

# Yun Liang

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## FIELDS OF INTEREST

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- Visitor Use Management
- Diversity, Equity, and Inclusion in Parks
- Big Data Analytics in Parks and Tourism

## EDUCATION

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<b>The Pennsylvania State University</b> <i>Ph.D. in Recreation, Park, and Tourism Management</i>	University Park, PA 08/2019 - 07/2023
<ul style="list-style-type: none"><li>• Dissertation: Visitation and barriers of racial minority groups to U.S. National Parks</li><li>• Doctoral minor in Social Data Analytics</li><li>• Committee members: Bing Pan, Peter Newman, Derrick Taff, Harrison Pinckney, &amp; Guangqing Chi</li></ul>	
<b>University of Florida</b> <i>M.S. in Tourism and Recreation Management</i>	Gainesville, FL 08/2017 - 05/2019
<ul style="list-style-type: none"><li>• Thesis: Using social media travel photographs to analyze tourist behaviors</li><li>• Concentration on Data Analytics</li><li>• Advisor: Andrei Kirilenko</li></ul>	
<b>Institute of Botany, Chinese Academy of Sciences</b> <i>M.Eng. in Ecology</i>	Beijing, China 09/2014 - 07/2017
<ul style="list-style-type: none"><li>• Advisor: Chunwang Xiao</li></ul>	
<b>Beijing Forestry University</b> <i>B.S. in Forestry Conservation and Recreation</i>	Beijing, China 09/2010 - 07/2014

## PROFESSIONAL EXPERIENCE

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<b>Kansas State University</b> <i>Teaching Assistant Professor</i>	Manhattan, KS 06/2024 - Present
<ul style="list-style-type: none"><li>• Teaching undergraduate courses in Park Management and Conservation</li><li>• Co-advising the Tallgrass Chapter of the George Wright Society</li></ul>	
<b>University of Wyoming</b> <i>Postdoctoral Research Associate</i>	Laramie, WY 08/2023 - 07/2024
<ul style="list-style-type: none"><li>• Collaborated with Jackson Hole Travel and Tourism Board for Sustainable Destination Management Plan</li><li>• Developed a new curriculum, Big Data in Tourism and Parks</li></ul>	

## RESEARCH EXPERIENCE

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<b>University of Wyoming</b> <i>Postdoctoral Research Associate</i>	Laramie, WY 08/2023 - 07/2024
<ul style="list-style-type: none"><li>• <b>Wyoming Outdoor Recreation, Tourism and Hospitality Initiative (WORTH)</b></li><li>• Collaborated with Jackson Hole Travel and Tourism Board and participating in the Teton County Sustainable Destination Management Plan, 1) conducting Visitor Experience Survey in Teton County; 2) managing Resident Sentiment Survey; 3) investigating the most important indicators related to the plan from the perspective of community stakeholders.</li><li>• Interviewed with hospitality managers to develop related training for students with a Hospitality Minor at the university.</li><li>• <b>School of Computing</b></li><li>• Participated in the project, Utilizing AI and Digital Twin Technology to Support Wyoming's Tourism Economy, 1) explored the impacts of climate change events on Wyoming's tourism economy; 2) coordinated with Wyoming tourism stakeholders and agencies.</li></ul>	
<b>The Pennsylvania State University</b> <i>Graduate Assistant</i>	University Park, PA 08/2019 - 07/2023

- Surveyed and analyzed visitor use and experience at the Taggart Lake and Lupine Meadows Areas in Grand Teton National Park and generated a technical report;
- Collected traffic data for emergency evacuation plan in Rocky Mountain National Park;
- Validated big data with traditional survey approach and count data regarding visitor demographics and behaviors;
- Managed data for Centre County visitor intercept study.

## TEACHING EXPERIENCE

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### Kansas State University

- PMC 275 Introduction to Natural Resources Management (Online) SP26
- PMC 275 Introduction to Natural Resources Management FA25/FA24
- PMC 580 Park Operations and Maintenance Management FA25/FA24
- PMC 690 Park and Recreation Administration SP26/SP25

### The Pennsylvania State University

- RPTM 456 Programming in Recreation Services (Online) SP23
- RPTM 456 Programming in Recreation Services FA22
- RPTM 456 Programming in Recreation Services, Teaching Assistant FA20/SP21/FA21/SP22
- RPTM 410 Marketing of Recreation Services, Teaching Assistant FA22

### Teaching Training

- OL 2000 Essentials of Online Teaching
- OL 3000 Supporting Accommodations for Online Learners
- Inclusive Teaching - Why it Matters
- Teaching with Technology
- Rapid Course Design Workshop
- Fall 2024/Spring 2025 Online Course Design Institute
- TEVALs 101
- Fundamentals of Community-Engaged Learning

## MENTORING EXPERIENCE

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### University of Wyoming

Laramie, WY

*Mentor, School of Computing Undergraduate Research Program*

01/2024 - Present

- Mentored two undergraduate students in data collection and analysis to understand changes in visitor behaviors impacted by Yellowstone flood;
- Guided the students in preparation and presentation of research findings.

