

黃宗成 博士

榮譽與獎賞

1. 2018 Publons' Global Peer Review Awards
2. 2018 Emerald Literati Outstanding Author Contribution Award
3. 2017 Emerald 最佳論文獎 (Emerald Citations of Excellence Award for 2017)
4. 2014 GIKA Fellow Award, 全球創新知識學院(Global Innovation and Knowledge Academy, GIKA)
5. 2013 Emerald 精選論文獎 (**Highly Commended Award Winner** at the Literati Network Awards for Excellence 2013)
6. 觀光統計專家委員會委員(**World Tourism Barometer Panel of Tourism Experts**), 聯合國世界觀光組織 (United Nations World Tourism Organization, UNWTO)
7. 2011-2012 傑出論文審查委員獎(Outstanding Reviewer Award), 康乃爾餐旅季刊 Cornell Hospitality Quarterly (**SSCI**)
8. 2009-2010 資深學者赴美研究獎助金候選人 Candidate for Fulbright Scholar Program Advanced Research Awards in the United States, 學術交流基金會 (Foundation for Scholarly Exchange)
9. Annals of Tourism Research (**SSCI**), Associate editor 副主編
10. Advances in Hospitality & Leisure, Associate editor 副主編
11. Tourism Management (**SSCI**), Editorial board member 編輯委員
12. Journal of Business Research (**SSCI**), Editorial board member 編輯委員
13. Journal of Business Research (**SSCI**), Guest editor; Special issue: Work, Leisure and Tourism in the Pacific Rims 客座主編
14. Cornell Hospitality Quarterly (**SSCI**), Editorial board member 編輯委員
15. Journal of Global Academy of Marketing Science (**KCI; Korea Citation Index**) 編輯委員
16. Anatolia: An International Journal of Tourism and Hospitality Research 亞洲區主編
17. Tourism Analysis, Editorial board member 編輯委員
18. International Journal of Culture, Tourism and Hospitality Research (**ABI**), Guest editor; Special issue: International Tourist Behavior 客座主編
19. Book Co-editor, Tourism, Commitment Towards CLIMAE CHANGE, Opportunity and Challenge. V Innovation & Tourism International Seminar (INTO). 22-24 October, 2008. Centre de "Sa Nostra", Palma, Mallorca, Spain. 西班牙國際研討會專書共同主編
20. Candidate for a 2009-2010 Fulbright grant to do research in the United States 傅爾布萊特研究計畫 2009-2010 候選人
21. 國立嘉義大學創新育成中心主任 (2004年8月~2005年1月 兼任)
22. 國立嘉義大學學術發展組長 (2000年8月~2001年7月; 2005年2~7月 兼任)
23. 國立嘉義大學農企業經營管理研究中心主任 (2005年8月~2007年7月)

24. 中華民國農場經營協會秘書長（2002年~2006年）
25. 嘉義市政府觀光發展諮詢顧問〔2007年8月~迄今 兼任〕
26. 嘉義縣政府顧問〔2000年8月~迄今 兼任〕
27. 考選部九十四年專門職業及技術人員普通考試導遊人員、領隊人員典試委員兼召集人
28. 考選部九十六年高等考試三級觀光行政典試委員

學術服務

聯合國世界觀光組織 (United Nations World Tourism Organization, UNWTO) 觀光統計專家委員會
委員 *World Tourism Barometer Panel of Tourism Experts*

日本九州大學 農學院 (Faculty of Agriculture, Kyushu University, Japan) 客座教授

泰國湄州大學 觀光發展學院 (School of Tourism Development, Maejo University, Thailand) 客座
教授

澳門科技大學 國際旅遊學院 (Faculty of International Tourism, Macau University of Science and
Technology) 客座教授

香港理工大學 酒店及旅遊業管理學院 (School of Hotel & Tourism Management, The Hong Kong
Polytechnic University) 客座教授

西班牙國際研討會圓桌論壇講師: Session 4, Adapting (Innovating) Tourism Products and
Destinations. Conference theme: Tourism, Commitment Towards CLIMATE CHANGE,
Opportunity and Challenge. V Innovation & Tourism International Seminar (INTO). 22-
24 October, 2008. Centre de “Sa Nostra”, Palma, Mallorca, Spain.

