

Tianyu (Bell) Pan

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EDUCATION

University of Florida, PhD – Hospitality and Tourism Management

Gainesville, FL
PhD Advisor: Dr. Rachel J.C. Fu
Expected Graduate: 2025

Florida International University, MS – Hospitality and Tourism Management

Miami, FL 12/2019
GPA: 3.97 (4.0)

Thesis: Perception of Travel Motivation and Intention for Chinese Cruise Travelers: Toward an Integrated Model

Committee: Dr. Jinlin Zhao, Dr. Eric Beckman, Dr. Miranda Kitterlin-Lynch, Dr. Michael Cheng

Florida International University, BS – Hospitality and Tourism Management

Miami, FL 05/2018
GPA: 3.75 (4.0)

Tianjin University of Commerce, BA – Management

Tianjin, China 05/2016
GPA: 3.70 (4.0)

EMPLOYMENT

University of Florida

Graduate Research/Teaching Assistant Jan. 2021 – Present

Florida International University

Faculty Tutor – Statistics, ACC, Revenue Aug. 2020 – Dec. 2020
Adjunct Instructor Jan. 2020 – Dec. 2020
Coca-Cola Professorship Research Assistant Jan. 2020 – Dec. 2020
Graduate Teaching/Research Assistant Jan. 2019 – Dec. 2019
Teaching Assistant Aug. 2017 – Dec. 2018

Hilton Miami Airport Blue Lagoon

Accountant Jan. 2018 – Jul. 2018

The Ritz-Carlton Tianjin

Human Resources – Employee relations Apr. 2017 – Aug. 2017

IN PRESS/PUBLISHED

1. Moreo, A., **Pan, T.***, Kitterlin-Lynch, M., Cain, L., Williams, J. (2021). Women in Foodservice: Persevering in a #MeToo World. *Journal of Human Resources in Hospitality & Tourism*. Accepted.
2. **Pan, T.***, Beckman, E., Kitterlin-Lynch, M., Zhao, J., Cheng, M. (2021). Exploring the Motivations and Repeat Behavioral Intentions of Generation X and Y Chinese Cruise Tourists. *Journal of China Tourism Research*. In press.
3. Beckman, E.* , **Pan, T.**, Kitterlin, M., & Cain, L. (2021). Identifying motivating factors among college students that influence repeat participation among special event volunteers: the moderating role of class standing. *International Journal of Event and Festival Management*. <https://doi.org/10.1108/IJEFM-07-2020-0041>.
4. **Pan, T.***, Shu, F., Kitterlin-Lynch, M, Beckman, E. (2021). Perceptions of cruise travel during the COVID-19 pandemic: Market recovery strategies for cruise businesses in North America. *Tourism Management*. 85. 104275. <https://doi.org/10.1016/j.tourman.2020.104275>.
5. Beckman, E.* , Shu, F., **Pan, T.** (2020). The application of enduring involvement theory in the development of a success model for a craft beer and food festival. *International Journal of Event and Festival Management*. 11(4). 397-411. <https://doi.org/10.1108/ijefm-01-2020-0002>.
6. **Pan, T.** (2019). Perception of Travel Motivation and Intention for Chinese Cruise Travelers: Toward an Integrated Model. *FIU Electronic Theses and Dissertations*. 4307. <https://digitalcommons.fiu.edu/etd/4307>.

UNDER REVIEW

1. Beckman, E., Kim, S., **Pan, T.** (2020). Negative economic impacts of COVID-19: The impacts on the hospitality industry in two coastal regions in the USA. *Cornell Hospitality Quarterly*.
2. **Pan, T.***, Zhao, J., Beckman, B., Kitterlin, M. (2020). Market segmentation by Chinese motivations for cruising: A comparison of potential and repeat tourists. *International Hospitality Review*. Revision 1.

GRANTED PROJECT

1. Zhao, J. (PI), **Pan, T.**, et al. (2020). Operation and Development Strategies for Local Chinese Cruise Companies. *Shanghai Government Cruise Economy Consulting Project (Applied)*, Shanghai, China.
In Progress: \$7,247.00
2. Ahmad, I. (PI), **Pan, T.** (2020). USDA: Cochran Fellowship Program Availability and Marketing of U.S. Seafood for China Trade Shows Team.
Applied: \$97,868.85
3. Zhao, J., **Pan, T.** (2020). Report Chapter: Cruise businesses in Miami and Fort Lauderdale.
Awarded: \$900
4. Beckman, E., Zhao, J., Logan, T., Cheng, M., **Pan, T.** (2020). Economic Impact of COVID-19 on the Hospitality Industry in Miami-Dade County (Chaplin School's COVID-19 Series).
Awarding: N/A

5. Zhao, J. (PI), **Pan, T.**, et al. (2019). Cruise Ticket Distribution Model for Shanghai. Shanghai Government Cruise Economy Consulting Project (Granted), Shanghai, China.
Awarded: \$7,247.00

