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### Education

- PhD, Program in Recreation and Leisure Studies, Major in Recreation Service and Resource Management, New York University, 2002.
- MBA, Department of Business Administration, Major in Finance, University of Missouri-Columbia, 1994.
- BS, Department of Psychology, National Cheng-Chi University, 1992.

### Area of Specialty

- Events Management, Cultural Tourism and Development, Tourist Behaviors, Psychology of Leisure

### Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 20018 to present.
- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 2003 to 2018
- Adjunct Assistant Professor, Graduate Institute of Travel and Tourism Management, National Kaohsiung University of Hospitality and Tourism, 2004 to 2007
- Assistant Professor, Department of Leisure Management, Leader University, 2002 to 2003.
- Lecturer, Department of Sport Management, National College of Physical Education and Sport, 2001 to 2002.
- Lecturer, Program in Recreation and Leisure Studies, Department of Health Studies, New York University, 1997.

### Journal Papers

1. Chen, Aileen H. & Wu, Ryan Y. (2022). Mediating effect of brand image and satisfaction on loyalty through experiential marketing: A case of sugar heritage destination. *Sustainability*, 14(12), 7122. (SSCI)
2. Wu, Y. & Chen, H. (2019). Application of event marketing to local industry development based on a sustainable perspective. *Bulletin of the Geographical Society of China*, 63, 33-54.
3. Wu, Ryan & Chen, Huiling (2018). Determinants of Travel Intention Among Asian Visitors at the Cultural Creative Parks: Perspective from Theory of Planned Behavior. In C. Elaine, & C. Yang (Eds.), *Asian Youth Travellers: Insights and Implications* (pp. 153-174). Singapore: Springer Nature Singapore Pte Ltd.
4. Chen, H., Wu, Y. & Yang, C. (2017). A Study of Brand Equity for Creative Tourism Destination. *Journal of Hospitality and Tourism*, 14(2), 115-141.
5. Chen, H., Lin, S., & Li, P. (2017). Exploring the effect of visitors' nostalgic experience on happiness towards old houses - and concerning place attachment. *Journal of Southern Taiwan University of Science and Technology: Social Science Edition*, 2(1), 41-65.
6. Wu, Y. & Chen, H. (2014). Insights to the strategic planning of folk festivals - A case study of Neimen Sung Jiang Battle Array Festival, *Journal of Hospitality and Tourism*, 11(2), 109-135.
7. Chen, H., & Liao, C. (2011). A study of bicycle riders' serious leisure, recreation specialization and flow experience. *Review of Leisure, Sport and Health*, 3(1), 28-43.

8. Chen, Aileen H. (2010). Branding destination events - The case of Yilan International Children's Folklore and Folkgame Festival. *International Journal of Agricultural Travel and Tourism*, 1(2), 80-92.
9. Chen, Aileen H., & Wu, Ryan Y. (2009). Understanding visitors' involvement profile and information search: The case of Neimen Song Jiang Battle Array Festival. *Events Management: An International Journal*, 13(4), 205-222.
10. Chen, H., & Wu, Y. (2009). An examination of the relationship between service quality and recreation experiences among visitors - The case of B & B accommodation in Wutai. *Marketing Review*, 6(2), 299-327.
11. Chen, H., & Wu, Y. (2009). Assessing the economic benefits of tourism - In the case of Kaohsiung Metropolitan Area. *International Journal of Contemporary Business Review*, 1(2).

#### Conference Papers

1. Chen, H., Chen, W., & Yang, C. (2023). A Study of the Relationships between Pilgrim's Motivation, Involvement, and Well-being- A Case of the Guan Gong Temple. 2023 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May 20.
2. Chen, H., Nie, Y., & Yang, C. (2022). Using the Kano Model to explore visitors' attractiveness towards Wushulin Recreation Park. 2022 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May 27.
3. Chen, H., & Chen, T. (2021). A study on the relationship between work stress and work burnout of first-line service workers in catering industry, Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May 22.
4. Yang, C., Chen, H., & Xie, C. (2019). A study of the differences on service quality and corporate image between low cost carriers and traditional airlines. 2019 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May, 25.
5. Lin, S., Chen, H., & Hsu, S. (2019). The effects of visitors' recreation attraction and recreation experiences on satisfaction and revisit intentions - A case of Ten-Drum Cultural and Creative Park. 2019 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May, 25.
6. Chen, H., Lee, W., & Yang, C. (2018). A study on service quality gap of tourism factory – A case of SIHO Food Tourism Factory. 2018 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May, 26.1. Ryan, Wu, & Chen, Huiling (2018). Determinants of Travel Intention Among Asian Visitors at the Cultural Creative Parks: Perspective from Theory of Planned Behavior. In C. Elaine, & C. Yang (Eds.), *Asian Youth Travellers: Insights and Implications* (pp. 153-174). Singapore: Springer Nature Singapore Pte Ltd.
7. Chen, H., & Lee, S. (2018). A study of the relationships among mountain hikers' leisure involvement, place attachment and happiness – Taking Guanziling Frozen Mountain Trail as an example. 2018 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, May, 26.
8. Chen, H., & Zheng, Y. (2016). A study of residents' religious activity involvement, community consciousness and place attachment - A case of Xu Zhong Ying. 2016 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, October, 29.
9. Chen, H., & Wang, Y. (2016). Residents' perceived impact and attitude towards temple fairs. 2016 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, October, 29.
10. Chen, H., Lin, L., & Lin, S. (2015). Exploring elder college participants' serious leisure - Effects of motivation. 2015 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, November, 28.

