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RESEARCH INTERESTS

My research advances responsible and sustainable tourism through the study of consumer behavior and tourism experience design. Three interrelated streams anchor this agenda: (1) human–animal interactions and the roles of free-roaming animals in tourism destinations; (2) sustainable mobility, including bicycle tourism, bicycle-share programs, and shared transport systems; and (3) experience design in festivals, events, and special-interest tourism (coffee, tea, and food tourism). Methodologically, I combine advanced quantitative modeling (PLS-SEM, FIMIX-PLS, NCA, IPMA) with text mining, netnography/appnography, and qualitative fieldwork.

Keywords: responsible tourism · human–animal interactions · bicycle tourism & shared mobility · experiencescape · consumer behavior · text mining & mixed methods

EDUCATION

2014–2017	Doctor of Philosophy , Parks, Recreation, and Tourism Management (Concentration: Travel and Tourism), Clemson University, SC, USA. GPA: 4.0/4.0
2009–2012	Master of Education , Ecological and Recreational Education, College of Lifelong Learning and Research, National Pingtung University of Education, Taiwan. GPA: 4.0/4.0
2002–2006	Bachelor of Education , Major in Educational Technology, Department of Education, National Taichung University of Education, Taiwan. GPA: 3.92/4.0

ACADEMIC APPOINTMENTS

Faculty member at NKUHT since 2018, promoted from Assistant Professor to Associate Professor (2023) and Full Professor (2026), with continuous program-leadership roles including Director of the International Master's Program of Tourism and Hospitality.

Aug 2026–present	Full Professor / Program Director , The International Master's Program of Tourism and Hospitality (IMTH), NKUHT, Taiwan <i>Lead the strategic development, internationalization, and quality assurance of the all-English IMTH program; oversee curriculum design, graduate admissions, and thesis supervision; teach graduate-level EMI courses in research methods and tourism management.</i>
Feb 2023–Jul 2026	Associate Professor / Program Director , IMTH, NKUHT, Taiwan <i>Directed all aspects of the international graduate program — recruitment and admissions of international students, annual curricular structure, and program accreditation matters; organized international research events (e.g., the IMTH Global Research Masterclass) and invited renowned scholars as guest speakers; supervised master's theses and led NSTC-funded research projects.</i>
Feb 2021–Jan 2023	Assistant Professor , IMTH, NKUHT, Taiwan <i>Taught graduate-level EMI courses in qualitative and quantitative research methods; supervised master's theses and student conference presentations; conducted MOST/NSTC-funded research on the sharing economy and tourism experiences.</i>
Aug 2019–Jan 2021	Assistant Professor / Acting Program Director , IMTH, NKUHT, Taiwan <i>Managed all aspects of the international graduate program and advised students on academic matters; oversaw the establishment of the annual curricular structure; supervised and invited internationally renowned scholars to deliver guest lectures.</i>
Aug 2019–Feb 2020	Assistant Professor / Section Chief of Public Relations , International College, NKUHT, Taiwan <i>Organized and oversaw PR activities for the university and ensured effective communication with stakeholders, media, and the public; managed all aspects of QS university-ranking matters at NKUHT; organized, facilitated, and participated in THE-ICE auditors' on-site evaluation.</i>

Aug 2018–Jul 2019	Assistant Professor / Research Fellow (Higher Education Sprout Project), Graduate Institute of Tourism Management, NKUHT, Taiwan <i>Managed all aspects of QS university-ranking matters at NKUHT; consolidated, edited, and submitted NKUHT's fast-track application reports to THE-ICE for subsequent review and evaluation.</i>
Aug 2017–Jul 2018	Assistant Professor / Academic Advisor , Department of International Tourism Management (English-Taught Program), Tamkang University, Taiwan <i>Advised students in the English-taught international tourism program on academic and career matters; taught seven EMI courses spanning hotel operations, organizational behavior, CRM, e-commerce, and entrepreneurial management.</i>
Aug 2015–May 2017	Graduate Teaching and Research Assistant , Department of Parks, Recreation and Tourism Management, Clemson University, USA <i>Instructed and assisted undergraduate PRTM courses in tourism and event planning; supported funded research on bicycle tourism, bicycle-friendly communities, and youth development.</i>

PUBLICATIONS

*Author of 31 refereed journal publications — including 16 papers in SSCI/SCIE-indexed journals such as Tourism Management, Journal of Destination Marketing & Management, and Journal of Hospitality and Tourism Management — plus three book chapters and 30+ peer-reviewed conference papers. Journal metrics reflect the June 2026 Journal Citation Reports release (2025 data) where available; ABDC ratings follow the ABDC Journal Quality List. Publications are listed in reverse chronological order with a brief note on method and contribution. * denotes corresponding author.*

