

Bing Pan, Ph.D.

---

Department of Recreation, Park, and Tourism Management, Pennsylvania State University  
Email: [bingpan@psu.edu](mailto:bingpan@psu.edu), Office Phone: +1-814-867-2900, Fax: +1-814-814-867-1751  
Cell Phone: +1-843-608-9188, <http://www.bingpan.com>

## PROFESSIONAL EXPERIENCE

- 2016 – Present Associate Professor (with tenure), Department of Park, Recreation, and Tourism Management  
Affiliate, Institute for Computational Data Sciences  
Affiliate, Graduate Program in Social Data Analytics  
Penn State University
- 2015 – 2017 Visiting Professor (1-2 months annually), School of Tourism and Environmental Sciences, Shaanxi Normal University, China
- 2012 – 2013 Visiting Associate Professor, School of Hotel and Tourism Management, Hong Kong Polytechnic University
- 2005 – 2016 Associate Professor, Department of Hospitality and Tourism Management, School of Business, College of Charleston  
Head of Research, Office of Tourism Analysis, School of Business
- 2003 –2005 Postdoctoral Fellow  
Information Science Program  
Cornell University

## EDUCATION

- 2003 Ph.D., The University of Illinois at Urbana-Champaign, Champaign, Illinois  
1998 M.S., Nanjing University, Nanjing, China  
1995 B.E., Nanjing University, Nanjing, China.

## AWARDS / RECOGNITION

- 2020 Ranked as top 2% of scientists in the world across all fields by a Stanford research
- 2016 SIGIR Test-of-Time Award for the paper “Accurately interpreting clickthrough data as implicit feedback” published in 2005
- 2015 Elected Fellow of International Association for China Tourism Studies.
- 2013 International Journal of Culture, Tourism and Hospitality Research, Highly Commended Paper
- 2012 Tourism Management, Top Cited Article, 2007-2011
- 2012 Charleston Area Convention and Visitors Bureau Golden Pineapple Award
- 2010 Best Researcher Award, School of Business, College of Charleston
- 2010 Best Paper Award, 2010 ENTER Conference
- 2009 Senior Scholars Best I.S. Publication Award
- 2009 Paper of the Year in MIS Quarterly
- 2009 Charles Goeldner Best Paper Award in Journal of Travel Research
- 2008 Marquis Who’s Who in America 2008

