

## SHUN- CHUAN LIN (林舜涓)

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### Education

- EdD, Educational Administration, University of South Dakota, USA.(2002)
- MS, Hospitality Administration, Johnson & Wales University, USA.
- BS, International Trade, Chinese Culture University,Taiwan, R.O.C.

### Area of Specialty

- Hospitality Management
- Hospitality Education
- Marketing
- Human Resource Management
- Adult Education

### Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, R.O.C. ( 2005/02- present)
- Assistant Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, R.O.C. (2004/08 - 2005/01)
- Assistant Professor, Department of Tourism, Tung-Fang Institute of Technology, R.O.C. (2002/08- 2004/07)
- Instructor, Department of Tourism, Tung-Fang Junior College of Technology, R.O.C. ( 1994/08 – 2000/01)
- Management Trainee, Evergreen Laurel Hotel, Taichung, R.O.C. (1993/07- 1994/07)
- Secretary, OEM/Logistics Division, Philips Lighting Taiwan, R.O.C. (1990/02-1991/02)
- Chief register, ELSI (English Language School International), R.O.C. (1988/07-1989/08)

### Journal Papers

1. Yu, M.H., Huang, Y.X., Lin, S.J., & Cheng, S.Y. (2022). The Influence of Hotel Frontline Employees' Emotional Labor on Job Burnout and Organizational Commitment: Perspective of Job Demands and Resources. *Journal of Hospitality and Tourism*, 19(1). DOI: 10.6572/JHT.202206\_19 (1).0001
2. Lin, S.J., Yu, M.H., Su, C.K., Chen, H.L., & Chang, T. Y. (2022). Going Through the Pandemic and Exploring Happy City: A Research on Tainan City Travel Image, Happiness and Travel Intention. *The YMC Management Review*. 15(2), December, DOI: 10.53106/207308882022121502001
3. Lin, S.C., Chen, H.L., Yu, M.S., Chang, T.Y., & Su, C.K. (2018). Why do People Like to Buy Deep-Fried Foods?-A Means-End Chain. *Journal of Health Approach Promotion and Health Education*, 49, 89-119.
4. Chen, H.L., Lin, S.C., & Li, P.Y. (2017). Exploring the Effect of Visitors' Nostalgic Experience on Happiness towards Old Houses - And Concerning Place Attachment, *Journal of Southern Taiwan University of Science & Technology: Social Science Edition*, 2(1), 41-65.
5. Yin, M.C., Lin, S.C., Su, C.K., & Yu, M.H. (2013). Hospitality internship as a learning process: Effects of proactive behaviors on socialization learning. *International Journal of Business and Management Studies*, 2(3), 209-222
6. Lin, S.C., Chang, W.H., Yu, M.H., & Tsai, C.Y. (2012). What environmental management

practices appeal B &B consumers most? *Journal of Rural Tourism Research*, 6 (1),57-70 .

7. Lin, S.C., Yu, M.H., & Tsai, C.Y.(2012). The relationship between specialization and behavioral choices among cyclists-The moderating effect of place attachment. *Journal of Hsing Kuo University*, 13, 27-38.
8. Dai, K.X., Chang, W.H., Lin, Y.T., & Lin, S.C.(2009), Exploring the training evaluation model construction of International tourist hotels, *Journal of Sport , Health, and Leisure*,13, 121-142.
9. Lin, Z.Y., Chang, W.H., Lin, S.C., & Lin, Y.T.(2009). The strategic management of business hotels - a case of urban hotel, *Journal of Sport, Health, and Leisure*,12, 115-127.
10. Chang, W.H, Lin, S.C., & Lin, Y.T.(2008). The study of hospitality English teaching process-from the perspective of whole language approach, *Journal of Sport ,Health, and Leisure*,10, 52-58.
11. Lin, S.C., Tsai, C.Y., and Chiou, L.W. (2007). Improving guests' behavioral intentions based on lodging experiences - using Hualien Bed & Breakfast as an example, *Journal of Tourism and Travel Research*, 2, 73-92.
12. Lin, S.C., Tsai, C.Y., & Chiou, L.W. (2007). The significance of perceived value for a service-an example of visitors in Hualien Bed & Breakfast, *Tourism Management Research*, 7(2), 145-164.
13. Chang, W. H., Wu, H.C., Lin, S.C., & Lin, Z.Y. (2006). The study of employees' orientation, on-the-job training service: training and customer satisfaction in the hotel industry, *Journal of Sport , Health, and Leisure*, 5, 1-8.
14. Lin, S.C., Chang, W.H., & Chiou, L.W. (2005). A framework of designing hotel management program for adult students: planning process, delivery, assessment, and program review, *Journal of Sport, Health and Leisure*, 3, 29-37.
15. Su, H.W, Chang, K.Y., & Lin, S.C.(2004). A study of leisure preference and leisure activity planning for Tung-Fang community residents, *Journal of Tung Fang Institute of Technology*, 24, 79-114.
16. Lin, S.C. (2002). Exploring the relationships between hotel management courses and industry required competencies, *Journal of Teaching in Travel and Tourism*, 2(3), 81-101.

