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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, Tour Guide/Manager Practice, Travel Itinerary Design, Tour Guiding and Interpreting, 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.

Journal Papers

1. Pan, Y. J., Wang, Y. F., & Shih, H. Y. (2021). Tourist Friendly Destination and its Influence on Travel Attraction- The Research of Foreign Independent Tourist in Taiwan. Bulletin of Holistic Education(7), 89 - 117.
2. Pan, Y.-J., Kiyochi, U., Akira, I., & Cheng, M.-L. (2018). Ways to Promote Aomori Cycling- Examples from Taiwan. 日本青森中央學院大學地域經濟研究所研究年報, 14, 118-130.
3. 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).
4. 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, Ying-Jen, & Lai, Pao-Tsun (2023). Research on the degree of leisure motivation, involvement and fluency experience in golf. Southern Taiwan University of Science and Technology
2. Pan, Y-J., & Huang, T-Y. (2019). The influence of travel attraction on local tourism- a case of Nanhua. 2019 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May.
3. Pan, Y-J., & Chang, C-W. (2019). The research of destination image of Music Festival. 2019 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May.
4. Pan, Y. -J., Evangelista, F., & Mac, L. (2018). Value Dimensions of a GPT: An Empirical Study of Outbound Tourists in Taiwan, The 3rd Annual IPBA and DBM-VI Conference 2018, Macao.

5. Pan, Y.-J., (2016). A Higher Order Value Dimension for Travel Products. The Twelfth International Conference on Knowledge-Based Economy And Global Management, Tainan.
6. 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)
7. 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)

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.

Books

1. Mark M. Havens, Jonathan Liu, Pei-Chuan Mao, Emma Hsin, Jie-Ying Lin, Wei-Hsiung Chang, Chi-Ting Chen, Ching-Jung Ou, Ying-Jen Pan, Yi-Chen Tsai, Chu-Hua Hsieh. (2023). English for Hospitality & Tourism: Hwa Li Publishing Co., Ltd.
2. Pan, Y.-J., & Huang, T.-H. (2021). Introduction to Tourism II: Chuan Hwa Book.
3. 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
4. Ting-Ke Huang, Te-Huang Wu, Ying-Jen Pan. (2014). Tourism Introduction II, Chuan Hwa Book Co

Professional Certifications

1. Travel Agency Manager Certificate, Tourism Bureau, ROC, 2015
2. Certification of MICE Professional, Bureau of Foreign Trade, MOEA, ROC, 2014
3. Tour Planning Certificate, Tour Planning & Design Association, ROC, 2013
4. Badekur Hydrotherapy Assistant Certificate, Hot Spring Tourism Association, TW, 2008
5. Tour Manager License/English, Chinese, Tourism Bureau, 2006.
6. Tour Guide License/English, Chinese, Tourism Bureau, 2005.
7. Towel and Ground Air Traffic Controller, Air Force, 2000.

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

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

Honors and Awards

1. Award for Out Standing Achievement of Tour Buddy Project, Youth Development Administration, Ministry of Education, 2017
2. Best Teacher of the Year, Tour Guide Pre-Occupational Training, Tourism Bureau, 2015
3. Best Teacher of the Year, Tour Itinerary Design and Practice, Tour Planning & Design Association, 2015.
4. Award for Excellent Paper, 103 Taiwan MICE Academic Research Competition, The Bureau of

Foreign Trade, MOEA, 2014.

5. Best Teacher of the Year, Tour Itinerary Design and Practice, Tour Planning & Design Association, 2014.