

Lin, Fang-Yi

Associate Professor

Department of Hospitality Management,
Fu Jen Catholic University

510 Zhongzheng Rd., Xinzhuang Dist.,
New Taipei City 242062, Taiwan (R.O.C.)

Ph.D. in Family and Consumer Science Education program
Department of Education, Nutrition and Restaurant/Hotel Management,
Texas Tech University, USA

1. Current Job

Current position	Associate Professor, Department of Hospitality Management, Fu Jen Catholic University
Area of teaching	Hospitality Franchising and Purchasing, Marketing Communication, Hospitality Operation
Research interests	Education and training in Hospitality, Marketing and consumer behavior

2. Teaching Experiences

Awards	Teaching Excellence: 2010 (6th in the entire school), 2013 Outstanding Teaching: 2009 (4th in the entire school), 2017, 2018, 2020 Special Teaching: 2016	Shih Hsin Univesity
Teaching area	- Management & operation - Supply chain management - Marketing	● Basic subjects: Statistics, Accounting, Introduction of Management, Financial Management ● Professional subject: Hospitality Management Hospitality Franchising, Sales Proposals in Hospitality - Hospitality Purchasing, Information Systems in Hospitality - Integrated Marketing Communication

3. Representative Experiences

Period	Organization	Position
Public Sector		
2023~Present	Ministry of Labor, Workforce Development Agency	TTQS Talent Development Quality Management System Evaluator
2025~2026	Ministry of Transportation, Tourism Bureau	Lead Author for Annual Teaching Plan on Sustainability Resilience × Digital Innovation in the Amusement Industry
2023~2024	Ministry of Transportation, Tourism Bureau	Lead Author for Annual Teaching Plan on Service Innovation and Sustainability in the Amusement Industry
2016~Present	Ministry of Transportation, Tourism Bureau	Instructor for Practical Case Studies in the Tourism Industry
2016-2017	Ministry of Transportation, Tourism Bureau	Lead Author for Annual Teaching Plan on Marketing Management in the Amusement Industry
Professional Certifications		
2024~Present	Sake Service Institution	International Sakasho
2021~Present	Project Management Institute	Project Management Professional
2020~Present	Sake Service Institution	Certified Sake Instructor
2019~Present	Global Career Development Facilitator Board	Global Career Development Facilitator
2025 (Recertified)	SGS Academy	Professional Service Mystery Auditor

3. Representative Experiences (Cont.)

Period	Organization	Position
Sustainability Certification		
2025~Present	SGS Academy	ISO 30415:2021 Human Resource Management — Diversity and Inclusion Lead Auditor
2024~Present	British Standards Institution	ISO 20400:2017 Sustainable Procurement — Guidelines and Practices
2024~Present	British Standards Institution	PAS 7000:2014 Supply Chain Management Framework
2023~Present	SGS Academy	ISO 14067:2018 Carbon Footprint of Products — Lead Verifier
Corporate and Organizational Experience		
2017~Present	Institutions, Enterprises	Service Quality Auditor
2015~Present	Institutions, Enterprises	Qualicert Service Certification Consultant
2006~Present	Institutions, Enterprises	Consultant and Lecturer for HR, Marketing, and Operations

4. Professional Certifications

Human Resources & Management (17 certifications)

- **June 2025:** Professional Service Mystery Auditor (Recertified) | SGS Academy
- **May 2025:** Service Design Administrator | SGS Academy & Service Design Research Center, College of Management, Fu Jen Catholic University
- **September 2024:** iCAP Evaluation Case Assessment | Ministry of Labor
- **December 2023:** Talent Development Quality Management System – Evaluator | Ministry of Labor
- **October 2022:** iCAP Training Quality System Optimization | Ministry of Labor
- **August 2021:** Project Management Professional (PMP) | Project Management Institute (PMI)
- **March 2021:** ISO 21001:2018 Learning Service Management System–Lead Auditor | SGS Academy
- **July 2019:** SGS Service Specialist Certification | SGS Academy
- **August 2018:** Professional Service Mystery Auditor Certification | SGS Academy
- **July 2018:** Agile Management Certification | SGS Academy
- **July 2018:** SGS 6S Management Certification | SGS Academy
- **August 2017:** Employee Relations Manager Certification | Chinese Human Resource Management Association
- **May 2016:** Qualicert Service Certification: Service Standards Practice | SGS Academy
- **August 2015:** Core Executive Management Certification | Chinese Human Resource Management Association
- **July 2015:** Advanced Customer Complaint Handling and ORID Training Course | SGS Academy
- **August 2014:** Internal Corporate Trainer Certification | Chinese Human Resource Management Association
- **July 2014:** ISO 10002 Customer Complaint Management Guidelines | SGS Academy
- **August 2013:** Competency Management Certification (Recruitment, Training, and Evaluation) | Chinese Human Resource Management Association

