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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.

### Journal Papers

1. Shih, C. H., Pan, I. j., & Tsai, H. S. (2021). A Combination of China's Outbound Tourism and Diplomacy. *Journal of Island Tourism Research*, 14(1), p.27-57.
2. Shih, C. H., & Tsai, H. S. (2018). The Evolution of Taiwan's Tourism Policy: From the Year of 1945 to 2000. *Journal of Island Tourism Research*, 11(1), p.37-60.

### Conference Papers

1. Tsai, H. S., & Shih, C. H. (2021, May). An Analysis of Planning Style for the Local Tourism Industry Development. *Proceedings of the 2021 Conference on Sustainable Tourism and Recreational Resources Management*, Southern Taiwan University of Science & Technology, Tainan, Taiwan.
2. Tsai, H. S., & Shih, C. H. (2021, May). Explore Tourism Night Market Successful Factors. *Proceedings of the 2021 Conference on Sustainable Tourism and Recreational Resources Management*, Southern Taiwan University of Science & Technology, Tainan, Taiwan.
3. Tsai, H. S., & Shih, C. H. (2020, May). The Driving Force for Local Opportunity of Culture, Creativity and Innovation. *Proceedings of the 2021 Conference on Sustainable Tourism and Recreational Resources Management*, Southern Taiwan University of Science & Technology, 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.

### **Professional Certifications**

1. Tour Manager of English Language, Tourism Bureau, 2020.
2. Tour Manager of English Language, Tourism Bureau, 2019.
3. Tour Manager of English Language, Tourism Bureau, 2017.
4. Tour Guide of Chinese Language, Tourism Bureau, 2014.
5. Tour Manager of English Language, Tourism Bureau, 2014.
6. Certified Meeting Professional (CMP), 2012.
7. Tour Manager of Chinese Language, Tourism Bureau, 2011.
8. Tour Guide of English Language, Tourism Bureau, 2010.

### **Entrusted Practical Projects**

1. Shih, C. H. 2020. Project with Song-Gun Publishing Company. 36001091014.
2. Shih, C. H. 2020. Project with Hua-Li Publishing Company. 36001091013.