## PUBLICATIONS

### JOURNAL ARTICLES

71. Rice, W., Taff, B.D., Newman, P., Zipp, K., & Pan, B. (in press). Identifying recreational ecosystem service areas of concern in Grand Canyon National Park: A participatory mapping approach. To be published in *Applied Geography*.
70. Kerstetter, D., Yi, X., Shen, X., Pan, B., Zhang, G., \*Li, R., & Li, G. (in press). Urban Chinese residents' perspectives on factors affecting their subjective wellbeing: A case study in Shenzhen, China. To be published in *Psychological Reports*.
69. Li, H., Meng, F., & Pan, B. (in press). How does review disconfirmation influence customer online review writing behavior? A mixed method investigation in restaurant industry. To be published in *International Journal of Contemporary Hospitality Management*.
68. Pan, B., Smith, W.W., Litvin, S.W., & Yuan, Y. (in press). Ethnic bias and design factors impact response rates of online travel surveys. To be published in *Journal of Global Scholars of Marketing Science*.
67. Shen, X., Pan, B., Hu, T., Chen, K., Qiao, L., & Zhu, J. (in press). Investigating the multi-layered biases in online restaurant reviews in China. To be published in *Hospitality and Tourism Insights*.
66. Li, X., Li, H., Pan, B., & Law, R. (in press). Machine Learning in Internet Search Query Selection for Tourism Forecasting. To be published in *Journal of Travel Research*.
65. \*Park, S. Y., Kim, J. Y., & Pan, B. (in press). The impact of Uber introduction on the tourism industry in Sub-Saharan African countries. To be published in *Journal of Travel Research*.
64. Lin, Y., Yang, B., Lin, B., & Pan, B. (in press). Are world heritage sites always a catalyst for tourism development? To be published in *Tourism Analysis*.
63. Rice, W.L, Lacey, G., Peel, V., Pan, B., Klemm, C., Miller, Z.D., Newman, P., Hutchins, B., & Taff, B.D. (2020). Examining health promotion in parks: A cross-national inquiry of Healthy Parks Healthy People Programs. *Recreation, Parks, and Tourism in Public Health, 4*: 5-14.
62. Du, Y., Li, J., Pan, B., & Zhang, Y. (2020). Lost in Thailand: A case study on the impact of a film on tourist behavior. *Journal of Vacation Marketing, 26* (3), 365-377.
61. Zhu, Q., Wu, Y., Li, Y., & Pan, B. (2020). An exploration of sharing economy market segment structure: A case study of Airbnb. *International Journal of Internet and Enterprise Management, 9*(3), 198-213.
60. Rice, W.L., Taff, D., Miller, Z.D., Newton, A., D'Antonio, A. (2020). Connecting motivations to outcomes: A study of park visitors' outcome attainment. *Journal of Outdoor Recreation and Tourism, 29* (March), 100272.
59. \*Park, S., Pan, B., Ah, J. (2020). Family trip and academic achievement in early childhood. *Annals of Tourism Research, 80*(1), 102795.
58. Xu, F., Wang, X., Xu, L, Hu, M., & Pan, B. (2019). Identification and division of Nanjing tourist source market based on mobile phone signal data. *Geography and Geo-Information Science* (in Chinese), 35(4), 70-75.
57. Wu, J., Wang, X., & Pan, B. (2019). Agent-based simulations of China inbound tourism network. *Scientific Reports, 9*, 12325.
56. Lee, S, Pan, B, & \*Park, S. (2019). RevPAR vs. GOPPAR: Property- and firm-level analysis. *Annals of Tourism Research, 76*, 180-190.
55. Rice, W., \*Park, S., Pan, B., & Newman, P. (2019). Forecasting campground demand in U.S. national parks. *Annals of Tourism Research, 75*, 424-438.

54. Miller, Z., Huang, J., Costigan, H., Luo, J., Deng, H., Xu, X., Sun, C., Yang, X., Wang, Z., Lin, D., Qu, S., Pan, B., Li, G., & Newman, P. (2018). A cross-cultural examination of the Noise-Sensitivity Scale-Short Form: Measurement invariance testing between the U.S. and Chinese samples. *Biomedical and Environmental Sciences*, 31(11), 851-854.
53. Zhang, M., Li, J., Pan, B., & Zhang, G. (2018). Hotel occupancy forecasting of tourism destination based on weekly data. *Sustainability*, 10(12), 4351.
52. Pan, B., Smith, W.W., Litvin, S.W., & Woodside, A. (2018). Online travel survey response rate and researcher ethnicity. *International Journal of Tourism Research*, 20:779-781.
51. Litvin, S., Goldsmith, R., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, 30(1), 313-325.
50. \*Park, S., & Pan, B. (2018). Identifying the next non-stop flying market with a big data approach. *Tourism Management*, 66, 411-421.
49. Dergiades, T., Mavragani, E., & Pan, B. (2018). Google trends and tourists' arrivals: Emerging biases and proposed corrections. *Tourism Management*, 66, 108-120.
48. Yuan, Y., Ho, C., & Pan, B. (2017). The use of big data in tourism management of national parks. *Journal of National Parks* (in Chinese), 27(1), 58-72.
47. Zhang, G., Wu, J., Pan, B., Li, J., Ma, M., & Wang, J. (2017). Improving daily occupancy forecasting accuracy for hotels based on EEMD-ARIMA model. *Tourism Economics*, 23(7), 1496-1514.
46. Dergiades, T., Mavragani, E., & Pan, B. (2017) Arrivals of tourists in Cyprus: Mind the web search intensity. *GreeSE papers*, 107. Hellenic Observatory, European Institute, London, UK.
45. Pan, B., & Yang, Y. (2017). Forecasting destination weekly hotel occupancy with big data. *Journal of Travel Research*, 56(7), 957-970.
44. Li, X., Pan, B., & Law, R. (2017). Forecasting tourism demand with composite search index. *Tourism Management*, 59, 57-66.
43. Masiero, L., Pan, B., & Heo, C. (2016). Asymmetric preference in hotel room choice and implications on revenue management. *International Journal of Hospitality Management*, 56, 18-27.
42. Masiero, L., Heo, C., & Pan, B. (2015). Determining guests' willingness to pay for hotel room attributes with a discrete choice model. *International Journal of Hospitality Management*, 49, 117-124.
41. Li, J., Yang, M., & Pan, B. (2015). Network analysis of navigation paths of tourists' trip planning and power structure of the online tourism domain in China. *Asia Pacific Journal of Tourism Research*, 20(supplement 1), 1451-1465
40. Pan, B. (2015). The power of search engine ranking for tourist destinations. *Tourism Management*, 47, 79-87.
39. Smith, W.W., Li, X., Pan, B., Witte, M., & Doherty, S. (2015). Tracking destination image across the trip experience with smartphone technology. *Tourism Management*, 47, 113-122.
38. Yang, X., Pan, P., Evans, J.A., & Lv, B. (2015). Forecasting Chinese tourist volume with search engine data. *Tourism Management*, 46, 386-397.
37. Yang, Y., Pan, B., & Song, H. (2014). Predicting hotel demand using destination marketing organizations' web traffic data. *Journal of Travel Research*, 53(4), 433-447
36. Pan, B., Woodside, A., & Meng, F. (2014). How contextual cues impact response and conversion rates of online surveys. *Journal of Travel Research*, 53(1), 58-68
35. Pan, B., Zhang, L., & Law, R. (2013). The complex matter of online hotel choice. *Cornell Hospitality Quarterly*, 54(1), 74-83,

