

# Luyu Wang

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## EDUCATION

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**Doctor of Philosophy in Tourism Analytics | GPA: 3.89/4.0** **Aug.2017 – Present**

University of Florida, College of Health and Human Performance

Course: Data Mining in Educational Research, Evaluation Procedures, Research Method, Spatial Analysis for Social Data, Introduction to Big Data and Data Mining, Introduction to Applied Statistics for Agricultural and Life Sciences, etc.

**Master of Science in Recreation, Parks and Tourism | GPA: 3.87/4.0** **Jun.2017**

University of Florida, College of Health and Human Performance

**Bachelor of Management in Tourism Management | GPA: 3.30/4.0** **Jun.2015**

Hainan Normal University, College of Geography and Tourism

## SKILLS

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**Software:** Microsoft Office (Excel, Word, PowerPoint), SPSS, ArcGIS, RapidMiner, RStudio

**Language:** Mandarin (native), English

## INTERNSHIP

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**Wyndham Grand Plaza Royale Hainan Longmu Bay** **Nov.2014—Apr.2015**

**Position:** Secretary of Food and Beverage Department and Kitchen Clerk

- Administrative services include issuing the leave application, checking staff attendance, writing minutes of meetings, filing the documents, coordinating with other departments, purchasing supplies, etc.
- Assisted Executive Chef Chris Hibbert with daily translation, instruction delivery, and menus translation.

## RESEARCH

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**Mining Online User-Generated Content:** **Sept.2018—Apr.2019**

**Investigating Travel Experiences in Manuel Antonio National Park**

**Technology:** Amazon Comprehend (Sentiment Analysis; Topic Modelling), Hot Spot Analysis, Thematic Analysis

**Study site:** TripAdvisor

- Collected reviews from TripAdvisor by Python Crawler
- Classified tourists in four sentiment groups: Positive, Neutral, Negative and Mixed
- Identified the distance from the home city to the park has a negative impact on the sentiment of the stated experience
- Extracted six topics from tourist reviews: Wildlife, Tour Guide, Beach, Park Amenity, Walking, Place Impression
- Provided feasible suggestions to park management

**Mining Online User-Generated Information:** **May.2018—Apr.2019**

**Understanding Tourist Satisfaction of Grand Canyon National Park**

**Technology:** Sentiment Analysis, Topic Modelling

**Study site:** TripAdvisor, Twitter, Yelp, Weibo and Ctrip

- Collected reviews and posts from various social media platforms by Python Scrapy
- Categorized the sentiment of tourists into three groups: Negative, Neutral and Positive
- Investigated important factors impact satisfaction between American and Chinese tourists

**Factors Influencing Potential Tourists' Desire to Participate in Orbital Space Tourism** **Jan.2016—May.2017**

**Paper under Technology:** SPSS

**Study site:** Social media platforms: Facebook, Twitter, and online forums

- Designed structural questionnaire by UF Qualtrics
- Categorized the potential tourists into three groups: Low-interest, medium-interest and high-interest
- Analyzed level of involvement and push and pull motivation

Found important push motivations – “Novelty” and “Thrill-seeking”; Pull motivation – “beauty and excitement,” “adventure and activities.”

**Contributing Factors to Hotel Employee Burnout | Technology: SPSS**

**Nov.2014—Apr.2015**

**Study site: F&B Department in Wyndham Grand Plaza Royale Hainan Longmu Bay**

- Worked as a secretary and kitchen clerk in the department of food and beverage
- Designed a questionnaire with a five-point Likert scale to survey F&B staffs
- Categorized the Food & Beverage staffs into three groups: Moderate burnout, mild burnout, and without burnout
- Analyzed data by SPSS 21.0 including sample distribution, descriptive statistic, and factor analysis
- Extracted five contributing factors to explain burnout: workload, not good at hotel work, working atmosphere, working status, and career development.

## **PROJECTS**

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**Target Customers Identification of Ambassadair Travel Club | Technology: RepaidMiner**

**Oct.2016—Nov.2016**

- Used secondary data collected by a team of tourism researchers from Purdue University
- Classified the target customers by different demographic attributes
- Built a decision tree to identify the target customers

**Tourism Development Plan—Ka’a’awa**

**Sept.2015—Nov.2015**

- Designed the whole tourism plan based on multiple analyses such as SWOT analysis, trend analysis, assets analysis, social media analysis, etc.
- Proposed vision, goal, objectives and unique selling proposition for Ka’a’awa community
- Utilized capacity analysis to identify the life cycle stage
- Generated a development plan for an ideal scenario: adventure sport tourism

**The Public Access Issues in Yosemite National Park | Technology: ArcGIS**

**Feb.2015—Apr.2016**

- Proposed the available route to travel Yosemite National Park and the optimal hotel to settle down around it
- Analyzed data and built the map by ArcGIS 10.4
- Examined the significant issue to tourists to choose the driving route is winter road closures, including Tioga Road and Glacier Point Road.
- Identified trails closure reason including rockfall, snow, ice, and fire

**The Motivation of UF Students Engaging in Gator Football Games | Technology: SPSS**

**Sept.2015—Nov.2015**

- Designed a questionnaire with a five-point Likert scale to survey UF students
- Analyzed data by SPSS 23.0 including sample distribution, factor analysis and descriptive statistic of factors
- Concluded five factors which are Intellectual, Social, Interpersonal, Attachment and Stimulus Avoidance to explain the reasons that the participants engaging in the Gator football game

## **PAPER UNDER REVIEW**

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Will the present younger adults become future orbital space tourists?

**Jan.2020**

Luyu Wang\*, Svetlana Stepchenkova, and Andrei P. Kirilenko

## **CONFERENCE**

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American Association of Geographers Annual Meeting

**Apr.2019**

Mining Online User-Generated Content: Investigating Travel Experiences in Manuel Antonio National Park

Session Coordinator in AAG 2019

**Apr.2019**

American Association of Geographers Annual Meeting

**Apr.2018**

Mining online user-generated information: adopting sentiment analysis to study emotions on Natural Protected Areas