Faculty of Hospitality and Tourism Management

Elaine, Zhang Yulan Assistant Professor

Areas of Research Expertise

Areas of Teaching Expertise

Chinese Outbound Tourism Tourist Decision Making Consumer Behavior and Marketing Creativity and Innovation

Qualifications

[Academic Qualifications]
2015.07 2019.03 PhD in Tourism Management
The Hong Kong Polytechnic University, The School of Hotel and Tourism Management

2011.09 2013.01 MSc in E-commerce with Distinction The Hong Kong Polytechnic University, Department of Computing

2006.09 2011.06 BSc (Hons) in Hotel Management The Hong Kong Polytechnic University, The School of Hotel and Tourism Management

[Teaching Experience]
2019.09 2022.12 Lecturer
University of Shanghai for Science and Technology, The Sino-British College

[Editorial Experience]

NA

Research & Publications

[Journal Articles]

Zhang, E. Y., McKercher, B., & Tse, T. S. M. (2022). Are Luxury Travelers Alike? A Qualitative Means End Segmentation Approach. *Journal of Hospitality & Tourism Research*. https://doi.org/10.1177/10963480221103224

Zhang, E. Y., & Szerencsi, A. (2022). Major shift or business as usual? An investigation on the impacts of responsible management education. *Journal of Education for Business*. 1-9

Zhang, E. Y., & Tse, T. S. M. (2018). Tapping into Chinese luxury travelers. *Journal of China Tourism Research*, 14(1), 71-99.

Liu, J. N., & Zhang, E. Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71-83.

Tse, T. S., & Zhang, E. Y. (2013). Analysis of blogs and microblogs: A case study of Chinese bloggers sharing their Hong Kong travel experiences. *Asia Pacific Journal of Tourism Research*, *18*(4), 314-329.

[Conference Papers]

Zhang, E. Y. (2022). *The Effect of Environmental Education on Future Event Planners*. 2nd Annual Symposium Futures of Sustainability: Tackling Sustainability Through Academic and Practitioner Collaboration, Shanghai, China