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Education

- EdD, Educational Administration, University of South Dakota, 2000/05.
- MS, Department of Human Resources Management, Rutgers University, 1994/05.
- BA, Department of Sociology, National Taiwan University, 1991/06.

Area of Specialty

- Human Resources Management, Cultural Tourism, MICE

Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2011/08 to present.
- Associate Professor, Department of Leisure Management, University of Kang Ning, 2005/02 to 2011/07.
- Associate Professor, Graduate Program of Education, Diwan College of Management, 2001/08 to 2005/01.

Journal Papers

1. Pan, Alvin, Wang, Yi-fong, and Hong-Yu Shih (2021). Tourist Friendly Destination and its Influence on Travel Attraction- The Research of Foreign Independent Tourist in Taiwan, Bulletin of Holistic Education, 202105_ (7).
2. Cheng, Yung-mao, Wu, Sung-mao, Liu, Jing, Ho, Yun-i, Yang, Cheng-fu, and Hong-Yu Shih (2018). Effects of different dopants and synthesizing temperatures on the microstructures and photoluminescence properties of Sr_{1.4}Ba_{0.6}SiO₄-based phosphors, Microsystem Technologies, 24(10), 4347–4356.
3. Huang, H. W., Shih, H. Y., & Liao, H. L. (2011). A Study on the Relationship between Chinese Proficiency and the Leisure Constraints of Vietnamese Female Immigrants in Taiwan, Journal of Global Business Management, 7(2), 136-144. [ABI]
4. Huang, Hsiao-wen, Shih, H. Y., S. Thiruvadi, and Yi-ju Song (2011). A Preliminary Research on the Lifestyle of International Students, Journal of US-China Education Review A, 1(3), 401-411.
5. Huang, Hsiao-wen, & Shih, H. Y. (2010). Internationalization in Higher Education: International Students' Chinese Learning as Serious Leisure in Taiwan, Cross-cultural Communication, 6(4), 17-28.
6. Yen, Da-yi, Shih, H. Y., and Hsiao-wen Huang (2010). The function of Crane-Fist Skills of Southern Shao-Lin in Taiwan, Journal of Quanzhou Southern Shao-Lin, 266-278. (in Chinese)
7. Huang, Hsiao-wen, Shih, H. Y., and Yi-ju Song (2010). An Explorer of Mandarin-Learning International Students on Leisure Participation in Tainan Metropolitan, Journal of Sport Communication, 36-54. (in Chinese)
8. Shih, H. Y., Jia-hua Chang, and Hsiao-wen Huang (2009). An Analysis of the Economic Benefits for Investors Entering and Garrisoning under the Allure of a Casino- Taking Penghu (Pescadores) as an Example, Journal of Leader University, 6(2), 18-31. (in Chinese)
9. Huang, Hua-wei, Shih, H. Y., and Hsiao-wen Huang (2006). Can Knowledge Management Create Firm Value? Empirical Value from the United States and Taiwan, The Business Review, Cambridge, 5(1). [ABI]