#### Conference Papers

1. Lin, S.C., & Zhong, H.Q. (2022). Understanding the Responsible Environmental Behavior of Undergraduate Students from the Goal Framing Theory
2. Chang, T.Y., Lee, W.Z, & Lin, S.C. (2021).A Preliminary Study on the Differences in Service Quality Attributes of Handmade Drink Shops between the Consumers and Employees.
3. Lin, S.C., Yang, Z.J., & Chang, T.Y.(2021). A Study of Travel Image and Travel Intentions - The Case of Tainan Tourism.
4. Lin, S.C.,& Shih, C.H.(2021). The Attitude and Experience of Travelers toward Service Automation in an Accommodation Establishment in Taiwan.
5. Shih, C.H, & Lin, S.C. (2019). Senior Travelers' Selection Attributes Concerning Hot Spring Hotels. 2019 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
6. Chen, H.L., Peng, G.J., & Lin, S.C. (2018). The Effect of Tourism Attraction and Recreation Experience on Customer Satisfaction and Repeat Visits-A Case Study of Lefoo Village Theme Park. 2018 Industrial Management and Information Application Innovations Conference, Tainan, Taiwan.
7. Lin, S.C., Yu, M.H., & Pu, Y.F. (2017). A Comparison of Taiwanese Gen X and Y toward Hotel Selection Attributes. 2017 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
8. Lin, S.C., & Su, C.K. (2017). An exploratory study of hotel selection factors through the view of the Generation Y Travelers in Taiwan. 2017 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
9. Lin, S.C., Chang, T.Y., & Pu, Y.F. (2016). Constructing a questionnaire on Taiwan Generation Y consumers' selection concerning hotels. 2016 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.

10. Lin, S.C., Yu, M.H., & Pu, Y.F. (2016). What Taiwan Generation Y undergraduate students want? 2016 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
11. Lin, S.C., Tsai, C.Y., Su, C.K., & Yu, M.H. (2015). Attractions of Kending- the perspectives of backpackers. 2015 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
12. Yu, M.H., Lin, S.C., Su, C.K., Ling, J.H., & Tsai, C.Y. (2015). Determinants of guests' satisfaction and repeat patronage. 2015 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan.
13. Chang, T.Y., Ceng, L.C., & Lin, S.C. (2015). The study of brand equity and brand Experience on e-channel brand - An example of Books on-line bookstore. 2015 Conference on Tourism, Leisure, and Recreation Management, Southern Taiwan University of Science and Technology, Tainan, Taiwan. (Corresponding Author)
14. Chang, T.Y., Chen, H.L., Lin, S.C. & Chen, S.Y.(2014). The brand emotion, brand image and brand loyalty on on-line bookstores. Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association, Tainan, Taiwan.
15. Yu, M.H., Yin, M.C., & Lin, S.C. (2014). An analysis of internships dimensions in measurement index. 2014 Conference on Leisure and Tourism Management, Shu-Te University, Kaohsiung, Taiwan.
16. Yu, M.H., Lin, S.C., & Tsai, C.Y. (2014). The attractions of exhibition of Julius Mannich Merchant House - from the observation of visitors' behaviors. Joint Conference 2014 - Department of Tourism, leisure, and Recreation of Southern Taiwan University of Science and Technology and Taiwan Leisure and Recreation Association, Tainan, Taiwan.
17. Lin, S.C., Yu, M.H., Chen, H.L., Su, C.K. & Chang, T.Y. (2013). What B&B can do to take environmental responsibilities? International Journal of Arts and Sciences Conference, Prague, Czech Republic.
18. Chen, H.L., Su, C.K., & Lin, S.C. (2012). Factors Influencing destination loyalty? IAM2012- international conference on innovation and management, Republic of Palau.
19. Yu, M.H., Lin, S.C., Chen, H.L., & Su, C.K. (2012). Effects of message framing on advertising effectiveness of low sugar food - gender as the moderate variable. IAM2012-international conference on innovation and management, Republic of Palau.
20. Lin, S.C., Tsai, C.Y., Yu, M.H., & Chiou, L.W.(2011). Does specialization affect behavioral choices and place attachment among cyclists? 2011 Symposium on Green, Sport, and Leisure Management, Chaoyang University of Technology, Taichung, Taiwan.
21. Lin, S.C., Tsai, C.Y., & Chen, C.W. (2011). The importance of affective quality on people's intentions to stay in B&B establishments. 2011 International Conference on Hospitality Management and Industry Development, Fu Jen Catholic University, Taipei.
22. Lin, S.C., & Wu, H.Y. (2011). The importance of personality factors and background characteristics on people's responsible environmental behaviors, 2011 the 5th Environment Symposium, Taiwan Academy of Ecology, Taichung, Taiwan.
23. Lin, S.C., Wu, H.Y., Tsai, C.Y., & Chen, C.W. (2011). Environmental management practices among B & B in the Tsing-Ching area. 2011 The 1st Conference on Tourism, leisure, and Recreation Sources Sustainable Management, Southern Taiwan University, Tainan, Taiwan .
24. Lin, S.C., Chiou, L.W., Chen, C.Y. & Tsai, C.Y. (2009). Factors that entice consumers to purchase package tours offered by a resort hotel, The 9th Conference on Tourism, Recreation, and Hospitality industries Management, Southern Taiwan University, Tainan, Taiwan.
25. Lin, S.C., Su, C.K., & Tsai, C.Y. (2009). The guest characteristics of B & B accommodations at HUALIEN, The 9th Conference on Tourism, Recreation, and Hospitality industries Management, Southern Taiwan University, Tainan, Taiwan.
26. Lin, S.C., Chen, W.T., Liu, H.C., & Tsai, C.F. (2009). Another lodging experience: tent accommodation. 2009 Conference on Leisure, Recreation, and Tourism Management, Shu-Te

