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Education

- **Doctor of Philosophy (Ph.D.)**, Hospitality & Tourism Management with emphasis on hospitality and tourism marketing, Purdue University, West Lafayette, IN, USA. 12/2002.
- **Master of Science (MSc)**, in Restaurant, Hotel & Institutional Management, Purdue University, West Lafayette, IN, USA. 12/1994.
- **Hospitality Management Diploma**, the Educational Institute of the American Hotel & Motel Association (EI of AH&MA), Asian Hospitality Institute, Taipei, TAIWAN. 12/1991.
- **Bachelor of Science (BSc)** in Life Science (Biology), Tunghai University, Taichung, TAIWAN. 06/1987.

Area of Specialty

Hospitality Management, Tourism Management, Marketing, Consumer Behavior, Knowledge Management.

Academic Experience

- **Professor (full-time)**, Department of Hospitality Management, Southern Taiwan University of Science and Technology (STUST), Tainan, TAIWAN. 09/2012 to present
- Visiting Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN. 06/2012
- **Associate Professor (full-time, tenured)**, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA. 07/2006 to 08/2012
- Visiting Professor, Department of Tourism & Hospitality Management, Tamkang University, Lanyang Campus, TAIWAN. 05/2010 to 06/2010
- Visiting Associate Professor, School of Hotel & Tourism Management, the Hong Kong Polytechnic University, Hong Kong, SAR, CHINA. 03/2008 to 05/2008
- Visiting Associate Professor, Tourism & Hospitality Management Program, Temple University Japan (TUJ), Tokyo, JAPAN. 05/2007 to 08/2007
- **Assistant Professor (full-time, tenure-track)**, School of Tourism & Hospitality Management, Temple University, Philadelphia, PA, USA. 08/2000 to 06/2006
- Instructor (functioned with full responsibilities for course teaching), Department of Restaurant, Hotel, Institutional & Tourism Management, Purdue University, West Lafayette, IN, USA. 01/1998 to 05/2000

Publications

Journal Papers:

1. Liu, A., Hu, C., Liu, M., Deng, Z., & Yao, C. (2013). Soundscape and its application in research of tourism geography: A new perspective (聲景學及其在旅遊地理研

- 究中的應用) . *Geographical Research (地理研究)*, 32(6), 1132-1142. doi: 10.11821/yj2013060017 (in Chinese) 【中國科學引文資料庫 (CSCD - 2008)】
2. Heo, C. Y., Lee, S., Mattila, A. S., & Hu, C. (2013). Restaurant Revenue Management: Do perceived capacity scarcity and price differences matter? *International Journal of Hospitality Management*, 35(4), 316-326. 【SSCI】
 3. Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819-827. doi: 10.1016/j.ijhm.2011.09.018 【SSCI】
 4. Singh, N., & Hu, C. (2012). The role of incongruity and involvement in destination print advertising. *Asia Pacific Journal of Tourism Research*, 17(4), 432-450. doi: 10.1080/10941665.2011.627351 【SSCI】
 5. Racherla, P., & Hu, C. (2010). A social network perspective of tourism research collaborations. *Annals of Tourism Research*, 37(4), 1012-1034. doi: 10.1016/j.annals.2010.03.008 【SSCI】
 6. Xiong, L., & Hu, C. (2010). Harness the power of viral marketing in hotel industry: A network discount strategy. *Journal of Hospitality and Tourism Technology*, 1(3), 234-244. doi: 10.1108/17579881011078368
 7. Racherla, P., & Hu, C. (2009). A framework for knowledge-based crisis management in the hospitality and tourism industry. *Cornell Hospitality Quarterly (Formerly Cornell Hotel and Restaurant Administration Quarterly)*, 50(4), 561-577. doi: 10.1177/1938965509341633 【SSCI】
 8. Hyun, M. Y., Lee, S., Hu, C., & Han, S.-I. (2009). Mobile value proposition development for M-tourism. *Korean Journal of Hospitality Administration*, 18(5), 185-201. (Published in English)
 9. Hyun, M. Y., Lee, S., & Hu, C. (2009). Mobile-mediated virtual experience in tourism: Concept, typology and applications. *Journal of Vacation Marketing*, 15(2), 149-164. doi: 10.1177/1356766708100904
 10. Jang, S. S., Bai, B., Hu, C., & Wu, C.-M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(1), 51-73. doi: 10.1177/1096348008329666 【SSCI】
 11. Racherla, P., Hu, C., & Hyun, M. Y. (2008). Exploring the role of innovative technologies in building a knowledge-based destination. *Current Issues in Tourism*, 11(5), 407-428. doi: 10.1080/13683500802316022 【SSCI】
 12. Singh, N., & Hu, C. (2008). Understanding strategic alignment for destination marketing and the 2004 Athens Olympic Games: Implications from extracted tacit knowledge. *Tourism Management*, 29(5), 929-939. doi: 10.1016/j.tourman.2007.11.005 【SSCI】
 13. Racherla, P., & Hu, C. (2008). eCRM system adoption by hospitality organizations: A Technology-Organization-Environment (TOE) framework. *Journal of Hospitality & Leisure Marketing (formerly Journal of Hospitality & Leisure Marketing)*, 17(1-2), 30-58. doi: 10.1080/10507050801978372
 14. Hu, C., & Racherla, P. (2008). Visual representation of knowledge networks: A social network analysis of hospitality research domain. *International Journal of Hospitality Management*, 27(2), 302-312. doi: 10.1016/j.ijhm.2007.01.002 【SSCI】
 15. Singh, N., Racherla, P., & Hu, C. (2008). Knowledge mapping for safe festivals and events: An ontological approach. *Event Management: An International Journal (Formerly Festival Management & Event Tourism)*, 11(1-2), 71-80. doi: 10.3727/152599508783943264