34. Litvin, S.W., Pan, B., & Smith, W.W. (2013). Festivals, special events, and the 'rising tide'. *International Journal of Culture, Tourism, and Hospitality Research*, 7(2), 163-168.
33. Tierney, H., & Pan, B. (2012). A poisson regression examination of the relationship between website traffic and search engine queries. *Netnomics: Economic Research and Electronic Networking*, 13(3), 155-189.
32. Pan, B., Wu, C., & Song, H. (2012). Forecasting hotel room demand using search engine data. *Journal of Hospitality and Tourism Technology*, 3(3), 3-13.
31. Wang, F., Liu, J., Pan, B., Zhao, L., & Zhang, M. (2012). Stuck between the historic and modern China: A case study of children's space in a hutong community. *Journal of Environmental Psychology*, 32(1), 59-68.
30. Pan, B., Zhang, L., & Smith, K. (2011). A mixed-method study of user behavior and usability of an online travel agency. *Journal of Information Technology and Tourism*, 13(4), 353-364.
29. Fesenmaier, D.R., Xiang, Z., Pan, B., & Law, R. (2011). A framework of search engine use for travel planning. *Journal of Travel Research*, 50(6), 587-601.
28. Pan, B., & Li, X. (2011). The long tail of destination image and search marketing. *Annals of Tourism Research*, 38(1), 132-152.
27. Pan, B., Xiang, Z., Law, R. & Fesenmaier, D.R. (2011). The dynamics of search engine marketing for tourist destinations. *Journal of Travel Research*, 50(4), 365-377.
26. Xiang, Z., & Pan, B. (2011). Travel queries on cities in the United States: Implications for search engine marketing for tourist destinations. *Tourism Management*, 32(1), 88-97.
25. Xiang, Z., Fesenmaier, D. R., Pan, B., & Law, R. (2010). Assessing the visibility of destination marketing organizations in Google: A case study of convention and visitors bureau websites in the United States. *Journal of Travel and Tourism Marketing*, 27(7), 694-707.
24. Hung, K., Li, X., Pan, B., & Petrick, J. (2010). Knowledge dissemination in tourism education: A case of tourism marketing. *Journal of Travel and Tourism Marketing*, 27(5), 519-532.
23. Pan, B. (2010). Online travel surveys and response patterns. *Journal of Travel Research*, 49(1), 121-135.
22. Zhang, L., Pan, B., Smith, W.W., & Li, X. (2009). An exploratory study of travelers' use of online reviews and recommendations: A qualitative approach. *Journal of Information Technology and Tourism*, 11(2), 157-167.
21. Smith, W.W., & Pan, B. (2009). Purchase involvement of travel products and segmentation of travellers. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20(2), 331- 343.
20. Cyr, D., Head, M., Larios, H., & Pan, B. (2009). Exploring human images in website design across cultures: A multi-method approach. *MIS Quarterly*, 33(3), 539-368.
19. Smith, W.W., Pan, B., Li, X., & Zhang, L. (2009). Conceptualizing the impact of geographic knowledge on trip planning. *Tourism Geographies*, 11(3), 350-368.
18. Li, X., Pan, B., Zhang, L., & Smith, W.W. (2009). Online information search and image development: Insights from a mixed method study. *Journal of Travel Research*, 48(1), 45-57.
17. Crotts., J., Pan, B., & Raschid, A.E. (2008). A survey method for identifying key drivers of guest delight. *International Journal of Contemporary Hospitality Management*, 20(4), 462-470.
16. Litvin, S., Goldsmith, R.E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.
15. Mack, R.W., Blöse, J.E., & Pan, B. (2008). Believe it or not: Credibility of blogs in tourism. *Journal of Vacation Marketing*, 14(2), 133-144.