斐濟 APO 國際研討會講師: Asian Productivity Organization (APO) Project 07-IN-16-GE-SEM-A:
“Seminar on Green Service in the Tourism Industry” in Fiji from 21 May (Mon) to 25
May (Fri) 2007.

斐濟 APO 國際研討會技術指導員: Asian Productivity Organization (APO) Project 07-IN-40-GE-
TES-C: “Sustainable Management for Natural Resources” in Coral Coast, Fiji on 28 and
29 May 2007.

學術著作（參照附錄 4）

(A) 期刊論文

1. Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Lin Fan, **Tzung-Cheng Huan*** (2019). The effect of cuisine creativity on customers' emotions. *International Journal of Hospitality Management*, XX(X): XX-XX.
2. You-De Dai, Wen-Long Zhuang, Shih-Yun Hsu, **Tzung-Cheng Huan***. (2019). Good or bad staff? Hotel employees' core self-evaluations impacting service effort and service sabotage considering leader-member exchange moderation. *Tourism Management Perspectives*, 32: XX-XX. (SSCI; corresponding author)
3. You-De Dai, Kuan-Yang Chen, Xueguo Gong, Wen-Long Zhuang, An-Na Li, **Tzung-Cheng Huan***. (2019). Developing Chinese tourist's leisure literacy scale from the perspective of Chinese culture. *Tourism Management Perspectives*, 31: 109-122. (SSCI; 通訊作者)
4. Lishan Xie, Xinhua Guan, and **Tzung-Cheng Huan***. (2019). A case study of hotel frontline employees' customer need knowledge relating to value co-creations. *Journal of Hospitality and Tourism Management*, 39: 76-86. (SSCI; 通訊作者)
5. Xinhua Guan, and **Tzung-Cheng Huan***. (2019). Talent Management for the Proactive Behavior of Tour Guides. *International Journal of Contemporary Hospitality Management*, 31(6): XXX-XXX. (SSCI; 通訊作者)
6. Yaoqi Li□a, Biqiang Liu, and **Tzung-Cheng Huan***. (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop industry. *Tourism Management*, 72: 170–179. (SSCI; 通訊作者)
7. You-De Dai, Wen-Long Zhuang, and **Tzung-Cheng Huan***. (2019). Engage or quit? The moderating role of abusive supervision between resilience, intention to leave and work engagement. *Tourism Management*, 70: 69 – 77. (SSCI; 通訊作者)
8. Xinhua Guan, Lishan Xie, and **Tzung-Cheng Huan***. (2018). Customer knowledge sharing, creativity & value co-creation: A triad model of hotels, corporate sales employees and their customers. *International Journal of Contemporary Hospitality Management*, 30(2): 961-979. (SSCI; 通訊作者)
9. Chao-Chih Hung, Tzung-Cheng Huan, Chun-Han Lee, Hsin-Mei Lin, and Wen-Long Zhuang. (2018). To adjust or not to adjust in host country? Perspective of interactionism. *Employee Relations*, 40(2): 329-345.
10. Yaoqi Li, Shujie Fang, and **Tzung-Cheng Huan***. (2017). Consumer response to discontinuation of corporate social responsibility activities of hotels. *International Journal of Hospitality Management*, 64: 41–50. (SSCI; 通訊作者)
11. Shih-Shuo Yeh, and **Tzung-Cheng Huan***. (2017). Assessing the impact of work environment

