

Li Yang

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Western Michigan University
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EDUCATION

- PhD in Planning**, School of Planning 2007
University of Waterloo, Waterloo, Ontario, Canada
- Dissertation: “Planning for Ethnic Tourism: Case Studies from Xishuangbanna, Yunnan, China”
- Master of Science in Statistics**, Department of Statistics 1997
Yunnan University, Kunming, Yunnan, China
- Honors Thesis: “The Relative Efficiencies of LSE and Influence Analysis in Linear Models”
- Bachelor of Science in Statistics**, Department of Statistics 1994
Yunnan University, Kunming, Yunnan, China
- Honors Thesis: “Influence Analysis of Hotelling T^2 Statistic”

EMPLOYMENT HISTORY

- Assistant Professor** – Department of Geography 2007 – Present
Western Michigan University, Kalamazoo, Michigan, USA
- Visiting Professor** – Department of Recreation and Leisure Studies 2003 – 2004
University of Waterloo, Waterloo, Ontario, Canada
- Visiting Professor** – Faculty of Physical Education and Recreation Studies 2003
University of Manitoba, Winnipeg, Manitoba, Canada
- Associate Professor** – Department of Tourism Management 1997 – 2004
Yunnan University, Kunming, Yunnan, China
- Lecturer** – Department of Tourism Management 1996 – 1997
Yunnan University, Kunming, Yunnan, China

PROFESSIONAL COMPETENCE

COURSE TAUGHT

Western Michigan University

GEOG 3100 Introduction to Tourism

GEOG 4180 Tourism Planning and Development
GEOG 5000 Advanced Tourism Studies
GEOG 3809 Monsoon Asia
GEOG 5670 Spatial Analysis
CORP 3000 Planning History and Theory

Yunnan University

Research Methods
Quantitative Analytical Methods
Tourism & Hospitality Statistics
Tourism Planning
Tourism Marketing
Tourism Management
Econometrics
Linear Algebra
Calculus

COURSES DEVELOPED/ REVISED

GEOG 3809 Monsoon Asia
GEOG 3100 Introduction to Tourism
GEOG 4180 Tourism Planning and Development
GEOG 4080 Tourism Marketing
GEOG 5100 Advanced Tourism Studies

GRADUATE THESIS ADVISING

Served on graduate thesis committees for the following graduate students:

Elise Michelle Crafts, M.A. in Geography, “The Other Environmental Perspective: Native Americans’ Role in Natural Resources Management,” Completion 2014.

Juli Dawn Tripicchio, M.A. in Geography, “Tourism as a tool for poverty alleviation for locals on a small Caribbean Island (Roatán, Honduras),” Completion 2014.

Kacey Louise Polisky, M.A. in Geography, “Evacuation planning for the campus of Western Michigan University,” 2009 – 2010

Andrea Blanka Szell, M.A. in Geography, “Attitudes and Perceptions of Local Residents and Tourists toward the Protected Area of Retezat National Park, Romania,” Completion Spring 2012.

Yi An, M.A. in Geography, “A general Analysis of 2009 H1N1 Flu Vaccination in Kalamazoo County,” Completion Fall 2011.

Ashley Anne King, M.A. in Geography, “How Study Abroad Programs at Western Michigan University Impact a Student’s Future,” Completion Spring 2010.

Ana Cristina S. Cutrim, M.A. in Geography, "Rural Tourism as an Alternative to Rural Development in the State of Para, Brazil" Completion Spring 2008.

Current graduate students:

Jose E. Fernandez Lorenzo M.A. in Geography, "Understanding the Participation of Local Communities in Sustainable Tourism Development: Bávaro - Punta Cana, Dominican Republic," in progress, 2014-16.

WORKSHOP PARTICIPATION

Early Career Geography Faculty Development (GFDA) Workshop to improve teaching geography in higher education. University of Colorado, Boulder. June 14-21, 2009.

