

## CURRICULUM VITA

### Homer C. Wu, Ph.D.

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### EDUCATION

Ph.D., May 1997 Stephen F. Austin State University, U.S.A./Forest Recreation & Interpretation.  
M.S., May 1993 Tarleton State University, U.S.A./Agricultural Education.  
A.D., June 1989 National Pingtung Institute of Technology, Taiwan./Forestry.

### ACADEMIC EXPERIENCE

Aug. 2008-present Professor and Director, Graduate Institute of Sustainable Tourism and Recreation Management at National Taichung University.  
July 2008- Aug. 2008 Visiting Professor, Department of Recreation and Leisure Studies, University of Waterloo, Canada.  
Aug. 2007-July 2008 Professor and Director, Graduate Institute of Environmental Education at National Taichung University.  
Aug. 2006- July 2008 Professor, Graduate Institute of Environmental Education at National Taichung University.  
Dec. 2006-present Adjunct Professor, Arthur Temple College of Forestry and Agriculture, Stephen F. Austin State University, TX U.S.A.  
Aug. 2002-July 2006 Associate Professor, Graduate Institute of Environmental Education at National Taichung University.  
Aug. 2000- July 2002 Assistant Professor, Graduate Institute of Environmental Education at National Taichung University.  
Aug. 1997- July 2000 Assistant Professor, Dept. of Leisure, Recreation & Tourism Management, Chaoyang University of Technology.

### RESEARCH INTERESTS

Heritage Interpretation  
Ecotourism Development  
Non-formal Environmental Education  
Tourism and Recreation Management  
Leisure Education  
Visitor Studies

### PUBLICATION (Since 2003)

#### Journal Papers:

#### Papers In English~

Wu, H. C., Liu, A., & Wang, C. H. (2010). Taiwanese university students' perceived freedom and

- participation in leisure. Annals of Leisure Research, 13(4),
- Li, C., Chick, G. E., **Wu, H. C.**, & Yen, T. (2010). Examining the dimensionality of values for culturally diverse customers in parks and recreation. World Leisure Journal, 52(2), 80-93.
- Chen, B. T., Lu, C. Y., & **Wu, H. C.** (2010). An exploratory study on RV travel in Taiwan: College students' perceptions. Journal of Hospitality Marketing and Management, 19(6), 658-675.
- Morgan, M., Lin, H. S., Chou, J., & **Wu, H. C.** (2006). An interpretation specialization continuum of environmental volunteerism in Taiwan, Journal of Interpretation Research, 11(2), 7-20.
- Wu, H. C.** & Chen, W. L. J. (2005). A 20 Years overview and prospect of graduate interpretive research in Taiwan: 1984-2003, Journal of Interpretation Research, 10(1), 59-66.

**Papers In Chinese~**

- Tien, Y. F., & Wu, H. C.\* (2010) A Study of Environmental Education Content Presented in High-Quality Picture Books: Perspectives from Kindergarten Teachers in Central Taiwan. Journal of Environmental Education Research, 8(1), 63-93. (\*Corresponding author)
- Huang, W. S., Hwang, F. M., Yu, S. C., Tian, Y. F., & **Wu, H. C.\*** (2009) Confirmation and Application of the New Environmental Paradigm Scale. Journal of Environmental Education Research, 6(2), 49-76. (\*Corresponding author)
- Tian, Y. F., & Wu, H. C.\* (2010) A Study of Environmental Education Content Presented in High-Quality Picture Books: Perspectives from Kindergarten Teachers in Central Taiwan. Journal of Environmental Education Research, 8(1), 63-93. (\*Corresponding author)
- Wu, H. C.**, Chang, C. M., & Lee, J. H. (2009) A Study of Relationships among Leisure Participation, Leisure Constrain and Leisure Satisfaction of Elementary School in Taichung City and Taichung County. Journal of Leisure and Tourism Industry Research, 4(1), 13-25.
- Luo, F., Zhong, Y. D., Wu\*, H. C., & Zhang, X. L. (2008). Tourism interpretive demand of visitors in world natural heritage area: A case of Wulingyuan scenic & historic interest area. Tourism Tribune, 23(8), 69-73. (**CSSCI journal**) (\*Corresponding author)
- Pan, S. L., Wu\*, H. C. & Chou, J. (2008). Research on the relationships among volunteer's activity involvement, place attachment and job satisfaction: A case study from the National Museum of Nature Science, Journal of Outdoor Recreation Study, 21(3), 23-47. (**TSSCI journal**) (\*Corresponding author) (funded by NSC 94-2415-H-142-001-SSS)
- Huang, W. S., Liu, A., & Wu\*, H. C. (2008). An evaluation of the service quality of whale-watching industry in eastern Taiwan: Visitors' perspectives, Journal of Kaohsiung Hospitality College, 10(1), 1-19. (\*Corresponding author) (funded by NSC 94-2621-Z-142-001-)
- Wu, H. C., Huang, W. S., Li, C. L., & Lee, Y. F. (2007). Model construction and validation of integrating traveling motivation, satisfaction and loyalty: A case of whale-watching activities in I-Lan county, Journal of Tourism Studies, 13(4), 347-367. (**TSSCI journal**) (funded by NSC 94-2621-Z-142-001-)
- Wu, H. C. (2007). Interpretive service in the zoo: From both theoretical and practical perspectives, Taipei Zoo Quarterly, 109, 26-35.
- Tian, Y. F., Huang, W. S., & Wu\*, H. C. (2007). A study on the environmental attitude from the Department of Child Care and Education at Hungkuang University: The application of New Environmental Paradigm scale, Bulletin on Hungkuang Institute of Technology, (Accepted) (\*Corresponding author)
- Wu, H. C., Lin, S. Y., & Yeh, S. L. (2007). On strategic marketing in non-profit organizations: A case study of the National Museum of Natural Science, Museology Quarterly, 21(4), 117-130.
- Wu, H. C. (2006) The casual relationship among perception, attitude and behavior of ecotourism for members of the Society of Wilderness · Journal of Landscape, 12(3), 41-62. (funded by

NSC 93-2511-S-142-007- )