11. Chen, H., Huang, H., Ling, J., & Lin, S. (2015). An exploratory study of visitors' nostalgia experiences, satisfaction and loyalty - A case study of Hayashi Department Store. 2015 Southern Taiwan University of Science and Technology Conference, Southern Taiwan University of Science and Technology, November, 28.
12. Kuo, J. & Chen, H. (2014). A study of the relationships among youth volunteers' serious leisure, motivation and flow experiences - A case of Tainan City, 2014 International Conference on Health and Leisure, University of Kang Ning, May 23.
13. Chen, H. & Chang, H. (2014). Exploring visitors' emotional experiences and destination brand equity - A case of the Pier-2 Art Center, 2014 Southern Taiwan University of Science and Technology & Taiwan Leisure and Recreation Association Joint Conference, Southern Taiwan University of Science and Technology, November, 22. (ISBN 978-986-6975-99-8)
14. Chen, H. & Chiang, Y. (2014). Exploring events' brand equity - A case of Dajia Matsu Holy Pilgrimage, 2014 Southern Taiwan University of Science and Technology & Taiwan Leisure and Recreation Association Joint Conference, Southern Taiwan University of Science and Technology, November, 22. (ISBN 978-986-6975-99-8)
15. Chen, H. & Lian, P. (2010). The effects of blog credibility on consumer perceived value. 2010 Global Business Operation and Management Conference, Cheng Shiu University, April 30.
16. Chen, H. & Chang, L. (2008). The development of indicators for sustainable indigenous tribe tourism. 2008 Style Management and Creative Economic Development of Local Industry Forum, Chung Hua University.
17. Wu, Y. & Chen, H. (2008). Understanding event tourism: Life-cycle and strategic marketing. 2008 Marketing Academic Conference, National Taipei University.
18. Wu, Y., Chen, H., & Chang, Y. (2007). A study of festival planning and marketing strategies in Neimen Sung Jiang Battle Array of Kaohsiung County. Organizing Committee of the 2007 Leisure Development International Forum, Zhe Jiang University.
19. Chen, H. & Hsu, J. (2007). Events image on destination branding - in the case of Yilan International Children's Folklore & Folkgame Festival, 5th Asia Pacific CHRIE & 13th Asia Pacific Tourism Association Joint Conference, Beijing, China, May 23-27.
20. Sun, H. & Chen, H. (2006). The exploratory study of perceptions, recreational experiences and promotions on railway cultural in Taitung County. The 8th Annual Conference in Leisure, Recreation and Tourism, the Outdoor Recreation Association.
21. Chen, H. & Hsu, J. (2006). The impacts of the 2006 Taiwan Lantern Festival perceived by Tainan residents. 2006 Chinese Tourism Management Association & Taiwan Leisure and Recreation Association Joint Conference, National Kaohsiung Hospitality College.
22. Su, Naifen, & Chen, Aileen H. (2005). River tracing participant's flow experience and the validation of original and four channel of flow model. The 5th Annual Conference in Hospitality & Tourism, National Kaohsiung Hospitality College.
23. Wang, Y., Long, Y., & Chen, Aileen H. (2004). Junior high school students' leisure constraints - In the case of Kaohsiung Metropolitan area. The 4th Annual Conference in Hospitality & Tourism, National Kaohsiung Hospitality College.
24. Chen, Aileen H. (2003). Visitors' travel motivation and satisfaction - In the case of Tamsui travel. The 1st Annual Conference in Health, Leisure and Tourism, Leader University.

#### **Dissertation**

- Chen, Hui-Ling. (2001). "Consumer Involvement and Information Search among Adult Chinese participants in Arts Festivals and Arts Museums in the New York Metropolitan Area", Ph.D. Dissertation, New York University.

#### **Books**

1. Ryan, Wu, & Chen, Huiling (2018). Determinants of Travel Intention Among Asian Visitors at the Cultural Creative Parks: Perspective from Theory of Planned Behavior. In C. Elaine, & C. Yang (Eds.), *Asian Youth Travellers: Insights and Implications* (pp. 153-174). Singapore: Springer

Nature Singapore Pte Ltd.

2. Chen, W., Hwang, Y., Wei, Y., Liu, Z., Chang, Y., Tang, G., Lin, K., Chang, J., Chen, Aileen H., Zhuang, X., Bai, Z., & Fang, T. (2015). Leisure activity programming. Wagner Publishing Co., Ltd.
3. Wu, Ryan Y., & Chen, Aileen H. (2013) (Eds.). Tourism: Principles, Practices, and Philosophies, 2nd Ed. EC LINK, Ltd.
4. Wu, Ryan Y., & Chen, Aileen H. (2005) (Eds.). Tourism: Principles, Practices, and Philosophies. EC LINK, Ltd.
5. Wu, Ryan Y., & Chen, Aileen H. (1996). Leisure in society: A Network Structural Perspective. WU-NAN Culture Enterprise.