- factors on employee creative performance of fine-dining restaurants. *Tourism Management*, 58: 119 – 131. (SSCI; 通訊作者) MOST 104-2410-H-415 -047
12. Anestis Fotiadis, Lishan Xie, Yaoqi Li, and Tzung-Cheng Huan*. (2016). Attracting athletes to small-scale sports events using motivational decision-making factors. *Journal of Business Research*, 69(11): 5467–5472. (SSCI; 通訊作者). <http://dx.doi.org/10.1016/j.jbusres.2016.04.157>
 13. Anestis Fotiadis, Shih-Shuo Yeh, and Tzung-Cheng Huan*. (2016). Applying configural analysis to explaining rural-tourism success recipes. *Journal of Business Research*, 69(4): 1479–1483. (SSCI; 通訊作者). [doi:10.1016/j.jbusres.2015.10.128](https://doi.org/10.1016/j.jbusres.2015.10.128)
 14. Tzung-Cheng Huan*. (2016). Seeing further: Honoring John Urry's contributions to tourism and hospitality research. *Journal of Business Research*, 69(3): 1228-1233. (SSCI, IF=2.324; 通訊作者). [doi:10.1016/j.jbusres.2015.09.010](https://doi.org/10.1016/j.jbusres.2015.09.010)
 15. Lishan Xie, Yaoqi Li, Sheng-Hsiang Chen, and Tzung-Cheng Huan*. (2016). Triad theory of hotel managerial leadership, employee brand-building behavior, and guest images of luxury-hotel brands. *International Journal of Contemporary Hospitality Management*, 28(9): 1826 – 1847. (SSCI; 通訊作者)
 16. Shih-Shuo Yeh, Tao Ma, and **Tzung-Cheng Huan***. (2016). Building Social Entrepreneurship for the Hotel Industry by Promoting Environmental Education. *International Journal of Contemporary Hospitality Management*, 28(6): 1204 – 1224. (SSCI; 通訊作者)
 17. Aliana Man Wai Leong, Shih-Shuo Yeh, Yu-Chen Hsiao and Tzung-Cheng Huan. (2015). Nostalgia as Travel Motivation and Its Impact on Tourists' Loyalty. *Journal of Business Research*, 68(1): 81-86. (SSCI)
 18. James Po-Hsun Hsiao, Chyi Jaw, **Tzung-Cheng Huan**, and Arch Woodside. (2015). Applying Complexity Theory to Solve Hospitality Contrarian Case Conundrums: Illuminating Happy-Low and Unhappy-High Performing Frontline Service Employees. *International Journal of Contemporary Hospitality Management*, 27(4): 608 – 647. (SSCI)
 19. Tao Hong, Tao Ma, and **Tzung-Cheng Huan**. (2015). Network Behavior as Driving Forces for Tourism Flows. *Journal of Business Research*, 68(1): 146-156. (SSCI; 通訊作者)
 20. Lishan Xie, Jiamin Peng, and **Tzung-Cheng Huan**. (2014). Crafting and Testing a Central Precept in Service-Dominant Logic: Hotel Employees' Brand-Citizenship Behavior and Customers' Brand Trust. *International Journal of Hospitality Management*, 42(9):1-8. (SSCI; 通訊作者).
 21. Pei-Ling Wu, Shih-Shuo Yeh, **Tzung-Cheng Huan**, and Arch Woodside. (2014). Applying Complexity Theory to Deepen Service Dominant Logic: Configural Analysis of Customer Experience-and-Outcome Assessments of Professional Services for Personal Transformations. *Journal of Business Research*, 67(8):1647-1670. (SSCI; 通訊作者)