- Lin, S. Y., Wu\*, H. C., & Chen, C. F. (2006). A study on the relationship between interpreter's characters and service quality: Visitors' perspectives, Journal of Environmental Education Research, 4(1), 1-30. (\*Corresponding author)
- Wu, H. C., Lin, S. Y., & Wang, C. L. (2006). A study of visitor's perceptions on environmental setting attributes and loyalty in the forest recreation area, Journal of Sport and Recreation Management, 3(1), 42-56 .
- Wu, H. C., & Shieh, M. H. (2006). An empirical study of visitors' traveling motivations and interpretive demands at Lukang heritage sites, Journal of Environmental Education Research, 3(2), 77-121 .
- Wu, H. C. (2005). The content and definition of ecotourism, Elementary Education Guidance Magazine, 45(2), 14-27 .
- Wu, H. C. & Su, P. L. (2005). A study on behavioral intention of pre-service teachers for participating in ecotourism activities, Journal of Taichung University-Education, 19(2), 73-97. (funded by NSC 91-2511-S-142-003-)
- Wu, H. C. & Lo, M. H. (2005). An action research on compiling a teaching module of environmental education from one of Taichung elementary schools, Elementary Education Guidance Magazine, 45(1), 9-18.
- Tsai, C. F., Wu, H. C., & Huan, T. C. (2005). Exploring the determinants of repeat travelers to Yushan National Park by repeat purchase theory, Journal of Environment and Management, 6(2), 1-18.
- Wu, H. C., Huan, T. C., & Hung, C. M. (2005). Residents' perceptions of ecotourism and attitudes toward Its development in the Pescadores, Taiwan, Journal of Outdoor Recreation Study, 18(3), 1-30. **(TSSCI journal)**
- Wu, H. C., Wang, Y. Y., Lee, S. C., & Chiu, T. L. (2005). A Study on Saviki Tsou's perception of and attitude toward ecotourism sustainable development , Journal of Nan Kai, 3(2), 67-82.
- Wu, H. C., Hung, C. M., & Zhong, L. S. (2005). A study on the residents' perception and attitude towards ecotourism in Penghu Islands , Tourism Tribune, 20(1), 57-62. **(CSSCI journal)**
- Wu, H. C. & Lu, S. F. (2004). A thematic synthesis of pedagogical design on infusing rural education into six learning areas, Elementary Education Guidance Magazine, 44(2), 44-49.
- Wu, H. C., Huan, T. C., & Chiu, T. L. (2004). The study of travel motivation, expectation, experience, satisfaction and willingness to revisit of Yushan National Park, Journal of National Parks, 14(2), 23-41.
- Yeh, P. H., Weng, T. S., Wu, H. C., & Huan, T. C. (2004). The tourism impact of southwest coast national scenic area on its local shopkeepers: A case study of Putai, Chiayi. Journal of Tourism and Health Science, 3(1), 1-16.
- Wu, H. C. & Chiang, Y. C. (2004). Exploring visitors' satisfaction on the interpretive media at National Science and Technology Museum. Journal of Taichung Teachers College, 18(1), 159-183.
- Wu, H. C. (2003). Interpreter-The hero behind the scene of ecotourism, Taiwan News Weekly Magazine, 99, 100-101.
- Wu, H. C., Huan, T. C., & Tsai, S. H. (2003). A Study on the effectiveness of interpretation at the life science hall, National Museum of Natural Science, Chinese Journal of Environmental Education, 2, 67-92. ( funded by NSC 89-2411-H-324-005-SSS )
- Wu, H. C., Fan, L. W., & Su, P. L. (2003). The research of behavioral intention of college students' participation in ecotourism, Journal of Environment and Management, 4(1), 1-28.
- Wu, H. C. & Chiang, Y. C. (2003). The research on the visiting motivation and satisfaction of the visitors at the National Science and Technology Museum, Technology Museum Review, 7(1), 35-59.

Wu, H. C. & Fan, L. W. (2003). The model and contents of leisure education: A framework for the Nine-Year Integrated Curriculum, The Outdoor Recreation Research, 16(1), 1-23. (TSSCI journal)

**Conference Papers :**

**Papers In English~**

- Lin, J. S., Liao, F. H., and **Wu, H. C.** (2010) A Study on the attitude of developing maritime sports tourism on offshore island of local citizens: A case of Peng-hu. Paper presented at the 11th World Leisure Congress in ChunCheon city, Korea, August 28 - September 2, 2010. (2010/08/28-09/02).
- Chang, Y. S., Liao, F. H., and **Wu, H. C.** (2010) Tourists' perception toward the tourism attraction of the 2009 World Games in Kaohsiung. Paper presented at the 11th World Leisure Congress in ChunCheon city, Korea, August 28 - September 2, 2010. (2010/08/28-09/02).
- Chen, B. T., **Wu, H. C.** and Lu, C. Y. (2010) A study of exploring Taiwan's international students' intentions for their recreational activities based on the Theory of Planned Behavior. Paper presented at the 8th APacCHRIE conference in Phuket, Thailand, August 12 - 14, 2010. (2010/08/12-14).
- Wu, H. C.**, and Pan, M. C. (2010) A study on the relationships among the antecedent variables of place attachment in Taiwan's ice-skaters. Paper presented at the 9th Asia Pacific Forum for Graduate Students' Research in Tourism in Ritsumeikan Asia Pacific University, Beppu, Oita, Japan, July 9-11, 2010. (2010/07/09-11).
- Chuang, Y. L., and **Wu, H. C.** (2010) The Effects of Perceived Risk, Experiential Value and Behavior Intention in Surfing Participants. Paper presented at the 9th Asia Pacific Forum for Graduate Students' Research in Tourism in Ritsumeikan Asia Pacific University, Beppu, Oita, Japan, July 9-11, 2010. (2010/07/09-11).
- Chang, P. C., and **Wu, H. C.** (2010) The Relationship between Recreation Conflict and Coping Behavior: A Moderating Effect of Past Experience. Paper presented at the 9th Asia Pacific Forum for Graduate Students' Research in Tourism in Ritsumeikan Asia Pacific University, Beppu, Oita, Japan, July 9-11, 2010. (2010/07/09-11).
- Su, M. H., Kuo, Y. C., and **Wu, H. C.** (2010) A shift of residents' attitude toward ecotourism development in Penghu Islands: A three-year longitudinal study. Paper presented at the 16th International Symposium on Society and Resource Management (ISSRM) in Corpus Christi, Texas USA, June 6-10, 2010. (2010/06/10) . (funded by NSC 97-2511-S-142-008-MY3) .
- Liu, A. Y., Liu, H. H. J., and **Wu, H. C.** (2010) The roles of NGO in tourism governance. Paper presented at the 16th International Symposium on Society and Resource Management (ISSRM) in Corpus Christi, Texas USA, June 6-10, 2010. (2010/06/10).
- Wu, H. C.**, Huan, T. C., & Yang, M. C. (2010) The construction of attitude scale for ecotourism development: A case study in the Pescadores, Taiwan. Paper presented at the 16th International Symposium on Society and Resource Management (ISSRM) in Corpus Christi, Texas USA, June 6-10, 2010. (2010/06/10) . (funded by NSC 97-2511-S-142-008-MY3) .
- Wang, C. H., Huang, Y. C., **Wu, H. C.**, & Lin, T. W. (2010) Influence of organizational justice on job satisfaction and turnover intention for frontline employees of hospitality: Moderating effects of growth need strength. Paper presented at the 2010 Asia Tourism Forum in Hualien, Taiwan, May 7-9, 2010. (2010/05/7-9).
- Chou, J., Pan, S. L., & **Wu, H. C.** (2009) Factors resulting in college students' behaviors of stopping global warming. Paper presented at the 38th North American Association For Environmental Education (NAAEE) in Portland, Oregon USA, October 7-10, 2009.

