



Zhang Yang  
Associate Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Cultural tourism</li><li>● Tourism and leisure</li><li>● Tourism migration</li><li>● Social media and tourism</li></ul>	<ul style="list-style-type: none"><li>● Tourism economy</li><li>● Tourism marketing</li><li>● Cultural industry</li><li>● Cultural heritage tourism</li></ul>

## Qualifications

### [Academic Qualifications]

2007 – 2010 Ph. D / Cultural heritage conservation and exploitation / Sichuan University

2004 – 2007 Master / Cultural tourism/ Sichuan University

2000 – 2004 Bachelor / Tourism management / Sichuan University

### [Professional Qualifications]

Editorial board (Since 2021) Journal of Hospitality and Tourism Research

Ad Hoc Reviewer (since 2021) Journal of Hospitality and Tourism Insight

Ad Hoc Reviewer (since 2020) International Journal of Tourism Research

Ad Hoc Reviewer (since 2020) Tourism Planning and Research

Ad Hoc Reviewer (since 2018) Tourism Management

Ad Hoc Reviewer (since 2017) Journal of China Tourism Research

Ad Hoc Reviewer (since 2017) Geoforum

Ad Hoc Reviewer (since 2013) Annals of Tourism Research

Ad Hoc Reviewer (since 2013) Theory, Culture and Society

## Publications

[Journal Articles]

Zhang, Y., Shi, K. X., & Lee, T. J. (2021). Chinese girlfriend getaway tourism in Buddhist destinations: Towards the construction of a gendered spirituality dimension. *International Journal of Tourism Research*, 23(1), 1-12. [SSCI]

Zhang, Y., Xiong, Y., Lee, T. J., Ye, M., & Nunkoo, R. (2020). Sociocultural Sustainability and the Formation of Social Capital from Community-based Tourism. *Journal of Travel Research*. [SSCI]

Zhang, Y., & Xiong, Y. (2020). A culture-oriented model of consumers' hedonic experiences in luxury hotels. *Journal of Hospitality and Tourism Management*, 45, 399-409. [SSCI]

Zhang, Y., Lin, Z. X., & Lee, T. J. (2020). Wellness-oriented seasonal tourism migration: A field relationship study in China. *International Journal of Tourism Research*. [SSCI]

Sheng, F. Q, Zhang, Y., Shi, C., Qiu, M., & Yao, S. (2020). Xi'an tourism destination image analysis via deep learning. *Journal of Ambient Intelligence and Humanized Computing*, 1-10. [SCI-E]

Yang, L., Zhang, Y. (2020). Research on Shunde residents' perception of local food tourism value, *Journal of Researches on Dietetic Science and Culture*, 4, 27-34. [Level 2]

Zhang, Y., Lee, T. J. (2019). A conflict resolution model for sustainable heritage tourism. *International Journal of Tourism Research*, 21(4), 478-492.[SSCI]

Zhang, Y., Lee, T. J. (2019). From comrades to Bodhidharma: A Bourdieusian analysis of the spiritual experience of Chinese seasonal tourist. *International Journal of Tourism Research*, 21(6), 801-812.[SSCI]

Xiong, Y., Zhang, Y. & Lee, T. J. (2019). The rural creative class: An analysis of in-migration tourism entrepreneurship. *International Journal of Tourism Research*, 22(1), 42-53[SSCI]

Zhang, Y., Lee, T. J. & Xiong, Y. (2019). Residents' perception of the influence of luxury chain hotels on ethnic tourism communities. *Journal of Tourism and Cultural Change*, 17, 432-448. [SSCI]

Huang, Y. F., Zhang, Y. & Quan, H. (2019). The relationship among food perceived value, memorable tourism experiences and behavior intention: the case of the Macao food festival. *International Journal of Tourism Sciences*, 19, 258-268. [Level 2]

Zhang, Y., & Xie, P. F. (2018). Motivational determinants of creative tourism: a case study of Albergue art space in Macau. *Current Issues in Tourism*, 1-12. [SSCI]

Xia, M., Zhang, Y., & Zhang, C. (2018). A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective. *Journal of Destination Marketing & Management*, 8, 259-270. [SSCI]