Refereed Journal Articles

1. **Chen, L.-H.**, Nguyen, P., & Ebron, J. (in press). Multispecies relational authenticity at a free-roaming cat destination. *Tourism Analysis*. (ESCI)
— Examines how tourists co-construct relational authenticity in encounters with free-roaming cats at a rural destination.
2. Yen, I.-Y., **Chen, L.-H.**, & Sung, P.-L. (in press). Penghu Fireworks Festival: A sky full of questions. *Emerald Emerging Markets Case Studies*. <https://doi.org/10.1108/EEMCS-11-2025-0736>
— Peer-reviewed teaching case on the sustainability and stakeholder tensions surrounding Taiwan's Penghu Fireworks Festival.
3. **Chen, L.-H.** (2026). Shared transport systems in urban tourism: Alternative insights from necessary condition analysis and combined importance-performance map analysis. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.70215> (SSCI, Q1; IF 5.9; ABDC: A; single author)
— Applies necessary condition analysis (NCA) and combined importance–performance map analysis (cIPMA) to identify the must-have conditions for shared-transport use in urban tourism.
4. **Chen, L.-H.**, Ebron, J., & Nguyen, P. (2025). Reconceptualize free-roaming animals in tourism systems: A dual-lens actor framework. *Tourism Review International*, 29(4), 325–341. (ESCI)
— Proposes a dual-lens actor framework that repositions free-roaming animals as actors, rather than backdrop, within tourism systems.
5. **Chen, L.-H.** (2025). Exploring tourist hesitancy about shared mobility during vacations: A text-mining and cluster analysis. *Journal of Vacation Marketing**. Advance online publication.
<https://doi.org/10.1177/13567667251331622> (SSCI, Q1; IF 5.6; ABDC: A)
— Text-mining and cluster analysis revealing distinct traveler segments in post-pandemic hesitancy toward shared mobility on vacation.
6. Muñoz, K. E., **Chen, L.-H.**, & Pham Thi, P. T. (2025). Do residents support LGBTQ+ tourism development? Insights from Ho Chi Minh, Vietnam. *Tourism and Hospitality Research*, 25*(2).
<https://doi.org/10.1177/14673584241298771> (ESCI, Q1; ABDC: B)
— Survey-based evidence on how host–tourist interaction and place image shape residents' attitudes toward and support for LGBTQ+ tourism in Ho Chi Minh City.
7. **Chen, L.-H.** (2024). Are public disease outbreaks still relevant to tourists' decisions about using shared mobility? *Tourism Recreation Research*. Advance online publication.
<https://doi.org/10.1080/02508281.2024.2417332> (ESCI, Q1; IF 4.0; ABDC: A)
— Assesses whether public disease outbreaks remain salient to tourists' shared-mobility decisions in the post-pandemic era.

8. **Chen, L.-H.** (2024). Free-roaming animals as stakeholders in responsible tourism development: A commentary. *Journal of Responsible Tourism Management*, 4(2), 76–82.
<https://doi.org/10.47263/JRTM.04-02-05> (Open access)
 — *Commentary framing free-roaming animals as legitimate stakeholders in responsible tourism planning, integrating stakeholder theory and community-based approaches.*
9. **Chen, L.-H.** (2024). Pedaling beyond ratings: A data-driven quest to unravel the determinants of guided bicycle-tour satisfaction. *Tourism Management*, 103, 104906.
<https://doi.org/10.1016/j.tourman.2024.104906> (SSCI, Q1; IF 12.4; ABDC: A*; single author)
 — *Text-mining of 151,654 online reviews from 100 guided bicycle tours in 36 countries (2006–2022); identifies participant characteristics, tour quality, and destination resources as key satisfaction determinants.*
10. **Chen, L.-H.** (2023). A multifaceted examination of bicycle-tourism experiences: Theoretical integration, non-linear dynamics, and segment heterogeneity. *Journal of Destination Marketing & Management*, 30, 100823. <https://doi.org/10.1016/j.jdmm.2023.100823> (SSCI, Q1; IF 7.4; ABDC: A; single author)
 — *PLS-SEM with quadratic, multigroup, and IPMA analyses of 428 Taiwanese bicycle tourists; distinguishes “serious” versus “casual” cyclist segments and non-linear experience effects.*
11. Muñoz, K. E., & **Chen, L.-H.** (2023). Can dating app users’ self-disclosure foster travel intentions? An appnography approach. *Journal of Hospitality and Tourism Management*, 55*, 493–501.
<https://doi.org/10.1016/j.jhtm.2023.05.020> (SSCI, Q1; IF 7.8; ABDC: A)
 — *One-year appnography plus 22 in-depth interviews showing how staged self-disclosure on dating apps builds travel motivation and international travel intentions.*
12. **Chen, L.-H.**, Chen, C.-H., Loverio, J. P., Wang, M.-J., Lee, L.-H., & Hou, Y.-P. (2023). Examining soft and hard attributes of health care service quality and their impacts on patient satisfaction and loyalty. *Quality Management in Health Care*. <https://doi.org/10.1097/QMH.0000000000000420> (SSCI/SCIE)
 — *Mixed-methods study (PLS-SEM of 429 in-/outpatients plus Leximancer text-mining of 536 Google reviews) comparing how patient types weigh soft and hard service-quality attributes.*
13. **Chen, L.-H.** (2022). Unobserved heterogeneity in music festivalgoers’ experience processing. *Tourism Management Perspectives*, 44, 101026. <https://doi.org/10.1016/j.tmp.2022.101026> (SSCI, Q1; IF 8.3; ABDC: A; single author)
 — *FIMIX-PLS, multigroup, and IPMA segmentation of 384 Taiwanese festivalgoers; identifies “experiencescape-oriented” and “seriously involved” segments with distinct experience-processing patterns.*
14. **Chen, L.-H.** (2022). The coexistence of tangibility and intangibility in festival experiencescapes: An exploratory study 【節慶體驗情景有形性與無形性之共存：探索性研究】. *Journal of Tourism and Leisure Studies* 【觀光休閒學報】, 28(3), 1–32. [https://doi.org/10.6267/JTLS.202212_28\(3\).0004](https://doi.org/10.6267/JTLS.202212_28(3).0004) (TSSCI)
 — *Longitudinal qualitative design (participant observation, multi-phase interviews, collective memory work) tracing how Taiwanese travelers form memorable experiences at Japan’s Fuji Rock Festival.*
15. Loverio, J. P., Shen, C.-C., & **Chen, L.-H.** (2022). Environmental awareness of tourism and hospitality (Generation Z) students. *Journal of Responsible Tourism Management*, 2(2), 11–30.
<https://doi.org/10.47263/JRTM.02-02-02> (Open access)
 — *Examines environmental awareness and its antecedents among Generation Z tourism and hospitality students.*
16. Opoku, E. K., **Chen, L.-H.**, & Permadi, S. Y. (2022). The dissertation journey during the COVID-19 pandemic: Crisis or opportunity? *Journal of Hospitality, Leisure, Sport & Tourism Education*, 30*, 100374. <https://doi.org/10.1016/j.jhlste.2022.100374> (SSCI; ABDC: B)
 — *Qualitative study of 15 graduate students integrating attribution and self-efficacy theories to explain dissertation decision-making amid COVID-19 disruptions.*
17. Loverio, J. P., **Chen, L.-H.**, & Shen, C.-C. (2022). Stakeholder collaboration, a solution to overtourism? A case study on Sagada, the Philippines. *Tourism Geographies*. <https://doi.org/10.1080/14616688.2021.2023209> (SSCI, Q1; IF 4.7; ABDC: A)
 — *Qualitative case study (interviews, focus groups, and participant observation, 2017–2019) showing how community-level stakeholder collaboration mitigates overtourism pressures in Sagada.*