- Wu, H. C.,** Huan, T. C., & Huang, W. S. (2009) Construction and validation of the ecotourism perception scale: A case from Taiwan. Paper presented at the 15th International Symposium on Society and Resource Management (ISSRM) in Vienna, Austria, July 5-8, 2009. (2009/7/5-8) ◦ (funded by NSC 97-2511-S-142-008-MY3)
- Tsai, Y. M., Shen, L. C., **Wu, H. C.,** & Li, C. L. (2009) The resource management case: The combined recreation of coal-fired train, sugar product heritage, and geographic information system. Paper presented at the 2009 National Association for Interpretation the 4th International Conference on Heritage Interpretation in Athens, Greece, May 6-10, 2009 ◦ (funded by NSC 97-2511-S-142-008-MY3)
- Pan, S. L., **Wu, H. C.,** & Chou, J. (2008) Research on the Factors Influencing Volunteer Interpreters' Satisfaction in Taiwan. Paper presented at the 37th North American Association For Environmental Education (NAAEE) in Wichita, Kansas USA, October 15-18, 2008.
- Wu, H. C.,** & Liu, A. (2008) Whale-watching operators' behavior in providing interpretive services: The application of Theory of Planned Behavior. Paper presented at the 14th International Symposium on Society and Resource Management (ISSRM) in Burlington, Vermont USA, June 10-14, 2008. (2008/6/10-14) ◦ (funded by NSC 96-2511-S-142-008-MY3)
- Li, C. L., **Wu, H. C.,** Hsu, Y. C., & Feng, F. L. (2008) Understanding the dimensionality of values for culturally diverse customers in parks and recreation. Paper presented at the 14th International Symposium on Society and Resource Management (ISSRM) in Burlington, Vermont USA, June 10-14, 2008. (2008/6/10-14) ◦
- Wu, H. C.** (2007) Visitors' satisfaction in whale watching industry in Taiwan: The application of importance-performance analysis. Paper presented at the 2007 International Symposium on Society and Resource Management (ISSRM) in Park City, Utah USA, June 17-21. (2007/6/17-21) (funded by NSC 95-2621-Z-142-001-)
- Wu, H. C.,** Lin, C. H., Wang, Y. H. & Huang, W. S. (2006) The relationship between perceived freedom in leisure and leisure participation: An empirical study from Taiwanese university students. Paper presented at the 2006 International Symposium on Society and Resource Management (ISSRM) in Vancouver, Canada, June 3-8, 2006. (2006/6/3-8).
- Wu, H. C.** and Fang, Y. C. (2006) How Much for an Interpretive Talk? A Case Study from Taiwan. *Paper has been accepted* and will be presented at the International Conference on Interpreting World Heritage -- "Connecting People to Places Through Sustainable Heritage Tourism" in San Juan, Puerto Rico, May 1-6, 2006. (2006/5/1-6). (funded by NSC 94-2415-H-142-001-SSS)
- Wu, H. C.,** Pan, S. L., & Huang, Y. H. (2005) The environmental knowledge, attitude and behavior of indigenous schoolchildren in Taiwan. Paper presented at The 3rd World Environmental Education Congress (WEEC) in Torino, Italy, October 2-6. (2005/10/2-6) ◦
- Wu, H. C.,** Hung, C. M., & Huang, Y. H. (2005) Environmental knowledge and attitudes among indigenous schoolchildren: A case study from Asia. Poster paper presented at the 2005 International Symposium on Society and Resource Management (ISSRM) in Östersund, Sweden, June 16-19. (2005/6/16-19) ◦ (funded by NSC 93-2511-S-142-007)

**Papers In Chinese~**

- Hung, Y. C., **Wu, H. C.,** Chou, W. Y., Hsu, M. H., & Lin, C. J. (2009) An action research for program and curriculum development in Basianshan Nature Center. The 2009 Conference for Environmental Education and Sustainable Development. (2009/11/8)

