CURRICULUM VITAE – SHIHAN MA

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FIELDS OF INTEREST

- *Social Media and Tourism Data Analytics*
- *Climate change and Tourism*

EDUCATION

2016 – Present **Ph.D. in Tourism, Recreation and Sport Management** **University of Florida**, Florida, USA
Course: Data Mining, Social Network Analysis, Leisure Behavior, Multivariate Statistics
Advisor: Andrei Kirilenko

2010 – 2013 **M.S. in Urban and Rural Planning (Tourism Planning)** **Peking University**, Beijing, China
Thesis: "A Study on Online Users' Motivation, Perception and Attitude towards Virtual Tourism"
Advisor: Bihu Wu, Alastair Morrison

2012 **Visiting Student** **University of Wollongong,** Wollongong, Australia
Major: E-tourism and Social Media
Advisor: Ulrike Gretzel

2006 – 2010 **B.A. in Tourism Management** **Fudan University**, Shanghai, China
Thesis: "Understanding the Influencing Factors on Admission Fees of Tourist Attractions"
Advisor: Yang Guo

PROFESSIONAL POSITION

2015 – 2016 **Director of Tourism Dpt.** **Jinchiniao Tourism Development Co.,Ltd.,** Shanghai, China
Projects: *Tourism development & marketing for Millennium Dunhuang (4sqkm)*
  Online marketing and promotion for Yuanjia Village Scenic area

2013 – 2015 **Tourism Consultant and Planner** **ATKINS,** Shanghai, China
Projects: *Tourism strategic development plan for Dongying City (8243 sqkm)*
  Tourism consultancy & CMP for Wangjia Resort, Lintao (2sqkm)
  Tourism consultancy & CMP for Powerlong Resort, Wuyishan (2sqkm)
  Tourism development plan for Baiyun Mnt., Luoyang (560 sqkm)
  Tourism consultancy, CMP & UD for Meishan Island, Ningbo (25sqkm)

2011 – 2012 **Tourism Planner Intern** **China Academy of Urban Planning & Design,** Beijing, China
Project: *Master Planning of Altay City of Xinjiang Province (Tourism section)*

TEACHING EXPERIENCE

Teaching Assistant **University of Florida**

2019 Spring	HLP6515: Evaluation Procedures in Health and Human Performance (Online)
2019 Spring	HFT4754: Advanced Event Management
2018 Fall	HLP6515: Evaluation Procedures in Health and Human Performance (Online)
2018 Fall	HMG6583: Data Mining with Social Data
2018 Spring	HLP6515: Evaluation Procedures in Health and Human Performance

2018 Spring	LEI6931: Spatial Analysis for Social Science
2017 Fall	HLP6515: Evaluation Procedures in Health and Human Performance
2017 Fall	LEI6931: Introduction of Data Mining with Social Data

RESEARCH EXPERIENCE

Graduate Research Assistant   **Eric Friedheim Tourism Institute, University of Florida**

2019-present   Identification of tourist flows in Florida to support development of tourist travel module for FDOT
                 Florida Transportation Model (PI: Dr. Kirilenko, A.)
                 Funded by Florida Department of Transportation (FDOT)

2017-2018   Feasibility of using social media and mobile phone data to evaluate public attitudes toward U.S. Army
                 Corps of Engineers' recreation areas (PI: Dr. Kirilenko, A.)
                 Funded by United States Army Corps of Engineers (USACE)

2016-2017   Public discourse on climate change in social media and newspapers (PI: Dr. Kirilenko, A.)
                 Funded by National Science Foundation (NSF)

Graduate Research Assistant   **Peking University**

2012 – 2013   Tourism Complex around Cities: Dynamic Mechanism and Development Patterns (PI: Dr. Wu, B.)
                 Funded by China Natural Science Foundation (No.41271151),

2011 – 2012   Planning for Heritage Preservation and Rejuvenation in Luoyang (PI: Dr. Wu, B.)
                 Funded by Luoyang Municipal Administration of Cultural Heritage

2011 – 2012   Multi-channel Tourist Mobility Measurement, Analysis and Optimization (PI: Dr. Wu, B.)
                 Funded by IBM Shared University Research (SUR) Project

2010 – 2011   Planning for Zhengzhou Urban Spatial Development (PI: Dr. Feng, C.)
                 Funded by Zhengzhou Municipal Government

2010 – 2011   Spatial, Cultural and Economic Reactions to Event Tourism in Beijing Suburbs (PI: Dr. Dai, L.)
                 Funded by China Natural Science Foundation (No. 40801048)

Research Assistant   **Fudan University**

2008   Tourists' Perception of Outbound Tourism Destinations (PI: Dr. Guo, Y.)
2009   Mainland Tourists' Perception of Travelling to Taiwan (PI: Dr. Guo, Y.)

PUBLICATIONS

Peer-reviewed Journal Articles

Ma, S., Kirilenko, A., and Stepchenkova, S. (2019). Special interest tourism is not so special after all: Big data evidence
from the 2017 Great American Solar Eclipse. *Tourism Management*. (accepted)

Liang, Y., Kirilenko, A., Stepchenkova, S., and **Ma, S**. (2019). 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*. https://doi.org/10.1080/02508281.2019.1681720

Ma, S., and Kirilenko, A. (2019). Climate change and tourism in English language newspaper publications. *Journal of Travel
Research*. https://doi.org/10.1177/0047287519839157.

