023)

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)