Operations & Sustainability (5 certifications)

- **July 2025:** Human resource management — Diversity and inclusion Lead Auditor | SGS Academy
- **December 2024:** IPAS Net-Zero Carbon Planning Manager | Ministry of Economic Affairs, Industrial Development Bureau
- **August 2024:** ISO 20400:2017 Sustainable Procurement Guidelines | British Standards Institution
- **August 2024:** PAS 7000:2014 Supply Chain Management Construction | British Standards Institution
- **June 2023:** ISO 14067:2018 Carbon Footprint Standard – Lead Verifier | SGS Academy

Industry Operations (2 certifications)

- **October 2012:** French Le Cordon Bleu Syllabus Seed Instructor | Ministry of Transportation and Communications, Tourism Bureau
- **September 2010:** International Hotel and Restaurant Executive Management Program Certificate | Le Cordon Bleu Australia

4. Professional Certifications (Cont.)

Career Consultation (2 certifications)

- **November 2019:** GCDF Global Career Development Facilitator | Center for Credentialing & Education (CCE), USA
- **August 2018:** CPAS Counselor (Entry Level) | Career Employment Information Network

Japanese Sake Sommelier (6 certifications)

- **March 2024:** Sake Master Certification (International Sakasho) | Sake Service Institute
- **February 2020:** Sake Instructor | Sake Service Institute
- **February 2020:** Sake Quality Assessor | Sake Service Institute
- **November 2016:** WSET Level 3 Award in Sake (Advanced) | Wine and Spirit Education Trust
- **November 2014:** Advanced Sake Sommelier | Sake Service Institute
- **August 2013:** Basic Sake Sommelier (Sake Navigator) | Sake Service Institute

International Etiquette (3 certifications)

- **September 2017:** International Business Etiquette Certification (Level B) | Chinese Business Education Development Association
- **June 2017:** International Etiquette Instructor Certification | Chinese Business Education Development Association
- **June 2017:** International Etiquette Certification (Level B) | Chinese Business Education Development Association

Teaching

- **January 2016:** Instructional Skills Workshop (ISW) Certification | National Taiwan University

Information Technology

- **June 2014:** Microsoft Office Specialist Certification (MOS Word 2010 Expert; MOS PowerPoint 2010 Expert) | iQcenter International MOS Certification Center

5. Project Execution

1	2025-2026	● Project Title: Systems and the Sustainable Benefits of Service in the Hotel Industry ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● Duration: March 1, 2025, to March 31, 2026 ● Organization: Ministry of Labor, Taipei, Taiwan
2	2025-2026	● Project Title: 2025 Tourism Industry Key Talent Development Program ● Role: Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● Duration: February 2025 to January 2026 ● Organization: Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan
3	2024-2025	● Project Title: Sustainable Hotel Service and Process Optimization Performance Research (113A0011) ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● Duration: March 1, 2024, to March 31, 2025 ● Organization: Ministry of Labor, Taipei, Taiwan
4	2024-2025	● Project Title: 2024 Tourism Industry Key Talent Development Program ● Role: Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● Duration: February 2024 to January 2025 ● Organization: Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan

5. Project Execution (Cont.)

5	2024-2025	● Project Title: Preliminary Research for Taiwan Tourism Development Policy (2026-2030) ● Role: Team Members: Chia-Yu Chen, Chi-Hua Lee, Fang-Yi Lin, Yuan-Hung Shen, Wei-Chin Wang (Principal Investigator) ● Duration: February 2024 to January 2025 ● Organization: Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan
6	2023-2024	● Project Title: Ministry of Education Subsidy for University Overseas Internship Program: 2023 Jeju Island Internship (Project Code: 11210150005) ● Role: Principal Investigator: Fang-Yi Lin ● Duration: May 2023 to September 2024 ● Organization: Ministry of Education, Taipei, Taiwan
7	2020-2021	● Project Title: Visitor Count Estimation, Behavior, and Satisfaction Survey for Penghu National Scenic Area (2020-2021) ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● Duration: January 2020 to March 2021 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
8	2020	● Project Title: Expert Mystery Shopper and Internal Auditor Training Program for Penghu National Scenic Area (2020) ● Role: Principal Investigator: Hui-Yu Chao; Trainer: Fang-Yi Lin ● Duration: January 2020 to August 2020 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
9	2019	● Project Title: Service Optimization and Verification Project for Penghu Visitor Centers ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● Duration: April 2019 to December 2019 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
10	2019	● Project Title: Ministry of Education Subsidy for University Overseas Internship Program: 2019 Dream-Building Program (Seibu Group Internship) (Project Code: 10810150001) ● Role: Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● Duration: May 2019 to September 2019 ● Organization: Ministry of Education, Taipei, Taiwan
11	2018	● Project Title: Execution Evaluation and Curriculum Planning for Tourism Industry Key Talent Development Program ● Role: Principal Investigator: Chia-Yu Chen; Co-Principal Investigator: Fang-Yi Lin ● Duration: June 2018 to November 2018 ● Organization: Tourism Bureau, Ministry of Transportation and Communications, Taipei, Taiwan

5. Project Execution (Cont.)

12	2018	● Project Title: Implementation Plan for Service Environment Optimization and International Service Verification at Penghu Visitor Centers ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin ● Duration: April 2018 to December 2018 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
13	2017-2018	● Project Title: Application of Culinary Tourism in Community Development: Case Study of Military Dependents' Villages Cuisine (106-1-004) ● Role: Principal Investigator: Hung-Tu Liao; Co-Principal Investigators: Fang-Yi Lin, Yi-Chang Chen ● Duration: August 2017 to March 2018 ● Organization: Ministry of Education, Taipei, Taiwan
14	2017	● Project Title: Advanced Service System Optimization and International Service Verification Project for Penghu Visitor Centers ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigator: Fang-Yi Lin; Team Member: Ju Wu ● Duration: April 2017 to December 2017 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
15	2016	● Project Title: Service Management System Optimization Planning and Execution for Penghu National Scenic Area ● Role: Principal Investigator: Hui-Yu Chao; Co-Principal Investigators: Fang-Yi Lin, Ju Wu ● Duration: April 2016 to December 2016 ● Organization: Penghu National Scenic Area Administration, Ministry of Transportation and Communications, Penghu, Taiwan
16	2016-2017	● Project Title: Ministry of Education Subsidy for University Overseas Internship Program: 2016 Dream-Building Program (Holiday Inn Express Hotel, Beaumont, California) (Project Code: 10510150003) ● Role: Principal Investigator: Fang-Yi Lin ● Duration: May 2016 to August 2017 ● Organization: Ministry of Education, Taipei, Taiwan
17	2015-2016	● Project Title: Ministry of Education Subsidy for University Overseas Internship Program: 2015 Dream-Building Program (Royal Orchid Hotel, Guam) (Project Code: 10410150002) ● Role: Principal Investigator: Yu-Chi Chu; Co-Principal Investigator: Fang-Yi Lin ● Duration: May 2015 to August 2016 ● Organization: Ministry of Education, Taipei, Taiwan
18	2008-2009	● Project Title: Youth Tourism Volunteer Certification and Professional Training ● Role: Principal Investigator: Chia-Chih Yen; Co-Principal Investigator: Fang-Yi Lin ● Duration: September 2008 to January 2009 ● Organization: Youth Development Administration, Taipei, Taiwan