- Hsu, H. Y., & **Wu, H. C.** (2009) The reconfirm of dimensions and items of New Ecological Paradigm: An application of confirmatory factor analysis. The 2009 Conference for Environmental Education and Sustainable Development. (2009/11/8)
- Lu, T. C., & **Wu, H. C.** (2009) The current status and future research trend of green university. The 2009 Conference for Environmental Education and Sustainable Development. (2009/11/8)
- Wu, H. C.**, Huang, Y. W., & Lu, T. C. (2009) The relationship among sustainable tourism, ecotourism and environmental education. The 2009 annual conference of Chinese Society for Environmental Education, pp. 203-208. (2009/11/6-7)
- Yang, Y. T., & **Wu, H. C.** (2009) The perception of ecotourism development scale: A case study of penghu islands. The 11<sup>th</sup> Leisure, Recreation and Tourism Symposium, National Chinan University. (2009/9/25-26) ◦ (funded by NSC 97-2511-S-142-008-MY3 )
- Wu, K. H., & **Wu, H. C.** (2009) The relationship among destination image, place attachment and satisfaction: A case study from Sun-Moon Lake. 2009 International Conference on the Development Trends of Tourism and Hospitality Industry & Education. (2009/9/25-26) ◦
- Lin, H. C., Chang, D., Chou, J., Kuo, Y. J., Hsu, S. C., Liang, M. H., **Wu, H. C.**, Tsai, H. M., Chen, W. L., Liu, S. C., Yeh, S. C., & Hsu, Y. S. (2008) Creating high quality environmental learning services: The construction and development of nature center in Forestry Bureau. 2008 International Conference on the Development of Nature Center, pp. 49-66, Taipei, Forestry Bureau.
- Chou, W. Y., **Wu, H. C.**, Wu, C. C., Hung, S. Y., Hsu, M. H., & Lin, C. J. (2008) The transformation of Basianshan National Forest Recreation Area: The development of Nature Center. The 2008 annual conference of Chinese Society for Environmental Education, pp. 91-103. (2008/11/15-16)
- Wu, H. C.**, Su, C. T., & Lin, Y. S. (2008) A study on the behavior intension of whale-watching operators conducting interpretive services: The application of the theory of planned behavior, Paper presented at the 1<sup>st</sup> International Conference on the Cross Field of Arts and Sciences, National Chin-Yi University of Technology. (2008/4/26). (funded by NSC 95-2621-Z-142-001-)
- Wu, H. C. (2007) The behavior intension of whale-watching operators to provide an interpretive talk: The application of a revised theory of planned behavior, Paper presented at the 2007 sustainable development for technology and policy conference, National Taiwan University of Science and Technology. (2007/12/21). (funded by NSC 95-2621-Z-142-001-)
- Wu, H. C. (2007) A study of the behavioral intension on providing interpretive service of whale-watching operators, Paper presented at the 12th Symposium on Cetacean Ecology and Conservation, Taiwan, Providence University. (2007/10/11) (funded by NSC 95-2621-Z-142-001)
- Huang, W. S. & Wu, H. C. (2007) The construction of ecotourism development impact scale: Case study from Puli township, Paper presented at the 9<sup>th</sup> Leisure, Recreation and Tourism Symposium, Providence University. (2007/9/8) ◦
- Lee, Y. F., Huang, W. S., Wu, H. C., & Lin, Y. S. (2007) Factors influencing loyalty and its associated variables while whale-watching activities: A case study from Wushih Harbor, Ilan County. The 2007 annual conference of Chinese Society for Environmental Education, (E-II: pp. 1-15), National Hualien University of Education. (2007/9/29-30) (funded by NSC 94-2621-Z-142-001)
- Chen, Y. C. & Wu, H. C. (2007) Reinvestigating visitor satisfaction: An example from Yushan National Park, The 2007 annual conference of Chinese Society for Environmental Education, (E-I: pp. 1-15), National Hualien University of Education. (2007/9/29-30)

- Wu, H. C. (2006) The relationship among whale watching industry, environmental interpretation, and service quality (I), 2006 Proceedings of sustainable development for technology and policy conference, (pp. 78-79), The 2<sup>nd</sup> student center , National Taiwan University. (2006/12/22). (funded by NSC 94-2621-Z-142-001- )
- Chou, L. S., Wu, H. C., & Chiau, W. Y. (2006) The sustainable development of cetacean resources and socio-economic vitalization in Taiwan (I), 2006 Proceedings of sustainable development for technology and policy conference, (2006/12/22) ◦ (funded by NSC 94-2621-Z-142-001- )
- Wu, H. C., & Pan, S. L. (2006) Variables affecting job satisfaction of volunteer interpreters in natural science museum, The 8<sup>th</sup> Leisure, Recreation and Tourism Symposium, National Taiwan University. (2006/10/7) ◦ (funded by NSC 94-2415-H-142-001-SSS )
- Wu, H. C., Wang, Y. S. & Lee, W. J. (2006) The relationship among perceived freedom in leisure, leisure constrain, and leisure participation in pre-service teachers: The application of structural equation modeling, Proceedings of the 3<sup>rd</sup> measurement and statistics research conference (pp.C2-5/1-15), National Chiayi University. (2006/9/23)
- Wu, H. C., Huang, W. H., & Pan, S. L. (2006) The relationship among activity involvement, place attachment, and job satisfaction in volunteer interpreters at the museum, Proceedings of the 3<sup>rd</sup> measurement and statistics research conference (pp.C2-4/1-18), National Chiayi University. (2006/9/23)
- Tien, Y. F, Huang, W. H., & Wu, H. C. (2006) Students' attitudes toward the environment at the Department of Children and Early Childhood Education in one technical university in Taichung: The application of New Environmental Paradigm scale, The 2006 annual conference of Chinese Society for Environmental Education, (pp.191-200), National Taichung University. (2006/9/16-17)
- Tien, Y. F, & Wu, H. C. (2006) Confirmatory factor analysis for New Environmental Paradigm scale, The 2006 annual conference of Chinese Society for Environmental Education, (pp.342-351), National Taichung University. (2006/9/16-17)
- Wu, H. C., Huang, F. M., & Huang, W. H. (2006) The causal relationship among perception of, attitude toward and behavior in ecotourism for environmentalists,  $\alpha\beta\gamma$  Spring forum: Model base analysis and social science research, Soochow University – Urban campus. (2006/3/4) ◦ (funded by NSC 93-2511-S-142-007 )
- Wu, H. C. and Wang, C. L. (2006) Visitors' motivation, satisfaction and loyalty at an outdoor museum: A case study from Chi-tou forest recreation area. Paper presented at the 2006 Asia-Pacific Conference on Museum Audience Research , National Museum of Science and Technology. (2006/1/12-13) ◦
- Wu, H. C. and Liao, L. C. (2005) A content analysis of environmental education of Chinese literature textbooks in junior high school in Taiwan. The 2005 annual conference of Chinese Society for Environmental Education, Taipei Municipal University of Education. (2005/10/21-23).
- Wu, H. C. (2005) The causal relationship among members' perception, attitude and behavior toward ecotourism development: A case study of the Society of Wilderness in Taiwan. The 2005 annual conference of Chinese Society for Environmental Education, Taipei Municipal University of Education. (2005/10/21-23).( funded by NSC 93-2511-S-142-007 )
- Wu, H. C., Huang, W. H., Hsu, S. Y., Su, C.W., and Lee, Y.F. (2005) The structural model of environmentalists' perception, attitude and behavior toward ecotourism. The 7<sup>th</sup> Leisure, Recreation and Tourism Symposium, Feng Chia University. (2005/10/15) ◦ (funded by NSC 93-2511-S-142-007 )
- Wu, H. C., Fang, Y. C., and Pan, S. L. (2005) A study on the visitors' willingness to pay for an

interpretive service, The 2005 annual conference of the Chinese Tourism Management Association, Providence University. (2005/6/25) ◦

