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Education

- PhD, Recreation, University of New Mexico, USA, 2000/06.

Area of Specialty

Recreation Management, Leisure Management and Marketing

Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 1994/08 to present.

Publications

Journal Papers

1. **Yi-Fong Wang**, Ying-Jen Pan, & Chiang-Yun Wang. (2015). The Effects of Massive Influxes of Chinese Tourists into Tourist Night Markets, *Journal of Southern Taiwan University*, 40(4), 43-62.
2. **Yi-Fong Wang**, Ying-Jen Pan, & Min-Hsiung Liu. (2014). A New Thinking of Loyalty for a Travel Product, *Journal of Tourism and Hospitality Management*, 2(4), 161-166.
3. **Wang Y. F.**, Lin, C. Y., Sheu, M. J., Li, C. F., Lee, S. W., Lin, L. C., & Chen, S. H. (2014). Deficiency in asparagine synthetase expression in rectal cancers receiving concurrent chemoradiotherapy: negative Prognostic impact and therapeutic relevance, *Tumor Biol* (published online).
4. **Wang, Y. F.**, Lin, C. Y., Lu, T. H., & Ichiro, Kawach. (2014). Unintentional drowning mortality, by age and body of water: an analysis of 60 countries, *Injury prev* (published online).
5. **Yi-Fong Wang**, Ying-Jen Pan, & Mei-Ling Cheng. (2013). The Exploratory Research of Rest Area in Taiwan, *Aomori Chuo Gakuin University Regional Management Research Institute Research Report*, 9, 105-118.
6. **Yi-Fong Wang**, (2010). Discuss the Ocean Assets, the Marine Tourism and the Ecotourism, *Journal of Ocean and Underwater Technology*, 20(4), 8-11.

Conference Papers

1. **Yi-Fong Wang** & Yu-Ling Cheng. (2015). Managing Tainan's Outsourced Cultural and Creative Industry Park: a Study for the Project's Primary Phase. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
2. **Yifong Wang** & De-Shiang Wu. (2015). Travel with Lights-A study on Nights-time Leisure on Shennong street of Tainan City. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
3. **Yifong Wang** & Yi-Jung Lin. (2015). Study on Motive & Benefit of Family Camping and Leisure. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
4. **Yi-Fong Wang** & Yu-Syuan Chen. (2013). Applying Importance-Performance Analysis Model to review criteria for Tourist Friendly Destination taking Anping as an example. The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
5. **Yifong Wang** & Supich Luangvera. (2013). A study on the Thailand Local Visitor's shopping Attractiveness, Satisfaction and Loyalty of Chatujak Weekend Market. The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.

Books

Wang, Y. F. (2010). Tourism Marketing, Far Du Publishing Co., Ltd.

Entrusted Practical Projects

1. **Wang, Y. F.** 2016. The Business proposal of stipendiary Tainan area. 351050110.
2. **Wang, Y. F.** 2014. The press for the survey of elders' daily leisure needs in Tainan City. 351030387.
3. **Wang, Y. F.** 2013. Media Marketing Plan for fresh-fish-bank. 351020288.
4. **Wang, Y. F.** 2013. Marketing plan for fresh-fish-bank on outdoor TV-commercials. 351020290.
5. **Wang, Y. F.** 2012. Master Plan of establishing STSP as a green and smart park. 351010412.

Professional Certifications

- Business Intelligence Planner, No: BIP11CEO0607, Chinese Enterprise Resource Planning Society, 2011/03.
- International Introductory Award in Selling, No: 606149716/790, City & Guilds, 2011.
- Bike Tour Manager C License, 2010/06.
- The TTQS Consultant Training, 2009/07.

Academic Professional Service

- General manager, Tainan Cultural and Creative Park, 2014/02 to present.