6. Journal articles

1. Lin, F.* (2025). Tourism Factory: Brand Management and Regional Sustainability. *Journal of Tourism and Leisure Studies* (Accepted) (Indexed in TSSCI)
2. Chao, H., & Lin, F.* (2025). Implementation of QualiCert Service Quality Certification: Tracking the Effectiveness of Visitor Service Quality at Visitor Centers. *Taiwan Modern Tourism* (Accepted)
3. Wang, G., & Lin, F.* (2024). The drama “Light the Night”: the effects of film tourism on destination image and tourists’ behavioral intention. *Journal of Outdoor Recreation Study*, 37(3), 1-47. DOI: [10.6130/JORS.202409_37\(3\).0001](https://doi.org/10.6130/JORS.202409_37(3).0001) (Indexed in TSSCI)
4. Wang, D., Lai, H., Chiang, G., & Lin, F. (2024). The research on learning motivation, work values, and career decision: a case study of Hospitality undergraduate students. *Fu Jen Journal of Human Ecology*, 30(1), 1-16.
5. Lin, F.* (2024). Comfort food for Generation Z: A case study in Taiwan. *Journal of Ethnic Foods*, 11. DOI: [10.1186/s42779-024-00228-4](https://doi.org/10.1186/s42779-024-00228-4) (Anthropology (Q1); Food Science (Q2); Indexed in Scopus)
6. Hsieh, P. & Lin, F.* (2023). Consumers' choices on food delivery platform application: Technology Acceptance Model and the platform services are addressed. *Journal of Island Tourism Research*, 14(3), 23-46. DOI: [10.13140/RG.2.2.16380.51840](https://doi.org/10.13140/RG.2.2.16380.51840) (Indexed in ACI)
7. Lin, F.* (2022). Effectiveness of the talent cultivation training program for industry transformation in Taiwan During the COVID-19 pandemic. *Service Business*, 16, 529-556. DOI: <https://doi.org/10.1007/s11628-021-00455-8> (Impact Factor: 5.236; Business and International Management (Q1), Indexed in SSCI)
8. Ko, Y., & Lin, F.* (2021). A study on consumers’ behavioral intention toward Traceable Restaurants of Taiwan — base on Theory of Planned Behavior. *Fu Jen Journal of Human Ecology*, 27(2), 49-74. DOI: [10.13140/RG.2.2.18058.24008](https://doi.org/10.13140/RG.2.2.18058.24008)
9. Lin, F. *, & Chao, H. (2020). Middle-level and senior-level managers' managerial competences for the Lodging Industry: The perspectives of industry employees. *Taiwan Modern Tourism*, 5(5), 1-22. DOI: [10.13140/RG.2.2.35674.31683](https://doi.org/10.13140/RG.2.2.35674.31683)

