

Li-Hsin Chen

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The International Master's Program of Tourism and Hospitality
National Kaohsiung University of Hospitality and Tourism

EDUCATION

- 2014-2017 **Doctor of Philosophy**, Concentration in Travel and Tourism, with GPA: 4 / 4
Parks, Recreation, and Tourism Management, Clemson University, SC, USA
Doctoral Dissertation: Exploring the Key Determinants of Bicycle Share Program
Use in a Leisure Context
- 2009- 2012 **Master of Education**, Major in Ecological and Recreational Education, with GPA:
4 / 4
College of Lifelong Learning and Research, National Pingtung University of
Education, Taiwan
Thesis: The Study of the Tourists' Cognitions and Attitude on Wetland Conservation
in Niaosong Wetland Park
- 2002- 2006 **Bachelor of Education**: Major in Educational Technology, with GPA: 3.92 / 4
Department of Education, National Taichung University of Education, Taiwan

EMPLOYMENT EXPERIENCE

- Aug 2019 to present **Assistant Professor/Acting Program Director**
The International Master's Program of Tourism and Hospitality, National
Kaohsiung University of Hospitality and Tourism, Taiwan
- Aug 2019-Feb 2020 **Assistant Professor/Section Chief of Public Relations**
The International Master's Program of Tourism and Hospitality, National
Kaohsiung University of Hospitality and Tourism, Taiwan
- Aug 2018-Jul2019 **Assistant Professor/Research Fellow (Higher Education Sprout Project)**
Graduate Institute of Tourism Management, National Kaohsiung University of
Hospitality and Tourism
- Aug 2017- Jul 2018 **Assistant Professor/Academic Advisor**
Department of International Tourism Management (English-Taught Program),
Tamkang University
- Aug 2015-May 2017 **Graduate Teaching and Research Assistant**
Department of Parks, Recreation and Tourism Management, Clemson University

COURSES TAUGHT, ASSISTED AND GUEST LECTURES

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| Aug 2019-present | Instructor , NKUHT National Kaohsiung University of Hospitality and Tourism Qualitative Research (Post-graduate level, English-taught course) Research Seminar in Hospitality and Tourism (Post-graduate level, English-taught course), Quantitative Research (Post-graduate level, English-taught course), Global Trends and Issues in Tourism Research (Post-graduate level, English-taught course) |
| Feb 2019-Jun 2018 | Instructor , NKUHT National Kaohsiung University of Hospitality and Tourism Qualitative Research (Post-graduate level, English-taught course) Lectures on Sustainable Tourism (Post-graduate level, English-taught course) Service Quality Management (Post-graduate level) |
| Sep 2018-Jan 2019 | Instructor , NKUHT National Kaohsiung University of Hospitality and Tourism Marketing Management (Post-graduate level, English-taught course) Leisure and Recreational Management (Post-graduate level) |
| Nov 2018 | Coordinating Teacher (with Prof. Bob McKercher) Culture Tourism (Post-graduate level, English-taught course) |
| Feb 2018-Jun 2018 | Instructor , Tamkang University (Spring 2018) Business Essentials and Entrepreneurial Management (English-taught course) Abacus Global Distribution System (English-taught course) International Hotel Operations (English-taught course) Butler Service Training (English-taught course) |
| Aug 2017-Jan 2018 | Instructor , Tamkang University (Fall 2017) Organizational Behavior for Hospitality and Tourism (English-taught course) Customer Relationship Management (English-taught course) E-Commerce on Tourism (English-taught course) |
| Aug 2016- May 2017 | Instructor , Clemson University (Fall 2016; Spring 2017) PRTM 3420 Introduction to Tourism: <i>It is a survey of travel and tourism in the United States with a focus on terminology, demographics, financial significance, and trends.</i> |
| Mar 2017 | Guest Lecturer , Clemson University (Spring 2017) PRTM 4540 Trends and Issues in Sport Management- Sports in Taiwan <i>Introduce unique sports culture in Taiwan and provide examples of cultural influences on sport in general.</i> |