### The Pennsylvania State University

University Park, PA

*Graduate Mentor, collaborated with International Relations Cell IIT Kharagpur*

06/2021 - 09/2021

- Mentored one undergraduate student in data analysis to understand visitor itineraries by geo-tagged tweets;
- Guided the student in preparation and presentation of research findings.

## OTHER WORKING EXPERIENCE

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### Academy of Forest Inventory and Planning, National Forestry Administration

Beijing, China

*Project Researcher*

04/2015 - 10/2015

- Participated in a 5-person group, investigated and collected data regarding the biodiversity, cultural background, and environment of Shuanggui Lake and analyzed the feasibility of establishing a National Wetland Park;
- Planned the environmental education and environmental restoration for Shuanggui Lake;
- Designed the master plan for Shuanggui Lake, Liangping, Chongqing, China;
- Officially approved by National Forestry Administration as a national wetland park.

### The Scientific Culture Communication Center

Beijing, China

*Instructor*

2015

- Designed a course on insect biology for students in Anhuili Elementary School;
- Taught classes on insect knowledge.

**Journal Articles**

- **Liang, Y.**, Yin, J., Park, S., Pan, B., Chi, G., & Miller, Z. (2023). Using social media profiles to identify visitor demographics and origins in Yellowstone National Park. *Journal of Outdoor Recreation and Tourism*, 44, 100620.
- Alba, C., Pan, B., Yin, J., Rice, W., Mitra, P., Lin, M., & **Liang, Y.** (2022). COVID-19's impact on visitation behavior to U.S. national parks from communities of color: evidence from mobile phone data. *Scientific Report*, 12, 13398.
- **Liang, Y.**, Yin, J., Pan, B., Lin, M., Miller, L., Taff, D., & Chi, G.(2022). Assessing the validity of mobile device data for estimating visitor demographic and temporal visitation patterns in Yellowstone National Park. *Journal of Environmental Management*, 317, 115410.
- Lin, M. S., **Liang, Y.**, Xue, J. X., Pan, B., & Schroeder, A. (2021). Destination image through social media analytics and survey method. *International Journal of Contemporary Hospitality Management*, 33(6), 2219-2238.
- Pan, B., Lin, M. S., **Liang, Y.**, Akyildiz, A., & Park, S. Y. (2021). Social, ethical, and moral issues in smart tourism development in destinations. *Journal of Smart Tourism*, 1(1), 9–17.
- **Liang, Y.**, Kirilenko, A., Stepchenkova, S., & Ma, S. (2020). Using social media to discover unwanted behaviors displayed by visitors to nature parks: comparisons of nationally and privately owned parks in the Greater Kruger National Park, South Africa. *Tourism Recreation Research*, 45(2), 271-276.
- Zhao, J., **Liang, Y.**, Liu, Y., Wang, Y., Yang, Q., & Xiao, C. (2020). Patterns and influence factors of fine root turnover in forest ecosystems. *Chinese Bulletin of Botany*, 55(3), 308-317. \*Chinese Journal
- Xiao, C., Yang, F., Liu, J., Zhou, Y., Su, J., **Liang, Y.**, & Pei, Z. (2017). Advances in input and output processes of below-ground carbon of terrestrial ecosystems. *Chinese Bulletin of Botany*, 52(5), 652-668. \*Chinese Journal
- Xiao, C., Janssens, I. A., Zhou, Y., Su, J., **Liang, Y.**, & Guenet, B. (2015). Strong stoichiometric resilience after litter manipulation experiments: a case study in a Chinese grassland. *Biogeosciences*, 12, 757-767.

**Peer-reviewed Technical Report**

- Pan, B., Newton, J., Taff, B. D., Newman, P., Reigner, N., Akyildiz, A., & **Liang, Y.** (2022). *Visitor Use and Experience Study at the Taggart Lake and Lupine Meadows Areas of Grand Teton National Park*. Report prepared for the U.S. National Park Service. Pennsylvania State University.

**Under Review/Submitted**

- Akyildiz, A., Pan, B., Xu, G., Gayah, V., Esser, S., Hannon, J., Taff, D., Newman, P., Monz, C., & **Liang, Y.** (2023). Microsimulations of emergency evacuation in Rocky Mountain National Park. \*Under Review by *Sage Open*.
- Wang, Y., Zhang, G., **Liang, Y.**, & Pan, B. (2024). A new method to assess the tourism destination image dislocation. \*Under Review by *Journal of Hospitality & Tourism Research*.
- **Liang, Y.**, Yin, J., Pan, B., Taff, D., Newman, P., & Chi, G. (2025). Who visits national parks before and during the COVID-19 pandemic? \*Under Review by *Journal of Outdoor Recreation and Tourism*.

