Yang Yang

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Research Interests

Tourism and Hospitality Analytics

Hospitality Real Estate and Financial Analysis

Employment

2024-	**Professor**
	Arthur F. McGonigle Research Fellow
	School of Sport, Tourism and Hospitality Management (STHM)
	(affiliated with the Fox School of Business)
	Temple University, Philadelphia, United States
2024-	**Department Chair**
	STHM, Temple University, Philadelphia, United States
2019-2024	**Associate Professor** (Tenured)
2013-2019	**Assistant Professor** (Tenure-track)
	STHM, Temple University, Philadelphia, United States
2016-	**Executive Director / Assistant Director**
	U.S.-Asia Center of Tourism & Hospitality Research, STHM
	Temple University, Philadelphia, United States

Education

2009-2013	**Ph.D.** in Geography (minor in Econometrics)
	University of Florida, Gainesville, United States
2010-2013	**Master of Arts** in Economics
	Warrington College of Business Administration, University of Florida, 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
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

Honorary, Visiting and Adjunct Position

2025	**Short-term Visiting Fellow**
	Nanjing University, China
2025	**Visiting Research Fellow**
	PolyU Academy for Interdisciplinary Research, The Hong Kong Polytechnic University
2024-	**Honorary Research Fellow**
	International Center for Recreation and Tourism Research, Peking University, China
2022-	**Honorary Visiting Scholar**
	Xi'an Jiaotong-Liverpool University, SooChow, China
2018-	**Adjunct Faculty**

Jiangxi University of Finance and Economics, Nanchang, China

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

Honors and Awards

2025	Best Paper Award in 2025 THEREPS (Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students)
2024	Graduate School Outstanding Research Postgraduate Young Alumni Award 2024, The Hong Kong Polytechnic University.
2018-24	Top 2% Scientists Worldwide by Stanford University
2023	Dean's Research Honor Roll (2022-2023), School of Sport, Tourism and Hospitality Management, FOX School of Business, Temple University.
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.
2014-2023	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 (1ˢᵗ) in 10th Students' Academic Festival, Nanjing University.

Editorial and Reviewing Experiences

Guest Editor

Special Issue "Application of Geospatial Big Data in Tourism Research" for Applied Spatial Analysis and Policy (SSCI)

Special Issue "Technological Revolution, Digital Economy and Tourism Economics" for Tourism Economics (SSCI)

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, 2021, and 2024)

Tourism Tribune 旅游学刊 (2025 -)

International Journal of Contemporary Hospitality Management (SSCI, 2024-,)

Journal of Hospitality & Tourism Research (SSCI, 2021-)

Journal of Travel & Tourism Marketing (SSCI, 2021-)

Journal of Destination Marketing & Management (SSCI, 2023-)

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

Nature Human Behaviour (SCIE, 2024-)

Scandinavian Journal of Hospitality and Tourism (SSCI, 2023-)

The Professional Geographer (SSCI, 2023-)

Annals of GIS (2023-)

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-)

Tourism Management Perspectives (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 Systems (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 (SCIE, 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

2021-24 Annual Conference of NETTRA
2018 World Transport Convention
2014/18 Global Marketing Conference
*2015-24 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. Zhang, H. and ***Yang, Y***. (forthcoming). Tourism shocks and gender unemployment dynamics: Unraveling the gender gap in Macau's labor market. <u>*Tourism Economics*</u>. doi: 10.1177/13548166251348539 (SSCI, IF = 4.4)

2. Hu, H., Liu, D***.,** and ***Yang, Y***. (forthcoming). Can regional revitalization policies boost tourism development in underdeveloped areas? Evidence from China's Revolutionary Base Areas. <u>*Tourism Economics*</u>. doi: 10.1177/13548166241304816 (SSCI, IF = 4.4)

3. Tian, F., Wang, Z*., ***Yang, Y*** and Mao, Z. (forthcoming). How market structure and market power shape hotel price discrimination – Evidence from big data. <u>*Tourism Economics*</u>. doi: 10.1177/13548166241281757 (SSCI, IF = 4.4)