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Li, Y., Shang, X., Wang, X., **Pan, T.**, Ahamd, I. (2020). Exploring the impact factors of repeated purchase behavior in China. *Graduate Conference 2021*, Houston, US. Accepted/Stand-up presentation.
2. Alfonso, V., Dardiner, A., Benhamou, A.T., **Pan, T.**, Ahmad, I. (2020). Mobile payments to improve customer satisfaction in the hotel industry. *Graduate Conference 2021*, Houston, US. Accepted/Poster presentation.
3. Wang, L., ..., **Pan, T.**, Ahmad, I. (2020). Effect of Sonication on the Perception of Wine Astringency. *Graduate Conference 2021*, Houston, US. Accepted/Stand-up presentation.
4. Doughty, L., **Pan, T.**, Ahmad, I. (2020). A study of sustainable CSR in Marriott International – Service360. *Graduate Conference 2021*, Houston, US. Accepted/Poster presentation.
5. Li, E., Krajewski, D., **Pan, T.** (2020). Introducing LSTM Networks for Flexible Forecasting in the Lodging Industry. *Graduate Conference 2021*, Houston, US. Accepted/Stand-up presentation.
6. **Pan, T.**, Shu, F., Kitterlin-Lynch, M, Beckman, E. (2020). A Multi-Layer Model of Consumer Perceptions During Covid-19: Market Recovery Strategies for Cruise Businesses. *2021 AMA Winter Academic Conference*. Competitive Paper Accepted/Standup Presentation.
7. Beckman, E., **Pan, T.**, (2020). Economic impact of the COVID-19 pandemic on the hospitality industry. *International Society of Travel & Tourism Educators (ISTTE), 2020*. Stand-up Presentation.
8. **Pan, T.**, Li, E., Krajewski, D. (2020). Forecasting in the Lodging Industry: An Application of LSTM Recurrent Neural Networks. *STR*. Business Presentation.
9. **Pan, T.**, Zhao, J. (2019). What Chinese Cruise Travelers Want: An Analysis of Product Preferences for International Cruise Companies. *2019 APacCHRIE & EuroCHRIE Conference, HK, China*. Poster Presentation.
10. **Pan, T.**, Ahmad, I. (2019). Impact of High-Pressure Processing (HPP) and Sous Vide Processing Combination on Sensorial and Texture Properties of Fresh Whiteleg Shrimp *Litopenaeus setiferus*. *AQUACULTURE 2019, New Orleans, USA*. Poster Presentation.
11. **Pan, T.**, Kitterlin, M. (2019). Examining Correlation of Double Shift Work and Alcohol Consumption. *2019 International CHRIE Conference in Hospitality and Tourism. New Orleans, USA*. Poster Presentation.
12. **Pan, T.**, Ahmad, I. (2019). Effects of High-Pressure Processing on Shrimp. *Hiperbaric USA Corporation. Doral, FL, USA*. Business Presentation.
13. **Pan, T.**, Han, W., Lu, L., Kitterlin, M., Zhao, J. (2019). The cruise distribution in China: Efforts, progress and challenges. *Graduate Conference 2020, UNLV, US*. Stand-up Presentation.
14. **Pan, T.**, Zhao, J., Kitterlin, M., Beckman, E. (2019). Perception of Preferred Needs and Demands for Chinese Cruise Travelers. *Graduate Conference 2020, UNLV, US*. Stand-up Presentation.

RESEARCH IN PROGRESS

1. **Pan, T.**, Fu, R. (2021). Understanding the U.S. outbound cruise market during the COVID-19: a comparative study by using multiple regression model.

2. **Pan, T.,** Fu, R., Qi, L. (2021). Marketing Recovery Strategies for International Cruise Businesses during Pandemic: Developed Market vs. Emerging Market.
3. **Pan, T.,** Fu, R. (2020). Optimal pricing model of cruise business: direct sales, OTA, chartered or mixed?
4. **Pan, T.,** Li, E., Krajewski, D., Fu, R. (2020). Lodging revenue forecast based on historical data: An application of LSTM recurrent neural networks.
5. Kitterlin, M., Moreo, A., **Pan, T.,** Cain, L., Williams, J. (2020). The impact of COVID-19 on hospitality educators' work-life balance.