Zhang, Y., & Xiong, Y. (2017). Interdisciplinary understanding of place in tourism education: An approach of participatory learning in China. *Journal of Hospitality and Tourism Management*, 30, 47-54. [SSCI]

Zhang, Y., & Hitchcock, M. J. (2017). The Chinese female tourist gaze: a netnography of young women's blogs on Macao. *Current Issues in Tourism*, 20(3), 315-330. [SSCI]

Zhang, Y., & Long, M. (2015). The role of Yum Cha (Cantonese morning tea) in the integration process among interprovincial migration in China, *Leisure Studies*, 34(1), 59-66. [SSCI]

- Zhang, Y., & Long, M. (2014). A research of the effects of anti-poverty by community participation of tourism development, *Agricultural Economy*, 5, 48-50.
- Salazar, N. B., & Zhang, Y. & (2013). Seasonal lifestyle tourism: the case of Chinese elites. *Annals of Tourism Research*, 43, 81-99. [SSCI]
- Zhang, Y. & Pang, C. L. (2012). From home food to Macanese cuisine? Historical development, tourist branding and cultural identity. *Sociology Study*, 2(1), 143-151.
- Zhang, Y., Ji, M. J., & Huang, G. Q. (2011). The attitude of local residence to medical tourism development: A research based on stakeholder theory, *Journal of Macao University of Science and Technology*, 5 (2), 8-18. [Level 2]
- Huang, G. Q. & Zhang, Y. (2011). A research of the tourism poverty alliance model of reservoir region: case study of the Three Gorge of Chongqin, *International Core Journal of Scientific Research & Engineering Index*, 2(1), 21-23. [EI]
- Zhang, Y. (2010). A study of the eco-culture and sustainable development-case study of the tourism exploitation of Laojun Mountain in Xinjin. *Religious Studies*, 2, 218-220. [CSSCI]
- Zhang, Y. (2009). A research of the perception of community residence to the conservation and exploitation of historical buildings- Case study of Groot Begijnhof of Leuven. Belgium, *Social Science Research*, 6, 102- 105. [CSSCI]
- Zhang, Y. (2006). A study of Chinese ancient official travel and its realistic values. *Forum on Chinese Culture*. 1, 60-63.
- Zhang, Y. (2006). A research of the deep exploitation of Chinese movie & TV series induced tourism through the wave of Korean TV series induced tourism. *Journal of Beijing International Studies University*. 9, 80-86.
- Zhang, Y. (2006) A study of the regional culture of Ancient mansion of Chengdu and the exploitation. *Journal of Xihua Normal University*. 3, 72- 76.
- [Conference Papers]
- Ying Y., & Zhang, Y., (2021) Why we want to go outside in the pandemic world? Travel motivation and its consequences in social crisis, APacCHRIE 2021 Conference and The 4th SHATEC Hospitality Conference (Online conference in June)
- Huang, T., & Zhang, Y., (2021) An Extended Attitudinal Loyalty Modeling of Roots Tourism in China: The Mediating Role of Sense of Sacredness and Belonging, 4<sup>th</sup> International Scientific Conference “TOURMAN 2021- Restarting tourism, travel and hospitality: The day after” (Online conference in May)
- Yu, H., Huang, T., & Zhang, Y., (2020). A study of the social impact of the development of integrated resort in Macao, 35<sup>th</sup> Annual Conference of Japan Institution of Tourism research (Online conference in December).
- Bai, Z. J. & Zhang, Y. (2018). Perceive linear authenticity and its impact on tourists' experience in heritage corridors: Case Study of The Three-Gorges in China, Global Conference on Business, Hospitality and Tourism Research, Ho Chi Minh City, Vietnam (October).

Xu, X. H. & Zhang, Y. (2018). Chinese middle class's food tourism: discussion based on documentary involvement, Global Conference on Business, Hospitality and Tourism Research, Ho Chi Minh City, Vietnam (October).

Lin, Z. X. & Zhang, Y. (2018). Residents' perception of Seasonal Tourism Migration and Associated Development in Sanya, China, 2018 International Conference on Hospitality, Leisure, Sports, and Tourism, Tokyo, Japan (July).