- Wu, H. C., Lo, M. H., Lu, S. F. and Lee, C. H. (2004) An action research on applying thematic environmental education curriculum program: A case study from one of primary schools in Taichung city, The 2004 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 454-460), National Kaohsiung Normal University. (2004/10/15-17) ◦
- Wu, H. C. and Lu, S. F. (2004) A study on the 6<sup>th</sup> graders' knowledge and attitude toward the rural environment in Taichung county. The 2004 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 461-467), National Kaohsiung Normal University. (2004/10/15-17) ◦
- Wu, H. C. (2004) An evaluation of the policy effectiveness of infusing ecotourism into nine-year integrated curriculum: Viewpoints from students and teachers in primary schools. The 2004 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 486-493), National Kaohsiung Normal University. (2004/10/15-17) (funded by NSC 92-2511-S-142-001 )
- Wu, H. C. and Huang, Y. H. (2004) Correlation between environmental knowledge, environmental attitude and environmental behavior of aboriginal students in primary schools: A case study from Nantou county and Taichung county. The 2004 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 588-594), National Kaohsiung Normal University. (2004/10/15-17)
- Wu, H. C., Chang, Y. Y., Lu, S. F., Lo, M. H. and Lee, C. H. (2004) A study on the combination of community sustainable development and environmental action: Constructing the blueprint of DunHua park living area. The 2004 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 729-734), National Kaohsiung Normal University. (2004/10/15-17)
- Wu, H. C., Lee, C. H., Lu, S. F. and Lo, M. H. (2004) Correlation among leisure participation, leisure constraint and leisure satisfaction: A case study from primary school students in Taichung areas. Proceedings of 2004 Visitors-doubled and recreation industry development and management conference (pp.110-129), Aletheia University-Matou campus. (2004/10/2)
- Wu, H. C., Huang, F. M., Su, P. L., Pan, S. L. and Huang, Y. W. (2004) Behavioral intention of participating in ecotourism activities for Teachers College students: Application of the Theory of Planned Behavior. The 1st Statistical Methodology Conference-Social Science Methods and Statistics: Application and Promotion of Structural Equation Modeling. College of Education building, National Chung Cheng University. (2004/9/18) ◦ (funded by NSC 91-2511-S-142-003-)
- Wu, H. C., Huan, T. C., and Hsieh, Y. W. (2004) Residents' perception of and attitude toward tourism development: A case study from Dapeng Bay National Scenic Area. Proceedings of 2004 Cross Strait Leisure Agriculture and Tourism Development Symposium (pp.36-1~12), Taichung Health and Management University. (2004/8/30-31) (funded by NSC 92-2815-C-142-002-H)
- Wu, H. C. and Hung, C. M. (2004) Residents' perception and attitude toward ecotourism in Penghu islands. The 2<sup>nd</sup> Ecotourism Forum in Western China, Bifengxia, City of Yaan, Sichuan, China. (2004/7/30-8/5) ◦
- Wu, H. C., Chen, Y. C., Pan, S. L., Yang, Y. T., and Huang, T. W. (2004) A proposition for interpreter certification in National Scenic Area. Proceedings of 20th anniversary of management and sustainable development in Northeast Coast National Scenic Area.

- (pp.129-142) · Northeast Coast National Scenic Area Administration, Tourism Bureau, Ministry of Transportation and Communications. (2004/6/1-2)
- Wu, H. C., Huang, F. M., Wang, Y. Y., and Chiu, T. L. (2004) Saviki Tsou's perception and attitude toward sustainable ecotourism. Sun Yat-Sen Management Forum-Knowledge Economy, New Public Management and Communication Conference, College of Management, National Sun Yat-Sen University. (2004/4/10)
- Wu, H.C., Huan, T.C., Wu, H.Y., & Wang, Y.Y. (2004) A study on the visitors' travel motivation, expectation, experience and loyalty: Take Yushan National Park as an example. "Celebrating 19 anniversary of Yushan National Park – Proceedings of researches on biodiversity conservation (pp.51-72), Yushan National Park Headquarter. (2004/4/8)
- Wu, H. C., Wang, Y. H., Yao, W. B., & Hsu, L. H. (2003) Behavioral intension of elementary school teachers participating in ecotourism activities in central Taiwan, Proceedings for Teachers colleges joint academic papers presentation, (article # 92404), National Tainan Teachers College. (2003/10/24-25)
- Wu, H. C., & Tsai, K. R. (2003) An evaluation of the effectiveness of green procurement in elementary schools at four counties in central Taiwan, The 2003 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 399-405), National Dong Hwa University. (2003/10/18-19)
- Lee, Y. H., & Wu, H. C. (2003) Developing ecotourism teaching module for elementary schools: Take environmental education as a base for the nine-year integrated curriculum, The 2003 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 828-834), National Dong Hwa University. (2003/10/18-19)
- Wu, H. C., & Yeh, S. L. (2003) A study on the strategic marketing in the non-profit organization: A case study of National Museum of Natural Science · The 2003 annual conference of Chinese Society for Environmental Education Proceedings, (pp. 250-256), National Dong Hwa University. (2003/10/18-19)
- Wu, H. C., & Hsieh, Y. W. (2003) Alternatives of developing education for sustainable development in general education at vocational schools, Proceedings for the 2<sup>nd</sup> conference on humanistic values and life compassionate in general education, (pp.257-279), Shu-Te University. (2003/6/19)

**Book and/or Chapter in books :**

**In English~**

- Wu, H. C., Hung, C. H. and Zhong, L. S. (2006). Residents' perception of and attitude toward ecotourism development in Pescadores. In *Chinese Tourism Research Annual 2006* (pp. 42-55). Social Sciences Academic Press, Beijing, China.
- Wu, H. C. (1999) Using Environmental Education Activities to Reach Aboriginal School Children in Taroko National Park, Taiwan. In Martha C. Monroe (Ed.) What Works: A Guide to Environmental Education and Communication Projects for Practitioners and Donors (pp.96-97). Gabriola Island, B.C., Canada: New Society Publishers.