16. Kothari, T., Hu, C., & Roehl, W. S. (2007). An exploratory investigation of e-procurement in a chain hotel: A case study. *International Journal of Hospitality Management*, 26(4), 886-898. doi: 10.1016/j.ijhm.2006.01.005 【SSCI】
17. Xiang, Z., Kim, S.-E., Hu, C., & Fesenmaier, D. R. (2007). Language representation of restaurants: Implications for developing online recommender systems. *International Journal of Hospitality Management*, 26(4), 1005-1018. doi: 10.1016/j.ijhm.2006.12.007 【SSCI】
18. Xiang, Z., Kothari, T., Hu, C., & Fesenmaier, D. R. (2007). Benchmarking as a strategic tool for destination management organizations: A proposed framework. *Journal of Travel & Tourism Marketing*, 22(1), 81-93. doi: 10.1300/J073v22n01_06 【SSCI】
19. Jang, S. S., Hu, C., Morrison, A. M., & O'Leary, J. T. (2007). Demonstrating an exploratory-confirmatory factor approach to travel activity patterns: A study of French pleasure travelers to North America. *Tourism Analysis*, 12(3), 149-164. doi: 10.3727/108354207781626794
20. Singh, N., Hu, C., & Roehl, W. S. (2007). Text mining a decade of progress in hospitality human resource management research: Identifying emerging thematic development. *International Journal of Hospitality Management*, 26(1), 131-147. doi: 10.1016/j.ijhm.2005.10.002 【SSCI】
21. Bai, B., Hu, C., & Jang, S. S. (2007). Examining e-relationship marketing features on hotel websites. *Journal of Travel & Tourism Marketing*, 21(2-3), 33-48. doi: 10.1300/J073v21n02_03 【SSCI】
22. Nanda, D., Hu, C., & Bai, B. (2006). Exploring family roles in purchasing decisions during vacation planning: Review and discussions for future research. *Journal of Travel & Tourism Marketing*, 20(3-4), 107-125. doi: 10.1300/J073v20n03_08 【SSCI】
23. Jang, S. S., Hu, C., & Bai, B. (2006). A canonical correlation analysis of e-relationship marketing and hotel financial performance. *Tourism and Hospitality Research - The Surrey Quarterly Review*, 6(4), 241-250. doi: 10.1057/palgrave.thr.6050024
24. McCain, S.-L. C., Hu, C., & Woods, R. H. (2006). Examining job-related factors perceived by salespersons in the U.S. timeshare industry: A path analysis. *Journal of Travel & Tourism Marketing*, 19(1), 29-38. doi: 10.1300/J073v19n01_03 【SSCI】
25. Hu, C., Han, Y. T., Jang, S. S., & Bai, B. (2005). e-Relational characteristics on hospitality and tourism program websites. *Journal of Hospitality & Tourism Research*, 29(4), 508-522. doi: 10.1177/1096348005276496 【SSCI】
26. McCain, S.-L. C., Jang, S. S., & Hu, C. (2005). Service quality gap analysis toward customer loyalty: Practical guidelines for casino hotels. *International Journal of Hospitality Management*, 24(3), 465-472. doi: 10.1016/j.ijhm.2004.09.005 【SSCI】
27. Kothari, T., Hu, C., & Roehl, W. S. (2005). e-Procurement: An emerging tool for the hotel supply chain management. *International Journal of Hospitality Management*, 24(3), 369-389. doi: 10.1016/j.ijhm.2004.09.004 【SSCI】
28. Han, Y. T., Hu, C., Bai, B., & Jang, S. S. (2005). Marketing hospitality and tourism education on the Internet: An analysis of e-relationship marketing features. *Journal of Hospitality and Tourism Education*, 17(1), 11-21.
29. Bai, B., Hu, C., Elsworth, J. D., & Countryman, C. C. (2005). Online travel planning and college students: The spring break experience. *Journal of Travel & Tourism Marketing*, 17(2-3), 79-91. doi: 10.1300/J073v17n02_07 【SSCI】
30. Hu, C., Jang, S. S., & Bai, B. (2004). Considering specializations: An alternative for

- ranking hospitality and tourism graduate programs. *Journal of Hospitality and Tourism Education*, 16(3), 18-24.
31. Tsai, H., McCain, S.-L. C., & Hu, C. (2004). Academia meets industry: A need analysis of course contents in U.S. gaming education. *Journal of Hospitality and Tourism Education*, 16(3), 32-39.
 32. Lee, C. C., & Hu, C. (2004). Analyzing hotel customers' e-complaints from an Internet complaint forum. *Journal of Travel & Tourism Marketing*, 17(2-3), 167-181. doi: 10.1300/J073v17n02_13 【SSCI】
 33. Hu, C., Chen, M., & McCain, S.-L. C. (2004). Forecasting in short-term planning and management for a casino buffet restaurant. *Journal of Travel & Tourism Marketing*, 16(2-3), 79-98. doi: 10.1300/J073v16n02_07 【SSCI】
 34. Hu, C., Woods, R. H., McCain, S.-L. C., & Brandmeir, K. D. (2003). Perceptions of job satisfaction and job performance in the timeshare industry. *Journal of Human Resources in Hospitality & Tourism*, 2(1), 53-67. doi: 10.1300/J171v02n01_04
 35. Woods, R. H., & Hu, C. (2002). Opinions of timeshare sales and marketing executives about needs in their field of expertise. *International Journal of Hospitality Management*, 21(3), 239-244. doi: 10.1016/S0278-4319(02)00020-8 【SSCI】
 36. LaLopa, J. M., Jacobs, J. W. J., & Hu, C. (1999). Evolving learning environments: Another team-based example. *Journal of Hospitality and Tourism Education*, 10(4), 30-37.
 37. Mayer, K. J., Johnson, L., Hu, C., & Chen, S. (1998). Gaming customer satisfaction: An exploratory study. *Journal of Travel Research*, 37(2), 178-183. doi: 10.1177/004728759803700210 【SSCI】
 38. Hu, C., & Bosselman, R. H. (1997). Validating teaching competencies in hospitality education: Faculty members' perspective. *Journal of Hospitality and Tourism Education*, 9(3), 39-46.
 39. Hu, C. (1996). Diverse developments in travel and tourism marketing: A thematic approach. *International Journal of Contemporary Hospitality Management*, 8(7), 33-43. doi: 10.1108/09596119610152032 【SSCI】
 40. Hu, C., & Hiemstra, S. J. (1996). Hybrid conjoint analysis as a research technique to measure meeting planners' preferences in hotel selection. *Journal of Travel Research*, 35(2), 62-69. doi: 10.1177/004728759603500211 【SSCI】

