

Statement of Interest for TTRA Board Membership (2025–2028 Term)

March 11, 2025

Motivation

The world of tourism is undergoing transformations, influenced by climate change, shifting geopolitics, technological disruptions, and the changing landscape of higher education. Now, more than ever, tourism research must bridge the gap between academic inquiry and industry practice to address these emerging challenges. As a dedicated tourism scholar and educator with over 20 years of experience in teaching, research, and consultancy, I am eager to contribute to TTRA's strategic vision and collaborate with distinguished colleagues on the Board to shape a more relevant, impactful, and sustainable future for tourism research.

Skills and Qualifications

My career has been built upon a commitment to applied and rigorous research, industry collaboration, and leadership in tourism academia. Below are key aspects of my qualifications:

1. Research Expertise and Industry Engagement

- Published 97 journal papers in top-tier tourism, hospitality, information systems, and social science journals, with over 21,000 citations on Google Scholar.
- Recipient of 10 Best Researcher/Research Paper Awards and secured \$1.7 million in research grants, funded by agencies such as the U.S. National Park Service, Hong Kong Research Grants Council, Natural Science Foundation of China, state agencies, and local tourism bureaus.
- Served as Director of the Office of Tourism Analysis at the College of Charleston for 11 years, leading 5–15 annual research projects directly supporting destination management organizations (DMOs) and local governments.
- Awarded the Golden Pineapple Award from the Charleston Area Convention and Visitors Bureau for outstanding service to the tourism industry.

2. International Leadership and Collaboration

- Elected Fellow of the Academy of Leisure Sciences (2024).
- Inaugural Fellow of the International Association for China Tourism Studies (2015).

- Fulbright Scholar to Singapore (2024–2025) and Fulbright Specialist in Tourism (2024–2027), leading international tourism research collaborations.

3. Commitment to TTRA and Leadership Experience

- Active TTRA member since 1999, attending 19 annual conferences and presenting 29 research papers, often with my graduate students.
- Co-Academic Chair of the TTRA 2021 Conference and long-time Academic Review Committee member.
- Led the TTRA Fellowship Taskforce, successfully establishing the TTRA Fellow Program in early 2025 alongside other distinguished scholars on the taskforce.
- After moving to Pennsylvania, I took upon myself the responsibility of re-establishing the NorthEast Chapter of TTRA (NETTRA). Working with my colleagues, we succeeded during the pandemic after two years of hard work. I served as its founder and First President, later serving as Chair of the Board (2022–2023) and current Treasurer (2023–Present).

With my long-standing involvement in TTRA, my strong industry-academia collaboration experience, and my leadership experience, I am confident in my ability to contribute to TTRA's mission of advancing tourism research for both scholars and practitioners. I am eager to:

- Strengthen TTRA's role as a bridge between academic research and industry applications.
- Foster a more inclusive and globally engaged research community.
- Support the next generation of tourism scholars through mentorship and engagement.

I am honored to be considered for the TTRA Board and look forward to collaborating with fellow members to shape the future of travel and tourism research.

Best regards,



Dr. Bing Pan
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Experience Summary:

Dr. Bing Pan is a professor in the Department of Recreation, Park, and Tourism Management at Penn State University. He is an elected fellow of the Academy of Leisure Sciences and an inaugural fellow of the China Tourism Research Association. He has published 97 papers in top tourism, information systems, and social science journals and received 1.7 million in funding from international, federal, state, and municipal agencies. He was the founding President, Chairperson, and Treasurer of the NorthEast Chapter of TTRA and recently led a TTRA task force in establishing the TTRA Fellow Program. He served as an academic co-chair of the TTRA 2021 Conference as well as a long-time academic reviewer for TTRA annual conferences. He is committed to bridging the gaps between academic research and practices, pushing more relevant and meaningful tourism studies.