**In Chinese~**

- Wu, H. C. (2007). Interpretive services in leisure and recreation, *Leisure and Recreation: Theory and Practice* (pp. 254-282), FCMC publishing.
- Wu, H. C. (2006) A holistic view on ecotourism, *Special collection 24*, Cultural Bureau, Taichung city government publishing.
- Wu, H.C., & Pan, S.L. (2006) Variables affecting job satisfaction of volunteer interpreters in natural science museum, *Proceedings of the 8<sup>th</sup> Leisure, Recreation and Tourism Symposium: Leisure Recreation Policy and Management* (pp. 79-94), published by the Outdoor Recreation Association of R.O.C. (funded by NSC 94-2415-H-142-001-SSS)

- Wu, H. C., Huang, W. S., Hsu, S. Y., Su, C. W., & Lee, Y. F. (2005) A study of environmentalists' perception of, attitude toward and behavior in ecotourism, *Proceedings of the 7<sup>th</sup> Leisure, Recreation and Tourism Symposium: Ecotourism* (pp. 55-69), published by the Outdoor Recreation Association of R.O.C. (funded by NSC 93-2511-S-142-007)
- Wu, H. C. (2004) The new trend of interpretation: The application of meaning making in cultural and historical settings, *The Art of Interpretation* (pp. 20-37), published by National Museum of Prehistory.
- Chen, T. C., & Wu, H. C. (2004) The methods of interpreting natural and cultural resources, *The Art of Interpretation*, (pp. 38-47), published by National Museum of Prehistory.
- Wu, H. C., & Hung, C. M. (2004) A correlation study between residents' perception of ecotourism and attitude toward ecotourism development: An example from Penghu area, *Proceedings of the 6<sup>th</sup> Leisure, Recreation and Tourism Symposium: Ecotourism and Impacts* (pp. 143-156), published by the Outdoor Recreation Association of R.O.C.
- Wu, H. C., & Hung, C. M. (2004) Residents' perception of and attitude toward ecotourism in Pescadores, Ecology, Tourism, Development—Proceedings of the 2<sup>nd</sup> Western China Ecotourism Development Forum (pp. 277-289) · Han, Y. L., & Chen, C. H. (eds.), Chinese Science Technology Publisher, China.
- Wu, H. C., & Huang, Y. W. (2003) The relationship among perceived freedom in leisure, leisure participation, and leisure constrain of primary school teachers in central Taiwan, *Proceedings of the 6<sup>th</sup> Leisure, Recreation and Tourism Symposium: Leisure, Recreation Behavior* (pp. 25-39), published by the Outdoor Recreation Association of R.O.C.
- Wu, H. C., & Chiu, T. L. (2003) A Study on Saviki Tsou's perception and attitude toward ecotourism development, *Proceedings of the 6<sup>th</sup> Leisure, Recreation and Tourism Symposium: Ecotourism* (pp. 38-51), published by the Outdoor Recreation Association of R.O.C.
- Wu, H. C., & Shieh, M. H. (2003) A study on visitors' interpretive demand at Lukang heritage sites, *Proceedings of the 6<sup>th</sup> Leisure, Recreation and Tourism Symposium: Leisure, Recreation Benefit* (pp. 130-145), published by the Outdoor Recreation Association of R.O.C.

## HONORS

- Marquis Who's Who in the World 2011
- Outstanding Research Grant, National Science Council (2010/8-2011/7)
- Outstanding Research Grant, National Science Council (2007/8-2010/7)
- Teaching Excellence Award, National Taichung University (2006)
- Research Excellence Award, National Taichung University (2003, 2006, 2009)
- Outstanding Research Grant, National Science Council (2005/8-2006/7)
- Outstanding Research Grant, National Science Council (2003/8-2004/7)
- Taiwanese Representative of the 1<sup>st</sup> World Young Leader Conference (1999)
- Taiwanese Representative of the 3rd Pan Asia Young Leader Conference (1998)
- Invited Speaker, The Interpretive Workshop, U.S.-China Environmental Fund, Beijing (1997)
- Service Award, Tarleton State University, TX USA (1992)

## GOVERNMENT RESEARCH PROJECTS

### National Science Council (NSC) Sponsored

- 2010 Constructing professional literacy, competency, training courses, and accreditation system for Taiwan's National Park interpreters.--Principal Investigator [NSC 99-2511-S-142-013-]
- 2010 A Study on the Relationships among Extreme Sports Participants' Recreation Specialization,

- Flow Experience, Place Dependence and Place Identity.--Principal Investigator [NSC 99-2410-H-142-025-SSS]
- 2010 Develop and validate a model for assessing the relationships among destination image, place attachment, destination familiarity, and destination satisfaction and loyalty: A case study of Sun Moon Lake, Alishan, and Taroko Gorge.--Co-Principal Investigator [NSC 99-2410-H-328-004-MY2]
- 2009 Interpreting Nexus among Heritage Representations, Cultural Tourism and Identity: An Application of Social Representations Theory.--Co-Principal Investigator [NSC 98-2410-H-156-017-SSS]
- 2009 Construction and validation of scales for attitude toward and perception of ecotourism development in Taiwan: Longitudinal and horizontal approaches (III).--Principal Investigator [NSC 98-2511-S-142-008-MY3]
- 2008 Construction and validation of scales for attitude toward and perception of ecotourism development in Taiwan: Longitudinal and horizontal approaches (II).--Principal Investigator [NSC 97-2511-S-142-008-MY3]
- 2008 The relationships of factors resulting in college students' behavior of stopping global warming.--Co-Principal Investigator [NSC 97-2511-S-003-029-]
- 2007 Construction and validation of scales for attitude toward and perception of ecotourism development in Taiwan: Longitudinal and horizontal approaches (I).--Principal Investigator [NSC 96-2511-S-142-008-MY3]
- 2006 A Research on the Relationships among Whale-Watching Industry, Environmental Interpretation and Service Quality (II).--Principal Investigator [NSC 95-2621-Z-142-001-]
- 2005 A Research on the Relationships among Whale-Watching Industry, Environmental Interpretation and Service Quality (I).--Principal Investigator [NSC 94-2621-Z-142-001-]
- 2005 The Relationships of Volunteer Interpreters' Activity Involvement, Place Attachment and Job Satisfaction: The Application of Structural Equation Modeling.--Principal Investigator [NSC 94-2415-H-142-001-SSS]
- 2004 A study on the awareness, attitude and behavior of ecotourism perceived by the members of Environmental Protection Organization.--Principal Investigator [NSC 93-2511-S-142-007-]
- 2003 Residents' perception of and attitude toward tourism impact at Da-Peng Bay in Pingtung county.--Advisor [NSC 92-2815-C-142-002-H]
- 2003 An evaluation of the effectiveness on implementing ecotourism concept into the Nine-Year Integrated Curriculum: The perspectives from teachers and students in the elementary schools.--Principal Investigator [NSC 92-2511-S-142-001-]
- 2002 A study of applying the Theory of Planned Behavior on students' behavior intention toward participating ecotourism activities at Teachers Colleges.--Principal Investigator [NSC 91-2511-S-142-003-]
- 2000 A Study on the Policy of Volunteer Interpreter in Taiwan's Governmental Organizations: A Case Study from Yushan National Park.--Principal Investigator [NSC 89-2415-H-142-001-SSS]
- 1999 Evaluating the Effectiveness of Interpretation for the Exhibits of Life Science Hall at National Museum of Natural Science.--Principal Investigator [NSC 89-2411-H-324-005-SSS]

#### **Ministry of Education Sponsored**

- 2003 A trainer workshop for preschool teachers on eyecare for 2003 academic year.--Principal Investigator.
- 2002 2002 Taiwan, U.S., and Australia International Symposium on Environmental Interpretation and Ecotourism, 2002 Taiwan, U.S., and Australia Joint Interpreter Workshop.-- Principal Investigator.
- 2002 A research design and extension by using ecotourism into rural environmental education for elementary school students: The case study of Ku Juan Area.--Co-researcher.