Conference Papers (Refereed, International):

1. Xiong, L., & Hu, C. (2012). Who broke the loyalty reward promise? Investigating members' reward redemption behaviors in hotel loyalty programs. In J. Beck (Ed.), *Proceedings of the Annual I-CHRIE Summer Conference & Marketplace*, August 1-4, Providence, RI, USA. Richmond, VA: International CHRIE.
2. Xiong, L., Zhang, X., & Hu, C. (2012). Sustainable development for Chinese urban heritage tourism: Insights from travelers in Shanghai. In L. Xiang (Ed.), *Proceedings of the 43rd Annual International Conference of the Travel and Tourism Research Association*, June 17-19, Virginia Beach, VA. Whitehall, MI: Travel and Tourism Research Association (TTRA).
3. Xiong, L., Zhang, X., & Hu, C. (2012). Harmonizing heritage preservation and tourism development: Travelers' perspectives on Chinese urban heritage tourism. In B. Ayoun (Ed.), *Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, AL. Auburn, AL: Auburn University.

4. Xie, K., Xiong, L., Chen, C.-C., & Hu, C. (2011). Understanding active loyalty in hotel reward programs through customers' switching costs and perceived program value. In E. Christou & J. Beck (Eds.), *Proceedings of the Annual I-CHRIE Summer Conference & Marketplace*, July 27-30, Denver, CO, USA. Richmond, VA: International CHRIE.
5. Xiong, L., & Hu, C. (2011). Examining loyalty behaviors by membership status in hotel loyalty programs. In Y.-H. Hwang (Ed.), *Proceedings of the 17th Asia Pacific Tourism Association Conference*, Seoul, South Korea, July 3-6. Busan, South Korea: Dong-A University.
6. Hu, C., & Xiong, L. (2011). Loyalty programs are not enough: Active loyalty from hotel customers' perspectives. In C. H. C. Hsu (Ed.), *Proceedings of the 9th Asia-Pacific CHRIE (APacCHRIE) Conference*, June 2-5, Hong Kong, SAR, China. Hong Kong, China: The Hong Kong Polytechnic University.
7. Xiong, L., & Hu, C. (2011). A strategic pricing lesson from group buying in hotel viral marketing via social networks. In C. H. C. Hsu (Ed.), *Proceedings of the 16th Graduate Student Research Conference in Hospitality and Tourism*, January 6-8, Houston, TX. Hong Kong, China: The Hong Kong Polytechnic University.
8. Heo, C. Y., Lee, S., Mattila, A., & Hu, C. (2011). Restaurant revenue management: Do perceived scarcity of space in a restaurant and the price difference matter? In C. H. C. Hsu (Ed.), *Proceedings of the 16th Graduate Student Research Conference in Hospitality and Tourism*, January 6-8, Houston, TX. Hong Kong, China: The Hong Kong Polytechnic University.
9. Xiong, L., & Hu, C. (2010). Elements of online hotel reviews for spring break vacations: An experimental design study. In Y.-H. Hwang (Ed.), *Proceedings of the 16th Asia Pacific Tourism Association Conference*, Macau, China, July 13-16. Busan, South Korea: Dong-A University.
10. Xiong, L., & Hu, C. (2010). A stakeholder analysis on sustainable heritage tourism development in China. *Proceedings of the Sino-French Tourism Forum*, June 30-July 2, Shanghai, China. Shanghai, China: East China Normal University.
11. Xiong, L., & Hu, C. (2010). Harness the power of viral marketing in hotel industry: A network discount strategy. In K. Nusair & M. Erdem (Eds.), *Proceedings of the 17th Annual International Hospitality Information Technology Association (iHITA) Research Conference*, June 20, Orlando, FL. Mesa, AZ: International Hospitality Information Technology Association (iHITA).
12. Xiong, L., & Hu, C. (2010). Academic performance in hospitality management education: Do personality and leadership matter? In A. Mattila (Ed.), *Proceedings of the 15th Graduate Student Research Conference in Hospitality and Tourism*, January 7-9, Chantilly, VA (Vol. 15). University Park, PA: Pennsylvania State University.
13. Heo, C. Y., Lee, S., & Hu, C. (2010). Rethinking pricing policies in the hospitality industry. In A. Mattila (Ed.), *Proceedings of the 15th Graduate Student Research Conference in Hospitality and Tourism*, January 7-9, Chantilly, VA (Vol. 15). University Park, PA: Pennsylvania State University.
14. Hu, C., & Heo, C. Y. (2009). Capture the long tail: Exploring theoretical foundation for a novel pricing strategy in social network marketing. In A. Milman & L. Lowry (Eds.), *Proceedings of the 2009 Annual International Society of Travel and Tourism Educators (ISTTE) Conference*, October 15-17, 2009, in San Antonio, TX (Vol. 21). St Clair Shores, MI: International Society of Travel and Tourism Educators.
15. Hu, C., & Meng, F. (2008). A trend visualization analysis of bilateral international tourism development. In C. Hu (Ed.), *Proceedings of the 2008 Annual International*