**In Progress**

- Gong, Y., **Liang, Y.**, & Pan, B. Will social media create echo chamber effects in tourism? A social network analysis.
- Zhang, H., **Liang, Y.**, & Zhang, W. Does camper's place attachment and willingness to take risk affect the environmentally responsible behaviour in the camping sites?
- **Liang, Y.**, Parkinson, C., Pan, B., Pinckney, H., Taff, D., Newman, P., & Chi, G. Understanding low visitations of African Americans to access U.S. National Parks.
- **Liang, Y.**, McCoy, D., & Franklin, M. Understanding the importance of indicators related to sustainable destination management from the perspective of community stakeholders.
- **Liang, Y.**, McCoy, D., & Franklin, M. Resident sentiments toward tourism in Teton County.
- Xu, C., **Liang, Y.**, Gong, J., & Taylor, D. Realizing a spatial information system in a multispace study of the 2022 Yellowstone Flood. \*Special issue abstract is accepted by *International Journal of Geographical Information Science*.
- **Liang, Y.** & Shen, S. Exploring the potential of Generative AI in sustainable tourism: Insights from a stakeholder knowledge co-creation process. \*Special issue abstract is submitted to *Tourism Management*.
- Ghezzi, S., McCoy, D., & **Liang, Y.** Understanding the characteristics of the hospitality industry in the American West.
- Ghezzi, S., McCoy, D., & **Liang, Y.** Hospitality higher education in the American West: Voices from stakeholders.

### Paper/Oral Presentations

- **Liang, Y.**, Parkinson, C., Pan, B., Pinckney, H., Taff, D., Newman, P., & Chi, G. (2024, January). *Barriers and suggestions of African Americans to access U.S. national parks*. Presentation at the Academy of Leisure Sciences (TALS) 2024 Research and Teaching Conference. New Orleans, LA.
- **Liang, Y.**, Pan, B., Newman, P., Taff, D., & Chi, G. (2023, March). *Who visits U.S. national parks during the COVID-19 pandemic? A gravity model analysis by mobile device data*. Presentation at the American Association of Geographers (AAG) 2023 Annual Meeting. Denver, CO.
- **Liang, Y.**, Pan, B., & Chi, G. (2022, June). *Who visits Yellowstone National Park during the COVID-19 pandemic? A gravity model analysis by mobile device data*. Presentation at the 2022 International Travel and Tourism Research Association Conference. Virtual.
- **Liang, Y.**, Yin, J., Pan, B., Lin, M., & Chi, G. (2021, June). *Assessing the validity of SafeGraph data for visitor monitoring in Yellowstone National Park*. Presentation at the 2021 International Travel and Tourism Research Association Conference. Virtual.
- **Liang, Y.**, McCoy, D., & Franklin, M. (2024, April). *Understanding the importance of indicators related to sustainable destination management from the perspective of tourism stakeholders*. 2024 National Environment and Recreation Research Symposium. Annapolis, MD.
- **Liang, Y.**, Yin, J., Pan, B., Chi, G., Andris, C., Miller, Z., Jorgenson, J., & Nickerson, N. (2020). *Understanding demographics and experience of tourists in Yellowstone National Park through social media*. Presentation at the 2020 International Travel and Tourism Research Association Conference. Virtual.
- Park, H. J., **Liang, Y.**, & Ying, Q. (2019, August). *Projected and perceived destination image on social media: Comparing perception of destination image between official DMO in South Korea and Chinese travelers*. Presentation at the China Tourism Forum 2019. Philadelphia, PA. \*Best Paper Award.

### Poster Presentations

- **Liang, Y.**, McCoy, D., & Franklin, M. (2024, April). *Understanding the importance of indicators related to sustainable destination management from the perspective of tourism stakeholders*. 2024 National Environment and Recreation Research Symposium. Annapolis, MD.
- **Liang, Y.**, Pan, B., Newman, P., Taff, D., & Chi, G. (2023, April). *Exploring Leisure Constraints and Negotiation Strategies Among African Americans to Visit National Parks*. 2023 National Environment and Recreation Research Symposium. Annapolis, MD.
- **Liang, Y.**, Pan, B., & Chi, G. (2022, September). *Who visits Yellowstone National Park during the COVID-19 pandemic? A gravity model analysis by mobile device data*. 2022 Center of Social Data Analytics Kick-off Event. University Park, PA.
- **Liang, Y.**, Kirilenko, A., & Stepchenkova, S. (2019, April). *Using social media photographs to analyze tourists' risky behaviors*. The 2019 American Association of Geographers Annual Meeting. Washington, DC.
- **Liang, Y.**, Kirilenko, A., & Stepchenkova, S. (2019, March). *Using social media photographs to analyze tourists' risky behaviors*. 2019 D.K. Stanly Lecture Poster Symposium. Gainesville, FL.