University, Kaohsiung, Taiwan.

27. Lin, S.C., Jin, Y.R, & Wu, F.Y. (2009). Customers' satisfaction of a fortune-telling restaurant. 2009 Conference on Leisure, Recreation, and Tourism Management, Shu-Te University, Kaohsiung, Taiwan.
28. Lin, S.C. & Tsai, C.Y. (2008). The relationship between lodging experience and behavior intentions of visitors in bed & breakfast accommodations – The mediating effect of perceived value of a service. The 5th Conference on Taiwan tourism industries development and the future, Jinwen University of Science and technology, Taipei.
29. Liu, F.Y., Chang, W.H., & Lin, S.C.(2008). The empirical study of brilliant quotient(BQ) and work performance in travel industry- an illustration of travel agencies in Tainan city. Joint Conference 2008 - Chinese Tourism and Management Association and Taiwan Leisure and Recreation Association, Aletheia University, Tainan, Taiwan.
30. Lin, S.C., Kuo, Z.C., and Tsai, C.Y. (2007). The influence of TV advertising endorser on the consumers coupon usage and purchasing intention - McDonalds as an example. The 2007 Conference on Business and Operations Management, Chang Jung Christian University, Tainan.
31. Chang, W. H., Hsien, S.H. & Lin, S.C. (2007). The study of the applications of whole language approach on hospitality English teaching. The 2007 Sport, Health , and Leisure Conference, Cheng Shiu University, Kaohsiung.
32. Lin, S.C., Tsai, C.Y. & Kuo, Z.C. (2007). The relationships between Bed & Breakfast visitors' lodging experience and behavior intention - The case of Hualien area, The 2007 Conference on Business and Operations Management, Chang Jung Christian University, Tainan.
33. Lin, S.C. & Tsai, C.Y. (2007). The relationships between Bed & Breakfast visitors' perceived value of a service and behavior intention. The 5th International Conference on Business Management (ICBM-5), National Kaohsiung University of Applied Science, Kaohsiung.
34. Lin, S.C., Tsai, C.Y. & Kuo, Z.C. (2006). Application of importance-performance model in examining business travelers' quality requirements. The fifth Cross-Strait Industry Management Conference, Hainan University, China.
35. Lin, S.C. & Chang, W.H. (2003). Curriculum review: The impacts of undergraduate hotel management programs on career development in the industry. Proceedings of the twelfth conference on management education (ME2003). National Taipei University, Taiwan.
36. Lin, S.C.(2002). Perceptions of educators and practitioners toward competencies that influence career success in the hotel industry, The sixth Cross-Strait Chinese Culture and Management Conference, Wuhan University, China.
37. Lin, S.C. & Pan, H.H.(2002). Educators and industry professionals perspectives of undergraduate hotel management curricula in Taiwan. 2002 Conference on tourism industry of southern Taiwan, Aletheia University, Tainan, Taiwan.

#### **Dissertation**

- Lin, Shun-Chuan (2002). "Required Competencies in the Hotel Industry in Relation to Hotel Management Courses in Taiwanese Universities." Ph.D. Dissertation, the University of South Dakota.

#### **Books**

- Shih, C. H., Dai, W.H., Chang, C.F., Lin, S.C., & Yu, M.H. (2014). The Practice of Tour Manager and Tour Guide (I). ISBN 978-957-21-9710-3.