14. Lorigo, L., Haridasan, M., Brynjarsdóttir, H., Xia, L., Joachims, T., Gay, G., Granka, L., Pellacini, F., & Pan, B. (2008). Eye tracking and online search: Lessons learned and challenges ahead. *Journal of American Society for Information Science and Technology*, 59(7), 1041-1052.
13. Pan, B. Li, X., Zhang, L., & Smith, W.W. (2007). An exploratory study on the satisfaction and barriers of online trip planning to China: American College students' experience. *Journal of Hospitality and Leisure Marketing*, 16(1-2), 203-226.
12. Pan, B., Litvin, S.W., & O'Donnell, T. (2007). Understanding accommodation search query formulation: The first step in putting 'heads in beds'. *Journal of Vacation Marketing*, 13(4), 371-381.
11. Pan, B, MacLaurin, T., & Crotts, J. (2007). Travel blogs and their implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45.
10. Crotts, J., & Pan, B. (2007). Destination appraisals: A re-joiner. *Annals of Tourism Research*, 34(2), 541-544.
9. Joachims, T., Granka, L., Pan, B., Hembrooke, H., Radlinski, F., & Gay, G. (2007). Evaluating the accuracy of implicit feedback from clicks and query reformulations in Web Search. *ACM Transactions on Information Systems*, 25(2), 1-27.
8. Pan, B., Hembrooke, H., Joachims, T., Gay, G., & Granka, L. (2007). In Google we trust: Users' decisions on rank, position and relevancy. *Journal of Computer-Mediated Communication, special issues on The Social, Political, Economic and Cultural Dimensions of Search Engines*, 12(3), 801-823.
7. Pan, B., Gay, G.K., Saylor, J., & Hembrooke, H. (2006). One digital library, two undergraduate classes, and four learning modules: Uses of a digital library in classrooms. *Journal of American Society for Information Science and Technology*, 57(10), 1315-1325.
6. Pan, B., Hembrooke, H., Gay, G., & Gonsalves, G.C. (2006). Bridging the gap: A conceptual model of the access of digital libraries. *Journal of Digital Information*, 7(2). Available online at: <http://journals.tdl.org/jodi/article/view/184/162>.
5. Lorigo, L., Pan, B., Hembrooke, H., Joachims, T., Granka, L., & Gay, G. (2006). The influence of task and gender on search and evaluation behavior using Google. *Information Processing and Management*, 42(4), 1123-1131.
4. Pan, B., & Fesenmaier, D.R. (2006). Online information search and trip planning process. *Annals of Tourism Research*, 33(3), 809-832.
3. Pan, B., & Fesenmaier, D. R. (2000). A typology of tourism related web sites: Its theoretical foundation and implications. *Information Technology and Tourism*, 3(3/4), 155-176.
2. Zhang, J., Du, J., Zhou, Y., Zhang, S., & Pan, B. (1999). Spatial structure of tourist source areas for the naturally scenic sightseeing places: A case study of Jiuzhaigou. *Acta Geographica Sinica (in Chinese)*, 54(4), 357-364.
1. Pan, B., & Yang, D. (1998). Image design for tourism cities. *Urban Planning Forum (in Chinese)*, 36(1), 54-60.

