

Ying-Jen Pan (潘盈仁)		
Assistant Professor, Department of Leisure, Recreation, and Tourism Management Southern Taiwan University of Science and Technology No. 1, Nan-Tai Street, Yung Kang Dist., Tainan City 71005, Taiwan.	Office: T601-3 Tel: 886-6-2533131 ext.4937 Fax: 886-6-3010002 E-mail: irvingpan@stust.edu.tw	

Education

- PhD, School of marketing, College of Business, University of Western Sydney, 2012/12.
- Master, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, 2006/06.

Area of Specialty

Tourism Marketing, Travel Agency Practice, Tour Itinerary Design, Recreation Management

Academic Experience

- Assistant Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science and Technology, 2012/8 to present.
- Adjunct Lecturer, Department of Tourism and Hospitality China Institute of Technology, 2006/08 to 2008/07.
- Adjunct Lecturer, Department of Tourism and Leisure Management, Nanya Institute of Technology, 2006/08-2007/07.
- Adjunct Lecturer, Department of Leisure Management, Yu Da College of Business, 2006/08 -2008/07.

Publications

Journal Papers

1. **Pan, Y. J.**, Wang, Y. F., Wang, C. Y. (2015). The Effects of Massive Influxes of Chinese Tourists into Tourist Night Markets, *Journal of Southern Taiwan University*, 40(4), 43-62. (Corresponding Author).
2. **Pan, Y. J.**, Wang, Y. F., & Liu, M. H. (2014). A New Thinking of Loyalty for a Travel Product, *Journal of Tourism and hospitality Management*, 2(4), 161-166.

Conference Papers

1. **Pan, Y. J.**, & Evangelista, F. (2012). Perceived value of a GPT and its outcomes,

The 18th Asia Pacific Tourism Association Conference (APTA), Taiwan.
(ISBN:978-957-28376-7-2)

2. **Pan, Y. J.** (2011). Value dimensions for group package Tours: potential for bundling, Asia Pacific Marketing and Management Conference 2011 (APM2C), Malaysia. (ISBN: 978-967-5527-25-8)

Books

1. Ching-He Shih, Wen-Hui Tai, Chien-Hua Chang, Shun-Chuan Lin, Mei-Hsiang Hsu, Chih-Chung Wu, Hsin-Mao Tsai, **Ying-Jen Pan.** (2014). Tour Guide and Tour Leader Practice, Chuan Hwa Book Co, ISBN:9789572193570.
2. Ting-Ke Huang, Te-Huang Wu, **Ying-Jen Pan.** (2014). Tourism Introduction II (With Exercise Book), Chuan Hwa Book Co, ISBN:9789572193075.

Dissertation

Pan, Ying-Jen. (2012). "Perceived value dimensions of group package tour and its effects on satisfaction and behavioral intentions", Ph.D. Dissertation, University of Western Sydney.

Grants

1. Ministry of Interior, No: 431040170-GP, "2015 Taijiang National Park Creative Tour Design Competition", 2015/11/05 to 2015/12/26.
2. Ministry of Science and Technology, No: MOST 104-2815-C-218-015-H, "The Research of Tourist Friendly Destination and its Influence on Foreign Independent Tourist's Perception of Taiwan Tourism Attraction", 2015/07/01 to 2016/02/29.
3. Ministry of Science and Technology, No: 103-2815-C-218-001-H, "The relationship between perceived value of agriculture travel product and tourist's LOHAS lifestyle", 2014/07-2015/02.
4. Ministry of Science and Technology, The impact of massive China tourists in Taiwan tourism night market, No: 102-2815-C-218-002-H, 2013/07 to 2014/02.

Entrusted Practical Projects

1. **Pan, Y. J.** 2016. Taijiang National Park Creative Tour Design Competition. 351050432.

Honors and Awards

- The Best Teacher of the Year, Tour Itinerary Design and Practice, Tour Planning & Design Association, 2015.
- Award for Excellent Paper, 103 Taiwan MICE Academic Research Competition, The Bureau of Foreign Trade, MOEA, 2014.
- The Best Teacher of the Year, Tour Itinerary Design and Practice, Tour Planning & Design Association, 2014.

Professional Certifications

- Structural Equation Modeling using AMOS Certificate, ACSPRI, AU, 2010
- Badekur Hydrotherapy Assistant Certificate, Hot Spring Tourism Association, TW, 2008
- Tour Manager License/English, Chinese, Tourism Bureau, 2006.
- Tour Guide License/English, Chinese, Tourism Bureau, 2005.
- Towel and Ground Air Traffic Controller, Air Force, 2000.

Academic Professional Service

- Consultant, Sung Gan Book Co, 2016 to Present.
- Vice Chairman, Taiwan Travel Organization, 2015 to Present.
- Supervisor, Taiwan Marine Leisure and Tourism Association, 2015 to Present.
- Consultant, Hwa Li Publishing Co, 2014 to Present.
- Consultant, Tainan Leisure Farms Development Association, 2012 to Present.
- Vice Chairman, Taiwan Tour Manager Association, 2008 to Present.
- Director, Education Training Committee, Occupational Union for Tour Managers, 2007 to Present.