"Funding Opportunities at the National Science Foundation and the National Institutes of Health" at the annual meeting of the Association of American Geographers in New York City, February 25, 2012.

Cool Tools for Teaching workshops, the Office of Faculty Development at WMU, August 19 – 25, 2010.

"Spatial Analysis with ArcGIS Spatial Analyst and Spatial Statistics" at the annual meeting of the Association of American Geographers in Las Vegas, Nevada, March 23, 2009.

"Writing CAREER proposals for NSF geography and regional science" at the annual meeting of the Association of American Geographers in Las Vegas, Nevada, March 24, 2009.

"Writing proposals for NSF geography and regional science" at the annual meeting of the Association of American Geographers in Boston, Massachusetts, April 17, 2008.

PROFESSIONAL RECOGNITION

PUBLICATIONS (WMU)

Books:

Yang, L. & Wall, G. (2014) *Planning for Ethnic Tourism*. Ashgate Publishing Company, Surrey, England.

Refereed Journal Articles:

Yang, L. (2015). Rural Tourism and Poverty Alleviation: The Case of Nujiang, Yunnan, China. *International Journal of Tourism Anthropology*, 4(4), 343-366.

Yang, L. (2012). Impacts and Challenges in Agritourism Development in Yunnan, China. *Tourism Planning & Development*, 9(4), 369-381.

Yang, L. (2012). Ethnic Tourism and Minority Identity: Lugu Lake, Yunnan, China. *Asia Pacific Journal of Tourism Research*, 17(4), 1-19.

Yang, L. (2012). Tourists' perceptions of ethnic tourism in Lugu Lake, Yunnan, China. *Journal of Heritage Tourism*, 7(1), 59-81.

Yang, L. (2011). Ethnic tourism and cultural representation. *Annals of Tourism Research*, 38(2), 561-585.

Yang, L. (2011). Cultural Tourism in an Ethnic Theme Park: Tourists' Views. *Journal of Tourism and Cultural Change*, 9(4), 320-340.

Yang, L. (2011). Minorities, tourism and ethnic theme parks: Employees' perspectives from Yunnan, China. *Journal of Cultural Geography*, 28(2), 311-338.

Yang, L. (2010). Managerial perceptions of an ethnic theme park: Yunnan Ethnic Folk Villages, China. *International Journal of Tourism Anthropology*, 1(1), 35-54.

Yang, L. & Wall, G. (2009). Minorities and Tourism: Community Perspectives from Yunnan, China. *Journal of Tourism and Cultural Change*, 7(2), 77-98.

Yang, L. & Wall, G. (2009). Ethnic Tourism: A Framework and an Application. *Tourism Management*, 30(4), 559-570.

Yang, L. & Wall, G. (2009). Authenticity in Ethnic Tourism: Domestic Tourists' Perspectives. *Current Issues in Tourism*, 12(3), 255-274.

Yang, L., Wall, G. & Smith, S. (2008). Ethnic tourism development: Chinese government perspectives. *Annals of Tourism Research*, 35(3), 751-771.

Yang, L. & Wall, G. (2008). The Evolution and Status of Tourism Planning: Xishuangbanna, Yunnan, China. *Tourism and Hospitality Planning & Development*, 5(2), 165-182.

Yang, L. & Wall, G. (2008). Ethnic Tourism and Entrepreneurship: Xishuangbanna, Yunnan, China. *Tourism Geographies*, 10(4), 522-544.

Non-Refereed Journal Articles:

Yang, L. (2009). The Quest for Authenticity: Domestic Tourists' Perspectives. *Contours*, 19(3), 7-9.

Refereed Book Chapters:

Yang, L. (2015). Ethnic tourism. In J. Jafari, & H. Xiao (eds.), *Encyclopedia of Tourism* (pp.1-3), Springer International Publishing Switzerland.

Yang, L. & Li, X. (2012). Ethnic Tourism and Resident Quality-of-Life. In M. Uysal, R. Perdue & J. Sirgy. (Eds). *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities* (pp. 373-387). Springer Publishers.