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| Nov 2016 | Guest Lecturer, Clemson University (Spring 2017) PRTM 2200 Conceptual Foundations of Parks, Recreation and Tourism |
| Nov 2016 | Guest Lecturer, Clemson University (Fall 2016) PRTM 4470 Perspectives on International Travel |
| Jan 2016- May 2016 | Guest Lecturer, Clemson University (Fall 2016) PRTM 2260: Foundations of Management/Administration- <i>Foundation of Research: This lecture focused on the language and philosophy of research. Students learned how to conceptualize a research project and evaluate research.</i> |
| Aug 2015- Dec 2015 | Instructor, Clemson University (Spring 2016) PRTM 4980 Creative Inquiry – Event Planning: <i>Explore the role of events, as part of the attraction, or as part of a community's development.</i> |
| Jan 2015-May 2015 | Instructor, Clemson University (Fall 2015) PRTM 3980 Creative Inquiry – Event Planning: <i>In consultation with and under the direction of a faculty member, students will integrate core curriculum, establishing foundational understanding of the field of Event Management.</i> |
| | Teaching Assistant, Clemson University (Spring 2015) PRTM 2980 Creative Inquiry – Event Planning: <i>This course provides a foundation for planning, organizing, conducting, and evaluating the Jubilee Joy Ride in conjunction with the Pendleton District Commission.</i> |

TEACHING INTERESTS

As a faculty member I would be interested in applying my teaching principles to a wide range of undergraduate and graduate courses in the general areas of *International Travel and Tourism Management, Consumer Behavior, Tourism Planning, Event and Festival Management* and development of more specialized courses in the area of *Management Theory and Practice for Hospitality, Travel, and Tourism Industries.*

ACADEMIC SERVICE

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| 2020-present | Associate Editor, Journal of Responsible Tourism Management |
| 2020-present | Editorial Review Board, Asian Journal of Business Research |

SELECTED HONOURS AND AWARDS

▪ Academic Achievement

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| May 2020 | Best Paper Award , 2020 International Conference of Sport, Leisure and Hospitality Management, Taiwan. |
| May 2018 | Best Paper Award , 2018 International Conference of Leisure, Sports and Hospitality Management, Taiwan |
| Nov 2017 | Best Paper Award , 2017 Annual Forum and Conference of Chinese Tourism Management Association, Taiwan |
| 2015-2017 | Scholarship to Study Abroad (USD\$32,000) , Ministry of Education, Taiwan |
| 2015-2017 | Full-Time Teaching and Research Assistantship & Tuition & Fee Waiver (USD\$ 45,000) , Clemson University |
| Summer 2016 | Finalist , Play as prevention: The influence of play on child risk behaviors, The Society for Prevention Research Sloboda and Bukoski Cup, USA |
| Fall 2016 | Professional Enrichment Grant (USD\$1,000) , Graduate Student Government, Clemson University |
| Fall 2016 | Professional Enrichment Grant (USD\$750) , Graduate Student Government, Clemson University |
| Spring 2016 | Graduate Student Travel Grant (USD\$1,000) , College of Behavioral, Social and Health Sciences, Clemson University |
| Fall 2015 | Graduate Student Travel Grant (USD\$1,000) , College of Health, Education, and Human Development, Clemson University |
| Fall 2015 | Professional Enrichment Grants (USD\$1,000) , Graduate Student Government, Clemson University |
| April 2012 | Best Paper Award , Seminar on Leisure and Exercise Industry, Taiwan |
| 2002-2006 | Scholarship for Teacher Education , Ministry of Education, Taiwan |

▪ Professional & Teaching Achievement

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| 2017 | Fran McGuire Excellence in Teaching Award , Parks, Recreation, and Tourism Management, Clemson University <i>The purpose of this award is to recognize a graduate student who has demonstrated a commitment to teaching and excellence as an instructor.</i> |
| 2012 | Citation of Merit for exceptional performance in assisting Bureau of Education in applying for i-care network and helping children with disadvantaged access to computers. |
| 2011- 2012 | Two Citations of Merit for superior supervising educational inspections |
| 2010 | Superior Award , Represented Tainan City in the Reading Achievement School Plan sponsored by Ministry of Education and won the Milestone School Award |
| 2010 | Superior Award , Tainan City Implement Green School Plan |

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| 2009 | Honorable Mention Award , Instructed the students to participate in Tainan City Elementary and Secondary School Science Exhibit |
| 2008 | Superior Work Award , Ah! LOHAS—Ecological Family of Rueifong Project, Tainan City Teaching Excellence |
| 2008 | Superior Award , Ministry of Education Friendly Campus Evaluation |
| 2008 | Superior Award on Physical Education , Implementing joint visits and inspections on physical education and health education |
| 2007 and 2008 | Citation of Merit for excellent performance, Tainan City implementing public going-online plan |