4. Zhan, X., Zhang, X., ***Yang, Y*.**, and Guo, Y. (2026). Customer gratitude and employee work behaviors. <u>*Tourism Management*</u>, 112, 105266 (SSCI, IF = 12.7)

5. Yang, L., ***Yang, Y*.**, Huang, X., and Yan, K. (2026). From words to growth: Unveiling government attention to tourism from natural language processing. <u>*Tourism Management*</u>, 112, 105264 (SSCI, IF = 12.7)

6. Nam, Y*. and ***Yang, Y.*** (2025). Cognitive inconsistency in travel risk perception: A behavioral economics perspective. <u>*Journal of Hospitality & Tourism Research*</u>, *49*(7), 1303-1316 (SSCI, IF = 4.2)

7. Tian, F., Wen, Z., and ***Yang, Y*.** (2025). Spatial spillovers in tourism performance. <u>*Annals of Tourism Research*</u>, 114, 104005 (Research note). (SSCI, IF = 7.8)

8. ***Yang, Y*.** and Wen, Z*. (2025). Weathering the pandemic storm: Inter-organizational imitation and hotel survival. <u>*Tourism Economics*</u>, 31(5), 884-910 (SSCI, IF = 4.4)

9. Nam, Y*. and ***Yang, Y*.** (2025). Understanding when risk matters: A meta-analysis of the risk perception-travel intention relationship. <u>*Journal of Travel & Tourism Marketing*</u>, 42(6), 911-925 (SSCI, IF = 7.2)

10. Ma, S., Gu, R., Liang, S., & *Yang, Y.* (2025). Agent or merchant? Unpacking hotel-OTA selling formats with differential games. *Tourism Management*, 111, 105223 (SSCI, IF = 12.7)

11. Zhang, H., Xia, X., Wang, S., Xu, C., Li, Y., and *Yang, Y.* (2025). Spatial dynamics and economic impacts of sharing accommodations on urban housing and hotel markets. *Journal of Destination Marketing & Management*, 37, 101023 (SSCI, IF = 8.4)

12. Bingöl, S. and *Yang, Y.* (2025) Integrating smart technologies and artificial intelligence to build smart tourism destination ecosystems: A model for smart destination management *Tourism Management Perspectives*, 58, 101380 (SSCI, IF = 8.7)

13. So, K., *Yang, Y.*, and Li, R. (2025). Fifteen years of research on customer loyalty formation: A meta-analytic structural equation model. *Cornell Hospitality Quarterly*, 66(2), 253-272 (SSCI, IF =3.4)

14. Liu, J., Li, X*., *Yang, Y.*, Tan, Y., Geng, T., and Wang, S. (2025). Short- and long-term prediction and determinant analysis of tourism flow networks: A novel steady-state Markov chain method. *Tourism Management*, 109, 105139 (SSCI, IF = 12.7)

15. Zhang, X., Zhang, X., Liang, S., *Yang, Y.* and Law, R. (2025). Why restaurant survives? A perspective of word-of-mouth dispersion. *Tourism Management*, 109, 105132 (SSCI, IF = 12.7)

16. Zhao, Z., Fu, C., Chen, M-H., and *Yang, Y.* (2025). Curiosity and hotel revenue management challenges: Dynamics of opaque and low-end products. *Annals of Tourism Research*, 111, 103895 (SSCI, IF = 7.8)

17. Ma, J., Liang, S., and *Yang, Y.* (2025). Does tourism growth influence destination residents' welfare in China? The mediating effect of cuisine diversity. *Journal of Hospitality & Tourism Research*, 49(1), 117-131 (SSCI, IF = 4.2)

18. Liang, S., Wu, D., Li, Z., *Yang, Y.*, Xu, H., and Yin, D (2024). The paradox of positivity: How overly positive responses by hosts can backfire on peer-to-peer rental platforms. *Journal of Travel Research*, 64(5), 1085-1099. (SSCI, IF = 8.9)

19. Liu-Lastres, B., *Yang, Y.* and Zhang, C. (2024). Optimal-fit model of risk perception and travel-related behaviors during a global pandemic. *Journal of Destination Marketing & Management*, 34, 100958 (SSCI, IF = 8.4)