Yang, L. & Qiu, X. (2012). Challenges in Rural Ethnic Tourism Development: A Case Study from Yunnan, China. In P. Sloan, C. Simons-Kaufmann, and W. Legrand (Eds.) *Sustainable Hospitality and Tourism As Motors For Development: Case Studies from Developing Regions of The World* (pp. 296-311). London and New York: Routledge.

Book Reviews:

Yang, L. (2011). Book Review: Practical Tourism Research. *Annals of Tourism Research*, 38(2), 739-741.

Yang, L. (2007). Book Review: Strategic Management for Tourism Communities: Bridging the Gaps. *Annals of Tourism Research*, 34(3), 823-824.

Editorial:

Yang, L. (2011). Editorial. Special Issue: Cultural Diversity, Tourism and Development. *International Journal of Tourism Anthropology*, 1(2), 105-107.

Refereed Proceedings Publications:

Yang, L. (2015). Tourism Development and Poverty Alleviation. In the Travel and Tourism Research Association 46th Annual Conference Proceedings.

Yang, L. (2012). Tourism Development and Quality Of Life. In the Travel and Tourism Research Association 43rd Annual Conference Proceedings.

Yang, L. (2010). Ethnic Tourism and Cultural Identity. In the Proceedings of the New Zealand Tourism and Hospitality Research Conference 2010: *Adding Value Through Research*.

Yang, L. (2009). Cultural Representation in the Yunnan Ethnic Folk Villages: Tensions and Contradictions. In the Travel and Tourism Research Association 40th Annual Conference Proceedings.

Yang, L. (2008). Exploring Ethnic Tourism in Xishuangbanna, Yunnan, China: Views from Hosts and Tourists. In the Travel and Tourism Research Association 39th Annual Conference Proceedings (pp. 266-276).

OTHER PUBLICATIONS (Yunnan University)

Refereed Journal Articles (in Chinese):

Yang, L. (2003). Development of museum tourism in China. *Management of Tourism*, 3, 46-51. (Republished)

Yang, L. (2003). Development of museum tourism in China. *Economic Geography*, 1, 121- 125.

Yang, L. (2002). Religious tourism in Yunnan. *Journal of Yunnan Normal University*, 2, 129-134.

- Yang, L. (2002). Influences of information technology on tourism statistics. *Thinking –Sixiang Zhanxian (Yunnan University's Journal of Social Sciences)*, 28(5), 48-50.
- Yang, L. (2002). A study on the problems and countermeasures in the development of China's electronic tourism business. *Management of Tourism*, 2, 35-37. (Republished)
- Yang, L. (2002). Study of Yunnan ethnic food culture and development of culinary tourism. *Inquiry into Economic Problems*, 12, 116-119.
- Yang, L. (2001). Analysis and development strategies of the border tourism market. *Yunnan University's Journal of Social Sciences*, 5, 63-66.
- Yang, L. (2001). Development of family hotels in China. *Inquiry into Economic Problems*, 10, 113-117.
- Yang, L. (2001). Development of Nujiang ecotourism. *Ecological Economy*, 12, 158-161.
- Yang, L. (2001). Research of culinary tourism resources. *Academic Exploration*, 6, 67-70.
- Yang, L. (2001). Research of electronic tourism business in America. *Social Scientist*, 6, 47-51.
- Yang, L. (2001). Promoting the development of Nujiang tourism. *Guizhou Ethnic Studies*, 4, 39-45.
- Yang, L. (2001). A study on the problems and countermeasures in the development of China's electronic tourism business. *Tourism Tribune*, 6, 40-42.
- Yang, L. (2001). Exploring food culture and developing culinary tourism. *Yunnan Geographic Environment Research*, 9, 41-46.
- Wu, N. & Yang, L. (2001). The evolving concept of change: The reform of 21st century tourism business management. *Management of Tourism*, 5, 37-40. (Republished)
- Yang, L. (2001). Analysis and development strategies of the border tourism market. *China University Periodicals Abstracts (Humanities)*, 18(6), 89. (Republished abstract)
- Yang, L. & Yang, Z. (2001). An analysis of small-scale farming economy in China. *Yunnan Social Science*. Supplementary Issue: 248-249.
- Wu, N. & Yang, L. (2001). The evolving concept of change: The reform of 21st century tourism business management. *Inquiry into Economic Problems*, 4, 121-123.
- Yang, L. (2000). The issues in tourism statistics and its countermeasures. *Inquiry into Economic Problems*, 9, 108-110.
- Yang, L. (2000). Hong Kong tourism industry gives insight to Yunnan province. *Yunnan University's Journal of Social Sciences*. Supplementary Issue, 26, 143-145.