18. **Chen, L.-H.**, Loverio, J. P., Wang, M.-J., Bu, N., & Shen, C.-C. (2021). The role of face (mien-tzu) in Chinese tourists' destination choice and behaviors. *Journal of Hospitality and Tourism Management*, 48, 500–508. <https://doi.org/10.1016/j.jhtm.2021.08.009> (SSCI; ABDC: A)
 — Interviews with 20 Chinese tourists revealing how “face” motivates prestige destination choice, luxury consumption, and social-media sharing; proposes an updated prestige-tourism framework.
19. **Chen, L.-H.**, Wang, M.-J., & Morrison, A. M. (2021). Extending the memorable tourism experience model: A study of coffee tourism in Vietnam. *British Food Journal*, 123(6), 2235–2257. <https://doi.org/10.1108/BFJ-08-2020-0748> (SCIE; IF 4.4; ABDC: B)
 — Extends the memorable tourism experience (MTE) model with expectation confirmation in the context of Vietnamese coffee tourism.
20. **Chen, L.-H.**, Muñoz, K. E., & Aye, N. (2021). Systematic review of crisis reactions toward major disease outbreaks: Application of the triple helix model in the context of tourism. *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-08-2020-0168> (ESCI)
 — PRISMA-based systematic review of 63 studies on five multinational epidemics (2000–2020), integrating academic, industry, and government responses through the triple helix model.
21. **Chen, L.-H.**, Wang, M.-J., Morrison, A. M., Ting, H., & Yeap, J. A. L. (2021). Guest editorial: Opportunities and challenges at the nexus of coffee, tea, and tourism. *International Journal of Culture, Tourism and Hospitality Research*, 15(3), 285–289. <https://doi.org/10.1108/IJCTHR-08-2021-298> (ESCI)
 — Guest editorial introducing the special issue on coffee, tea, and tourism as vehicles for rural development and gastrodiploacy.
22. **Chen, L.-H.**, Hsu, C.-S., Muñoz, K. E., & Aye, N. (2021). The industry-academia gap in responsible tourism management: An automated content analysis. *Journal of Responsible Tourism Management*, 1(2), 21–42. <https://doi.org/10.47263/JRTM.01-02-03> (Open access)
 — Comparative automated content analysis (Leximancer) of scholarly articles versus news media (1993–present), mapping how responsible tourism is framed for different audiences.
23. Huang, Y.-C., **Chen, L.-H.**, Lu, C.-W., & Shen, J.-L. (2020). Being a vegetarian traveller is not easy. *British Food Journal*, 122*(6), 1983–1998. <https://doi.org/10.1108/BFJ-09-2019-0675> (SCIE; IF 4.4; ABDC: B)
 — Mixed-methods study (survey $n = 418$; interviews $n = 9$) modeling vegetarian travelers' motivations, dietary constraints, constraint negotiation, and travel intentions.
24. **Chen, L.-H.**, & Chancellor, H. C. (2020). Examining the leisure use of a bicycle share program: A case study of YouBike in Taipei. *Journal of Leisure Research*, 51(2), 183–205. <https://doi.org/10.1080/00222216.2019.1660598> (SSCI)
 — UTAUT2 survey of 348 YouBike members showing hedonic motivation, social support, and habit — rather than infrastructure — drive leisure bicycle-share use.
25. **Chen, L.-H.**, & Chancellor, H. C. (2019). A conceptual framework for integrating bicycle friendliness into community development. *Community Development*. <https://doi.org/10.1080/15575330.2019.1663226> (ESCI)
 — Proposes the IBFCD framework linking bicycle-friendly environments, community-development approaches, and community psychology to build livable communities.
26. Kuo, C.-M., **Chen, L.-H.**, & Liu, C.-H. (2019). Is it all about religious faith? Exploring the value of contemporary pilgrimage among senior travelers. *Asia Pacific Journal of Tourism Research*, 24(5), 379–392. <https://doi.org/10.1080/10941665.2019.1572632> (SSCI; ABDC: A)
 — Means-end chain and laddering study identifying the spiritual and social values that senior Taiwanese travelers derive from pilgrimage.
27. Wang, M.-J., **Chen, L.-H.**, Su, P.-A., & Morrison, A. M. (2019). The right brew? An analysis of the tourism experiences in rural Taiwan's coffee estates. *Tourism Management Perspectives*, 30, 147–158. <https://doi.org/10.1016/j.tmp.2019.02.008> (SSCI; ABDC: A)
 — Mixed-methods profiling of Taiwan's coffee estates (owner interviews plus MTES visitor survey), with strategies for sustainable coffee-estate tourism.
28. **Chen, L.-H.**, & Chancellor, H. C. (2019). Examining attitudes toward bicycle-share program use: A dual-process theory approach. *Transportation Research Part F: Traffic Psychology and Behaviour*, 62*, 769–781. <https://doi.org/10.1016/j.trf.2019.03.007> (SSCI)
 — Applies Single-Target Implicit Association Tests (ST-LAT) to capture implicit and explicit attitudes toward leisure bicycle-share use.