20. Tian, F., Fu, S*, *Yang, Y.*, Wang, Z., and Liu, D*. (2024) Understanding nostalgia in historical and cultural districts: What can we learn from documentaries? *Tourism Management Perspectives*, 54, 101302 (SSCI, IF = 8.7)

21. Lim, S.*, Ok, M., and *Yang, Y.* (2024). A meta-analytic investigation of innovation predictors in tourism and hospitality organizations *Tourism Management*, 105, 104965 (SSCI, IF = 12.7)

22. Tang, W., Zhang, T., and *Yang, Y.* (2024). Does offline activity matter? Understanding community attachment to virtual travel communities. *Journal of Hospitality and Tourism Technology*, 15(2), 271-284 (SSCI, IF = 4.7)

23. Cao, X*., Zhang, H., Wang, M., Zhang, L., Xiao, X., and *Yang, Y.* (2024) Stay or travel? Spatial heterogeneity impact of air pollution on travel intention. *Current Issues in Tourism*, 27(7), 1064-1077 (SSCI, IF = 8)

24. *Yang, Y.*, Lin, M., and Vincent, M. (2024). 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*, 36(1), 239-258 (SSCI, IF = 11.1)

25. *Yang, Y.*, Li, H., and Roehl, W. (2024). COVID-19 pandemic and hotel property performance. *International Journal of Contemporary Hospitality Management,* 36(1), 71-90 (SSCI, IF = 11.1)

26. Fu, T., *Yang, Y.*, Zhang, H. and Mao, Z. (2023). Risk culture as a blessing in tourism development. *Annals of Tourism Research*. 103, 103682 (SSCI, IF = 13.2)

27. *Yang, Y.*, Chen, X., Gao, S., Li, Z., Zhang, Z., and Zhao, B. (2023). Embracing geospatial analytical technologies in tourism studies. *Journal of Information Technology & Tourism*. 25(2), 137-150 (SSCI, IF = 9.3)

28. Zhang, Z., *Yang, Y.*, Yang, S*., and Zhang, Z. (2023). Can bike-sharing availability improve tourist satisfaction? Evidence in Chicago. *Tourism Management Perspectives*. 48, 101164 (SSCI, IF = 8.7)

29. Mao, Z., *Yang, Y.*, and Zhou, J. (2023). Are GreenLeaders also performance leaders? An econometric analysis of TripAdvisor hotel certification of GreenLeaders. *Journal of Sustainable Tourism,* 31(9), 2150-2172 (SSCI, IF = 9)

30. Li, L., Chen, X., Zhang, L., Li, Q., *Yang, Y.*, and Chen, J. (2023). Space-time tourist flow patterns in community-based tourism: An application of the empirical orthogonal function to Wi-Fi data. *Current Issues in Tourism*, 26(18), 3004-3022 (SSCI, IF = 8)

31. Jiang, Y., Zhang, H., Cao, X., Wei, G. and *Yang, Y.* (2023). How to better incorporate geographic variation in Airbnb price modeling. *Tourism Economics*. 29(5), 1181-1203 (SSCI, IF = 4.4)

32. *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)

33. 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.

34. *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)

35. 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)

36. 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)

37. 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)

38. 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)

39. *Yang, Y.* and Jiang, L. (2022). Who uses travel websites? A comparison of demand across websites. *Journal of Smart Tourism*. 2(3), 31-38.

40. *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)

41. *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)

42. *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)

43. 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)

44. 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)

45. 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)

46. 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)

47. 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)

48. *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)

49. *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)

50. 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)

51. 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)

52. 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)

53. *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)

54. 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)

55. 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)

56. 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)

57. *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).

58. *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).

59. 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)

60. 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)

61. 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)

62. *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)

63. 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)

64. 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)

65. *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)

66. 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)

67. 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)

68. 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)

69. 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)

70. *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)

71. 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)

72. 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)

73. *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)

74. 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)

75. 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)

76. *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).