Yang, L. & Yang, Z. (2000). Yunnan tourism environments and its developing strategies. *Creation*, 2, 33-34.

Chen, B. & Yang, L. (2000). The western range development in Yunnan. *Yunnan University's Journal of Social Sciences*, 2000. Supplementary Issue, 26,134-135.

Yang, L., Chen, B. & Song, S. (2000). The relative efficiencies of LSE in linear models. *Yunnan University's Journal of Natural Sciences*, 22(5), 325-329.

Yang, L. & Chen, J. (1998). The influence analysis in stochastic constrained linear regression models. *Yunnan University's Journal of Natural Sciences*, 20(6), 459-462.

Guan, L., Yang, L. & Wang, J. (1998). Analysis and prediction of the tourism market in Heqing. *Social Scientist*. Supplementary Issue, 68-71.

Refereed Book Chapters (in Chinese):

Gu, M., Yang, L. & *et al.* (2000). *Tourism Statistics*. Yunnan, China: Yunnan University Press.

Guan, L., Yang, L. & *et al.* (1999). *Heqing Tourism*. Yunnan, China: Yunnan University Press.

RESEARCH PRESENTATIONS

Conference Presentations:

Yang, L. Heritage Tourism Development in Yiren Ancient Town, China in London, UK on 30th August - 2nd September, 2016.

Yang, L. Experiential Tourism: Tourism Development and Cultural Heritage Sites. Association of American Geographers Annual Conference on March 29 - April 3, 2016 in San Francisco, CA.

Yang, L. Tourism Development and Poverty Alleviation. Travel and Tourism Research Association Annual Conference in Portland, Oregon on June 15-17, 2015.

Yang, L. Tourists' Perceptions of Pro-poor tourism in China. Association of American Geographers Annual Conference in Chicago, Illinois on April 21-25, 2015.

Yang, L. Rural Tourism and Poverty Relief. Association of American Geographers Annual Conference in Tampa, Florida on April 8-12, 2014.

Yang, L. Tourists' Perceptions of Agritourism. Association of American Geographers Annual Conference in Los Angeles on April 9-13, 2013.

Yang, L. Agritourism Development: Tourists' Perceptions. Travel and Tourism Research Association Europe 2013 Conference in Dublin on April 17-19, 2013.

Yang, L. Tourism Development and Quality Of Life. Travel and Tourism Research Association Annual Conference in Virginia Beach, VA on June 17-19, 2012.

Yang, L. Farm Tourism and Quality Of Life. Association of American Geographers Annual Conference in New York on Feb. 24-28, 2012.

Yang, L. Ethnic Tourism and Quality Of Life. Association of American Geographers Annual Conference in Seattle, WA on April 12-16, 2011.

Yang, L. Ethnic Tourism and Cultural Identity. New Zealand Tourism & Hospitality Research Conference on 24-26 November, 2010.

Yang, L. Tourism, Ethnic Identity and Cultural Preservation. Association of American Geographers Annual Conference in Washington, DC on April 14-18, 2010.