#### FUNDED GRANTS AND PROJECTS

1. 2018, **Principal Investigator**, A qualitative study on Chinese visitors in Grand Teton National Park, UW-NPS Program, \$5,000
2. 2017-2021, **Co-Principal Investigator**, Modeling and Forecasting Tourism Demand in Hong Kong SAR Using the Mixed Frequency Approach – Theoretical Exposition and Empirical Evidence, National Natural Science Foundation of China, USD\$52,000
3. 2016-2018, **Principal Investigator**, Residents' Perception of Wellbeing: An Exploratory Study in Three Tourism Cities within China, Jinan University, China, USD\$55,665

4. 2016-2018, **Co-Principal Investigator**, Use and Benefits of Parks: An Exploratory Study with Park Users in Shenzhen China, Jinan University, China, USD\$62,277
5. 2015-2017, **Principal Investigator**, Big Data based Nowcasting Methods for Sudden Increase/Decline of Tourist Flows, National Natural Science Foundation of China, USD\$32,530
6. 2014, **Principal Investigator**, The Economic and Fiscal Impacts of Folly Beach's Beach Area on South Carolina and the Charleston Area, City of Folly Beach, \$9,916.00
7. 2014, **Principal Investigator**, Research Project for Charleston City Tourism Management Planning, City of Charleston, \$25,000
8. 2013-2015, **Co-Principal Investigator**, General-to-Specific Modeling with Bootstrap Aggregation in Tourism Demand Forecasting, Co-PI with Haiyan Song, GRF Grant, USD 42,000
9. 2005 – 2014 **Principal Investigator**, Market Analysis and Hospitality Performance Tracking Projects in the Office of Tourism Analysis from the Charleston Area Convention and Visitors Bureau, \$40,000 - \$80,000 Annually
10. 2009 – **Principal Investigator**, Present Annual Accommodation Tax Evaluation of Charleston County, \$10,000 Annually
11. 2012 **Principal Investigator**, Historic Charleston Foundation Economic Impact Survey and Focus Group Study, \$10,300
12. 2011 – 2012 **Co-Principal Investigator**, Charleston Area Vacation Rental Market Performance Tracking Study, \$10,000
13. 2011-2012 Wuzhen English Website Redesign, \$20,000 (consulting)
14. 2011 – 2012 **Principal Investigator**, Patriots Point Authority Economic Impact and Image Study, \$12,000
15. 2010 **Principal Investigator**, Usability Study of GuestCentric Booking Engine, Grant from GuestCentric Inc., Principal Investigator, \$3,000
16. 2008-2010 **Co-Principal Investigator**, Developing a Search Engine Visibility Information System (SEVIS) and Benchmarking Online Performance of Tourism Businesses and Organizations, Grant from Hong Kong Polytechnic University, External Principal Investigator, \$39,679
17. 2008 Americans' Travel Behavior and Destination Preferences, sub-grant from China National Tourism Administration, Co-Investigator, \$3,000
18. 2007 **Principal Investigator**, Exploring Online Trip Planning using Eye Tracking Methods, Research Grant from Orbitz.com, Principal Investigator, \$5,100
19. 2007 **Principal Investigator**, Exploring the Process and Determinants of Online Hotel Choice Using Eye Tracking Methodology, Summer Research Grant from School of Business, College of Charleston, \$3,240
20. 2006 **Principal Investigator**, Angler Survey of Artificial Reef of South Carolina 2006-2007, Grant from Department of Natural Resources of South Carolina, Principal Investigator, \$22,000
21. 2005 **Principal Investigator**, Pilot Study of Angler Survey of Artificial Reef of South Carolina, Grant from Department of Natural Resources of South Carolina, \$1,400
22. 2005 Consultant to the School of Interactive Arts and Technology, Simon Fraser University, Canada on Innovation in the New Economy Research Grant "Managing E-loyalty through Experience Design".
23. 2004 – 2005 User Study Part of the Proposal to the Institute of Museum and Library Services (IMLS): A Digital Library of Printable Machines: Models for Collection Building and Educational Outreach. User Study Expert.
24. 2003 Google Grant on Exploring the Accuracy of Implicit Feedbacks from Search Engine Log data