PROFESSIONAL TRAINING AND CERTIFICATE

• Training

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| Jul 2018 | Certification in Hotel Industry Analytics Workshop , Smith Travel Center |
| Feb 2018 | Content & Language Integrated Learning – Higher Education (CLIL-HEd) , Institution of Continuing & TESOL Education, The University of Queensland |
| Jan 2017 | Research Ethic Training , Program of Research Ethics Education, Ministry of Health and Welfare |

• Certificate

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| 2018 | Certification in Industry Analytics (CHIA) program . SHARE Center (Supporting Hotel-related Academic Research and Education), Smith Travel Research, USA. |
| 2014 | Coach Certificate (C level) , Chinese Taipei Athletics Association. |

PUBLICATIONS

• Peer Reviewed Scholarly Journal

1. Huang, Yu-Chin; **Chen, Li-Hsin***; Lu, Cih-Wei; Shen, Jui-Lin. (2020). Being a vegetarian traveller is not easy. *British Food Journal*. 122(6). 1983-1998.(SCIE) *Corresponding Author
2. **Chen, L. H.**, & Chancellor, H. C. (2020). Examining the leisure use of a bicycle share program: A case study of YouBike in Taipei. *Journal of Leisure Research*, 51(2), 183-205. (SSCI)
3. **Chen, L. H.**, & Chancellor, H. C. (2019). A conceptual framework for integrating bicycle friendliness into community development. *Community Development*, 1-18. (ESCI)
4. Kuo, C. M., **Chen L, H.** & Liu C. H. (2019). Is it all about religious faith? Exploring the value of contemporary pilgrimage among senior travelers, *Asia Pacific Journal of Tourism Research*, 24(5), 379-392 (SSCI).

5. Wang, M. J., **Chen, L. H.**, Su, P. A., & Morrison, A. M. (2019). The right brew? An analysis of the tourism experiences in rural Taiwan's coffee estates. *Tourism Management Perspectives*, 30, 147-158. (SSCI).
6. **Chen, L. H*** & Chancellor, H.C, (2019). Examining attitudes toward bicycle-share program use: A dual-process theory approach. *Transportation Research Part F: Traffic Psychology and Behaviour*, 62, 769-781 (SSCI). Doi: <https://doi.org/10.1016/j.trf.2019.03.007> * Corresponding Author
7. Huang, Y. C., Yang, D. S., & **Chen, L. H***. (2017). A Study on the Relationships among Taiwanese Opera Fans' Leisure Attitude, Leisure Motivation and Leisure Benefits. *Journal of Outdoor Recreation Study*, 30(1) (TSSCI). *Corresponding Author.
8. **Chen, L. H.** (2015). The Study of Tourism: Past Trends and Future Directions (Contemporary Geographies of Leisure, Tourism and Mobility), *e-Review of Tourism Research*, 12(5/6), 290-292.
9. Lee, S. S., & **Chen, L. H***. (2012). The Study of the Tourists' Cognitions and Attitude on Wetland Conservation in Niaosong Wetland Park. *Journal of Sport and Recreation Management*, 9 (1), 130-154. *Corresponding Author.

• Peer Reviewed Research Presentation and Conference Papers

1. Jennifer P. Loverio, **Li-Hsin Chen**, & Tom Bu (2020). How "Face" Affects Travel Behavior and Destination Choice of Mainland Chinese Tourists. 2020 International Conference of Sport, Leisure and Hospitality Management on May 16-17, 2020, Taipei, Taiwan.
2. Shih-Jie Li, **Li-Hsin Chen**, & Mei-Jung Wang (2020). Explore the Experiencescape of Luxury Hotel in Taiwan -A Management Perspective. 2020 International Conference of Sport, Leisure and Hospitality Management on May 16-17, 2020, Taipei, Taiwan.
3. Kyrie Eleison A. Munoz & **Li-Hsin Chen** (2020). Research on LGBTQ tourism: a systematic literature review and research agenda. 2020 International Conference of Sport, Leisure and Hospitality Management on May 16-17, 2020, Taipei, Taiwan.
4. Wu, Yu-Ting & **Chen, Li-Hsin** (2020). Pure Volunteering for a Tourists' Environmental Education Program in Orchid Island, Taiwan: An Autoethnography Study. 2020 International Conference of Sport, Leisure and Hospitality Management on May 16-17, 2020, Taipei, Taiwan.
5. **Chen, L. H.** & Wang, M. J.(2019). Examining the Role of Expectation Confirmation in the Memorable Tourism Experience Model: The Case of Café Apartment in Vietnam. 2019 TTRA.
6. **Chen, L. H.** (2019, May). Exploring the Experiencescape of a Bicycle Tourism Destination: A Case Study of Taipei City, Taiwan. 2019 APacCHRIE & EuroCHRIE Conference, Hong Kong.
7. Lin, L. P., **Chen, L. H.**, & Kuo, N. T. (2019, May). Exploring the Potential for Aboriginal Tourism in Tjuvecekadan Village, Taiwan. 2019 APacCHRIE & EuroCHRIE Conference, Hong Kong.
8. **Chen, L. H.** et al., (2018, May). Developing "People-First Tourism" Platform in Fuxing District, Taoyuan City. 2018 International Conference of Leisure, Sports and Hospitality Management, Taiwan