77. 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)

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203. 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.*

204. *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.*

205. *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.*

206. 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.*

207. 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.*

208. 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.*

209. *Yang, Y.* and Zhang, J. (2015). Destination Factors and Tourists' Length of Stay. Orlando, FL: *3rd World Research Summit for Tourism and Hospitality.*

210. 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.*

211. 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.*

212. *Yang, Y.* (2015). Spillover Analysis of Tourist Flows. Mt. Sanqing, China: *the 10th International Tourism Forum.*

213. 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.*

214. 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.*

215. *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.*

216. *Yang, Y.* and Fik, T. (2014). Economic Multiplier of Tourism: From Evaluation to Explanation. Brugge, Belgium: *TTRA 2014 Annual Conference.*

217. *Yang, Y.,* Liu, H, and Li, X. (2014). Cultural Distance and International Destination Choice. Hong Kong: *Global Tourism & Hospitality Conference and Asia Tourism Forum.*

218. *Yang, Y.* and Fik, T. (2013). A Two-stage Model of Tourists' Multi-Destination Movement. Kansas City, MO: *TTRA 2013 Annual Conference.*

219. 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.*

220. *Yang, Y.* (2012). Domestic Tourism Demand of China Urban and Rural Residents: Does relative income matter? Virginia Beach, VA: *TTRA 2012 Annual Conference.*

221. *Yang, Y.* (2012). An Online Database of China Tourism Statistics. Nanjing, China: *the 8th International Tourism Forum.*

222. *Yang, Y.* and Fik, T. (2011). Where is Tourists' Next Destination? Savanna, GA: *SEDAAG 2011 Annual Meeting.*

223. *Yang, Y.* (2011). Agglomeration Effects and Hotel Location-Empirical Analysis from Major China Cities. Seattle, WA: *AAG 2011 Conference.*

224. *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.*

225. *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.*

226. *Yang, Y.* (2009). Analysis of Spillover Effects in Tourism Flows. Knoxville, TN: *SEDAAG 2009 Annual Meeting.*

227. *Yang, Y.* and Wong, K.K.F. (2009). Analysis of Tourism Demand: A Geographical Perspective. Lisbon, Portugal: *Conference Advances in Tourism Economics 2009.*

228. *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.*

229. *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*

230. *Yang, Y.* and Wong, K.K.F. (2008). How Hotels Choose to Locate" Hong Kong: *2008 Research Postgraduates Conference.*

231. *Yang, Y.* and Wong, K.K.F. (2009). Spillover Effects of Tourism Flows. Nanjing, Jiangsu: *2007 Annual Conference of China Geography Society.*

232. *Yang, Y.* (2007). Spatial Structure and Determinants of China Rural Labor Immigration. Beijing: *3rd National Forum of Demographists.*

233. 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.*

234. *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.*

235. *Yang, Y.* (2006). Determinants of China Inbound Tourism Flows. Lanzhou, Gansu: *2006 Annual Conference of China Geography Society.*

236. *Yang, Y.* (2006). Determinants of China Inbound Tourism Flows. Beijing: *"Tourism and the New Asia" International Conference*.

237. *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

238. *Yang, Y.* and Mao, E. (2019). When 'spatial' means special (Editorial Note). <u>Tourism Economics</u>. 25(8), 1145-1149 (SSCI, IF = 4.4)

239. *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). <u>Tourism Tribune</u> (旅游学刊), 34(11): 4-6.

240. *Yang, Y.* and Stimentz, J. (2018). Big data and tourism planning (Editorial Note). <u>Journal of Information Technology & Tourism</u>, 20(1), 189-190. (SSCI, IF = 9.3)

241. *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). <u>Tourism Tribune</u> (旅游学刊), 32(9): 3-4.

242. *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). <u>Tourism and Hospitality Prospects</u> (旅游导刊), 2017, 1(3): 111-114.

243. 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). <u>Tourism Tribune</u> (旅游学刊), 30(6): 3-5.