- 2002 A study on the behavioral intention of the primary school teachers in central Taiwan for the participation of ecotourism.--Principal Investigator.
- 2001 Developing environmental education programs for elementary schools in central Taiwan: Perspectives from teacher training institutes.--Principal Investigator.

#### **Ministry of Interior Sponsored**

- 2010 2010 Interpreter training module and scheme in Kinmen National Park. -- Principal Investigator.
- 2010 International marketing plan of New 7 Wonders of Nature for Yushan National Park.--Principal Investigator.
- 2008 National park landscape, conservation and interpretation guidance team project.--Co-Principal Investigator.
- 2004 Developing national ecotourism guidelines and workbook.--Co-Principal Investigator.
- 2003 An investigation of interaction between recreational facilities and visitor behaviors in Yushan National Park.--Principal Investigator.
- 2000 A research on the service quality of Yushan National Park administration.--Principal Investigator.
- 2000 A study on the solidwaste-sorting and resources-recycling at Ta-Ta-Chia area in Yushan National Park.--Principal Investigator.

#### **Ministry of Transportation, Tourism Bureau Sponsored**

- 2010 Outdoor teaching design guideline and training workshop for tourism and recreation industry.--Principal Investigator.
- 2010 A construction of marketing and planning program fro touring and learning center in Sun-Moon Lake.--Principal Investigator.
- 2003 A tour guide training workshop for Fen-Chi Lake, Ray-Tai, Feng-Shen communities in Alishan National Scenic Area.--Principal Investigator.
- 2002 The 2<sup>nd</sup> training workshop for ecotourism interpreters.--Co-Principal Investigator.

#### **Agriculture Council, Forestry Bureau Sponsored**

- 2007 The master plan of nature education center in Ba-Sian-Shan National Forest Recreation Area. --Principal Investigator.
- 2002 A Study of Establishing the Management Policies for Forest Interpreters in the Natural Protected Areas.--Principal Investigator.
- 2002 A systematic planning at Chao-Yang trail for ecotourism development in Great Nan-Ao area.--Co-Principal Investigator.

#### **Other Government Agencies, Companies, or NGO Sponsored**

- 2010 The master plan of nature center in Sun-Link-Sea Forest Recreation Area. --Principal Investigator.
- 2007 The establishment of national interpreter center for training and certification, National Science and Technology Museum. --Principal Investigator.
- 2002 An interpretive training workshop for tourism industry in Hsin-I Country Farmers' Association, Nantou County.--Principal Investigator.
- 2002 A series of living cultural activities for communities rebuilt-promotion for local culture development, Council for Cultural Affairs, Taiwan.—Executive advisor.
- 1999 The design of CIS and Logo for Ritz Palace Restaurant, Formosan Aboriginal Culture Village.--Co-Principal Investigator.
- 1998 The development of accurate and appropriate signs/labels programs for visitors, funded by Office of Sun-Moon Lake scenic area, Nantou County.--Project Researcher

#### **PROFESSIONAL LEADERSHIP AND COMPETENCY**

- 2010-Present Peer Reviewer, Journal of Research in Education Sciences (TSSCI) **[in Chinese]**
- 2010-Present Peer Reviewer, Journal of Modeling in Management
- 2009-Present Peer Reviewer, Journal of Education & Psychology (TSSCI) **[in Chinese]**

- 2009-Present Peer Reviewer, Journal of Ecotourism  
2009-present Peer Reviewer, Tourism Geographies (SSCI)  
2009-present Peer Reviewer, International Journal of Information & Management Sciences (TSSCI, EI)  
2008-Present Peer Reviewer, Journal of Interpretation Research  
2009-Present Editorial Board, Journal of Leisure and Tourism Industry Research [in Chinese]  
2008-Present Editorial Board, Journal of Leisure and Recreation Industry Management [in Chinese]  
2007-Present Associate Editor, Annals of Leisure and Recreation Research [in Chinese]  
2006-Present Peer Reviewer, Annals of Leisure Research  
2005- 2006 Editor, Journal of Taichung University, National Taichung University, Taiwan [in Chinese]  
2005- Present Peer Reviewer, Taiwanese Journal of Rural Studies [in Chinese]  
2005- Present Peer Reviewer, Journal of Tourism and Leisure Studies (TSSCI) [in Chinese]  
2005- Present Peer Reviewer, Tourism Management Research [in Chinese]  
2005- 2005 Editor, Elementary Education Guidance Magazine [in Chinese]  
2004- Present Peer Reviewer, Journal of National Park [in Chinese]  
2003- Present Peer Reviewer, Journal of Environmental Education Research [in Chinese]  
2003-2004 Peer Reviewer, Annals of Leisure Research  
2002-2003 Associate Editor, Journal of Environmental Education Research [in Chinese]  
2000- Present Consulting editor, Journal of Endemic Species Research [in Chinese]  
2000-2003 Associate Editor, Journal of Interpretation Research, National Association for Interpretation  
1997-1999 Advisor to the President for Asian Affair, National Association for Interpretation.  
1997-Present Peer Reviewer, Journal of Outdoor Recreation Study (TSSCI) [in Chinese]  
1997-1998 Peer Reviewer, Journal of Travel & Tourism Marketing

### **THESIS DIRECTED (Since 2003)**

- Hung, Y. C. (2010) The research of disaster prevention literacy as related to lifestyles of adults in Taichung County. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Chen, Y. L. (2010) A study of the relationship among leisure participation, social capital and subjective well-being. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Tein, Y. F. (2009) A study of environmental education content presented in excellent picture books for young children : Samples recommended by Taichung County early childhood teachers. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Wu, K. H. (2009) A study on the relationships among destination image, place attachment and tourist satisfaction – A case of the Sun-Moon Lake National Scenic Area. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Lu, K. C. (2009) The Content Analysis of Environmental Education in Taiwanese Adage. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Tsai, T. C. (2009) The relationships between attendance motivation, organizational climate and job satisfaction: The case of primary school parent volunteers at Taichung. Unpublished