- Society of Travel and Tourism Educators (ISTTE) Conference, September 30 - October 2, 2008, in Dublin, Ireland (pp. 93-107). St Clair Shores, MI: International Society of Travel and Tourism Educators.
16. Hu, C., & Meng, F. (2008). New contributions to analyzing tourism market intelligence and trend visualization. In Y.-H. Hwang (Ed.), *Proceedings of the 14th Asia Pacific Tourism Association Conference*, Bangkok, Thailand, July 10-12 (pp. 835-844). Busan, South Korea: Dong-A University.
 17. Hu, C., & Meng, F. (2008). Olympics tourism, destination image and competitiveness: A conceptual investigation for the 2008 Beijing Olympic Games. In K. L. Andereck (Ed.), *Proceedings of the 39th Annual TTRA Conference, June 15-17, Philadelphia, PA* (pp. 319-325). Boise, ID: Travel and Tourism Research Association.
 18. Taylor, T., Racherla, P., & Hu, C. (2008). Elements of visitor experience: Lessons from a museum visit and implications for design. In K. L. Andereck (Ed.), *Proceedings of the 39th Annual TTRA Conference, June 15-17, Philadelphia, PA* (pp. 361-365). Boise, ID: Travel and Tourism Research Association
 19. Racherla, P., & Hu, C. (2008). Multi-channel interactions and relationship management in the service firms. In D. Cranage & A. Upneja (Eds.), *Proceedings of the Third International Conference on Services Management, May 9-10, University Park, PA* (Accepted). University Park, PA: Pennsylvania State University.
 20. Racherla, P., & Hu, C. (2008). The S-O-R Model of customer experiential value: An empirical test and consumer typology. In T. Hara (Ed.), *Proceedings of the 13th Conference on Graduate Education and Research in Hospitality and Tourism*, January 4-7, Orlando, FL (Vol. 13, pp. 1379-1392). Orlando, FL: University of Central Florida.
 21. Hyun, M. Y., Lee, S., Hu, C., & Fesenmaier, D. R. (2007). Mobile-mediated virtual tourism: Concept, typology and applications. In C. Hu (Ed.), *Proceedings of the 2007 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 4-6, Charleston, SC* (pp. 120-133). St Clair Shores, MI: International Society of Travel and Tourism Educators.
 22. Racherla, P., & Hu, C. (2007). Examining the determinants of knowledge sharing in tourism online communities of practice. In E. Christou & M. Sigala (Eds.), *Proceedings of the 2007 Annual International CHRIE Conference, July 25-29, Dallas, TX* (Best Paper Award; pp. 345-356). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education.
 23. Reohl, W. A., Hu, C., & Singh, N. (2007). Using response styles to natural hazards as a framework for understanding travel and terrorism. In E. Christou & M. Sigala (Eds.), *Proceedings of the 2007 Annual International CHRIE Conference, July 25-29, Dallas, TX* (pp. 373-381). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education.
 24. Hu, C., Meng, F., & Racherla, P. (2007). The evolutionary insights of international tourism development: The U.S. vs. its top four Asia-Pacific partners. In T. Zou (Ed.), *Proceedings of the 13th Asia Pacific Tourism Association and the 5th APacCHRIE Joint Conference, Beijing, China, May 24-27, 2007* (2C-4, 12 ps.). Beijing, China: Beijing International Studies University.
 25. Hyun, M. Y., Lee, S., Hu, C., & Fesenmaier, D. R. (2007). Applications of mobile technologies to m-Tourism development. In T. Zou (Ed.), *Proceedings of the 13th Asia Pacific Tourism Association and the 5th APacCHRIE Joint Conference, Beijing, China, May 24-27, 2007* (4D-3, 14 ps.). Beijing, China: Beijing International Studies University.

26. Racherla, P., & Hu, C. (2007). Collaboration patterns in tourism research community: A social network analysis. In C. H. C. Hsu & H. Tsai (Eds.), *Proceedings of the 12th Conference on Graduate Education and Research in Hospitality and Tourism*, January 4-7, Houston, TX (Vol. 12, pp. 963-975). Hong Kong, SAR, China: The Hong Kong Polytechnic University.
27. Singh, N., & Hu, C. (2007). The role of information incongruity between the theme and pictures of tourism print ads in attitude. In C. H. C. Hsu & H. Tsai (Eds.), *Proceedings of the 12th Conference on Graduate Education and Research in Hospitality and Tourism*, January 4-7, Houston, TX (Vol. 12, pp. 1606-1609). Hong Kong, SAR, China: The Hong Kong Polytechnic University.
28. Wang, C.-Y., Racherla, P., & Hu, C. (2007). Mapping emerging issues of crisis management in the travel industry: A media perspective. In C. H. C. Hsu & H. Tsai (Eds.), *Proceedings of the 12th Conference on Graduate Education and Research in Hospitality and Tourism*, January 4-7, Houston, TX (Vol. 12, pp. 1060-1069). Hong Kong, SAR, China: The Hong Kong Polytechnic University.
29. Hu, C., & Racherla, P. (2006). A knowledge-based crisis management framework for the tourism industry. In C. Hu (Ed.), *Proceedings of 2006 ISTTE Annual Conference Research and Academic Papers, October 12-14, Las Vegas, NV* (Vol. XVIII, pp. 72-89). St Clair Shores, MI: International Society of Travel & Tourism Educators (ISTTE).
30. Xiang, Z., Kothari, T., Hu, C., & Fesenmaier, D. R. (2006). Benchmarking in tourism: A strategic tool for building learning organizations. In D. Mount (Ed.), *Proceedings of the 60th International CHRIE Conference, July 26-30, Crystal City, VA* (p. 166). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education.
31. Hu, C., & Racherla, P. (2006). Mapping knowledge networks through social network analysis: Evidence from hospitality research collaboration. In C. H. Chen (Ed.), *Proceedings of the 12th Asia Pacific Tourism Association and the 4th APacCHRIE Joint Conference, June 26-29, Hualien, Taiwan* (pp. 1188-1200). Hualien, Taiwan: Taiwan Hospitality & Tourism College.
32. Hu, C., Racherla, P., & Xiang, Z. (2006). Knowledge management in tourism: An illustrative case for festival and event domain. In G. R. Jennings & S. Beeton (Eds.), *Proceedings of the 2006 TTRA Annual Conference, June 18-21, Dublin, Ireland* (pp. 391-400). Boise, ID: Travel and Tourism Research Association.
33. Racherla, P., & Hu, C. (2006). Factors influencing successful adoption of eCRM systems in hotels: A Technology-Organization-Environment (TOE) framework. In A. J. Frew (Ed.), *Proceedings of the 2006 Annual Conference on Information Technology in the Hospitality Industry (HITA 2006), June 18-19, Minneapolis, MN* (pp. 69-76). Mesa, AZ: Hospitality Information Technology Association.
34. Hu, C., Racherla, P., Xiang, Z., & Fesenmaier, D. R. (2006). Tourism knowledge management (TKM): Where the academics meet the practitioners – Developing an online knowledge system for marketing destinations of the Olympic Games. In L. Ruhanen (Ed.), *Proceedings of the UNWTO Ulysses Conference 2006: Governance for Excellence in Tourism Destinations, June 1-2, Madrid, Spain* (pp. 49-55). Madrid, Spain: United Nations World Tourism Organization (UNWTO) Education Council, and Education and Knowledge Management Department.
35. Singh, N., Racherla, P., & Hu, C. (2006). Ontology-driven knowledge mapping for safe and secure events. In D. Gürsoy (Ed.), *Proceedings of the Eleventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Seattle, WA (pp. IT 26-32). Pullman, WA: Washington State