22. Hung-Bin Chen, Shih-Shuo Yeh and **Tzung-Cheng Huan**. (2014). A Study of Nostalgic Emotion, Experiential Value, Brand Image, and Consumption Intention of the Customers of a Nostalgic Restaurant. *Journal of Business Research*, 67(3):354-360. (NSC 101-2410-H-415-048) (**SSCI**; 通訊作者).
23. Unai Bastida and **Tzung-Cheng Huan**. (2014). Performance evaluation of tourism websites' information quality of four global destination brands: Beijing, Hong Kong, Shanghai, and Taipei. *Journal of Business Research*, 67(2):167-170. (**SSCI**)
24. Arch Woodside, Eunju Ko, and **Tzung-Cheng Huan**. (2012). The New Logic in Building Isomorphic Theory of Management Decision Realities. *Management Decision*, 50(5): 765-777. (**SSCI**)
25. Kaye Chon, **Tzung-Cheng Huan*** and Chih-Hsien Hsu. (2012). Perspectives on Work, Leisure, and Tourism in the Pacific Rim. *Journal of Business Research*, 65(1): 1-3. (**SSCI**; 通訊作者)
26. Joseph O'Leary, and **Tzung-Cheng Huan**. (2012). International tourist behavior: an IJCTHR special issue. *International Journal of Culture, Tourism and Hospitality Research*, 6(1): 3-7. (**ABI**)
27. Ching-Tang Wang, **Tzung-Cheng Huan**, and Tang-Chung Kan. (2012). Inadequate return questions: Return when? Sometime? *International Journal of Culture, Tourism and Hospitality Research*, 6(1): 44-53. (**ABI**)
28. Wei-Ching Wang, Chung-Chi Wu, Chang-Yang Wu, **Tzung-Cheng Huan**. (2012). Exploring the relationships between free-time management and boredom in leisure. *Psychological Reports*, 110(2):416-426. (**SSCI**).
29. Hsing-Jung Tsai, Shih-Shuo Yeh and **Tzung-Cheng Huan**. (2011). Creating loyalty by involvement among festival goers. *Advances in Hospitality and Leisure*, Volume 7, 171–189. (**BCI**)
30. Wu-Chung Wu, Leong Man Wai, and **Tzung-Cheng Huan***. (2011). Perspectives on Tourism Management as covered by Woodside and Martin. *Journal of Business Research*, 64(10): 1131-1136. (**SSCI**; 通訊作者)
31. Wei-Ching Wang, Chin-Hsung Kao, **Tzung-Cheng Huan**, Chung-chi Wu. (2011). Free Time Management Contributes to Better Quality of Life: A Study of Undergraduate Students in Taiwan, *Journal of Happiness Studies*, 12(4): 561-573. (**SSCI**)
32. Roger Marshall, **Tzung-Cheng Huan**, Yingzi Xu and Inwoo Nam. (2011). A Cross-cultural Extension of Prospect Theory to Switching Behavior. *Journal of Business Research*, 64(8): 871-878. (**SSCI**)
33. Wen-Shan Lin, Nathalie Cassaigne, and **Tzung-Cheng Huan**. (2010). A framework of online

shopping support for information recommendations. *Expert Systems With Applications*, 37(10): 6874-6884. (SCI-expanded)

34. Shih-Shoh Yeh, Chris Ryan and **Tzung-Cheng Huan**. (2010). Theme Parks and Determinants of Visitor Satisfaction – Janfusun FancyWorld, Taiwan. *Journal of Vacation Marketing*, 16(3): 185-199. (SSCI journal)
35. Chung-Chi Wu, Wei-Ching Wang, and **Tzung-Cheng Huan**. (2010). Evaluating Performance Factors of Art Festivals: a Case Study in Taiwan. *Advances in Hospitality and Leisure*, Volume 6, 99–116. (BCI)
36. James Po-Hsun Hsiao, Chyi Jaw, and **Tzung-Cheng Huan**. (2009). Innovation Diffusion and Marketing Synergy: A Bass Model Application for a Theme Park in Taiwan. *Journal of Business Research*, 62(7): 690-697. (SSCI)
37. Tang-Chung Kan, Tsai-Fa Yen, and **Tzung-Cheng Huan**. (2009). Managing Quality to Influence Loyalty. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20(1): 75-85.
38. **Huan, Tzung-Cheng**, Jay Beaman, Liang-Han Chang and Shih-Yun Hsu. (2008). Robust and alternative estimators for "better" estimates for expenditures and other "long tail" distributions. *Tourism Management*, 29(4): 796-806. (SSCI)
39. **Huan, Tzung-Cheng**, and Jay Beaman. (2008). Executive Learning Exercise and Trainer's Note for Importance Performance Analysis (IPA): Confronting Validity Issues. *International Journal of Culture, Tourism and Hospitality Research*, 1(4): 315-327. (ABI)
40. Joseph S. Chen, Nina Prebensen, and **Tzung-Cheng Huan**. (2008). Determining the Motivation of Wellness Travelers. *Anatolia: An International Journal of Tourism and Hospitality Research*, 19(1): 103-116.
41. **Huan, Tzung-Cheng**, Jay Beaman, and Lori Shelby. (2007). Estimates Made Using Canada's LFS Add-on Surveys: Bias Concerns. *Leisure/loisir*. 31(2): 185-207.
42. **Huan, Tzung-Cheng**. (2006). 0-5 Heaping of Tourism Survey Expenditure Responses: Does it Matter? e-Review of Tourism Research (eRTR), Vol. 4, No. 5.
43. Ching-Cheng Shen, Chin-Fa Tsai, and **Tzung-Cheng Huan***. (2006). Application of Data Envelope Analysis (DEA) Effectiveness Models: Example Application for International Hotels in Taiwan and Issues in Using Particular Models. *Atna – Journal of Tourism Studies*, 1(1): 15-26. (corresponding author)
44. **Huan, Tzung-Cheng**, Chin-Fa Tsai, and Lori Shelby. (2005). Impacts of No-Escape Natural Disaster on Tourism: A Case Study in Taiwan. *Advances in Hospitality and Leisure*, 2, 91-106.
45. **Huan, Tzung-Cheng**. (2004). Measurement Issues in Leisure Research: Accuracy, Bias, and Reliability. *Advances in Hospitality and Leisure*, 1, 123–132.