#### **Professional Certifications**

1. Techficiency Quotient Certification of Information Technology(Python), 132220100007460, Computer Skills Foundation, 2021.
2. Certificate of Software Developer of App for eBusiness MIT App Inventor 2, GP0063888551, Chinese ERP Society, 2021.
3. Certificate of Proficiency for Teaching Chinese as a Second/Foreign Language, No.E1080205,

- Ministry of Education of Public of China (Taiwan), 2019.
4. Certificate of Qualified Invigilator Field Test of in Skill Category of Food & Beverage Service Class C Technician. No. Ji-guan-zih-1051502687, Skill Evaluation Center of Forces Development Agency, Ministry of Labor, Public of China (Taiwan), 2016.
  5. Certified Hospitality Management, No: HMASLDZ00103, Hotel Manager Association, 2016.
  6. Hot Spring Industry Operate Management, No: HSOM1500190, Taiwan Hot Spring Tourism Association, 2015.
  7. Qualicert Service Certification (Mastery Audit) Lead Auditor Training Course, No: TLAKHH0126S/06003, SGS, 2014.
  8. Microsoft Office Specialist for Office PowerPoint 2007, Excel 2007, Word 2007, Outlook 2007, Microsoft Corporation, 2011.
  9. Certificate of Qualified Invigilator Field Test of in Skill Category of Hotel and Restaurant Service Class C Technician. No. Lao-jhong-er-zih-0990202020, Skill Evaluation Center of Forces Development Agency, Ministry of Labor, Public of China (Taiwan), 2010.
  10. International Introductory Award in Conflict Handling, No: 606100086/1340, City & Guilds, 2010.
  11. International Introductory Award in Customer Service, No: 606100086/680, City & Guilds, 2010.
  12. International Introductory Award in Selling, No: 606100086/20, City & Guilds, 2010.
  13. Web Communication using Dreamweaver 8, Certiport, 2009.
  14. Certified Hospitality Supervisor(CHS), American Hotel & Lodging Educational Institute, 2009
  15. Certified Hospitality Trainer (CHT), American Hotel & Lodging Educational Institute, 2008.
  16. IC3 Internet and Computing Core Certification, Certiport, 2007.

## Professional Experience

1. Referee to "Frontiers in Psychology, section Cultural Psychology" (2020)
2. Referee to "Journal of Outdoor Recreation Study" (2019-Present)
3. Evaluation committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government(2016-present)
4. Evaluation committee to High School in Ministry of Education, Taiwan (2013 – present).
5. Evaluation committee to High School in Education Bureau, Kaohsiung City Government(2016-2018)
6. Examiner to the Junior Examination for Professional and Technical Personnel: Tour Guide, Ministry of Examination, Examination Yuan(2005, 2018)
7. Examiner to textbooks of Introduction to Hospitality Industry for vocational schools in National Academy for Education Research(2014)
8. Examiner to textbooks of Hospitality Service for vocational schools in National Academy for Education Research( 2013-2014)
9. Evaluation committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government(2012).
10. Examination committee to Historical Monument Outsourcing Management in Cultural Affairs Bureau of Tainan City Government,(2012-2014).
11. Investigator to Field Tests of Skilled Certification on Hotel and Restaurant Service on Classes C for various vocational schools(2011-now)
12. Referee to "Tourism Management"( 2004-2018)
13. Referee to "Bulletin of Chung Hwa University of Medical Technology"(2018)
14. Referee to "Journal of Hsing Kuo University (2010, 2012)
15. Referee to "Journal of Hospitality and Home Economics"(2009, 2010, 2011)
16. Referee to "Academic Journal of Yu Da University" ( 2009)
17. Examiner to textbooks of Hospitality English and Conversation for vocational schools in National Institute for Compilation and Translation (2009-2010).
18. Referee to "Industry Management Review" (2008)
19. Referee to "Journal of Sport, Health, and Leisure "(2007)
20. Referee to "Journal of Southern Taiwan University "( 2005)

## Grants

- 1. National Science Council, No: NSC 97-2815-C-218-029, H, "A Preliminary Study on Customer Emotion, Core Contents of tour Packages and Customer Behavior Intention in a Leisure Hotel," 2008/07 to 2009/02.

## Entrusted Practical Projects

1. Lin, S.C. 2022. Customer Relationships Satisfaction in a Bed & Breakfast establishment. 36001110167
2. Lin, S.C. 2020. Customer Satisfaction in Electronic Commerce Platform.36001091012
3. Lin, S.C. 2016. Feasibility Assessment of Fusion Coffee House in a fashion store. 351050424
4. Lin, S.C. 2015. Consultation of Clothing industry services and sales – Fusion Coffee House. 351040523
5. Lin, S.C. 2013. The Study of Tourists' Satisfaction to Julius Mannich Merchant House. 351020045
6. Lin, S.C. 2012. English interpreter training Camp of 2012 Lugang Lantern Festival. 351000179