- University.
36. Racherla, P., & Hu, C. (2006). Knowledge management for an effective CRM system. Paper presented at the *Ph.D. Research Workshop for the 13th International Conference (ENTER 2006 - Information and communication technologies in tourism 2006) on Information Technology and Travel & Tourism, January 17, Lausanne, Switzerland*. Innsbruck, Austria: IFITT (International Federation for IT and Travel & Tourism).
 37. Hu, C., Racherla, P., & Singh, N. (2006). Developing a knowledge-based system using domain-specific ontologies and experts: The eSAFE case study for the event management. In M. Hitz, J. Murphy, M. Sigala & A. J. Frew (Eds.), *Proceedings of the 13th International Conference on Information Technology and Travel & Tourism, January 18-20, Lausanne, Switzerland (ENTER 2006 - Information and communication technologies in tourism 2006)* (pp. 273-284). Vienna, Austria: Springer-Verlag.
 38. Hu, C. (2005). Tourism demand determinants: A review for international tourism demand forecasting. In H. Qu (Ed.), *Proceedings of the 2005 Annual International CHRIE Conference, July 27-31, Las Vegas, NV* (pp. 172-178). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education.
 39. Xiang, Z., Kothari, T., Formica, S., Hu, C., Roehl, W. S., & Fesenmaier, D. R. (2005). SMART: A strategic marketing decision support system for destination marketing organizations. In N. P. Nickerson, R. N. Moisey, K. L. Andereck & N. G. McGehee (Eds.), *Proceedings of the 36th Annual TTRA Conference, June 12-15, New Orleans, LA* (pp. 433-438). Boise, ID: Travel and Tourism Research Association.
 40. Singh, N., & Hu, C. (2005). Strategic alignment for Olympics in destination marketing: Extracting tacit knowledge from the Athens 2004 Olympic Games. In N. P. Nickerson, R. N. Moisey, K. L. Andereck & N. G. McGehee (Eds.), *Proceedings of the 36th Annual TTRA Conference, June 12-15, New Orleans, LA* (pp. 347-356). Boise, ID: Travel and Tourism Research Association.
 41. Kim, S.-E., Xiang, Z., Hu, C., & Fesenmaier, D. R. (2005). The degree of language congruence between consumer and restaurant websites: Implications for developing online restaurant recommendation systems. In J. E. Mills, M. Lalopa & S. F. Kline (Eds.), *Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC* (pp. 463-471). West Lafayette, IN: Purdue University.
 42. Singh, N., & Hu, C. (2005). Text-mining a decade of progress in hospitality human resource management research: Identifying emerging research streams. In J. E. Mills, M. Lalopa & S. F. Kline (Eds.), *Proceedings of the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Myrtle Beach, SC* (pp. 893-901). West Lafayette, IN: Purdue University.
 43. Hu, C., Han, Y. T., Bai, B., & Jang, S. S. (2004). Marketing hospitality and tourism educational programs: An e-Relational perspective. In H. Qu (Ed.), *Proceedings of the 2004 Annual International CHRIE Conference, July 28-31, Philadelphia, PA* (pp. 135-138). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education. (International)
 44. Jang, S. S., Bai, B., Hu, C., & Wu, C.-M. E. (2004). The effect of psychological well-being on travel motivation and travel intention: A structural analysis of Taiwanese senior market. In K. Chon (Ed.), *Proceedings of the Second Asia-Pacific CHRIE Conference & the Sixth Biennial Conference on Tourism in Asia, May 27-29, Phuket, Thailand* (pp. 640-653). Hong Kong, SAR, China: Hong Kong Polytechnic