25. 2002 European Union Project: Behavioral Foundation for Travel Recommendation System. Responsible for the overall framework and the part on Human-Computer Interaction.
26. 1997 Marketing research project in the National Park of Dr.Sun Yat-sen's Mausoleum, Nanjing, China

## **TEACHING**

### **COURSES AT PENN STATE UNIVERSITY**

1. Tourism Behavior, Spring 2018
2. Hospitality Managerial Accounting, Fall 2017
3. Marketing of Recreation Services, Fall 2016, Spring 2017, Fall 2017, Spring 2018

### **COURSES AT THE COLLEGE OF CHARLESTON**

4. Introduction to Revenue Management, Fall, 2015
5. Forecasting and Business Analytics, MBA course, Summer, 2014 and 2015
6. Online Marketing for Hospitality and Tourism, Fall 2007, Spring 2008,
7. Hospitality and Tourism Technology, Fall 2008, Spring 2009, Fall 2010, Spring 2011, Spring 2012, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Spring 2016
8. Management Information Systems, Fall 2006, Spring 2007, Fall 2007, Fall 2009,
9. Principles of Tourism and Hospitality, Spring 2010, Fall 2011, Spring 2012
10. Summer Study Abroad Program in China and Hong Kong, Summer 2008, Summer 2009
11. Summer Study Abroad Program in Taiwan, 2010
12. Undergraduate independent study. Spring 2007, Fall 2007, Fall 2008, Spring 2009, Spring 2010, Spring 2011, Summer 2013, Spring 2016
13. Undergraduate thesis project, Spring 2007
14. Capstone Project for Hospitality and Tourism, Spring 2016

### **COURSES AT OTHER UNIVERSITIES**

15. HTM502: Hotel and Tourism Information Management, Executive MBA course, Hong Kong Polytechnic University, Spring 2013
16. HTM3123: Technology Management in Hotel and Tourism, Hong Kong Polytechnic University, Fall 2012 and Spring 2013
17. Summer course on research methodology, co-lecturer with Dr. Arch Woodside, Asia University, Summer, 2013
18. Frontier on Tourism Research, summer short course on research methodology, Shaanxi Normal University, Summer 2015
19. Introduction to Tourism, Teaching Assistant for Dr. Youcheng Wang, the University of Illinois at Urbana-Champaign, Spring 2002
20. Introduction to Tourism, Nanjing University, China, Spring 1998

## **INVITED TALKS**

1. Pan, B. (2018). Tourism Big Data Research, Research Seminar at the Feiertag Department of Hospitality and Tourism Management, Virginia Tech, March 23, 2018.