ACADEMIC HONORS AND AWARDS

EFTI's Gefen Innovation Research Award, UF	2021
Coca-Cola Professorship Research Assistant Award, FIU	2020 – 2021
South Beach Wine and Food Festival Scholarship Award, FIU	2018 – 2020
WorldsAhead (President) Graduate Award, FIU	2019
Dean's List Award, FIU	2017 – 2019
Student Market Study Competition (NYC) 2 nd Place Award, STR	2019
Hotel ROI Battle of The Universities FIU Team Lead, Questex	2019
Graduate Teaching/Research Assistant Scholarship Award, FIU	2018 – 2019
Outstanding Students Award, Tianjin University of Commerce	2014 – 2016

PH.D. SEMINAR PARTICIPATION

- Green Consumption:** Daniel Zane, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)
- WOM and Technology:** Zoey Chen, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)
- Prosocial Behavior:** Claudia Townsend, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)
- AI and Quantitative:** Joseph Johnson, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)
- Quasi Experiment:** Caglar Irmak, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)
- AI and Quantitative:** Fred M. Feinberg, Ph.D. – Business School (Marketing), University of Michigan (Spring 2020)
- Pricing:** Michael Tsiros, Ph.D. – Business School (Marketing), University of Miami (Spring 2020)

COURSE TEACHING

Undergraduate – FIU

Florida International University

HFT 3503 Hospitality Marketing Strategy (Fall, 2020)	
HFT 4509 Tourism Destination Marketing (Fall, 2020)	
HFT 2401 Accounting for the Hospitality Industry (Summer, 2020)	4.8/5
FSS 3233C Institutional Foodservice Production (Spring, 2019)	4.6/5

Graduate – FIU

Florida International University

HMG 6596 Marketing and Sales in Hospitality and Tourism (Fall, 2020) *Co-instructor*

HMG 6280 Global Issues in Hospitality and Tourism (Fall, 2020) *Co-instructor*

STUDENT RESEARCH ADVISING

1. **Xuemiao Wang** – Conference for Undergraduate Research at FIU 2020 (**Supervisor: Dr. Miranda Kitterlin-Lynch**)
Topic: Why tourists choose experiential tourism: A motivation-based structural equation modeling study (*Accepted*)
2. **Faisal Aldakhil** – Graduate Student Appreciation Week Scholarly Forum FIU 2020 (**Supervisor: Dr. Miranda Kitterlin-Lynch**)
Topic: Tourist responses to tourism experiences in Saudi Arabia (*Accepted*)
3. **Meryem Mekouar** – Graduate Student Research 2020 (**Supervisor: Dr. Miranda Kitterlin-Lynch**)
Topic: Hospitality education (*Withdrawal*)
4. **Iseul Ko** – Graduate Student Research 2020 (**Supervisor: Dr. Michael Cheng**)
Topic: Restaurant surcharge management (*Withdrawal*)

INVITED TALK

Multistage Modeling, School of Management, Zhejiang University, China (2021)

Cruise Tourism, Hospitality Management (LEI 3360), University of Florida (2021)

Quantitative Marketing and Future Research Trends, Research and Statistical Methods (HMG 6586), Florida International University (2020)

Food Cost and Price Workshop, StartUP Florida International University (2019)

PROFESSIONAL AND COMMUNITY SERVICES

International Hospitality Review <i>Reviewer</i>	2020 – Present
Asia Pacific Journal of Tourism Research <i>Ad Hoc Reviewer</i>	2020 – Present
Food Network & Cooking Channel South Beach Wine & Food Festival <i>Culinary Lead</i>	2018 – 2020
Aquaculture America Conference 2020 <i>Abstract Reviewer</i>	2019 – 2020
Walmart Christmas Event FIU <i>Volunteer</i>	2018
Quirch Foods Show <i>Volunteer</i>	2017 – 2018

CERTIFICATIONS

CHIA – Certification in Hotel Industry Analytics (ID: 15-05028)

ServSafe Food Protection Manager Certification (ID: 16561511)

CITI/IRB – Responsible Conduct of Research (Social and Behavioral Responsible Conduct of Research) (ID: 29003388)

CITI/IRB – Human Subjects Research (Social/Behavioral Human Research) (ID: 29002357)
CITI/IRB – Human Subjects Research (Biomedical Human Research) (ID: 29002365)

PROFESSIONAL MEMBERSHIPS

AMA – American Marketing Association

INFORM – The Institute for Operations Research and the Management Sciences

- Society of Marketing Science
- Decision Analysis Society
- Analytics Society
- Computing Society

ASQ – American Society of Quality

HFTP – Hospitality Association/Financial & Technology Professional

AAAS – American Association for the Advancement of Science

ICHRIE – International Council on Hotel, Restaurant, and Institutional Education

ADDITIONAL INFORMATION

Language: Chinese (Native), Cantonese (Native), English (Advanced)

Software Skills:

(1) Academic

SPSS (Advanced), AMOS (Advanced), XLSTAT, Qualtrics XM, SEM (Advanced), Python (Basic),
MATLAB (Basic), SAS (Basic), R (Basic)

(2) Industrial

P.O.S (Point of Sale), PMS (Property Management System), HotSOS, HRMS (HR Management System)

(3) Office

Microsoft Word, Excel, Outlook, PowerPoint, Visio, Project