Ma, S., Dai, L. and Wu, B. (2012). Analysis on the features and causes of seasonality in rural tourism of Beijing suburb.
Progress in Geography, 6: 817-824.

Wu, B. and **Ma, S.** (2010). Reduce the repetitive researches in tourism. *Tourism Tribune*, 12:6-7.

Ma, S. and Huang, Y. (2004). At the intersection of the warm current and cold current. *Education of Geography*, 5:55.

Books Edited/Book Chapters/Book Translations

Wu, B., **Ma, S.** and Wang, J. (2017). *Tourism Planning in Urban Historic Districts*. Beijing: China Travel & Tourism Press.

Ma, S. Recreation & tourism functions in the city. (2012). In Bihu Wu and Li Cong(eds.) *Multi-approach Urbanization* (pp. 149-157). Beijing: China Architecture & Building Press.

Morrison, A. M. (2011). *Global Marketing of Chinese Tourism* (Chinese version). Beijing: China Architecture & Building Press.

CONFERENCE PAPER AND POSTER PRESENTATIONS

Paper/Oral Presentations

Ma, S., and Kirilenko, A. (2019). Usage of Social Media to Track Tourist Origin and Spatial Movement during 2017 Solar Eclipse. TTRA Annual International Conference (TTRA 2019), June 26-28, 2018. Melbourne, Australia.

Ma, S., and Kirilenko, A. (2019). Spatial Movement and Travel Network in Astro-Tourism: Evidence from Social Media during 2017 Eclipse. American Association of Geographers Annual Meeting (AAG 2019), April 3-7, 2019. Washington, DC, USA.

Ma, S., and Kirilenko, A. (2018). Identify Tourist Activities and Spatial Distributions from Geotagged Instagram Photos. TTRA Annual International Conference (TTRA 2018), June 26-28, 2018. Miami, USA

Kirilenko, A., and **Ma, S.** (2018). Public Awareness of Climate Change and Tourism Worldwide: Data Mining of Newspaper Publications. The Fifth International Conference on Climate, Tourism and Recreation (CCTR 2018), June 25-27, 2018. Umea, Sweden.

Ma, S., and Kirilenko, A. (2018). Integration of social media from multiple platforms for destination research. American Association of Geographers Annual Meeting (AAG 2018), New Orleans, LA, USA, April 9-14, 2018.

Kirilenko, A., and **Ma, S.** (2017). Climate Change and Tourism in English Language Newspaper Publications. 7th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, Famagusta, Cyprus. July 10-15, 2017.

Ma, S., Sun, L. and Shao, J. (2012). Analysis on the adjusting effect of festivals and events on tourism seasonality: a case study of Altay, Xinjiang. 2012 International Seminar on Tourism and City Development. November 27-28, 2012. Shanghai, China. (in Chinese)

Ma, S., Dai, L. and Wu, B. (2011). Analysis on the features and causes of seasonality in rural tourism: a case study of Beijing suburb. The 2011 TOSOK International Tourism Conference. July 4-6, 2011. Seoul, Korea.

Ma, S., Dai, L. and Wu, B. (2011). The causes of seasonality in rural tourism and corresponding marketing strategies. 1st Shangri-LASIA Tourism International Forum: New Horizons for the Future of Tourism. August 9-11, 2011. Shangri-La, China.

Poster Presentations

Ma, S., and Kirilenko, A. (2019). Spatial Movement and Travel Network in Astro-Tourism: Evidence from Social Media during 2017 Eclipse. UF Data Science and Informatics Symposium, April 10, 2019. Gainesville, FL, USA.

Ma, S., and Kirilenko, A. (2019). Spatial Movement and Travel Network in Astro-Tourism: Evidence from Social Media during 2017 Eclipse. 2019 D.K. Stanly Lecture Poster Symposium, March 19, 2019. Gainesville, FL, USA.

Ma, S., Park, J., and Kirilenko, A. (2018). Automated Identification and Spatial Distribution of Tourist Activities from Online Photographs. 13th Annual Conference of the Social Science of UF, April 17, 2018. Gainesville, FL, USA

Ma, S., and Kirilenko, A. (2017). Climate Change and Tourism Discourse in English Language Newspaper Publications.

2nd Annual Graduate Student Appreciation Week of UF, April 6-9, 2017. Gainesville, FL, USA

HONORS & AWARDS

2017	Bill Sims Scholarship	University of Florida
2016	Grinter Fellowship	University of Florida
2013	Outstanding Graduate of PKU	Peking University
2013	Outstanding Graduate of Beijing City	Beijing Municipal Education Commission
2012	2012 Classical Living Environment Award for *Planning for Heritage Preservation and Rejuvenation in Luoyang City of Sui and Tang Dynasties*	MOHURD
2011	May Fourth Scholarship	Peking University
2010	Entrance Scholarship of Peking University (Ratio: 4%)	Peking University
2010	Outstanding Graduate of Shanghai	Shanghai Municipal Education Commission
2009	People's Scholarship, First-Class (Ratio: 3%)	Fudan University
2009	Outstanding Student of Fudan University	Fudan University
2008	National Scholarship (Ratio: 1%)	Ministry of Education of China
2007	National Scholarship (Ratio: 1%)	Ministry of Education of China

AFFILIATIONS AND PROFESSIONAL MEMBERSHIPS

2017-present	American Association of Geographers
2017-present	Travel and Tourism Research Association
2015-present	International Tourism Studies Association

REFERENCES

Andrei P. Kirilenko
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Purdue University,
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Bihu (Tiger) Wu
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