

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

Aug 2019-present	<p>Instructor, NKUHT National Kaohsiung University of Hospitality and Tourism</p> <p>Qualitative Research (Post-graduate level, English-taught course)</p> <p>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)</p>
Feb 2019-Jun 2018	<p>Instructor, NKUHT National Kaohsiung University of Hospitality and Tourism</p> <p>Qualitative Research (Post-graduate level, English-taught course)</p> <p>Lectures on Sustainable Tourism (Post-graduate level, English-taught course)</p> <p>Service Quality Management (Post-graduate level)</p>
Sep 2018-Jan 2019	<p>Instructor, NKUHT National Kaohsiung University of Hospitality and Tourism</p> <p>Marketing Management (Post-graduate level, English-taught course)</p> <p>Leisure and Recreational Management (Post-graduate level)</p>
Nov 2018	<p>Coordinating Teacher (with Prof. Bob McKercher)</p> <p>Culture Tourism (Post-graduate level, English-taught course)</p>
Feb 2018-Jun 2018	<p>Instructor, Tamkang University (Spring 2018)</p> <p>Business Essentials and Entrepreneurial Management (English-taught course)</p> <p>Abacus Global Distribution System (English-taught course)</p> <p>International Hotel Operations (English-taught course)</p> <p>Butler Service Training (English-taught course)</p>
Aug 2017-Jan 2018	<p>Instructor, Tamkang University (Fall 2017)</p> <p>Organizational Behavior for Hospitality and Tourism (English-taught course)</p> <p>Customer Relationship Management (English-taught course)</p> <p>E-Commerce on Tourism (English-taught course)</p>
Aug 2016- May 2017	<p>Instructor, Clemson University (Fall 2016; Spring 2017)</p> <p>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></p>
Mar 2017	<p>Guest Lecturer, Clemson University (Spring 2017)</p> <p>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></p>

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

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

- 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

- 2017 **Fran McGuire Excellence in Teaching Award**, Parks, Recreation, and Tourism Management, Clemson University
The purpose of this award is to recognize a graduate student who has demonstrated a commitment to teaching and excellence as an instructor.
- 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

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

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

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

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