9. **Chen, L. H.**, (2017, November). Assessing the influence of implicit attitudes on public bicycle usage among leisure cyclists and bicycle tourists. 2017 Annual Forum and Conference of Chinese Tourism Management Association, Taichung, Taiwan
10. **Chen, L. H.**, Gagnon, R. J. (2016, November). *Investigating Volunteerism as Serious Leisure*. Association of Outdoor Recreation and Education Annual Conference, Minneapolis, USA.
11. **Chen, L. H.**, Chancellor, H.C., & Ogletree, S.O. (2016, October). *Danger or Adventure? An Exploratory Study of Views about Riding Public Bicycle in Taipei*. The 5th International Adventure Conference, Tralee, Ireland. The 5th International Adventure Conference, Tralee, Ireland.
12. Chancellor, H.C., Pinckney H., **Chen, L. H.** et al. (2016, October). *Bicycles empower youth adventure*. The 5th International Adventure Conference, Tralee, Ireland. The 5th International Adventure Conference, Tralee, Ireland.
13. Ogletree, S.O., Chancellor, H.C., & **Chen, L. H.**, (2016, October). *Mountain bike deserts: A spatial analysis of US mountain bike trail data*. The 5th International Adventure Conference, Tralee, Ireland. The 5th International Adventure Conference, Tralee, Ireland
14. **Chen, L. H.**, Chancellor, H.C. (2016, April). *Mapping Bikeable Environment in Taipei City: A Spatial Tool to Analyze Cycling Friendly Environment*. 2016 CBSHS Research Forum, Clemson, USA.
15. **Chen, L. H.**, Chancellor, H.C., Ogletree, S.O. (2015, September). *Using grey theory to forecast bicycling tourism demand in Taipei City*. Fourth Annual International Adventure Conference, Sheffield, England.
16. **Chen, L. H.**, Ogletree, S.O., Chancellor, H.C., Langley, A., Kim, G., Swain, J., & Keith, S. (2015, September). *Developing Adventure Tourism through a Bicycle Friendly Community Perspective*. Fourth Annual International Adventure Conference, Sheffield, England.
17. Chancellor, H.C., Ogletree, S., **Chen, L. H.**, Langley, A., Keith, S., Kim, G., & Swain, J. (2015, September). *Bicycle Tourism: Understanding a Growing Adventure Tourism Trend*. Fourth Annual International Adventure Conference, Sheffield, England.
18. **Chen, L. H.**, Kong, Y. E. *How Does the Public Bicycle System Influence Active Lifestyle (Accepted)*. The 2015 TOSOK International Tourism Conference conducted at the meeting of the K-Hotel Seoul, Republic of Korea.
19. **Chen, L. H.** (2015, May). *A Neurochemical Perspective on Sport Fandom and Fanship*. 2015 Sport and Leisure Industry Symposium, Taipei, Taiwan.
20. **Chen, L. H.**, Huang Y-C, Chancellor, H.C., Ogletree, S. S., Kim, G., Keith, S. J., & Langley, A. (2015, May). *Who Is Riding Bicycles On The Roads?* The 2015 International Conference on Hospitality, Tourism and Leisure — Sustainable Development, LOHAS, and Innovation Education conducted at the meeting of the Shih Chien University, Taipei, Taiwan.
21. Huang, Y. C., Tseng, Y. P., **Chen, L. H.**, Li, M., & Lu, C. W. (May, 2014). *Why Vegetarians do not travel?* 13th Asia Pacific Forum for Graduate Students Research in Tourism conducted at the meeting of the national Kaohsiung University of Hospitality and Tourism, Kaohsiung City, Taiwan.