29. Huang, Y.-C., Yang, D.-S., & **Chen, L.-H.** (2017). *A study on the relationships among Taiwanese opera fans' leisure attitude, leisure motivation and leisure benefits* 【歌仔戲戲迷休閒態度、休閒動機與休閒效益之研究】. *Journal of Outdoor Recreation Study* 【戶外遊憩研究】, 30*(1). (TSSCI)
— Examines the relationships among leisure attitude, motivation, and perceived benefits of Taiwanese opera fans.
30. **Chen, L.-H.** (2015). The study of tourism: Past trends and future directions (Contemporary Geographies of Leisure, Tourism and Mobility) [Book review]. *e-Review of Tourism Research*, 12(5/6), 290–292.
— *Invited book review.*
31. Lee, S.-S., & **Chen, L.-H.** (2012). *The study of the tourists' cognitions and attitude on wetland conservation in Niaosong Wetland Park* 【鳥松濕地公園遊客濕地保育認知與態度之研究】. *Journal of Sport and Recreation Management* 【運動休閒管理學報】, 9*(1), 130–154.
— *Survey of visitors' conservation cognitions and attitudes at Niaosong Wetland Park, Kaohsiung.*

Book Chapters

1. **Chen, L.-H.** (2022). Coffee tourism. In D. Buhalis (Ed.), *Encyclopedia of tourism management and marketing*. Edward Elgar Publishing.
2. Wu, N., & **Chen, L.-H.** (2022). Tea factory tourism experiences: Pearl milk tea in Taiwan. In *Routledge handbook of tea tourism* (pp. 165–174). Routledge.
3. **Chen, L.-H.**, & Khaokhrueamuang, A. (2022). Epilogue. In *Routledge handbook of tea tourism*. Routledge.

GRANTS & RESEARCH PROJECTS

Ten externally funded research projects — seven as Principal Investigator — totaling more than NT\$10 million and US\$8,000, sponsored by Taiwan's National Science and Technology Council (NSTC, formerly MOST), the Ministry of Education, hospitals, and U.S. community organizations, plus one funded service project.