Professional Membership

2025-	The Outstanding PolyU Alumni Association (OPAA), Associate Member
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

2024-26, HKD 427,120 (USD 54,638)
Research Grants Council of the Hong Kong Special Administrative Region, China "A discrete choice informed agent-based model of Hong Kong outbound tourism demand" (15503623) (co-PI)

2024-25, USD 88,000
Philadelphia International Airport "Philadelphia International Airport Passenger Experience Study." (Co-PI and Project Manager)

2023-24, USD 88,000
Philadelphia International Airport "Philadelphia International Airport Passenger Experience Study." (Co-PI and Project Manager)

2022-23, USD 1,700
Fox School of Business, Young Scholar Forum Fund "Green Certification and Hotel Performance." (with Ph.D. student as PI)

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. "Tourism Experience and Human Well-being" Changsha, China (online participation): *2025 International Conference on Consumption Studies (ICCS)*, July 26, 2025.

2. "Geo-located big data and sport tourism" Huangshang, China: *3rd High-Level Forum on Sports Tourism and Symposium on the Development of Sports Tourism Management as an Academic Discipline*, June 6, 2025.

3. "Review of research in tourism economics" Guiyang, China: *2nd Xishan Economics Forum*. July 21, 2024.

4. "Data-driven smart tourism" Kashar, China: *4th Meeting on Sustainable Tourism in Arid and Semi-Arid Areas*. July 14, 2024.

5. "Big data analysis in tourism" Urumqi, China: *4th Meeting on Sustainable Tourism in Arid and Semi-Arid Areas*. July 12, 2024.

6. "Tourism Management in the Digital Era" Nanjing, China (online participation): *1st International Annual Conference on Management Frontiers and Innovation*. December 16, 2023.

7. "How to craft a journal article?" Chengdu, China: *Annual Meeting of Tourism Geography Committee, GSC*. July 14, 2023.

8. "Paradigm and tools of tourism economics" Online: *3rd Tourism Economics Forum in China*. September 24, 2022.

9. "COVID & relevance of research in the tourism industry" Online: *1st NETTRA Conference.* January 21, 2021.

10. "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.

11. "Spillover Analysis of Tourist Flows" Mt. Sanqing, China: *the 10th International Tourism Forum*. May 21, 2015.

Panel Discussant/Moderator

1. "From Keywords to Journeys: Predicting Global Travel Interests" Panel discussant, Galway, Ireland: *2025 TTRA Annual International Conference*. June 25, 2025.

2. "Tourism Geography in a New Era" Co-Chair of the session, *3rd Workshop of Asian Young Geographers*. December 17, 2023.

3. "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.

4. "Comments on APTA tourism recovery index" Online hosted by Beijing International Studies University. September 22, 2022.

5. "Current trends in hospitality real estate" Online hosted by 8th Annual Real Estate Trends at the Philadelphia Metropolitan Chapter of Appraisal Institute. April 29, 2022.

6. "APEC project on index creation for COVID monitoring" Online hosted by Beijing International Studies University. April 14, 2022.

7. "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.

8. "A mini-symposium on tourism and COVID-19" Online hosted by The Tourism Studies Working Group. December 11, 2020.

9. "Pricing strategies for the new tomorrow" Online hosted by Zoo Advisors. November 5, 2020.

10. "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.

11. "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.

12. "COVID-19 & the Tourism/Hospitality Industry" Online hosted by Small Business Development Center, Temple University. April 6, 2020.

13. "Big Data in Tourism" Washington, D.C.: *AAG Annual Conference*. April 6, 2019.

14. "Fresh Eyes on Innovation: Conversations About Innovative Tourism Research" Miami, FL: *TTRA 2018 Annual Conference*. June 27, 2018.

15. "Travel Market Trends in China" Philadelphia, PA: *The National Federation of Tourist Guides Association National Conference*. February 23, 2018.

16. "International Tourism" Philadelphia, PA: *NFTGA-USA Conference*. February 23, 2018.

17. "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. "Spatial Analytics" Workshop on Informatics, Data Science, and Economics in Hospitality and Tourism Research. University of Houston, Houston, TX, January 2, 2025.

2. "Geo-spatial analysis in tourism and hospitality" Implementing Hospitality and Tourism Big Data Analytical Education Workshop. Online hosted by STR SHARE Center, October 27, 2023.

3. "Secondary data collection and analysis in tourism and hospitality" 2022 JHTM Online Research Symposium. December 7, 2022.