Conference Papers

1. Shih, H. Y. & Wang, Hsio-ting (2023) . The influence of tourist motivation and experience marketing on revisit intention of creative market-Taking Tainan Creative Market as an example. The 2023 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
2. Shih, H. Y. & Tong, Hui-ling (2023) . The influence of interest buzz marketing and involvment in Travel Information on purchase intention- taking Kaohsiung Elementary School Teachers as an example.The 2023 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
3. Shih, H. Y. & Chang, Jia-wei (2023) Evaluating the Experienced Quality and Satisfaction of a Locally featured Playground Park:Study of the "Reading Forest" based in Tainan City. The 2023 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
4. Shih, H. Y. & Wu, Hui-jen (2023) Research on tourism experience and revisit intention of local nostalgic attractions- taking Jingliao old street as an example. The 2023 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
5. Shih, H. Y. & Tsai, Jia-ling (2023) Study of participatory motivations, leisure benefits, and impacts on wellbeing in pursuit of aromatic activity. The 2023 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
6. Shih, H. Y. & Huang, Yu-ying (2020) A secondary data analysis on the trend of adult health and fitness. The 2020 Conference on Tourism, Leisure, and Hospitality Business Sustainable Development, Tainan, Taiwan. (in Chinese)
7. Shih, H. Y., & Wu, Yu-wen, & Cheng-hsing Weng (2018) "A research measurement tool construction for tourism factor marketing, customer satisfaction and revisiting willingness" The 2018 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
8. Shih, H. Y., & Lin, Hsin-hui (2017) "The research on the leisure participation and working stress for social freshmen" The 2017 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
9. Shih, H. Y., & Shen, Ming-cheng (2017) "The reality of culture tourism" The 2017 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
10. Shih, H. Y., & Shen, Ming-cheng, & Chen, Chuei-cheng (2017) "The souvenir purchasing behavior of tourists" The 2017 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
11. Shih, H. Y., & Soong, Hui-ching, & Hsiao-wen Huang (2016) "A research proposal of leisure participation and constraint of preschool kids' parents in Tainan city" The 2016 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
12. Shih, H. Y., & Huang, Hsiu-ling, & Huang, Hsiao-wen, & Ming-cheng Shen (2016) "A research proposal of learning satisfaction and efficient of vocational school's food and beverage service program students in southern Taiwan" The 2016 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
13. Shih, H. Y., & Huang, Ching-hui, & Tsay, Byh-chang, & Hsiao-wen Huang (2016) "A study on the culture tourism value of B & B management: Take Hengchun Township as an example" The 2016 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
14. Shih, H. Y., & Huang, Hsiao-wen, & Hui-hua Hsu (2016) "A study on the service quality, experiential marketing, and customer satisfaction of tourism factories: Take family travelers as examples." The 2016 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
15. Shih, H. Y., & Huang, Hsiao-wen, & Tsay, Byh-chang, & Jia-ying Chu (2015) "An explorer of 'Former Japanese Army 2nd Corp Dormitory' as the art settlement" The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
16. Shih, H. Y., & Wu, Cheng-fon, & Hsiao-wen Huang (2015) "A study of the survey instrument of relationship among job stress, leisure satisfaction and well-being of preschool teachers" The