Funded Research Projects

1. National Science and Technology Council. *Asian pet tourism ecosystems from a posthumanist perspective: Animal agency, cross-cultural differences, and inclusive design*. NT\$3,131,000. **Role: Principal Investigator**
— Investigates pet-tourism ecosystems across Asian destinations through a posthumanist lens, addressing animal agency, cross-cultural differences, and inclusive service design.
2. National Science and Technology Council. *Skip Kenting, go to Okinawa? Home or away? A multi-faceted investigation of the (un)attractiveness of domestic tourism destinations*. NT\$1,041,000. **Role: Principal Investigator**
— Multi-method investigation of why Taiwanese travelers devalue and avoid domestic destinations relative to nearby international alternatives.
3. National Science and Technology Council. *Friends or foes? Integrating cultural ecosystem services and disservices to explore the roles of free-roaming animals in tourism destinations*. NT\$1,627,000. **Role: Principal Investigator**
— Applies the cultural ecosystem services/disservices framework to assess how free-roaming animals shape tourist experiences and destination management.
4. Ministry of Science and Technology. *Sharing economy after a pandemic outbreak: Exploring the antecedents of use intention and developing the protection-trust framework*. NT\$739,000. **Role: Principal Investigator**
— Develops a protection-trust framework explaining shared-mobility use intentions in the post-pandemic sharing economy.
5. Ministry of Science and Technology. *An explorative study of bicycle tourism experiences: The integration of experiencescape and the orchestra model*. NT\$595,000. **Role: Principal Investigator**
— Integrates experiencescape theory and the orchestra model to build a holistic account of bicycle-tourism experiences.
6. Ministry of Science and Technology. *The coexistence of tangibility and intangibility: An exploration of festival experiencescape*. NT\$487,000. **Role: Principal Investigator**
— Explores how tangible and intangible elements jointly constitute festival experiencescapes and memorable festival experiences.
7. The Ministry of Education. *Explore service and design science in tourism industry* (5-year Higher Education Sprout Project). NT\$2,165,922. **Role: Principal Investigator**
— Five-year project applying service and design science to tourism-industry innovation under Taiwan's Higher Education Sprout Project.

8. Kaohsiung Municipal Siaogang Hospital. *Service innovation and improvement* (Industry-Academia Cooperation project). NT\$300,000. **Role: Co-Investigator**
— *Industry-academia collaboration on hospital service-quality assessment and innovation; yielded an SSCI publication in Quality Management in Health Care.*
9. Momentum Bicycle Club. *The effects of Momentum Bicycle Clubs on Greenville County youths*. US\$5,000. **Role: Co-Investigator**
— *Evaluates the developmental effects of youth bicycle-club participation in Greenville County, South Carolina.*
10. Greenville County Recreation. *The effects of Momentum Bicycle Clubs on Greenville County youths*. US\$3,000. **Role: Co-Investigator**
— *Companion funding for the Greenville County youth bicycle-club evaluation.*

Funded Service Project

1. Ministry of Foreign Affairs, Taiwan. “Ten Billion NTD” Youth Program **【外交部百億青年計畫】**. **Role: Co-Principal Investigator**

SELECTED HONOURS & AWARDS

Recognition spanning research (best paper and case awards at international conferences, national research subsidies), peer-review service, and teaching, from 2012 to the present.

Academic Achievement

Jul 2026	Commendable Paper Award (with R. A. S. Basilio), “Identity transformation through event tourism: Filipino dancers at the World Hip Hop Dance Championship,” 6th International Conference on Responsible Tourism and Hospitality (ICRTH), Miri, Sarawak, Malaysia
Mar 2026	Winning Case Award , Southeast & East Asia Case Writing Competition, Emerald Publishing
Dec 2025	Best Reviewer , Asian Journal of Business Research
Jun 2025	Best Paper & Best Presenter , 5th International Conference on Responsible Tourism and Hospitality (ICRTH), Cavite, Philippines
Mar 2024	Best Reviewer , Journal of Responsible Tourism Management, Malaysia
Nov 2024	Best Thesis (3rd Place) , Chinese Tourism Management Association, Taiwan
Nov 2023	Best Thesis (3rd Place) , Chinese Tourism Management Association, Taiwan
Oct 2022	Best Paper & Best Presenter , Annual Conference of Sustainable Tourism and Hospitality Business, Universitas Negeri Padang, Indonesia
Aug 2022	Award Recipient , 2022 Ministry of Science and Technology Subsidy for College and University Research Rewarding, Taiwan
May 2020	Best Paper Award , 2020 International Conference of Sport, Leisure and Hospitality Management, Taiwan
May 2018	Best Paper Award , 2018 International Conference of Leisure, Sports and Hospitality Management, Taiwan
Nov 2017	Best Paper Award , 2017 Annual Forum and Conference of Chinese Tourism Management Association, Taiwan
2015–2017	Scholarship to Study Abroad (US\$32,000), Ministry of Education, Taiwan
2015–2017	Full-Time Teaching and Research Assistantship & Tuition/Fee Waiver (US\$45,000), Clemson University
Summer 2016	Finalist , “Play as prevention: The influence of play on child risk behaviors,” Society for Prevention Research Sloboda and Bukoski Cup, USA

2015–2016	Professional Enrichment & Graduate Travel Grants (five awards totaling US\$4,750), Graduate Student Government; College of Behavioral, Social and Health Sciences; and College of Health, Education, and Human Development, Clemson University
Apr 2012	Best Paper Award , Seminar on Leisure and Exercise Industry, Taiwan
2002–2006	Scholarship for Teacher Education , Ministry of Education, Taiwan

Professional & Teaching Achievement

2023	Special Excellent Talent: Outstanding Research Award , NKUHT, Taiwan
2022	Special Excellent Talent: Outstanding Research Award , NKUHT, Taiwan
2017	Fran McGuire Excellence in Teaching Award , Parks, Recreation, and Tourism Management, Clemson University — recognizing a graduate student's demonstrated commitment to teaching and excellence as an instructor

INVITED TALKS & KEYNOTES

Thirteen invited talks and keynote addresses across Asia, the USA, and online platforms, on responsible tourism, human–animal interactions, text mining, AI-facilitated methods, and academic publishing.

