



MACAU UNIVERSITY  
OF SCIENCE AND TECHNOLOGY  
澳門科技大學

Faculty of  
Hospitality and Tourism Management  
酒店與旅遊管理學院

***Pan Yu***  
Lecturer

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

## 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
- Ad Hoc Reviewer /Journal of Hospitality Tourism Management

## Working experiences

2014 - 2020 Lecturer / Business School of Xinxiang University

2024 - present Lecturer / Macau University of Science and Technology

## Publications

[Journal Articles]

- **Pan, Y.**, Shang, Z.\*, & Zhao, C. (2024). Wildlife charisma and pro-environmental behaviour: A perspective from self-transcendent emotions theory. *Journal of Hospitality and Tourism Management*, 59, 14-24. (SSCI Q1)

- Shang, Z., & **Pan, Y.\*** (2024). Subdivisions and causes of alienated travel experience. *Annals of Tourism Research*, 105, 103736. (SSCI Q1)
- **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)

## 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)

- **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.