2. Pan, B. (2018). Tourism Big Data Research, Guest Lecture in SODA501: Big Social Data: Approaches and Issues, Graduate Program in Social Data Analytics, Penn State University, February 1, 2018.
3. Pan, B. (2017). Relevancy and Bias in Tourism Big Data. Workshop on Analytics in Tourism Design, Vienna, Austria, November 9, 2017.
4. Pan, B. (2017). Charleston, SC and the Tourism Industry. Guest Lecture in RPTM210: Introduction to Commercial Recreation and Tourism, Department of Recreation, Park, and Tourism Management, Penn State University, November 14, 2017.
5. Pan, B. (2017). Tourism Research and Big Data. Guest Lecture in RPTM530: Research Methods, Department of Recreation, Park, and Tourism Management, Penn State University, November 2, 2017.
6. Pan, B. (2017). Economic Impact Analysis and ROI Studies. Invited Talk at the School of Geography and Tourism, Shaanxi Normal University, July 20, 2017.
7. Pan, B. (2017). Where is the Most Potential Market for a Direct Flight? A Gravity Model Approach. Invited Talk at the School of Geography and Tourism, Shaanxi Normal University, July 4, 2017
8. Pan, B. (2016). Business Analytics for Data-Based Decision Making in Hospitality and Tourism Organizations. Guest Lecture at Hong Kong Polytechnic University, Hong Kong, China, December 5, 2016.
9. Pan, B. (2016). Tourism Big Data. Forum Discussion at inter3i Inc., Beijing, China, November 2, 2016.
10. Pan, B. (2016). Advanced in Tourism Big Data Research. Guest Lecture at Beijing International Studies University, Beijing, China, October 30, 2016.
11. Pan, B. (2016). Studying Online Behavior Using Eyetracking. Research seminar at Shaanxi Normal University, Xi'an, China, October 28, 2016.
12. Pan, B. (2016). How to Apply for International Ph.D. Programs. Research seminar at Shaanxi Normal University, Xi'an, China, October 27, 2016.
13. Pan, B. (2016). Big data for Tourism and Hospitality. **Keynote Speaker** at the Annual Tourism Tribune Conference and Workshop, Luoyang, Henan, China, October 20, 2016.
14. Pan, B. (2016). Online Survey Methodology. Workshop at the Annual Tourism Tribune Conference and Workshop, Luoyang, Henan, China, October 18, 2016.
15. Pan, B. (2015). Perspectives on Tourism Big Data. Research Seminar at the Department of Tourism, Recreation, & Sport Management, University of Florida, November 20, 2015
16. Pan, B. (2015). The Pros and Cons of Tourism Big Data. **Keynote Speaker** at the International Smart Tourism Conference, Hangzhou, China, October 18, 2015
17. Pan, B. (2015). Charleston Tourism by the Numbers, Charleston Metro Chamber of Commerce Leadership Program, May 21, 2015
18. Pan, B. (2015). Demographics and Behavior of First-Time Visitors to Charleston, Charleston Travel Council Monthly Meeting, April 15, 2015
19. Pan, B. (2014). Charleston County's Hotel Performance in the Third Quarter, 2014, November 18, 2014
20. Pan, B. (2014). A Historic Overview of Charleston's Tourism Industry in the 21<sup>st</sup> Century. Talk at Charleston Area Travel Council Meeting, August 12, 2014.
21. Pan, B. (2014). An Overview of the Tourism Industry in Charleston. Talk at Tourism Planning Committee of the City of Charleston, February 18, 2014
22. Pan, B. (2014). How to make social media contagious, guest speaker for MKTG345: Social Media Marketing, College of Charleston, Fall, 2014
23. Pan, B. (2014). Cross-culture issues in global tourism, guest speaker for HTMT380: Managing Global Tourism, College of Charleston, Spring 2014
24. Pan, B. (2013). Program Evaluation and Review Technique (PERT), Guest speaker for HTMT362, Events management, College of Charleston, Spring 2013