Aug 2025	Building our future with AI: LEGO® Serious Play® method. The 4th ICASVE 2025, Brawijaya University, Indonesia.
Nov 2024	Embrace coexistence: Navigating the impact of free-roaming animals on responsible tourism. 7th International Conference on Culinary, Fashion, Beauty, and Tourism (ICCFBT), Universitas Negeri Padang, Indonesia.
Jun 2024	From data to decisions: Applying text mining to enhance tourism product development. Southeast Asia Research Academy (SEARA).
Jun 2024	Bicycle history and sustainability in Taiwan. Five College Center for East Asian Studies, USA.
Jun 2024	The successful case of submitting projects to the National Science and Technology Council, Taiwan. NKUHT.
May 2024	Innovate, collaborate, elevate! Tripling success: An innovative model for industry and university collaboration. SKAL International, Taipei.
Mar 2024	Keynote Speaker , SEAMA 2024: Islands tourism and hospitality management. University of the Ryukyus, Japan.
Oct 2022	Keynote Speaker , Annual Conference of Sustainable Tourism and Hospitality Business 2022, Universitas Negeri Padang, Indonesia.
Nov 2020	Keynote Speaker , The 5th Interdisciplinary Conference of Management Research (ICMR), University of Sri Lanka.
Jul 2020	Coffee, tea, and tourism (with L. Jolliffe & M. Bazylewich). 30 Minute Talks.
May 2020	Publishing plan and guides for authors: Insights from the special issue guest editors. Online Forum 2020, Emerald Publishing & Sarawak Research Society.
Apr 2018	Irrational behavior and tourism research. Invited Speaker, NKUHT.
Oct 2016	An exploratory mixed methods study on public bicycle riding in Taipei City. Research Seminar, Clemson University.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Thirty-seven peer-reviewed conference papers presented across Asia, Europe, and North America since 2012; selected award-winning papers are noted.

1. **Chen, L.-H.**, Ebron, J., Nguyen Thi Thanh, P., & Basilio, R. A. (2026, May). Loving Taiwan, choosing Japan: A netnography of destination benchmarking in Taiwanese online travel discourse. APacCHRIE 2026 Conference, Ritsumeikan University Business School, Osaka, Japan.
2. Aucamp, J., Yen, I.-Y., & **Chen, L.-H.** (2026, May). Reframing cycling tourism as lived experience: Exploring motivation and meaning among Taiwanese international cyclists. APacCHRIE 2026 Conference, Ritsumeikan University Business School, Osaka, Japan.
3. Nguyen Thi Thanh, P., & **Chen, L.-H.** (2026, May). Destination psychological ownership and tour guides' pro-environmental behavior: A pilot study in Khanh Hoa, Vietnam. APacCHRIE 2026 Conference, Ritsumeikan University Business School, Osaka, Japan.
4. Basilio, R. A. S., & **Chen, L.-H.** (2026, July). Identity transformation through event tourism: Filipino dancers at the World Hip Hop Dance Championship. 6th International Conference on Responsible Tourism and Hospitality (ICRTH), Miri, Sarawak, Malaysia. **[Commendable Paper Award]**
5. **Chen, L.-H.** (2025, June). Free-roaming animals and responsible tourism. 5th International Conference on Responsible Tourism and Hospitality (ICRTH), Lyceum of the Philippines University, Cavite, Philippines. **[Conference Best Paper Award 【大會最佳論文獎】]**
6. **Chen, L.-H.** (2025, May). Exploring the role of feral animals in peripheral rural destinations: The case of Cat Village in Taiwan. International Conference on Destinations, Events and Sports, Hokkaido University, Sapporo, Japan.
7. **Chen, L.-H.** (2024, May). Assessing the impacts of free-roaming animals on tourist experiences: A cultural ecosystem services and disservices perspective. APacCHRIE 2024 Conference, Seoul, South Korea.
8. **Chen, L.-H.***, & Li, Y.-H. (2023, December). From fandom to tourism: A phenomenological study on Taiwanese K-pop enthusiasts' musical pilgrimages. TTRA APac Annual Chapter Conference, Seoul, South Korea.
9. **Chen, L.-H.** (2023, July). How to establish trust and satisfaction among bicycle tourists after the pandemic? A text-mining approach. 10th Advances in Hospitality and Tourism Marketing and Management (AHTMM), Rome, Italy.
10. **Chen, L.-H.** (2023, July). Modeling experiencescape, memorable experiences, and loyalty: An empirical study on Taiwanese bicycle tourists. 10th AHTMM, Rome, Italy.
11. Loverio, J. P., **Chen, L.-H.**, & Shen, C.-C. (2023, May). Tourist destination resilience: Developing indicators of resilience for a nature-based tourism destination. 21st APacCHRIE Conference, Clark Global City, Philippines.
12. **Chen, L.-H.** (2022, June). Festival experiencescape: The coexistence of tangibility and intangibility. 8th TTRA Qualitative Research Methods Workshop, Victoria, British Columbia, Canada.
13. Huang, P.-F., Tandra, V., & **Chen, L.-H.** (2022, October). Taiwan free English-speaking tour: Case study of Like It Formosa. Annual Conference of Sustainable Tourism and Hospitality Business (ACSTHB), Universitas Negeri Padang, Indonesia.
14. Pham, T. P. T., Chen, T.-A., Li, Y.-H., & **Chen, L.-H.** (2022, October). Surviving the COVID-19 pandemic: The resilience of MVSA Hotel. ACSTHB, Universitas Negeri Padang, Indonesia.
15. Loverio, J. P., **Chen, L.-H.**, & Bu, T. (2020, May). How "face" affects travel behavior and destination choice of Mainland Chinese tourists. 2020 International Conference of Sport, Leisure and Hospitality Management, Taipei, Taiwan.
16. Li, S.-J., **Chen, L.-H.**, & Wang, M.-J. (2020, May). Explore the experiencescape of luxury hotels in Taiwan: A management perspective. 2020 ICSLHM, Taipei, Taiwan.
17. Muñoz, K. E., & **Chen, L.-H.** (2020, May). Research on LGBTQ tourism: A systematic literature review and research agenda. 2020 ICSLHM, Taipei, Taiwan.
18. Wu, Y.-T., & **Chen, L.-H.** (2020, May). Pure volunteering for a tourists' environmental education program in Orchid Island, Taiwan: An autoethnography study. 2020 ICSLHM, Taipei, Taiwan.
19. **Chen, L.-H.**, & Wang, M.-J. (2019). Examining the role of expectation confirmation in the memorable tourism experience model: The case of Café Apartment in Vietnam. 2019 TTRA Annual Conference.
20. **Chen, L.-H.** (2019, May). Exploring the experiencescape of a bicycle tourism destination: A case study of Taipei City, Taiwan. 2019 APacCHRIE & EuroCHRIE Conference, Hong Kong.

