



L B T T M H U D Q R I S X
N E R B H D M B D M C S D B G M N K N F X
澳門科技大學

E b l s n e
G n r o l s k s m e S n l r l L m f d l d n s
酒店與旅遊管理學院

Pan Yu
K d b s d

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
Cultural tourism Ecotourism Social media and tourism	Tourism Marketing Brand Management

M l e t e p k j o

[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

k n g e j c a l a n e a j a o

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.*** (2022). 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.

and nkfa p

1/1/,1/10 L b En n s h m O n i d b s 9 D r s a k r g l d n s n e L d r d l d n s L n c d k e n S n l r s r
Attitudes Towards Cantonese Opera Tourism Culture in the Greater Bay Area.
(Research. Assistant)