22. **Chen, L. H.** (April 2012). *The Study of the Tourists' Cognitions and Attitude on Wetland Conservation*. The Sport and Recreation Industry Management Conference Symposium conducted at the meeting of the ChienKuo Technology University, Changhua City, Taiwan.

• Invited Talks

1. **Chen, L. H.**, Jolliffe, L, & Bazylewich, M (July 2020). *Coffee, Tea, and Tourism*. 30 MinuteTalks.
2. **Chen, L. H.** (May 2020). *Publishing Plan and Guides for Authors: Insights from the Special Issue Guest Editors*. Online Forum 2020. Invited by Emerald Publishing and Sarawak Research Society.
3. **Chen, L. H.** (October 2016). *An Exploratory Mixed Methods Study on Public Bicycle Riding in Taipei City*. Research Seminar, Clemson University.
4. **Chen, L. H.** (April 2018). *Irrational Behavior and Tourism Research*. Invited Speaker, NKUHT.

GRANTS & RESEARCH PROJECTS

• Funded Research Projects

1. Kaohsiung Municipal Siaogang Hospital. Service innovation and improvement. Industry-Academia Cooperation project. NTD\$300,000. **Role: Co-Investigator**
2. The Ministry of Education. *Explore Service and Design Science in Tourism Industry*. 5-yr Higher Education Sprout Project. NTD\$ 2,165,922. **Role: Principal Investigator**
3. Momentum Bicycle Club. *The effects of Momentum Bicycle Clubs on Greenville County youths*. USD\$5,000. **Role: Co-Investigator**
4. Greenville County Recreation. *The effects of Momentum Bicycle Clubs on Greenville County youths*. USD\$ 3,000. **Role: Co- Investigator**

• Volunteer Research Projects

1. **Reviewer** (2020). *Journal of Leisure Research (SSCI)*. Publisher: Taylor & Francis.
2. **Reviewer** (2018). *Current Issue in Tourism (SSCI)*. Publisher: Taylor & Francis.
3. **Reviewer** (2017). *Event Management*. Publisher: Cognizant Communication Corporation, USA
4. **Reviewer** (2017). *Journal of National Park*. Publisher: Construction and Planning Agency, Ministry of the Interior, Taiwan, R.O.C.
5. **Research Advisor** (2014-2017). Bicycle Friendly University Program. Clemson University. *Responsible for the development, implementation, and assessment of the promotion of Bicycle Friendly University Program*.
6. **Data organization** (2016). Study Abroad Program, Clemson University.
7. **Data collection assistant** (2016). The implicit attitudes toward drinking and physical activity: The application of Implicit Associate Test. Clemson University.
8. **Reviewer** (2015). *Landscape Research*.

9. **Reviewer** (2015). Journal of Sport Tourism.
10. **Multicultural team member** (2015). Investigating the efficiency of synergistic multicultural teams. Clemson University.
11. **Data collection assistant** (2015). The Greer Family Festival.
12. **Data collection assistant** (2014). South Carolina Coastal Seafood and Tourism Study.
13. **Data collection assistant** (2012). Kenting National Park Guei-shan Archaeological Site Tourism Study.
14. **Interviewer** (2011). Lambay Island Snorkeling Industry Study.

PROFESSIONAL MEMBERSHIPS AND SERVICE

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|-----------------|---|
| 2018 (Jul, Oct) | Invited Speaker , Service Design and B&B management, Commerce Development Research Institute, Taiwan |
| 2018 | Invited Speaker , iClass (e-learning platform) use experience share, Tamkang University, Taiwan |
| 2016- 2017 | Co-chair , International Graduate Student Network, Clemson University. |
| 2015- 2017 | Member , Bike Safety Committee, Clemson University |
| 2015- 2017 | Member , Tourism Network, Department of Parks, Recreation, and Tourism Management, Clemson University |
| 2014- 2017 | Member , Bicycle Research Team, Clemson University |
| 2014- 2017 | Member , Academy of Leisure Sciences (ALS), the US. |
| 2015- 2016 | Co-chair , Mentor Program, Department of Parks, Recreation, and Tourism Management, Clemson University |
| 2015-2016 | Event planner , Taiwanese Students and Scholars Association (TSSA), Clemson University |
| 2015 | Room Monitor , Play Conference, Clemson University |
| 2014-2016 | Event planner , Jubilee Joy Ride, Pendleton County |
| 2013 | Consultant , Ecological Courses, Kaohsiung City Yuan Chung Elementary School |
| 2012 | Charter Member , Ecological Leisure and Recreation Industrial Management Association |