Zhang, Y. & Liang, Y. Q. (2017). The tourists' defective behavior of souvenir shop: case study of panda house in Chengdu, International Conference of Tourism Research, Chiang Mai, Thailand (June).

Shi, K. X. & Zhang, Y. (2017). Measure of tourism Experience for spiritual tourists: scale development and validation, 5th Annual Conference on Tourism and Hospitality Research, Singapore (December).

Wang, Y. H. & Zhang, Y. (2017). Impact of the effects of self-congruity on seasonal tourism destination loyalty: A case study of Sanya City, 5th Annual Conference on Tourism and Hospitality Research, Singapore (December).

Sheng, Z. H. & Zhang, Y. (2016). A research of Chinese outbound tourists' hot spring tourism experience in Japan, 2016 International Conference on Hospitality, Leisure, Sports, and Tourism, Kyoto, Japan (July).

Xia, M. L., & Zhang, Y. (2015). A structural equation model of the effect of booking apps towards on hotel brand image: a smartphone user's perspective. The 21st Asia Pacific Tourism Association (APTA) Annual Conference, Kuala Lumpur, Malaysia (May).

Zhang, Y., & Xiong, Y. (2015). An Empirical study of user's experiential value impact user's continuance intention in tourism weblog context, The 21st Cross Strait Conference on Information Management Development and Strategy, Macao (August).

Zhang, Y., & Zhang, Y., (2014). The study of the relationship between residents' perceptions of the intangible cultural heritage preservation, place attachment and willingness to pay, The 2014 International Conference of Tourism, Dalian, China (June).

Zhang, Y., & Hitchcock, M. J. (2013). The Chinese female tourist gaze: A netnography of young women's blogs on Macau. The 2013 International Conference of Tourism, Cyprus (June).

Zhang, Y., & Du, Y. (2013). Experiential value of Chinese cuisine the case of European tourists' dining experience in Szechuan (SEM approach), The 6th International Conference of Service Management, Cyprus (June).

Zhang, Y., & Ji, M. J. (2012). An importance- performance analysis of food service quality in Macao. THoR2012: Annual International Conference on Tourism and Hospitality Research, Singapore (July). Zhang, Y., & Ji, M. J. (2012). Macanese cuisine in Chinese visitors' blog: thematic analysis. The 18<sup>th</sup> APTA Conference, Taipei, Taiwan (June).

Zhang, Y. (2010). A research of the relationship of urban transformation and medical tourism- case study of Chengdu, Sichuan province, Forum for contemporary service industry development in the Asia Pacific region, Macao (November).

[Books]

Zhang, Y., & Xie, P. (2017). Creative cultural tourism development: A tourist perspective. In S. Carson, M. Pennings (Eds.) *Performing Cultural Tourism: Communities, Tourists and Creative Practices*, 99-114, Routledge.

Zhang, Y., & Xiao, Y. W. (2015). Literature Creation of Tourist Imaginary: A Case of *Peach Blossom Fan*, China, In M. Kozak & N. Kozak (Eds.) *Destination Marketing: An International Perspective*, 31-39, Routledge.

Zhang, Y. & Pang, C. L. (2010). Beyond 'Chocolate and Brussels'?: An exploratory analysis of cross cultural perception and travel experience of Chinese student tourists in Flemish cities, In W.G. Arlt &

G. R. Zhang (Eds.) *Yearbook of China Outbound Tourism 2010*, 76-94, Munich: Martin Meidenbauer Verlag.

## **Awards Received**

Zhang, Y. & Hitchcock, M. (2019). Prize of Excellent Paper of 5th of the Macao Social and Human Sciences Studies Prize · Macao (January).

Lin, Z. X. & Zhang, Y. (2018). Distinguish Paper Award of the 2018 International Conference on Hospitality, Leisure, Sports, and Tourism, Tokyo, Japan (July).

Zhang, Y. & Hitchcock, M. (2013). Best Paper Award of the 2013 International Conference of Tourism, Cyprus (June).

Du, Y. & Zhang, Y. (2013). Tourism Analysis Best Paper Award of the 6th International Conference of Service Management, Cyprus (June).