6. Journal articles (Cont.)

8. Chao, H. & Lin, F. * (2020). A Three-Year Study of Travel Satisfaction in Penghu. *Journal of Island Tourism Research*, 13(2), 1-26. DOI: [10.13140/RG.2.2.11347.35363](https://doi.org/10.13140/RG.2.2.11347.35363) (Indexed in ACI)
9. *Lin, F. (2013). Exploring alternative lifestyle segmentation schemes for travel volunteers. *Asia Pacific Journal of Tourism Research*, 19(4), 416-427. DOI: [10.1080/10941665.2013.764334](https://doi.org/10.1080/10941665.2013.764334) (Impact factor: 4.074; Tourism, Leisure, and Hospitality Management (Q1), Indexed in SSCI)
10. Lin, F.*, Lai, H., Chiang, W., & Tai, M. (2013). A study on Autism parents' perceptions on leisure participations and leisure benefits of preschool children with Autism. *Fu Jen Journal of Human Ecology*, 19(1), 99-122. DOI: [10.13140/RG.2.2.17088.30720](https://doi.org/10.13140/RG.2.2.17088.30720)
11. Lin, F.*, Lai, H., & Wang, W. (2012). A study on Tourist Hotel Food and Beverage Department managers' perceptions to the hospitality professional competency. *Fu Jen Journal of Human Ecology*, 18(1), 123-144. DOI: [10.29440/FJJHE.201206.0007](https://doi.org/10.29440/FJJHE.201206.0007)
12. Lin, F.*, Huh, C., & Yen, J. (2011). Exploring the international exhibition destination competitiveness: a comparison among six Asian cities. *Journal of Hospitality and Home Economics*, 8(3), 235-252. DOI: [10.6572/JHT.8\(3\).4](https://doi.org/10.6572/JHT.8(3).4) (Indexed in ACI)
13. Lin, F.*, Lai, H., & Kao, N. (2011). A study on the effects of storytelling on travel involvement and travel intention: A case of Angkor Wat. *Leisure Industry Research*, 9(4), 26-46. DOI: [10.6746/LIR.201112_9\(4\).0003](https://doi.org/10.6746/LIR.201112_9(4).0003)
14. Lin, F. *, Lai, H., & Kao, P. (2011). Taiwan's homosexual outbound traveling: motivations and travel destinations. *Journal of Sport, Leisure, and Hospitality Studies*, 6(3), 43-62. DOI: [10.29429/JSLHR.201109_6\(3\).03](https://doi.org/10.29429/JSLHR.201109_6(3).03) (Indexed in ACI)
15. Lai, H., Lin, F.*, Huang, C., & Wu, Y. (2011). Hoteliers' cognition, attitude, and behavior on the Green Hotel Concept. *Journal of Tourism and Hospitality Studies*, 6(1), 57-78.
16. Chang, T., & Lin, F.* (2010). The study of the relationship between brand cognition, preference and product extension perceived fit and consumers' purchase intentions: taking Starbucks as an example. *Journal of Hospitality and Home Economics*, 7(4), 349-371. DOI: [https://doi.org/10.6572/JHHE.7\(4\).3](https://doi.org/10.6572/JHHE.7(4).3) (Indexed in ACI)
17. Wang, W., Lin, F.*, Wang, C., & Lai, H. (2008). College students' leisure participation and well-being-A case in Taipei City. *Annals of Leisure and Recreation Research*, 2(2), 131-167. DOI: [https://doi.org/10.6157/2008.2\(2\).5](https://doi.org/10.6157/2008.2(2).5) (Indexed in ACI)
18. Blum, S., Goh, B., & Lin, F. (2003). Cultural diversity and mentoring: Tracking stereotype changes. *Journal of Hospitality and Tourism Education*, 15(3), 6-10. DOI: <https://doi.org/10.1080/10963758.2003.10697022> (Impact factor: 2.628; Education (Q1); Indexed in Scopus)
19. Lin, F., Blum, S. & Dodd, T. (2002). Fast food television advertisement formats: evaluating communication strategies. *Journal of Foodservice Business Research*, 5(4), 27-44. DOI: https://doi.org/10.1300/J369v05n04_03 (Impact factor: 0.533; Food Science (Q2); Indexed in Scopus)

7. Projects of National Science and Technology Council

1	2023	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (3/3)
2	2022	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (2/3)
3	2021	Tsai, C. (Principal Investigator), Chao, H., & Lin, F. (Co-Principal Investigators). The Competency Curriculum Design and Action Research of Table Create Innovative Services (110-2511-H-845-001-) (1/3)
4	2013-2014	Lin, F. (Principal Investigator), Lai, H. (Co-Principal Investigators). A Study on Constructing Hotel Problem-solving Skill Index and Integrating the Index to the Creative E-learning Courses by Using Case Study Teaching (NSC 102-2511-S-128-001-)

8. Conference Papers

1	2024	Lin, F. (2024/05/24-26). Train with hotel managers: evaluation of practical experiential learning outcomes for Hospitality major students through 360-degree feedback. <i>APacCHRIE 2024 Conference</i> . Yonsei University, Seoul, Korea.
2	2023	Lin, F. (2023/11/25). World Coffee Tourism Factory: Regional Brand Management and Revitalization. <i>20th Anniversary of Tour Factory Forum and Seminar</i> . Providence University, Taichung, Taiwan.
3	2023	Lin, F., Chao, H., & Hsieh, P. (2023/09/23). Competency-based program development: criteria for hotel self-implementation. <i>2023 The 25th Leisure, Recreation, Tourism Research Symposium and International Forum</i> . Shin Hsin University, Taipei, Taiwan.
4	2023	Lin, F., & Lai, H. (2023/03/04). Covid-19 Quarantine and Isolation Experiences of University Students. <i>2023 2023 Tourism Conference in Shih Hsin University New Tourism Experiences: Metaverse vs. Real-life</i> . Shin Hsin University, Taipei, Taiwan.
5	2022	Lin, F., Chen, C., & Lai, H. (2022/04/30). Quarantine Hotels in Taiwan: Management Perspectives. <i>2022 Tourism Conference in Shih Hsin University New Trends and Opportunities for Tourism</i> . Shin Hsin University, Taipei, Taiwan.
6	2021	Lin, F. & Chen, C. (2021/09/26). Management development program design for middle-level and senior-level managers in Tourism industry: the perspectives from industry senior managers. <i>The Outdoor Recreation Association of R.O.C. 2021 The 23rd Leisure, Recreation, and Tourism Research Symposium</i> , National Chinan International University, Nantou County, Taiwan.
7	2021	Wang, D., Lai, H., Chiang, G., & Lin, F. (2021/05/29). Learning Motivation, Work Values, and Career Decision: A Case Study of Hospitality Undergraduate Students. <i>2021 Academic Symposium on the Development and Management of the Hospitality, Tourism, and Leisure Industries</i> , Fu Jen Catholic University, New Taipei City, Taiwan.