4. "Financial management analysis and future outlook of the hospitality and tourism industry" Online, the Universiti Teknologi MARA. February 11, 2022.

5. "Machine learning and artificial intelligence in tourism and hospitality research" Online FOX Ph.D. Research Workshop. January 26, 2022.

6. "How do Geography and COVID intersect?" Online hosted by TTRA. March 25, 2021.

7. "Staying connected with your customers and mastering online review platforms" Online hosted by Center of Hospitality Resilience, Temple University. November 18, 2020.

8. "Secondary data collection and analysis in tourism research." Online: *Workshop for Chinese PhD Students in Tourism Management*. Aug 25, 2020.

9. "Staying relevant through COVID-19 – planning your social media presence" Online hosted by Center of Hospitality Resilience, Temple University. August 19, 2020.

10. "Spatial econometrics and STATA." Jilin University, Changchun, China: *Summer School of Quantitative Economics*. July 10, 2018.

11. "Big data and tourism and hospitality research" Beijing International Study University, Beijing, China: *Workshop for Chinese Hospitality Educators*. July 8, 2018.

12. "Econometric and big data analytics in tourism research." Guilin, Guangxi, China: *Workshop in Guilin Tourism University*. June 4, 2018.

13. "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

14. "Do avatars matter? Investigating the influence of reviewer profile photos on perceived helpfulness." Vienna, Austria: *Workshop on Analytics in Tourism Design*. November 9, 2017.

15. "Geo-spatial and big data analytics in tourism research." Zhuhai, Guangdong, China: *Workshop for Chinese PhD Students in Tourism Management*. July 26, 2016.

16. "Journal article submission for young scholars" Beijing International Study University, Beijing, China: *Workshop for Chinese Young Tourism Scholars*. May 16, 2016.

17. "Big data and hospitality demand forecasting." Atlanta, GA: *Seminar on Revenue Management*. August 27, 2014.

18. "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

Fall 2024-	**Lecturer,** THM 5111 "Applied Research". Temple University
Spring 2023 -	**Course Developer and Lecturer,** THM 1115 "Foundations of Excel for Sport and Tourism". Temple University
Fall 2022-23	**Lecturer,** THM 5317 "Tourism and Hospitality Management Consulting Project". Temple University
Summer 2021-24	**Lecturer (online and offline),** "Business Analytics". Shandong University
Summer 2022	**Lecturer (online),** Graduate class "COVID-19 and Tourism Research". Xiamen University
Summer 2020/21	**Lecturer (online),** Graduate class "Secondary Data Collection and Analysis in Tourism Research". Xiamen University
Summer 2019	**Lecturer,** Graduate class "Econometric Analysis in Tourism Research". Xiamen University
Summer A 2018-22	**Course Developer and Lecturer (online),** THM 5328 "Tourism Economics and Policy" Temple University

Spring C 2018-22	**Course Developer and Lecturer (<u>online</u>),** THM 5321 "Tourism Analytics" Temple University
Spring 2018-	**Lecturer,** THM 3321 "Tourism Planning and Development" Temple University
Spring 2015-	**Lecturer,** THM 5313 "Financial Management in Tourism and Hospitality" Temple University
Summer 2015	**Lecturer,** Graduate class "Quantitative Analysis in Tourism Research". Jiangxi University of Finance and Economics
Summer 2014	**Lecturer,** Graduate class "Quantitative Analysis in Tourism Research". Nanjing University
Spring 2014-	**Lecturer,** THM 2313 "Financial Issues in Tourism and Hospitality". Temple University
Fall 2013-	**Lecturer,** THM 2311 "Global Issues in Tourism and Hospitality Management". Temple University
Fall 2011-Spring 2013	**Lecturer,** GEA 1000 "Geography for a Changing World". University of Florida
Spring 2009	**Teaching Assistant,** HTM 4105 "Contemporary Tourism Issues". The Hong Kong Polytechnic University
Fall 2008	**Tutor,** HTM 4009 "Urban Tourism". The Hong Kong Polytechnic University

