



Pan Yu
Lecturer

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Cultural tourism● Ecotourism● Social media and tourism	<ul style="list-style-type: none">● Tourism Marketing● Brand Management

Qualifications

[Academic Qualifications]

- Ph.D. /International Tourism Management /City University of Macau
- Master of Liberal Studies /International Enterprise Leadership /Fort Hays State University
- Bachelor of Business Administration /Fort Hays State University

[Professional Qualifications]

- Ad Hoc Reviewer /Humanities Social Sciences Communications

Working experiences

2014 – 2020 Lecturer /Business School of Xinxiang University

2024 – present Lecturer /The Macau University of Science and Technology

Publications

[Journal Articles]

- **Pan, Y., & Shang, Z. (2023).** Linking culture and family travel behaviour from generativity theory perspective: A case of Confucian culture and Chinese family travel behaviour. *Journal of Hospitality and Tourism Management*, 54, 212-220. (SSCI Q1)

- Zhao, C., Shang, Z., & **Pan, Y.*** (2023). Beauty and tourists' sustainable behaviour in rural tourism: a self-transcendent emotions perspective. *Journal of Sustainable Tourism*, 1-20. (SSCI Q1)
- **Pan, Y.**, Luo, J. M., & Xu, J. (2022). How generativity affects organic dining intention: Case study of Shanghai. *Frontiers in psychology*, 13.1012550. (SSCI Q1)
- **Pan, Y.**, Xu, J., Luo, J. M., & Law, R. (2022). How Fear of COVID-19 Affects Service Experience and Recommendation Intention in Theme Parks: An Approach of Integrating Protection Motivation Theory and Experience Economy Theory. *Frontiers in psychology*, 13. 809520. (SSCI Q1)

[Conference Papers]

- Luo, K., **Pan, I.**, & Xu, J. B. (2021). Tourist experience and recommendation intention of visiting theme park in post-COVID-19. Paper presented at TOURMAN conference, Greece.

Research Projects

2020-2021 Macau Foundation Project: Establishment of a Measurement Model for Tourists Attitudes Towards Cantonese Opera Tourism Culture in the Greater Bay Area.
(Research. Assistant)