46. **Huan, Tzung-Cheng**, Jay Beaman, and Lori Shelby. (2004). No-Escape Natural Disaster: Mitigating Impacts On Tourism. *Annals of Tourism Research*. 31(2): 255-273. (SSCI Journal)
47. Xinran Y. Lehto, Cai, Liping A., O’Leary, Joseph T. and **Tzung-Cheng Huan**. (2004). Tourist Shopping Preferences and Expenditure behaviours: The Case of the Taiwanese Outbound Market. *Journal of Vacation Marketing*. 10(4):320-332. (ABI Journal)
48. Jay Beaman, **Tzung-Cheng Huan**, and Jeff Beaman. (2004). Tourism Surveys: Sample Size, Accuracy, Reliability, and Acceptable *Error*. *Journal of Travel Research*. 43(1): 67-74. (SSCI journal)
49. **Huan, Tzung-Cheng** and Jay Beaman. (2003). Contexts and Dynamics of Social Interaction and Information Search in Decision-making for Discretionary Travel. *Tourism Analysis*. 8(2-4): 177-182.
50. Jerry Vaske, **Tzung-Cheng Huan**, and Jay Beaman. (2003). The Use of Multiples in Anglers’ Recall of Participation and Harvest Estimates: Some Results and Implications. *Leisure Sciences*. 25(4): 399-409. (SSCI Journal)
51. **Huan, Tzung-Cheng**, Jay Beaman, and Metin Kozak. (2003). Issues in Modeling Repeat Leisure Consumption: Markov Modeling Examples. *Society and Leisure*. 26(1): 183-207. (SSCI Journal)
52. **Huan, Tzung-Cheng**, Jay Beaman, and Lori Shelby. (2002). Using Action Grids in Tourism Management. *Tourism Management*. 23(3): 255-264. (SSCI Journal)
53. Jay Beaman, **Tzung-Cheng Huan**, Metin Kozak. (2002). Estimating a Markov Model That Incorporates First Visit Decisions and Varying Repeat Frequency. *Tourism Analysis*. 6(2): 81-97.
54. Metin Kozak, **Tzung-Cheng Huan**, Jay Beaman. (2002). A Systematic Approach to Non-Repeat and Repeat Travel: With Measurement and Destination Loyalty Concept Implications. *Journal of Travel and Tourism Marketing*. 12(4): 19-38. (SSCI Journal)
55. Kuo-Ching Wang, An-Tien Hsieh, and **Tzung-Cheng Huan**. (2000). Critical Service Features in Group Package Tour: An Exploratory Research. *Tourism Management*. 21(2): 177-189. (SSCI Journal)

(B) 研討會論文

Anestis Fotiadis, Nikolaos Stylos, and Tzung-Cheng (T.C.) Huan. 2016. Electronic word-of-mouth communication via social networking sites: The case of E-da theme park. The 2016 Global Marketing Conference at Hong Kong, 21-24, July, 2016, Hong Kong, China.

Anestis Fotiadis, Nikolaos Stylos, Chris Vassiliadis, and Tzung-Cheng (T.C.) Huan. 2016. Avocation

travel: Choice of events amongst amateur (non-professional) participants involved in small-scale sporting events. The 2016 Global Marketing Conference at Hong Kong, 21-24, July, 2016, Hong Kong, China.

Shih-Shuo Yeh, Anestis Fotiadis, Ming-Hsuan Wu, and Tzung-Cheng (T.C.) Huan. 2016. Building Theory from Practice: Mapping Executive Chefs' Decision-Processes Using Flowchart Protocols. The 2016 6th GIKA (Global Innovation and Knowledge Academy) Conference, 20-23, March, 2016, Valencia, Spain.