Invited Research Talks

June 12, 2025	Sun-Yat Sun University, Zhuhai, China
	"**Unveiling government attention to tourism from natural language processing**"
June 9, 2025	Jiangxi University of Finance and Economics, Nanchang, China
	"**Writing and submitting journal articles**"
June 4, 2025	Nanjing University, Nanjing, China
	"**Spatial process and impacts of tourism flows**"
May 27, 2025	Beijing International Studies University, Beijing, China
	"**Unveiling government attention to tourism from natural language processing**"
May 26, 2025	Beijing Sport University, Beijing, China
	"**Unveiling government attention to tourism from natural language processing**"
May 26, 2025	Nankai University, Tianjin, China
	"**Unveiling government attention to tourism from natural language processing**"
May 23, 2025	Shanghai University of International Business and Economics, Shanghai, China
	"**Meta-analysis in tourism and hospitality management**"
Dec 18, 2024	The Hong Kong Polytechnic University, Hong Kong
	"**Meta-analysis of meta-Analyses in tourism and hospitality management**"
July 16, 2024	Shandong University, Jinan, China
	"**Meta-analysis in tourism and hospitality management**"
Mar 4, 2024	University of Perpignan, France
	"**COVID19tourism Index and its application in tourism management**"
Mar 8, 2023	University of Macau, Macau (online)
	"**Machine Learning and Artificial Intelligence Research in Tourism and Hospitality**"
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"
May.10, 2019	International Academy for the Study of Tourism, Bali, Indonesia
	"When 'spatial' means special: Understanding tourism from a spatial perspective"
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

Apr 1, 2025	How 'The White Lotus' sparks conversations on class, crime and desire. Temple Now. *https://news.temple.edu/news/2025-04-01/how-white-lotus-sparks-conversations-class-crime-and-desire*
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	Strategical planning steering committee, STHM, Temple University
Oct 2018-21	University budget committee member, Temple University
Sep 2019-21	Ph.D. committee, STHM, 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

2025	Chair, 2nd Tourism, Hospitality, and Events Analytics Case Competition (April 15)
2024-	Executive Council Member, International Association for Tourism Economics (IATE)
2024	Chair, 1st Tourism, Hospitality, and Events Analytics Case Competition (April 18)
2022-23	President, Northeast Chapter of TTRA (NETTRA)
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

External Review Service for Faculty

Auburn University

Florida International University

Hong Kong Polytechnic University

Louisiana State University in Shreveport

Modul University, Vienna

Pennsylvania State University

Purdue University

Texas A&M University

Texas Tech University

University of Delaware

University of Massachusetts Amherst

University of North Texas

Bilkent University

Graduate Service

Ph.D.   Gyusang Hwang (Temple STHM, Supervisor, 2023-)

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, first placed as Assistant Professor at the City University of Macau)

Tingting Huo (Sichuan University, Co-supervisor, 2024-)

Joseph Rilling (Temple Statistics, "P-value Based Variable Selection for Generalized Linear Models", Committee member, graduated in 2025)

Gabrielle Lin (Hong Kong PolyU & U of Surrey, "Behavioral Economic Analysis of Tourism Demand", External Examiner, graduated in 2024, first placed as lecturer at University of Essex)

Xingyu Huang (Temple STHM, "The Influence of Social Media Influencers (SMIs) on Consumer Decision Making: A Tourism and Hospitality Perspective" Committee member, graduated in 2023, first placed as tenure-track faculty at Royal Holloway, University of London)

SangGon Edward Lim (Temple STHM, "Two Meta-Analytic Studies to Understand Creativity and Innovation of Hospitality and Tourism Organizations and Employees" Committee member, graduated in 2023)

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

Md Shoaib Akhtar (Lincoln University, "Factors influencing location selection decisions for tourism budget accommodation: An empirical investigation of motels within New Zealand" External Examiner, 2021)

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

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

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, first 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, first 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, first 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, first 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

2025-26	Dr. Ozan Atsız, Associate Professor at Nevşehir Hacı Bektaş Veli University, Turkey
2024-25	Dr. Eunji Lee, Research Assistant Professor, Kyung Hee University, South Korea
2023-24	Dr. Serhat Bingol, Assistant Professor, Bilecik Seyh Edebali University, Turkey
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)