- master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Yang, Y. T. (2009) The Study on the Construction of Residents' Ecotourism Perception Scale : A Case Study of Pescadores. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Hsu, H. Y. (2009) The Study on the New Ecological Paradigm Sale: A Case Study of the Senior High School Students in Central Taiwan. Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Huang, W. S. (2007) The construction of ecotourism development impact scale: A case study from Tao-Mi eco-village, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Tsai, T. C. (2007) A correlation study of motivation, organizational climate, satisfaction among school parents participating in volunteer works, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Su, C. W. (2007) The relationship among leisure involvement, satisfaction and loyalty in rock climbers, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Chen, Y.C. (2007) A study on the visitors' satisfaction of interpretive media at the Ta-Ta-Chia visitor center in Yushan National Park, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Lee, Y. F. (2007) A study on the relationships among traveling motives, satisfaction with interpretation, and loyalty for whale-watching within whale-watching visitors, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Huang, C. M. (2007) A correlation study among elementary school teachers' leisure attitude, leisure participation and leisure satisfaction in HsinChu City, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Pan, S.L. (2006) A study on the variables affecting job satisfaction of volunteer interpreters: A case study from National Museum of Natural Science, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan. ( Best thesis award, 2006 The Outdoor Recreation Association of R.O.C. )
- Wang, Y.S. (2006) Using structural equation modeling to analyze the relationship among perceived freedom in leisure, leisure constrain, and leisure participation for students in National Taichung University, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Liao, L.C. (2006) The infusion of environmental education into Chinese textbooks in junior high school within the Nine-Year Integrated Curriculum, Unpublished master's thesis, Graduate institute of environmental education, National Taichung University, Taichung, Taiwan.
- Wang, C.L. (2005) A study on the relationship among visitors' recreational motivation, satisfaction, and loyalty at Chi-tou forest recreation area. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Huang, Y.W. (2005) Attitude toward ecotourism development among environmentalists. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Hsu, L.H. (2005) Behavior involved in ecotourism activities among environmentalists. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.

- Huang, Y.H. (2005) A study on the aboriginal children's environmental knowledge, attitude, and behavior in Taiwan. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Lu, S.F. (2004) A research on the correlation between knowledge and attitude toward rural environment: A case study of sixth graders in Taichung county. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Lee, C.H. (2004) A research on the correlation among leisure participation, leisure constraint and leisure satisfaction: A case study of fifth and sixth graders in Taichung areas. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Hung, C.M. (2004) Residents' perceptions of ecotourism and attitudes toward its development in Penghu islands, Taiwan. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Lo, M.H. (2004) An action research of primary school teachers on promoting environmental education: Using campus resources as a approach. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Fang, Y.C. (2004) A research on the Visitors' willingness to pay for an interpretive talk: Case study from Taiwan's Society of Wilderness. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Wang, R.R. (2004) A research on teachers-parents collaboration for conducting non-formal environmental education activities. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Yeh, S.L. (2004) Strategic marketing for the National Natural Science Museum. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Lee, Y.H. (2004) Ecotourism as a vehicle for promoting environmental education: An action research in one primary school in Taichung county. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Huang, Y.W. (2003) A research on the correlation among perceived freedom in leisure, leisure constraint and leisure participation: A case study of primary school teachers in Taichung areas. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Tsai, K.R. (2003) A study on the current status of green purchasing and consumption in primary schools. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Su, P.L. (2003) A study on the behavioral intension of participating in ecotourism activity for students at National Taichung Teachers College. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Chiu, T.L. (2003) A study on A-Lie-Shan Saviki Tsou's attitude toward ecotourism development, Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.
- Chang, C.C. (2003) A research on the service quality of Endemic Species Research Institute: Take Conservation Education Hall as an example. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.

Shieh, M.H. (2003) A study on the visitors' interpretive demands at Lukang historical site. Unpublished master's thesis, Graduate institute of environmental education, National Taichung Teachers College, Taichung, Taiwan.

## **SERVICES**

Chair and Member of Examiners, 2010 Professional and Technical Service Junior Examination for tour guides and tour managers in Ministry of Examination

Board member, Chang Jung Christian University

Director, College and University Committee, Taiwan Presbyterian Church

Member, Taichung city government tourism commission

Member, Taichung city government sustainable development commission

Member, Nantou county government sustainable development commission

Member, Appraisal committee, NTCU

Member, University development committee, NTCU

Member, Faculty evaluation committee, College of Education, NTCU

Member, Faculty evaluation committee, College of Mathematics and Computer Information, NTCU

Member, Search committee for President of NTCU

Consulting Member, Standing Committee for University Library, NTCU

Member, Intellectual Property and Technology Licensing Committee, NTCU.

Member, Research and Development Committee, NTCU

Member, Faculty Research and Development Committee, NTCU

Member, Admission and Recruitment Committee for Graduate Studies, NTCU

Member, University Money Auditing and Assessment Committee, NTCU

Representative, Standing Committee on Student Affairs, NTCU

Representative, Standing Committee on University Affairs, NTCU

Representative, Standing Committee on Academic Affairs, NTCU

Representative, Standing Committee on Administrative Affairs, NTCU

Reviewer, Projects Screening Committee for Various Government Agencies

## **PROFESSIONAL ASSOCIATIONS**

Association for Regional Development in Central Taiwan (Board member)

Chinese Society for Environmental Education (Board member, Lifetime Member)

Chinese Tourism Management Association (Board member, Lifetime Member)

George Wright Society (Lifetime Member)

National Association for Interpretation

North American Association for Environmental Education (Lifetime Member)

Society of Wilderness, R.O.C. (Advisor)

Taiwan Ecotourism Association (former Board member)

Taiwan Leisure and Recreation Association (Board member)

Taiwanese Association of Statistical Methodology (Board member)

The International Association for Society and Natural Resources

The Outdoor Recreation Association of R.O.C. (Board member)

YMCA in Taichung City, Taiwan (Board member)

## **CERTIFICATION**

Project Learning Tree (PLT) Certified Facilitator (Spring 1996)

Project Learning Tree (PLT) Certified Educator (Fall 1994)