Yang, L. Tourism Development and Ethnic Identity: A Case Study from the Lugu Lake, Yunnan, China at the Fourth Annual WMU Research and Creative Activities Poster Day event on April 9, 2010.

Yang, L. Cultural Representation in the Yunnan Ethnic Folk Villages: Tensions and Contradictions. Travel and Tourism Research Association Annual Conference in Honolulu, Hawaii on June 21-24, 2009.

Yang, L. Ethnic Tourism and Cultural Representation: A Case Study from Yunnan, China. Association of American Geographers Annual Conference in Las Vegas, NV. March 22-27, 2009.

Yang, L. Exploring Ethnic Tourism in Xishuangbanna, Yunnan, China: Views from Hosts and Tourists. The Travel and Tourism Research Association Annual Conference in Philadelphia. June 15-17, 2008.

Yang, L. Ethnic Tourism Development: Case Studies from Xishuangbanna, Yunnan, China. Association of American Geographers Annual Conference in Boston. April 15-19, 2008.

Yang, L. Ethnic Tourism in Yunnan, China. Michigan Academy of Science, Arts, & Letters Annual Meeting at Western Michigan University, Kalamazoo. March 7, 2008.

Yang, L. Authenticity in Ethnic Tourism. Annual Meeting of the East Lakes Division Association of American Geographers in East Lansing, Michigan. October 19-20, 2007.

Invited Presentations:

Yang, L. Planning for Ethnic Tourism. The School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong, June 27, 2008.

Presentations at the Department of Geography Colloquium Series:

Yang, L. Ethnic Tourism and Quality Of Life: A Case Study from Kunming, Yunnan, Dec. 9, 2011

Yang, L. *Ethnic Tourism and Cultural Representation: A Case of an Ethnic Theme Park*, Nov. 20, 2009

Poster at WMU:

Yang, L. *Tourism, Ethnic Identity and Cultural Preservation*, the Fourth Annual WMU Research and Creative Activities Poster Day event on April 9, 2010

GRANTS AND AWARDS

Grants and Awards Received (WMU):

2014. *“Preliminary Study of Cultural Heritage Sites and Ethnic Tourism Development”* sponsored by the Scherer Endowment Fund (Department of Geography, Western Michigan University), US\$19,450.

2012. *“Rural Tourism and Poverty Relief”* sponsored by the Scherer Endowment Fund (Department of Geography, Western Michigan University), US\$26,300.

2010. *“Ethnic Tourism and Quality of life”* sponsored by the Scherer Endowment Fund (Department of Geography, Western Michigan University), US\$20,700.

2009. *Faculty Research and Creative Activities Award*, Western Michigan University, US\$ 10,000.

2009. *Award for International Education Faculty Development Fund*, Western Michigan University, US\$ 1000.

2009. *Instructional Development Grant*, Western Michigan University, US\$1975,

2008. *“Ethnic Tourism and Cultural Representation”* sponsored by the Scherer Endowment Fund (Department of Geography, Western Michigan University), US\$25,100.

2008. *Research Development Award*, Western Michigan University, US\$2500, 2008-2009

2008. *Award for Social Science Research on China’s Agricultural Human Resource Development*, Institute of China’s Rural Labor Development.

Other Grants and Awards Received (prior to WMU):

2006. *“Planning for Ethnic Tourism Development: Case Studies from Xishuangbanna, Yunnan, China”*, sponsored by University of Waterloo, CAD\$4000.

2003. *Yunnan Provincial Scholarship*, Yunnan Provincial Department of Education, CAD\$12,000.

2001. *“Development of Tourism Electronic Business in Yunnan Province”* sponsored by Yunnan Educational Committee, RMB 6000,-2002

2000. *“Investigation and Research of Tourism Statistics”* sponsored by Yunnan Educational

Committee, RMB 4000, 2000–2001

2006. *Ontario Graduate Scholarship*, Ministry of Training, Colleges and Universities, CAD\$15,000.