8. Conference Papers

- 8 2020 Chi, J., Lai, H., Chiang, W., Lin, F., & Cheng, Y. (2020/06/13). A Study of the airport self-service check-in service based on the Unified Theory of Acceptance and Use of Technology (UTAUT). *2020 Conference on Hospitality & Tourism Marketing and Industry Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 9 2018 Lai, H., Chiang, W., Lin, S., & Lin, F. (2018/06/09) A study on work-related barriers and work values of hospitality management students after internship courses. *2018 International Conference on Hospitality, Tourism, Wellness, and Innovative Design: Academic and Practical Perspectives*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 10 2018 Lin, F. (2018/05/10). Applying the concept of food tourism in developing a local community's distinctive feature. *2018 USR X CSR Conference of University Social Responsibility and Corporate Social Responsibility*. Shin Hsin University, Taipei, Taiwan.
- 11 2017 Lin, F. (2017/06/21). New teaching strategies: learning journal for the semester and multi-source assessments. *2017 Chung Yuan Christian University Conference on Faculty Multiple Promotion and Teaching Practice Research*, Chung Yuan Christian University, Taoyuan City, Taiwan.
- 12 2017 Lai, H., Lin, F., Cheng, Y., & Tseng, T. (2017/06/17). A study of exploring the hospitality competences on hospitality frontline employees. *2017 Conference on Challenges and Innovations in Hospitality and Tourism Education Internship*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 13 2017 Wang, Y., Lai, H., Chiang, W., Lin, S., & Lin, F. (2017/06/17). A study of relationship among cruise line customers' travel motivation, cruise line brand image and customers' revisit intention. *2017 Conference on Challenges and Innovations in Hospitality and Tourism Education Internship*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 14 2016 Lai, H., Lin, F. Chen-Zhang, Y., & You, P. (2016/06/04). Development of core and professional competency indicators for interns in Culinary and Hospitality Higher Education. *2016 International Academic Conference on Hospitality Management and Culinary Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 15 2016 Lin, I., Lai, H., Chiang, W., Lin, F., & Chen, H. (2016/06/04). Using Technology Acceptance Model investigating the impact of restaurant's mobile advertising on consumer behavioral intention -A case of social networking APP. *2016 International Academic Conference on Hospitality Management and Culinary Innovation*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 16 2016 Yu, C., Lin, F., Lai, H., & Hu, I. (2016/05/28). Exploring the Factors of Tourism Attractiveness in University Campus. *2016 Conference of Hospitality and Tourism Management and Industry Development*. Shin Hsin University, Taipei, Taiwan.
- 17 2016 Chen-Zhang, Y., Lai, H., Lin, F., & Chiang, W. (2016/05/28). Culture Shock, Perceived Managerial Support, and Job Satisfaction – A Study of Foreign Employees in Macao Casino Hotels. *2016 Conference of Hospitality and Tourism Management and Industry Development*, Shih Hsin University, Taipei.
- 18 2015 Lin, F., & Takada, M. (2015/06/06). Japanese prospects: the must do things while visiting Taiwan. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 19 2015 Hsien, H., Lai, H., Lin, S., Lin, F., & Chen, P. (2015/06/06). The study on residents' participation and place attachment to Hakka traditional festive celebration. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.