21. Lin, L.-P., **Chen, L.-H.**, & Kuo, N.-T. (2019, May). Exploring the potential for Aboriginal tourism in Tjuvecekadan Village, Taiwan. 2019 APacCHRIE & EuroCHRIE Conference, Hong Kong.
22. Loverio, J. P., **Chen, L.-H.**, & Shen, C.-C. (2019, May). Stakeholders' attitudes on overtourism in Sagada, Mountain Province. 2019 APacCHRIE & EuroCHRIE Conference, Hong Kong.
23. **Chen, L.-H.**, et al. (2018, May). Developing "People-First Tourism" platform in Fuxing District, Taoyuan City. 2018 International Conference of Leisure, Sports and Hospitality Management, Taiwan.
24. **Chen, L.-H.** (2017, November). Assessing the influence of implicit attitudes on public bicycle usage among leisure cyclists and bicycle tourists. 2017 Annual Forum and Conference of Chinese Tourism Management Association, Taichung, Taiwan.
25. **Chen, L.-H.**, & Gagnon, R. J. (2016, November). Investigating volunteerism as serious leisure. Association of Outdoor Recreation and Education Annual Conference, Minneapolis, USA.
26. **Chen, L.-H.**, Chancellor, H. C., & Ogletree, S. O. (2016, October). Danger or adventure? An exploratory study of views about riding public bicycles in Taipei. 5th International Adventure Conference, Tralee, Ireland.
27. Chancellor, H. C., Pinckney, H., **Chen, L.-H.**, et al. (2016, October). Bicycles empower youth adventure. 5th International Adventure Conference, Tralee, Ireland.
28. Ogletree, S. O., Chancellor, H. C., & **Chen, L.-H.** (2016, October). Mountain bike deserts: A spatial analysis of US mountain bike trail data. 5th International Adventure Conference, Tralee, Ireland.
29. **Chen, L.-H.**, & Chancellor, H. C. (2016, April). Mapping bikeable environment in Taipei City: A spatial tool to analyze cycling friendly environments. 2016 CBSHS Research Forum, Clemson, USA.
30. **Chen, L.-H.**, Chancellor, H. C., & Ogletree, S. O. (2015, September). Using grey theory to forecast bicycling tourism demand in Taipei City. 4th Annual International Adventure Conference, Sheffield, England.
31. **Chen, L.-H.**, Ogletree, S. O., Chancellor, H. C., Langley, A., Kim, G., Swain, J., & Keith, S. (2015, September). Developing adventure tourism through a bicycle friendly community perspective. 4th Annual International Adventure Conference, Sheffield, England.
32. Chancellor, H. C., Ogletree, S., **Chen, L.-H.**, Langley, A., Keith, S., Kim, G., & Swain, J. (2015, September). Bicycle tourism: Understanding a growing adventure tourism trend. 4th Annual International Adventure Conference, Sheffield, England.
33. **Chen, L.-H.**, & Kong, Y. E. (2015). How does the public bicycle system influence active lifestyle. 2015 TOSOK International Tourism Conference, K-Hotel Seoul, Republic of Korea.
34. **Chen, L.-H.** (2015, May). A neurochemical perspective on sport fandom and fanship. 2015 Sport and Leisure Industry Symposium, Taipei, Taiwan.
35. **Chen, L.-H.**, Huang, Y.-C., Chancellor, H. C., Ogletree, S. S., Kim, G., Keith, S. J., & Langley, A. (2015, May). Who is riding bicycles on the roads? 2015 International Conference on Hospitality, Tourism and Leisure, Shih Chien University, Taipei, Taiwan.
36. Huang, Y.-C., Tseng, Y.-P., **Chen, L.-H.**, Li, M., & Lu, C.-W. (2014, May). Why vegetarians do not travel? 13th Asia Pacific Forum for Graduate Students Research in Tourism, NKUHT, Kaohsiung, Taiwan.
37. **Chen, L.-H.** (2012, April). The study of the tourists' cognitions and attitude on wetland conservation. Sport and Recreation Industry Management Conference Symposium, ChienKuo Technology University, Changhua, Taiwan.