25. Pan, B. (2013). Online Survey Methodology Research. Research Seminar at Peking University, November 5, 2013.
26. Pan, B. (2013). Tourism Research with Online data. Research Seminar at Beijing International Studies University, November 4, 2013.
27. Pan, B. (2013). Online Survey Methodology Research. Research Seminar at Shaanxi Normal University, November 2, 2013.g
28. Pan, B. (2013). Tourism Research with Online data. **Keynote Speaker** at the 2nd Annual Conference on Tourism Informatics, Xi'an, November 1, 2013.
29. Pan, B. (2013). Online Marketing for Sports: Search Engines and Social Media. **Keynote Speaker** at Annual Conference of Taiwan Society for Sports Management (TASSM), May 26, 2013.
30. Pan, B., & Song, H. (2012). Predicting Hotel Demand with DMO Web Traffic Data. December 3, 2012, Hong Kong Polytechnic University, Research Seminar Talk.
31. Pan, B. (2012). Charleston's tourism industry, guest speaker for travel study program in the Department of Parks, Recreation, and Tourism Management, Clemson University
32. Pan, B. (2012). Using Online Data for Tourism Research. September 17, 2012, Hong Kong Polytechnic University, D.HTM Research Seminar Talk.
33. Pan, B. (2012). Tourism Research and Online Data. September 5, 2012, University of Canberra, Faculty of Business, Government & Law Research Seminar.
34. Pan, B. (2012). Charleston Area's Hotel Performance, 2011 and 2012. May 16, 2012, Charleston Area Hospitality Association Monthly Meeting.
35. Pan, B. (2012). The Charleston Visitors in 2011. March 13, 2012, Charleston Travel Council Monthly Meeting.
36. Pan, B. (2012). Charleston's Tourism Industry. February 7, 2012, for undergraduate students from Clemson University
37. Pan, B. (2011). Charleston Hospitality Performance, 2010 and 2011, May 18, 2011, Charleston Area Hospitality Association Monthly Meeting.
38. Pan, B. (2011). Charleston's Tourism Industry. May 12, 2011, for students from Appalachian State University
39. Pan, B. (2011). 2010 Impact of Tourism on the Charleston Economy, April 12, 2011, Charleston Travel Council Monthly Meeting.
40. Pan, B. (2011). Social Media Rule(s)!, January 27, 2011, Training Session for SMG Worldwide.
41. Pan, B. (2010). The New Charleston Tourists, June 2, 2010, King Street Marketing Group Monthly Meeting.
42. Pan, B. (2010). Theories and Applications of Social Media, February 2, 2010, Training Session for SMG Worldwide.
43. Pan, B. (2010). Charleston Lodging in 2009 by the Numbers, January 20, 2010, at Charleston Area Hospitality Association Monthly Meeting.
44. Pan, B., Xiang, Z., & Fesenmaier, D.R. (2009). , Destination marketing competitiveness and search engine marketing, July 17, 2009, at Hong Kong Polytechnic University
45. Pan, B. (2009-2010). Overview of Charleston's tourism industry, guest speaker for travel study program in Recreation Management Program, Appalachian State University, summer of 2009 and 2010
46. Pan, B. (2008). Bridging the gap: Tourism and information technologies, June 16, 2008, at Nanjing University.
47. Pan, B. (2008). Online tourism marketing in a global market, February 12, 2008, at University of South Carolina.
48. Pan, B. (2006-2016). Technology design and social media, in HTMT488, Strategic Hospitality and Tourism Management, capstone course

## **MEDIA COVERAGE**

1. Swayne, M., & Jackson, L. (2020). Mining Twitter data may help National Parks staff gather feedback faster. PSU News, August 19, 2020.
2. Jackson, L. (2020). Nov. 12 Data Science talks to focus on tourism, climate modeling research. PSU News, November 9, 2020.
3. Pan, B. (2018). Tourism to the U.S. is in a 'Trump slump' - truth or fiction?. The Conversation, June 12, 2018.
4. Cruden, J. (2018). Faculty member uses data to help inform tourism decisions, improve local economy. PSU News, April 10, 2018
5. Williams, J. (2017). Charleston's higher and higher cost of living. Charleston Mercury, June 6, 2017.
6. Williams, J. (2016). The rising tide of tourism. Charleston Mercury, April 6, 2016.
7. Prang, A. (2015). Charleston hotel experts weigh in on flap over Expedia-Orbitz deal. The Post and Courier, August 7, 2015.
8. Thompson, C. (2013). The dumbest generation? No, Twitter is making kids smarter. The Global and Mail, September 13, 2013.
9. Harrison, S. (2012). Visitor spending more fiction than fact. The Charlotte Observer, August 20, 2012.
10. Knapp, A. (2011). Your search results are only as good as your knowledge. Forbes, November 14, 2011.
11. Thompson, C. (2011). Why kids can't search, Wired Magazine, November 1, 2011.
12. College of Charleston. (2011). Tourism's crystal ball: Bing Pan can predict the future. October 1, 2011.
13. Marages, K. (2010). How to Google better, Shape Magazine, 27:(9), p46.
14. Knich, D. (2007). What does Google know?, Post and Courier, September 3, 2007.
15. McConnachie, D. (2007). Students take Google as gospel, P.C. World, August 27, 2007.
16. Interview on WTOP Radio Station at Washington DC, August 23, 2007.
17. Blackwell Publishing Ltd. (2007). Users consistently trust higher positioned results in Google searches. Science Daily, August 22, 2007.