### GRANTS

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#### Applied Learning Experience Grants

- **Liang, Y. (PI)**, Peterson, B., S., & Jackson, S.
- From Classroom to National Parks
- Funded, USD 19,492 2025

#### Applied Learning Experience Grants

- **Liang, Y. (PI)**, Peterson, B., S., & Jackson, S.
- From Classroom to Field: Applied Learning in Parks and Environmental Education
- Unfunded, USD 5,000 2025

#### NSF Civic Innovation Challenge (CIVIC)

- Chen, X. (PI), McCoy, D., Zlatkovic, M., Song, F., Gong, J., & **Liang, Y.**
- Enhancing Mobility in Teton County: Integrating Smart Technology and Community Engagement for Efficient Transportation
- Unfunded, USD 75,000 2024

#### UW-NPS Small Grant Program

<ul style="list-style-type: none"> <li>• <b>Liang, Y. (PI)</b></li> <li>• Understanding the Impacts of Climate Change on Climbing in Grand Teton National Park</li> <li>• Unfunded, USD 5,000</li> </ul>	2024
<b>Wyoming Outdoor Recreation, Tourism, Hospitality (WORTH) Initiative Research Grants</b>	
<ul style="list-style-type: none"> <li>• <b>Liang, Y. (PI)</b>, Xu, C., Taylor, D., Gong, J., &amp; Hegeman-Davis, R.</li> <li>• WyTADi: Wyoming Tourism AI &amp; Digital Twin Integration</li> <li>• Funded, USD 55,282</li> </ul>	2024
<b>UW Data Hub Phase Two Demonstration Projects Grant Program</b>	
<ul style="list-style-type: none"> <li>• Yang, D. (PI), Xu, C., Gong, J., &amp; <b>Liang, Y.</b></li> <li>• Building A Wyoming Citizen Science Data Clearinghouse for Community Coordination and Engagement</li> <li>• Funded, USD 25,000</li> </ul>	2023
<b>C-SoDA Accelerator Award</b>	
<ul style="list-style-type: none"> <li>• <b>Liang, Y. (PI)</b>, Pan, B., &amp; Chi, G.</li> <li>• Who Visits National Parks Before and During the COVID-19 Pandemic? A Gravity Model Analysis by Mobile Device Data</li> <li>• Funded, USD 6,500</li> </ul>	2022
<b>UW-NPS Small Grant Program</b>	
<ul style="list-style-type: none"> <li>• <b>Liang, Y. (PI)</b>, &amp; Pan, B.</li> <li>• Visitors' Perception of Human-Wildlife Interaction Management in Yellowstone National Park</li> <li>• Unfunded, USD 5,000</li> </ul>	2021
<b>SCHOLARSHIPS</b>	
<ul style="list-style-type: none"> <li>• Department of Recreation, Park, and Tourism Management Mini Grant</li> <li>• College of Health and Human Development Limited Endowed Funds for Dissertation Research/Professional</li> <li>• Herberta M. Lundegren Graduate Scholarship in Leisure Studies</li> <li>• Excellent Undergraduate Student Scholarship of Beijing Forestry University</li> </ul>	2023 2022 2020 2013
<b>SERVICE</b>	
<b>Departmental Service</b>	
<ul style="list-style-type: none"> <li>• Member, Departmental Space Utilization Committee, Kansas State University</li> <li>• Member, Haub School Diversity, Inclusion, and Equity Committee, University of Wyoming</li> <li>• President, Travel and Tourism Graduate Student Association (TTGSA)</li> <li>• Vice President, Travel and Tourism Graduate Student Association (TTGSA)</li> </ul>	SP25 - Present FA23 - SP24 FA21 - SP23 FA20 - SP21
<b>Journal &amp; Conference Abstract Reviewer</b>	
<ul style="list-style-type: none"> <li>• <i>International Journal of Tourism Research</i></li> <li>• <i>Society &amp; Natural Resources</i></li> <li>• <i>Journal of Park and Recreation Administration</i></li> <li>• <i>Southeastern Geographer</i></li> <li>• <i>Journal of Outdoor Recreation and Tourism</i></li> <li>• Americas Conference on Information Systems (AMCIS) 2022 Conference</li> </ul>	
<b>SKILLS</b>	
<b>Language:</b> English (fluent), Chinese (native) <b>Programming Language:</b> Python, R <b>Statistical Software:</b> SPSS, OriginPro <b>Geographic Software:</b> ArcMap, ArcGIS Pro, ArcGIS Insights <b>Qualitative Analysis Software:</b> Nvivo	