2006. *President's Graduate Scholarship*, University of Waterloo, CAD\$1000, 2006–2007.

2006. *James and Nora Nelson Bursary in Environmental Planning*, CAD \$1500,

2006. *John MacBain International Scholarship*, University of Waterloo, CAD\$4000.

2004-2007. *International Graduate Student Scholarship*, University of Waterloo, CAD\$5600.

Submitted Grants, Not Funded

Applied for external grants from National Science Foundation (Project title: Ethnic Tourism and Minority Identity: Relationships in Yunnan, China) as a principal investigator on January 15, 2010.

Applied for external grants from National Science Foundation (Project title: Development and Identity: Relationships in Yunnan, China) as a principal investigator on February 15, 2009.

Applied for external grants from USAID-Philippines-492-09-002-APS (Project title: Geospatial Capacity Building for Conserving Biodiversity and Managing Natural Resources in the Cagayan River Valley) as a co-principal investigator in June 2009.

Applied for external grants from National Science Foundation (NSF) Partnership in Research and Education (Project title: Adaptive Management and Mitigation of Water Crisis in Changing International Watersheds in Southeast Asia through Education and Collaborations) as a co-principal investigator in February 2009.

Applied for Faculty Research and Creative Activities Support Fund (FRACASF), Western Michigan University as a principal investigator on December 7, 2007.

PROFESSIONAL SERVICE

SERVICE TO WMU DEPARTMENT OF GEOGRAPHY

2015-16 Chairing Lucia Harrison Endowment Committee
2014-15 Chairing Geography Colloquium Series

Committee Membership

2014-15 Lucia Harrison Endowment Committee
2014-17 Geography Department Assessment Committee
2011-14 Geography Department Executive Committee
2010-14 Geography Department Assessment Committee
2008-10 Geography Department Curriculum Committee

2008 - 2015 Search Committees for New Faculty Members
2007- Present Travel and Tourism Program Review Committee
2007- Present Planning Program Review Committee
2007 Scherer Endowment Committee

SERVICE TO THE UNIVERSITY

2010-13 University Academic Integrity Committee
2014- 17 University Academic Integrity Committee

SERVICE TO THE DISCIPLINE

2010 – Present, **Editorial board member** of *International Journal of Tourism Anthropology (IJTA)*

2010 – 2011, **Guest editor** for the special issue on Cultural Diversity, Tourism and Development in the *International Journal of Tourism Anthropology*

2007 – Present, **Scholarly Reviewer for Peer-reviewed Journals and Books**

- *Annals of Tourism Research*
- *Asia Pacific World*
- *Environmental Management*
- *Global Perspective on Engineering Management (GPEM)*
- *Tourism Management*
- *Tourism Geographies*
- *Current Issues in Tourism*
- *Journal of Heritage Tourism*
- *Journal of Tourism and Cultural Change*
- *Journal of China Tourism Research*
- *Journal of Current Chinese Affairs*
- *Journal of Sustainable Tourism*
- *International Journal of Hospitality Management*
- *International Journal of Tourism Anthropology*
- *Journal of Regional Science Policy & Practice (RSPP)*
- *Journal of Tourism Challenges And Trends*
- *Geografiska Annaler B: Human Geography*
- *Applied Geography*
- *African Journal of Business Management*
- *Journal of Tourism & Hospitality*
- *Tourist Studies*
- *Island Dynamics*

2007 – 2014, **Board member of directors** for recreation, tourism, & specialty group of the Association of American geographers.

Conference Services

Co-organized the session ‘Tourism development in China, Asia and the Pacific Rim: Economic, social and environmental impacts’ at the Association of American Geographers Annual Conference in Seattle, WA on April 12, 2011.

Chaired the session ‘Tourism, Hospitality & Sustainability’ at New Zealand Tourism & Hospitality Research Conference on November 26, 2010.

PROFESSIONAL MEMBERSHIPS

- Association of American Geographer (AAG)
- Travel and Tourism Research Association (TTRA)