TEACHING

A decade of instruction across NKUHT, Tamkang University, and Clemson University, centered on graduate-level, English-medium (EMI) courses in research methods, marketing, and tourism management. Teaching interests span marketing management, service quality management, and management theory and practice for hospitality, travel, and tourism.

Aug 2019–present	Instructor , NKUHT (postgraduate, English-taught): Qualitative Research; Quantitative Research; Research Seminar in Hospitality and Tourism; Global Trends and Issues in Tourism Research; Tourism Experience Design; Destination Management and Marketing
Feb–Jun 2019	Instructor , NKUHT: Qualitative Research (EMI); Lectures on Sustainable Tourism (EMI); Service Quality Management (postgraduate)
Sep 2018–Jan 2019	Instructor , NKUHT: Marketing Management (EMI); Leisure and Recreational Management (postgraduate)

Nov 2018	Coordinating Teacher (with Prof. Bob McKercher): Culture Tourism (postgraduate, EMI), NKUHT
2017–2018	Instructor , Tamkang University (all English-taught): Business Essentials and Entrepreneurial Management; Abacus Global Distribution System; International Hotel Operations; Butler Service Training; Organizational Behavior for Hospitality and Tourism; Customer Relationship Management; E-Commerce on Tourism
2015–2017	Instructor / Teaching Assistant , Clemson University: PRTM 3420 Introduction to Tourism; PRTM 2980/3980/4980 Creative Inquiry – Event Planning; guest lectures in PRTM 2200, 2260, 4470, and 4540

ACADEMIC & EDITORIAL SERVICE

Editorial leadership as Managing Editor of the Journal of Responsible Tourism Management, alongside editorial/ advisory board service for five journals, guest editorship, handbook editing, and chairing roles at international conferences and student competitions.

2026–present	Managing Editor , Journal of Responsible Tourism Management
2025–2026	Judging Panel , Southeast & East Asia Case Writing Competition, Emerald Publishing
2024–present	Editorial Advisory Board , Journal of Hospitality and Tourism Insights
2020–2026	Associate Editor , Journal of Responsible Tourism Management
2020–present	Editorial Review Board : Asian Journal of Business Research; Journal of Global Hospitality and Tourism; Frontiers in Sustainable Tourism (Social Impact); Consumer Behavior in Tourism and Hospitality (ESCI)
2023	Session Chair , 10th Advances in Hospitality and Tourism Marketing and Management (AHTMM), Rome, Italy
2023	Competition Chair , 2023 Global Student Challenge: Sustainable Innovation in Tourism & Hospitality, Taiwan
2022–2023	Editor , The Routledge Handbook of Tea Tourism
2022	Session Chair & Coordinator , International Conference on Responsible Tourism and Hospitality 2022, Sarawak, Malaysia
2021–2022	Guest Editor , International Journal of Culture, Tourism, and Hospitality Research
2021	Advisory Board , 30 Minute Talks in International Hospitality and Tourism
2020	Symposium Chair , 2020 International Postgraduate Symposium in Tourism and Hospitality (IPSTH2020), Kaohsiung, Taiwan

PROFESSIONAL TRAINING & CERTIFICATIONS

Continuous professional development in AI, research methods, EMI pedagogy, sustainability verification, and industry analytics.

Apr 2026	Azure AI Fundamentals, Microsoft
May 2024	Teaching in Case Study, Kung-Hwa Management Foundation, Taiwan
Mar 2024	Facilitating and Designing Workshops with the LEGO® Serious Play® Method, Association of Master Trainers in the LEGO® Serious Play® Method, Taipei, Taiwan
Nov 2023	ISO 14067:2018 Greenhouse Gases – Carbon Footprint of Products (Internal Verifier Training, Cert. No. TC256-2023-01-05-07), AFNOR Asia Ltd.
May 2023	Oxford EMI Certificate for University Lecturers, Oxford EMI, Oxford, UK
Jul 2021	Text-Mining with Leximancer, Australia
Sep 2020	CSP Brewing (Foundation & Intermediate), Specialty Coffee Association, UK
Jul 2018	Certification in Hotel Industry Analytics (CHIA), SHARE Center, Smith Travel Research, USA

Feb 2018	Content & Language Integrated Learning – Higher Education (CLIL-HEd), Institute of Continuing & TESOL Education, The University of Queensland
Jan 2017	Research Ethics Training, Program of Research Ethics Education, Ministry of Health and Welfare, Taiwan