- University.
45. Han, Y. T., Hu, C., Bai, B., & Jang, S. S. (2004). e-Relationship marketing and institutional website development. In J. A. Abbott (Ed.), *Proceedings of the 9th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 6-8, Houston, TX* (pp. 253-266). Houston, TX: University of Houston.
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 48. Jang, S. S., Hu, C., & Bai, B. (2003). e-Relationship marketing and hotel financial performance: A canonical correlation analysis. In G. R. Jennings (Ed.), *Proceedings of the 2003 Annual ISTTE Conference, October 16-18, Providence, RI* (pp. 68-81). St Clair Shores, MI: International Society of Travel and Tourism Educators.
 49. Bai, B., Jang, S. S., & Hu, C. (2003). e-Relationship marketing: An application to hotel website development. In H. Qu (Ed.), *Proceedings of the Annual International CHRIE Conference, August 6-9, Palm Spring, CA* (pp. 8-12). Richmond, VA: International Council on Hotel, Restaurant & Institutional Education.
 50. Bai, B., Hu, C., Countryman, C. C., & Elsworth, J. D. (2003). Understanding consumer behavior through online vacation planning. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 036, 9ps). Boise, ID: Travel and Tourism Research Association.
 51. Hu, C., & Lee, C. C. (2003). The strategic use of electronic word of mouth (eWOM): A text-mining application to online complaints of travel services. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 013, 10ps). Boise, ID: Travel and Tourism Research Association.
 52. Jang, S. S., & Hu, C. (2003). An exploratory-confirmatory factor approach to travel activity patterns: A study of French outbound pleasure market. In N. Moisey (Ed.), *Proceedings of the 34th Annual TTRA Conference, June 15-18, St. Louis, MO*. (Paper No. 053, 9ps). Boise, ID: Travel and Tourism Research Association.
 53. Kothari, T., & Hu, C. (2003). eProcurement - The future of hospitality industry: Based on a research study conducted in the Philadelphia hotels. In H. Qu (Ed.), *Proceedings of the Eighth Conference on Graduate Education and Research in Hospitality and Tourism, January 5-7, Las Vegas, NV* (Vol. 8, pp. 319-323). Stillwater, OK: Oklahoma State University.
 54. Hu, C., Bai, B., & Jang, S. S. (2003). Hospitality and tourism graduate programs: Stop ranking, start classifying! In H. Qu (Ed.), *Proceedings of the Eighth Conference on Graduate Education and Research in Hospitality and Tourism, January 5-7, Las Vegas, NV* (Vol. 8, pp. 202-206). Stillwater, OK: Oklahoma State University.
 55. Hu, C., Bai, B., Elsworth, J. D., & Countryman, C. C. (2002). Applying protocol analysis and correspondence analysis to online vacation planning: Are web travel portals created equal? In G. R. Jennings (Ed.), *Proceedings of the 2002 Annual ISTTE Conference, October 10-12, Salt Lake City, UT* (pp. 154-170). St Clair Shores, MI: International Society of Travel and Tourism Educators.
 56. Lee, C. C., & Hu, C. (2002). Hotel customers' complaint behavior on

- www.ecomplaints.com. In G. R. Jennings (Ed.), *Proceedings of the 2002 Annual ISTTE Conference, October 10-12, Salt Lake City, UT* (pp. 193-197). St Clair Shores, MI: International Society of Travel and Tourism Educators.
57. Chen, S.-L., Woods, R. H., & Hu, C. (2002). The antecedents of salespeople's job satisfaction and sales performance in the U.S. timeshare industry. In A. DeFranco & K. Chon (Eds.), *Proceedings of the Seventh Conference on Graduate Education and Research in Hospitality and Tourism, January 3-5, Houston, TX* (Vol. 7, pp. 100-108). Houston, TX: University of Houston.
 58. Hu, C., Woods, R. H., & Chen, S.-L. (2002). Investigating how salespeople perceive customer orientation and job satisfaction in the U.S. vacation ownership industry. In A. DeFranco & K. Chon (Eds.), *Proceedings of the Seventh Conference on Graduate Education and Research in Hospitality and Tourism, January 3-5, Houston, TX* (Vol. 7, pp. 265-276). Houston, TX: University of Houston.
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 60. Hu, C. (2000). An investigation of sales professionals in the U.S. timeshare industry using structural equation modeling: A proposal. In K. Chon (Ed.), *Proceedings of the Fifth Conference on Graduate Education and Research in Hospitality and Tourism* (Vol. 5, pp. 369-371). Houston, TX: University of Houston.
 61. Hu, C., & Cai, L. A. (2000). An integrated system of brand management in hospitality marketing. In K. Chon (Ed.), *Proceedings of the Fifth Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Houston, TX*. (Vol. 5, pp. 245-247). Houston, TX: University of Houston.
 62. Hu, C. (1999). A Tobit analysis on the U.S. travel market based on consumer expenditure data. In J. Miller (Ed.), *Proceedings of the Fourth Conference on Graduate Education and Research in Hospitality and Tourism, January 4-6, Las Vegas, NV*. (Vol. 4, pp. 317-326). Manhattan, KS: Kansas State University.
 63. Hu, C., & Hiemstra, S. J. (1999). Cobb-Douglas cost function analysis: Economies of scale in the U.S. hotel/motel industry. In J. Miller (Ed.), *Proceedings of the Fourth Conference on Graduate Education and Research in Hospitality and Tourism, January 4-6, Las Vegas, NV*. (Vol. 4, pp. 327-336). Manhattan, KS: Kansas State University.
 64. Hu, C., & Shoemaker, S. (1997). Conducting survey research on the Internet. In R. H. Bosselman, J. Bowen & W. S. Roehl (Eds.), *Proceedings of the Second Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Las Vegas, NV*. (Vol. 2, pp. 257-262). Las Vegas, NV: University of Nevada at Las Vegas.
 65. Hu, C. (1997). Perceptions of teaching competencies from hospitality educators in the United States. In R. H. Bosselman, J. Bowen & W. S. Roehl (Eds.), *Proceedings of the Second Conference on Graduate Education and Research in Hospitality and Tourism, January 6-8, Las Vegas, NV*. (Vol. 2, pp. 473-476). Las Vegas, NV: University of Nevada at Las Vegas.
 66. Hu, C., & Hiemstra, S. J. (1996). Conjoint analysis made simple. In K. Chon (Ed.), *Proceedings of the First Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, January 11-13, Houston, TX*. (Vol. 1, pp. 57-68). Houston, TX: University of Houston
 67. Hu, C. (1996). The 1996 Annual CHRIE Best Paper Award presentation "From

expert system to artificial neural networks: A new technology for the hospitality industry." Paper presented at the 1996 International CHRIE Annual Conference, August 7-10, Washington, DC.