Anestis Fotiadis, Lishan Xie, Yaoqi Li, and Tzung-Cheng (T.C.) Huan. 2016. Small scale sport events involvement, travel motivation, motivation decision and final decision-making factors. The 2016 6th GIKA (Global Innovation and Knowledge Academy) Conference, 20-23, March, 2016, Valencia, Spain.

Anestis Fotiadis, and Tzung-Cheng (T.C.) Huan. 2015. Applying Fs/QCA (Fuzzy set/Qualitative Comparative Analysis) to understand rural tourism success factors. The 2015 5th GIKA (Global Innovation and Knowledge Academy) Conference, 14-16, July 2015, Valencia, Spain.

Shih-Shuo Yeh, Mei-Ling Huang, and Tzung-Cheng Huan. 2015. Factors in adopting greener hotel management: An analytic hierarchy process approach. International Conference on Hospitality, Tourism and Leisure, 17th – 18th May 2015, Shih-Chien University, Taipei, Taiwan.

Mir M. Sadat, Anestis Fotiadis, Tzung-Cheng Huan. 2013. The Effect of Environmental Quality on Revisiting Intention. 2013 International Conference on Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari, 23rd October to 25th October 2013, Universitat de les Illes Balears, Mallorca, Spain.

Anestis Fotiadis, Vassiliadis, C., and Tzung-Cheng (T.C.) Huan. 2012. Sustainable development in hotel SMEs, a comparison between Taiwan and Greece. 2nd Advances in Hospitality and Tourism Marketing & Management Conference, 31st May to 3rd June 2012, Corfu, Greece, ISBN: 978-960-287-139-3.

Anestis Fotiadis, Hsing-Jung Tsai, Tzung-Cheng Huan. 2011. Interaction from tourism development in Penghu County, Taiwan. The 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research and the 2nd International Symposium on Sustainable Tourism Management of the School of Tourism Development, Maejo University. Chiang Mai, Thailand on May 24-27, 2011.

Ming-Chu Pan, Yu-Ling Huang, Tzung-Cheng Huan. 2010. Understanding constraints on overseas travel of participants and non-participants for Taiwan's baby boomers. The 16th Asia Pacific Tourism Association Annual Conference. July 13-16, 2010, Macau, China.

- Chung-Chi Wu, Tzung-Cheng Huan, Wei-Ching Wang. 2010. Visitors' Fee Support and Preferences for Spending Fee Revenue in Public Recreation Area. 5th World Conference for Graduate Research in Tourism, Hospitality and Leisure. Cappadocia, Turkey, May 25-30, 2010.
- Ting-Saw Weng, Chun Chen, Tzung-Cheng Huan. 2010. People's willingness to stay in senior residential hotel: A Taiwan case study. 2010 International Symposium on Hospitality and Leisure Management. May 12-15, 2010, Kaohsiung, Taiwan.
- Xia Xiao, Yu-Lin Ren, Tzung-Cheng Huan. 2010. Leisure participation, quality of working life, job stress and job performance of the employees of high-tech industry. 2010 International Symposium on Hospitality and Leisure Management. May 12-15, 2010, Kaohsiung, Taiwan.
- Fotiadis Anestis., Hsing-Jung Tsai and Tzung-Cheng Huan. 2010. Sustainable development and Small and Medium Hotel Enterprises in Taiwan. *International Conference on Sustainable Tourism: Issues, Debates & Challenges*. 22 – 25 April, 2010 Crete & Santorini, Greece.
- Anestis Fotiadis, Gábor Michalkó, Tzung-Cheng Huan. 2009. Sustainable development and Small and Medium Hotel Enterprises The case of Pieria Prefecture. BIC II Biennial International Conference in Services Marketing, Thessaloniki – Greece, 4-6 November 2009.
- Huan, T. C., Lee, Catherine H., and Chen, Joseph S. 2009. Religious Tourists' Travel Motivations. International Conference of Hospitality and Leisure Applied Research "Creating Value through a Customer Centered Management". Hotelschool The Hague, the Netherlands, 16-17 July 2009.
- Lee, Catherine H., Chen, Joseph S. and Huan, T. C. 2009. Study on Taiwanese Outbound Independent Travelers to Three Different Continents. 4th International Scientific Conference "Planning for the Future - Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality". University of the Aegean, Rhodes, Greece, 3-5 April 2009.
- Wu, H. C., Huan, T. C., & Huang, W. S. (2009) Construction and validation of the ecotourism perception scale: A case from Taiwan. The 15th International Symposium on Society and Resource Management (ISSRM) in Vienna, Austria, July 5-8, 2009.
- Chen, Joseph S. and Huan, T. C. 2008. Evaluating Performance Factors of Art Festivals: Case Study in Taiwan. Paper presented at the Journeys of Expression VII: Celebrating the Edges of the World: Tourism and Festivals of the Coast and Sea. Hosted by University of Iceland, Reykjavik, Iceland. 29 February - 1 March 2008.
- Chen, Joseph S. and Huan, T. C. 2007. Image Study of the Top European Destination Countries. Paper presented at the Second International Conference on Advances in Economic. Hosted by Instituto Piaget, Vila Nova de Santo André, Portugal. April 13-14, 2007.
- Chen, Joseph S. and Huan, T. C. 2007. Assessing Restaurant Customers' Complaint Behaviors. Paper presented at the Second International Conference on Advances in Economic. Hosted by Instituto Piaget, Vila Nova de Santo André, Portugal. April 13-14, 2007.