- 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
17. Shih, H. Y., & Huang, Shu-ling, & Sh-hun Lin (2015) "A study of customer revisiting willingness of culture creation park - take Kaohsiung 2nd Pier as an example" The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 18. Shih, H. Y., & Huang, Hsiao-wen, & Shu-jen Chen (2015) "A study of the survey instrument of utilizing leisure farms for field-trip by elementary teachers in Tainan city" The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 19. Shih, H. Y., & Chou, Jer-cheng & Hsiao-wen Huang (2014) "A study of the survey instrument of the relationship between job stress and leisure participating on the fire fighters — take Tainan City as an Example" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 20. Lin, Wei-ting, & Shih, H. Y., & Hsiao-wen Huang (2014) " A study of the survey instrument of the job stress and leisure participation of nursing home employees in Tainan City" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 21. Shih, H. Y., & Shen, Ming-cheng, & Yuan-yi Chang (2014) "The study of leisure participation of university students of leisure management major-take T university in Tainan as an example" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 22. Shih, H. Y., & Tseng, Wen-nan, & Billy Tsay (2014). "A study of the survey instrument on firefighters of recreational sports behaviors, participating motives and constraint" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 23. Shih, H. Y., & Tseng, Hsin-jia, & Hsiao-wen Huang (2014) "A study of the survey instrument of tourism satisfaction in Hai-An Road area in Tainan city" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 24. Shih, H. Y., & Tseng, Hui-wen, & Hsiao-wen Huang (2014) "A study of the survey instrument of relationship between social support and sports of elementary high-grade students" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 25. Shih, H. Y., & Huang, Hsiao-wen, & Lai, Shih-cheng, & Ya-wen Chen (2014) "Dutch Disease under policies- thoughts of Tainan city Cultural-Heritage development" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 26. Hoe, Jing-ting, & Shih, H. Y., & Billy Tsay (2014) "A study of the survey instrument of education and training satisfaction in international hotels in Taiwan" The 2014 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 27. Shih, H. Y., & Huang, Hsiao-wen, & Lai, Shih-cheng, & Chu-ting Guo (2013) "Behavior distinguishes: Tourism and cultural heritage tourism" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 28. Shih, H. Y., & Wu, E-wen, & Hsiao-wen Huang (2013) "A study of the Junior high school students' perception, satisfaction, and learning achievement of outdoor teaching- A Case of National Museum of Taiwan History" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 29. Shih, H. Y., & Wu, Shu-hua, & Hsiao-wen Huang (2013) "The relationship between leisure participation and working pressure of elementary school teachers in Tainan" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 30. Lan, Chi-tong, & Shih, H. Y., & Billy Tsay (2013) "Tourist nostalgia towards and revisit willingness of Tainan refurbished old house restaurants" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 31. Shih, H. Y., & Shu, Wei-ling, & Hsiao-wen Huang (2013) "A study of relationship among job stress, leisure participation and leisure constraints of elementary school teachers in Tainan City" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 32. Shih, H. Y., & Chen, Shin-yi, & Hsiao-wen Huang (2013) "A study of the relationship among leisure participation, leisure satisfaction and well-being of elementary school teachers" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 33. Chen, Mei-mei, & Shih, H. Y., & Hsiao-wen Huang (2013) "The cultural tourism value of Tainan

- Canal" The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
34. Shih, H. Y., & Da-Jun Wang (2012) "A study on the tendency of demission of activity leaders" The 2012 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 35. Chen, Ya-hui & Shih, H. Y., & Hsiao-wen Huang (2012) "A Study of Relationship among Leisure Participation, Leisure Satisfaction and Well-Being of Preschool Teachers" The 2012 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)
 36. Wei-ling Chang, & Shih, H. Y., & Hsiao-wen Huang (2012) "Tourism image and revisiting willingness of Tainan Flower Night Market" The 2012 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan. (in Chinese)

Dissertation

- Shih, H. Y. (2000). "Criteria Utilized to Evaluate Senior High School Teacher Performance," Ed.D. Dissertation, University of South Dakota.

Professional Certifications

- Hot Spring Industry Operate Management, No: HSOM 1500036, Taiwan Hot Spring Tourism Association, 2015/09.

Entrusted Practical Projects

1. Shih, Hong-yu (2022) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 16. No. 36001110416
2. Wang, Yi-fong & Shih, Hong-yu (2022) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 15. No. 36001110187
3. Wang, Yi-fong & Shih, Hong-yu (2021) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 14. No. 3600109100?
4. Shih, Hong-yu & Wang, Yi-fong (2021) Yale Kindergarten Teachers' Leisure Education Workshop, round 4. No. 36001100178
5. Shih, Hong-yu, Wang, Yi-fong, & Tsay, Byh-chang (2020) Yale Kindergarten Teachers' Leisure Education Workshop, round 3. No. 36001091006
6. Wang, Yi-fong, Shih, Hong-yu, & Tsay, Byh-chang (2020) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 13. No. 36001091001
7. Tsay, Byh-chang, Shih, Hong-yu, & Wang, Yi-fong (2020) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 12. No. 36001091008
8. Shih, Hong-yu & Tsay, Byh-chang (2019) Yale Kindergarten Leisure Education and Weekly Newsletter Planning, round 11. No. 36001080264
9. Shih, Hong-yu, Tsay, Byh-chang, & Lin, Hsin-hui (2017) Yale Kindergarten Teacher Leisure Education Workshop, round 2. 351060576