68. Hu, C., & Hiemstra, S. J. (1995). The 1995 Annual CHRIE Best Paper Award "*Conjoint applications to hotel marketing: Market simulation and price elasticity.*" Paper presented at the 1995 International CHRIE Annual Conference, August 2-5, Nashville, TN.
69. Hu, C., & Hiemstra, S. J. (1995). *Measuring meeting planner's preferences in hotel selection: A hybrid conjoint analysis.* Poster presented at the 1995 International CHRIE Annual Conference, August 2-5, Nashville, TN.

Grants

1. Co-Principal Investigator (with Dr. Chih-Chien Chen). Grant project: "Hotel Customer Retention in Loyalty Programs" Purpose of grant: 1) To examine the customer acquisition, upgrade intention, and retention with respect to loyalty programs, 2) To improve interactions and communication between customers and hotels, and 3) To provide information to hospitality industry on how to optimally provide loyalty program services to customers. Specially, its goal will be determining the relationship of perceived quality and switching costs for customers to retain in the loyalty program. Funding Agency: Temple University, Philadelphia, PA, USA. Proposed project funding: USD \$7,500 (for Summer Research Fellowship). Summer 2011. (10/2010 Applied, Awarded USD \$7,000, Temple University Internal Grant)
2. Co-Principal Investigator (with Ms. Julie Fesenmaier). Grant project: "King Tut in Philadelphia: Evaluating the Visitor Experience." Purpose of grant: Evaluate the visitors experience from the Tutankhamun exhibit and to measure impact of the exhibit on the local and regional business environment. Funding Agency: The Franklin Institute, Philadelphia, PA, USA. Proposed project funding: USD \$17,250. 8 months. (03/2007 Applied, USD \$17,250 Awarded , External Grant)
3. Co-Principal Investigator (with Dr. Alice Hausman, Public Health). Grant project: "Homeland Security, Disaster Response, and Public Safety: Assessing Corporate Readiness." Purpose of grant: In response to the Office of Vice President for Research and Graduate Studies initiative to collaborate with other research units within the university. The goal is to evaluate how corporations have prepared to respond to both security threats and natural disasters and gain insight on how well American corporate interests can withstand security breaches and natural disasters. An online system will be designed to facilitate knowledge sharing by mapping a useful knowledge distribution network for disseminating research knowledge and best practices. Project partners including Public Health, Tourism and Hospitality Management, Institute for Survey Research, and Department of Risk Management (Fox School of Business & Management). Funding Agency: Office of Vice President for Research and Graduate Studies, Temple University, Philadelphia, PA, USA. Total Project funding: USD \$55,854. 1.5 years. (2005/03 Applied, Awarded USD \$55,854, Temple University Internal Grant)
4. Co-Principal Investigator (with Drs. Joe Jeff Goldblatt and Daniel R. Fesenmaier). Grant project: "Developing an Online Knowledge-Based System for Safe Festivals & Events (eSAFE)." Purpose of grant: The eSAFE online knowledge system is designed to address many aspects that remain extremely challenging to event professionals. The project is developed to disseminate domain-specific knowledge through an integrated online system that promotes advanced event planning,

promote safe event planning among professionals and amateurs through an accessible, transparent knowledge system, and continually improve, expand, and strengthen the knowledge platform for festival/event safety and security through an expert-driven communities of practices for future event planning. Funding Agency: International Festivals and Events Association (IFEA), Boise, ID, USA. Project funding: USD \$30,000. 1 year. (02/2005 Applied, Awarded USD \$30,000, External Grant)

5. Co-Principal Investigator (with Drs. Joe Jeff Goldblatt and Daniel R. Fesenmaier) at National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University, Philadelphia, PA. Grant project: “Developing an Online Knowledge Planning System for Destination Marketing (eKNOW-PSDM) of the Olympic Games.” Purpose of grant: To lead three “Morton Scholar” students to Athens (Greece) and collect interview data from Greek National Tourism organization (GNTO), General Secretariat for the Olympic Games, and the Ministry of Sport and Culture. Funding Agency: Jack Morton Worldwide, Inc., Trenton, NJ, USA. Official research facilitator: International Olympic Committee (IOC), Lausanne, Switzerland. Project funding for student travel and data collection: USD \$5,000. 1 year. (06/2004 Applied, Awarded, External Grant)
6. Co-Recipient (with Dr. Sandro Formica) of a software grant from the WebSurveyor Academic Grant Program in which WebSurveyor Server version software has been granted to install on the academic institution’s computer resources for educational support. Purpose of grant: To increase the use of online surveys in teaching students’ learning hands-on experience and for academic research. Funding Agency: WebSurveyor, Inc., Herndon, VA, USA. The commercial value of the software provided by WebSurveyor, Inc. was estimated in 2003 at USD \$250,000/Server license per year. 2-year license, extended once. (11/2003~09/2007 Awarded, External Software Grant)

Honors and Awards

- Dean’s Honor Research Roll 2007-2008, Fox School of Business and Management and School of Tourism & Hospitality management, Temple University, Philadelphia, PA, USA. 11/2009
- Dean’s Honor Research Roll 2006-2007, Fox School of Business and Management and School of Tourism & Hospitality management, Temple University, Philadelphia, PA, USA. 10/2008
- The 2007 Annual International CHRIE Best Paper Award (in Information Technology track, originally submitted to Tourism track), Dallas, TX, USA. Paper Title: Examining the determinants of knowledge sharing in tourism online communities of practice. 07/2007
- The 1996 Annual International CHRIE Best Paper Award (in Technology track), Washington, DC, USA. Paper Title: From expert systems to artificial neural networks: A new technology for the hospitality industry. 08/1996
- The 1995 Annual International CHRIE Best Paper Award (in Marketing track), Nashville, TN, USA. Paper Title: Applications of conjoint analysis to hotel marketing: Product development and price elasticity. 08/1995
- The Ace Dencan Fellowship Award Recipient (2 terms), William F. Harrah College of Hotel Administration, University of Nevada at Las Vegas, Las Vegas, NV, USA. 1995~1996; 1996~1997.
- The Outstanding Student of the Academic Year, Tunghai University, Taichung, TAIWAN. Recognized at the university level. 1987.