8. Conference Papers

- 20 2015 Lai, H., Lin, F., Huang, C., Lin, Y., & Shih, K. (2015/06/06). Exploring the relationships among service failure, service recovery, customer satisfaction and re-purchase intention- A case of a web travel agency. *2015 Fu Jen Catholic University College of Human Ecology 20th Anniversary: Conference on Hospitality, Tourism Management, and Industrial Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 21 2014 Wang, H., Lin, F., Chen, C., & Lai, H. (2014/09/20). Effects on types of tourism spokesperson to consumer behavior intentions. *The 16 th Leisure, Recreation, and Tourism Research Symposium*, The Outdoor Recreation Association of R.O.C. & Shin Hsin University, Taipei, Taiwan.
- 22 2014 Lin, F. (July, 2014). Hospitality internship practices: proposing a series of internship developmental stages. *The 3rd International Symposium on Business and Social Sciences (ISBSS)* in Sapporo Renaissance, Hokkaido, Japan.
- 23 2013 Chang, C., Wang, C., & Lin, F. (2013/08/31). The sense of history research in tourism. *2013 Cross-Strait Tourism Symposium*, National Chi Nan University, Nantou, Taiwan.
- 24 2013 Tseng, T., Lai, H., Chen, H., Chiang, W., & Lin, F. (2013/06/01). A study of International Tourist Hotels brand image, and website quality in technology acceptance model – A case of Starwood in Taiwan. *2013 Fu Jen Catholic University Conference: 2013 Conference on Hospitality, Tourism, and Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 25 2012 Chang, W., Lai, H., Huang, C., & Lin, F. (2012/06/02). Are the appearance and achievements driving your willingness to purchase? -- A case study of International Tourist Hotels. *2012 Fu Jen Catholic University Conference: 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 26 2012 Lin, F., Lin, C., & Lai, H. (2012/06/02). Taipei zoo tourists' leisure motivations and leisure needs toward their evaluations on Taipei zoo's non-profit operating performances. *2012 Fu Jen Catholic University Conference: 2012 Conference on Hospitality, Museums, Cultural Heritage, and Tourism Development*, Fu Jen Catholic University, New Taipei City, Taiwan.
- 27 2011 Lai, H., Lin, F., Huang, C., Chiang, W., & Chu, C. (2011/03/11). The relationships among the quality of the website and consumers' behavioral intention for International Tourist Hotels. *2011 MCU Tourism International Conference: Foresight Leadership in Tourism, Hospitality, Leisure Culture, Education, and Management*, Ming Chuan University, Taoyuan City, Taiwan.
- 28 2011 Lai, H., Lin, F., Huang, C., & Cheng, Y. (2011/03/11). The study of reward system's effect on employee's intention to stay in international tourist hotels. *2011 MCU Tourism International Conference: Foresight Leadership in Tourism, Hospitality, Leisure Culture, Education, and Management*. Ming Chuan University, Taoyuan City, Taiwan.
- 29 2010 Du, S., Lai, H., Lin, F., & Chiang, W. (2010/03/08). The impact of consumer's cognitions of environmental hotels and attitudes of green consumptions on their intentions of staying of hotels. *2010 MCU Tourism Conference - Nurturing Taiwan's Cultural Value and Advancing the Service Industry towards Refinement and Internationalization*. Ming Chuan University, Taoyuan City, Taiwan.
- 30 2009 Wu, Y., Lai, H., Lin, F., & Hu, H. (2009/03/07). A study of northern region hotel owners' perceptions, attitudes, and behaviors towards green hotels. *2009 MCU Tourism Academic Symposium: Taiwan Tourism Reinvigorated*. Ming Chuan University, Taoyuan City, Taiwan.

8. Conference Papers

- 31 2008 Lin, F., Lai, H., & Wang, W. (2008/09/20). Needs of leisure, leisure participation, leisure satisfaction and well-being: relationship testing and path analysis. *The 10th Academic Conference on Leisure, Recreation, and Tourism*. Shin Hsin University, Taipei, Taiwan.
- 32 2007 Lin, F., & Lee, C. (2007/05/19). Customers' Leisure Attitudes and Needs of Leisure toward Pubs in Taipei City. *2007 Fu Jen Catholic University Conference: Hospitality and Tourism Management-Academia and Practice*, Fu Jen Catholic University, New Taipei City, Taiwan.
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