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Education

- PhD, Parks, Recreation & Tourism, University of Utah, 2006/05.
- MS, Sports Science, National Taiwan Sport University, 1991/06.
- BS, Industrial Management, National Taiwan University of Technology, 1987/06.

Area of Specialty

Tourism Policy, Tourism and Peace, Leisure Policy, Exhibition and Convention

Academic Experience

- Associate Professor, Department of Leisure, Recreation and Tourism Management, Southern Taiwan University of Science & Technology, 2006/08 to present.
- Lecturer, General Education Department (Physical Education Teaching), Chia Nan University of Pharmacy & Science, 1995/08 to 2006/07.
Lecturer, General Education Department (Physical Education Teaching), Hong-Kuang University, 1992/08 to 1995/07.
- Lecturer, General Education Department (Physical Education Teaching), China University of Science and Technology, 1991/08 to 1992/07.

Publications

Conference Papers

1. **Shih, C. H.**, Ling, J. H., Tsai, H. S., Wu, J. C., & Shen, W. G. (2016, October). Evolution of Taiwan Tourism Policy from 1980 to 2000. Proceedings of the 2016 Conference on Sustainable Tourism and Recreational Resources Management, Southern Taiwan University of Science & Technology, Tainan, Taiwan.
2. **Shih, C. H.**, Lin, S. C., Tsing, H. C., Wu, J. C., & Tsai, H. S. (2016, October). Taiwan Critical Tourism Policy from WWII to 1979. Proceedings of the 2016 Conference on Sustainable Tourism and Recreational Resources Management, Southern Taiwan University of Science & Technology, Tainan, Taiwan.
3. **Shih, C. H.**, Ling, J. H., Wu, J. C., Tsai, H. S., & Shen, W. G. (2016, October). Several Critical Tourism Phenomenon and Trends in Taiwan. Proceedings of the 2016 Conference on Sustainable Tourism and Recreational Resources Management,

Southern Taiwan University of Science & Technology, Tainan, Taiwan.

4. **Shih, C. H.**, Chung, J. M., Shen, M. J., Tsai, H. S., & Shen, W. G. (2016, October). Is “Zero Fee Tour Package” a Treasure or Monster? Proceedings of the 2016 Conference on Sustainable Tourism and Recreational Resources Management, Southern Taiwan University of Science & Technology, Tainan, Taiwan.
5. Ling, J. H., Huang, J. H. & **Shih, C. H.** (2015, November). An Investigation of Influence factors on Family Leisure and Cultural Spending. Proceedings of the 2015 Conference on Sustainable Tourism and Recreational Resources Management. Tainan, Taiwan.

Books

1. **Shih, C. H.**, et al. (2016). The Analysis of MICE Certification. ISBN 978-986-6428-30-2.
2. **Shih, C. H.**, et al. (2015). The Introduction of Taiwan Tourism Resources. ISBN 978-957-21-9724-0.
3. **Shih, C. H.**, et al. (2014). The Practice of Tour Manager and Tour Guide (I). ISBN 978-957-21-9710-3.
4. **Shih, C. H.**, et al. (2014). The Practice of Tour Manager and Tour Guide (II). ISBN 978-957-21-9704-2.

Entrusted Practical Projects

1. **Shih, C. H.** 2016. Tourism Product Planning and Business Consultation. 351050431.
2. **Shih, C. H.** 2016. MICE Personnel Training. 351050173.

Professional Certifications

- Tour Guide of Chinese Language, Tourism Bureau, 2014.
- Tour Manager of English Language, Tourism Bureau, 2014.
- Certified Meeting Professional (CMP), 2012.
- Tour Manager of Chinese Language, Tourism Bureau, 2011.
- Tour Guide of English Language, Tourism Bureau, 2010.