- Yeh, S., Ryan, C. and Huan, T. C. 2006. Theme Parks and Determinates of Visitor Satisfaction – Janfusun Fancy World, Taiwan. Paper presented at the 2006 12th Asia Pacific Tourism Association and 4th APacCHRIE International Joint Conference, Hualian, Taiwan, June 25-29, 2006.
- Huan, T. C. and Beaman, J. G. 2005. Importance performance analysis: The need to bridge solitudes for its effective use. Paper presented at the Eleventh Canadian Congress on Leisure Research Hosted by Malaspina University-College, Nanaimo, B.C. May 17-20, 2005.
- Chen, J.S.; Huan, T.C. 2004. Quality of Life and Spa Tourism in Taiwan. ATLAS Asia conference, Beppu, Oita, Japan; 20-21 November 2004.
- Huan, T.C. 2003. The Bed and Breakfast Business in Taiwan: Its Opportunities and Challenges. Paper presented at the EuroCHRRIE 2003 Congress, International University of Applied Sciences, Bad Honnef · Bonn, Germany, October 22-25, 2003.
- Huan, T. C. and Beaman, J. G. 2003. Individual and Dynamics of Social Interaction in Information Search in Discretionary Travel Decision. Paper presented at the Third Symposium, Consumer Psychology of Tourism, Hospitality and Leisure, La Trobe University, Melbourne, Australia, 5th-8th January, 2003.
- Huan, T. C. and Beaman, J. G. 2000. Impacts of LFS-CTS Design and Administration on Estimates of Travel: Results Based on the 1996 and 1997 CTS. Presented to the Waterton National Park meeting of the Canadian Travel Survey Research Committee for September 14, 2000 meeting.
- Huan, T.C., J. T. O'Leary, J. Beaman and X. You. 1999. Tourism Product Positioning by Pleasure Visitors' Pre-travel Image and On-site Image. Proceedings of the 1999 Asia Pacific Tourism Association Annual Meeting. Hong Kong SAR, China. (August).
- Huan, T.C., and Joseph T. O'Leary. 1997. Measuring Tourism Service Performance: Service Rating Index. Proceedings of the 1997 Asia Pacific Tourism Association Annual Meeting. Taipei, Taiwan, R.O.C. (August).
- O'Leary, T. Joseph, T.C. Huan, and C.T. Lang. 1996. Play It Again Sam!: Economic and Seasonal Implications of Repeat Visitors to Canada. Proceedings of the 1996 Canadian Travel & Tourism Association Annual Meeting. Winnipeg, Manitoba, (October).
- Wang, Kuo-Ching, An-Tien Hsieh, and Tzung-Cheng Huan. 1998. A Qualitative Research on the Critical Service Features of Taiwanese Group Package Tour. Proceedings of the 1998 Asia Pacific Tourism Association Annual Meeting. Tanyang, Chung-Buk, Korea. (August).

(C) 學術專書 / 論文

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