## Professional Certifications

1. CPAS School Consultant, No: 110126, Career Consulting Co. Ltd., 2021/12.
2. Information Technology (Python), No: 132220100007430, Techficiency Quotient Certification, 2021/12.
3. Software developer of APP for eBusiness MIT App Inventor 2, No: GP0063888565, Chinese Enterprise Resource Planning Society, 2021/01.
4. Property Management System for WISE Web Hotel Manager 7.x, No: GP0064098825, Chinese Enterprise Resource Planning Society, 2021/01.
5. Qualicert Service Certification (Mastery Audit) Lead Auditor Training Course, No: TLAKHH0126S/06001, SGS, 2014.
6. Hot Spring Industry Operate Management, No: HSOM 1500192, Taiwan Hot Spring Tourism Association, 2015/09.
7. Fashion Design Manager, No: CIIP-FDDA-10300123, CIIP International Certification, 2014/07.
8. International Etiquette Public Relations Planner, No: TDTCD-IEPRM-10200123, CIIP International Certification, 2014/08.
9. Brand Marketing Manager, No: CIIP-BMKTMA-10300123, CIIP International Certification, 2014/08.
10. Culture, Festival, Tourism and Leisure Manager, No: CIIP-CFTLMA-10300123, CIIP International Certification, 2014/08.
11. Certified Hospitality Supervisor (CHS), American Hotel & Lodging Educational Institute, 2010.

## Professional Experience

1. Reviewer, Taiwan Host, Tourism Bureau, 2011 to 2015, 2022.
2. Reviewer, Tourism Management Perspectives, 2021 - current.
3. Consulting Member, Tour Guides and Tour Managers, Ministry of Examination, 2004, 2005, 2018, 2020, 2022.
4. Consulting Member, 2018 Taiwan Lantern Festival Programming and Operation, 2018.
5. Supervisor, Taiwan Leisure and Recreation Association, 2004 to present.
6. Reviewer, Tourism Factory, Ministry of Economic Affairs, 2015.
7. Reviewer, Hakka Culture and Value-Added Industry Development Plan, Rotation Management Consultant LTD., 2014 to 2015.
8. Reviewer, Journal of National Cheng Kung University Physical Education Research, 2010.
9. Reviewer, Annals of Leisure and Recreation Research, 2008.
10. Reviewer, Journal of Kaohsiung Hospitality College, 2007.
11. Consulting Member, 2005 Community Health-Building Program, 2005.
12. Consulting Member, Tainan County Agricultural and Fishery Rural Villages, Tainan County, 2003 to 2005.
13. Consultant, Performance Art Marketing Project, National Cultural and Arts Foundation, 2005.
14. Reviewer, National Scenic Areas, Tourism Bureau, 2004.
15. Reviewer, The Conference on Sustainable Operation of Tourism, Leisure and Hospitality Industry, 2001 to 2006
16. Administrator/Controller, Fountain Technologies, New York, 1998 to 2000.

17. Recreation Programmer, McBurney YMCA, New York, Summer 1995.
18. Research Assistant NYU ADIS/SIDA Mental Hygiene Project, School of Education, New York University, conducted by Professor Arnold Grossman, Ph.D., 1995.

### **Entrusted Practical Projects**

1. Chen, H., & Ting, C. 2018. Tainan New Year Countdown Party Events Benefit Evaluation Project, Tainan City. 36001070467.
2. Chen, H., & Pan, Y. 2018. Yellow Mini Trip in Siraya National Scenic Area, Siraya National Scenic Area. 36001070241.
3. Chen, H. 2018. Website English Conversation Design, Lioujia District Office. 36001070213-GP.
4. Chen, H., Lin, S., & Chang, T. 2017. The Investigation of Visitors' Behavior at 2017 Dapeng Bay Yacht & Regatta Festival, Dapeng Bay National Area. 351060189.
5. Chen, H., & Lin, S. 2015. Website English Translation and Conversation Design, Lioujia District Office. 431040145-GP.
6. Chen, H., Chang, T. 2015. Guided Tour DM Design, Tainan Cultural & Creative Park. 351040189.
7. Chen, H., Lin, S., & Chang, T. 2013. A Feasibility Study of Raising Entrance Fee for Heritage Attractions in Tainan City, Tainan City. 351020170.
8. Chen, H. 2013. Tainan New Year Countdown Party Events Benefit Evaluation Project, Tainan City. 351010624.
9. Wu, Y., & Chen, H. 2008. The Investigation Plan of Visitors Behaviors at Important Attractions in Kaohsiung City, Kaohsiung City.
10. Xie, X., & Chen, H. 2006. Taiwan Lantern Festival Events Benefit Evaluation Project, Tainan City. 350940073.
11. Wu, Y., & Chen, H. 2005. Austronesian Wedding Events Benefit Evaluation Project, Maolin National Scenic Area Administration.