Academic Service

- Editorial Board Member (Academic Committee) of the *Tourism Tribune* 《旅遊學刊》, a core Chinese journal supported by the National Social Science Foundation of China (NSSF), P. R. China. Editor-in-Chief: Dr. Huang Xiankai, Beijing Union University, Beijing, CHINA. ISSN: 1002-5006. 【CSSCI】 05/2012 to present
- Editorial Review Board Member (Specialty: Hospitality and Tourism Marketing) of the *Journal of Global Academy of Marketing Science (JGAMS)*, the official journal of the Korean Academy of Marketing Science (KAMS), Editor-in-Chief: Dr. Junyeon Moon, Hanyang University, Seoul, SOUTH KOREA. ISSN: 1229-7119. 03/2010 to present
- International Advisory Council Member, Temple University, Philadelphia, PA, USA. Invited by the Provost and Executive Vice President for Academic Affairs to form a university-level 16-member Strategic group, which offers important advice related to international affairs to the President. Actively involved in DBMD (Dual Bachelor's Master's Degrees) program promotion with partner universities. 03/2010~03/2012
- Editorial Review Committee Member of the *Journal of Hospitality and Tourism Education*, Executive Co-Editors: Dr. Misty Johanson, DePaul University, Chicago, IL, USA, Dr. Sandra Watson, Napier University, Dr. Hanqin Qui Zhang, The Hong Kong Polytechnic University. ISSN: 1096-3758. 09/2009 to present
- Coordinator, STR Alliance Doctoral Colloquium 2009 Spring Semester. The STR Alliance Doctoral Colloquium is an academic initiative that delivers colloquia via videoconferencing among partners. It involves six universities [Florida State University, Temple University, University of Massachusetts at Amherst, University of Surrey (UK), Virginia Polytechnic Institute and State University, and Washington State University]. Each alliance partner has a Ph.D. Program in Hospitality/Tourism Management either in or affiliated with the business school in the university. 01/2009~07/2009
- Elected Board Member At-Large (3-year term) for the International Society of Travel & Tourism Educators (ISTTE), St Clair Shores, MI, USA. Served as the Chair and responsible for Review Committee for the Academic and Research Papers in the Annual Conferences. 10/2005~10/2008
- Editorial Advisory Board Member of the *Journal of Hospitality and Tourism Technology (JHTT)*, Bingley, United Kingdom: Emerald Group Publishing Limited. Editor-In-Chief: Dr. Cihan Cobanoglu, University of South Florida, Tampa, FL, USA. ISSN: 1757-9880. 09/2008 to present
- Editorial Review Board Member of the *Journal of Hospitality Marketing and Management* (formerly *Journal of Hospitality and Leisure Marketing*), Binghamton, NY: Haworth Hospitality Press. Editor: Dr. Doğan Gürsoy, Washington State University, Pullman, WA, USA. ISSN: 1936-8623. 01/2008~10/2011
- Editorial Advisory Board Member of the *International Journal of Contemporary Hospitality Management*, Bingley, United Kingdom: Emerald Group Publishing Limited. Editor: Dr. Fevzi Okumus, University of Central Florida, Orlando, FL, USA. ISSN: 0959-6119. 【SSCI】 11/2007~3/2008
- Editorial Review Committee Member of the *Journal of China Tourism Research* 《中国旅游研究》, formerly *China Tourism Research*, Binghamton, NY: Haworth Hospitality Press, an Imprint of Taylor and Francis. Editor-in-Chief: Dr. Haiyan Song, the Hong Kong Polytechnic University, Hong Kong, SAR, CHINA. ISSN: 1938-8160. 08/2004 to present
- Editorial Board Member of the *Asia Pacific Journal of Tourism Research*, the official publication of the Asia Pacific Tourism Association (APTA). Editor-in-Chief: Dr. Kaye

Chon, the Hong Kong Polytechnic University, Hong Kong, SAR, CHINA. ISSN: 1094-1665. 【SSCI】 02/2004~06/2011

- Editorial Review Board member of the *Journal of Human Resources in Hospitality and Tourism*, Binghamton, NY: Haworth Hospitality Press. Editor: Howard Adler, Ed.D., Purdue University, West Lafayette, IN, USA. ISSN: 1533-2845. 02/2002 to present

Professional Service

- Keynote Speaker, delivered a keynote speech (Smart tourism and the government: Just how smart is smart enough to compete) in the Nankai University Second International Conference, College of Tourism and Service Management, Nankai University, Tianjin, P. R. CHINA. 06/2013
- External reviewer for evaluating two promotion cases at the associate professor level at the Faculty of Business Administration, University of Macau, Taipa, Macau, SAR, P. R. CHINA. 04/2011
- Appraisal consultant for evaluating the MSc in Hospitality and Tourism and the Type 4 Diploma in Research Methodologies in Hospitality and Tourism at the University of Guelph in Guelph, ON, Canada for the Ontario Council on Graduate Studies (OCGS), ON, CANADA. 07/2008
- Sole Instructor planned and lectured for a 2-day workshop “Promoting teaching and research quality in Taiwan” at the Department of Tourism and Hospitality Management, School of Transportation and Tourism, Kainan University, Taoyuan, TAIWAN. 02/2008
- External reviewer for evaluating a tenure & promotion case for the associate professor position at the School of Hospitality Management, Widener University, Chester, PA, USA. 11/2007
- External reviewer for evaluating a tenure & promotion case for the associate professor position at the Rosen College of Hospitality Management, University of Central Florida, Orlando, FL, USA. 08/2007
- Keynote Speaker of the First Forum of the Center for Sustainable Tourism Creation, sponsored by Chiba University Center for Sustainable Tourism Creation and the Chiba Prefecture Chamber of Commerce Joint Association, Chiba, JAPAN. 07/2007
- Keynote Panelist for the general plenary session "New Asia Tourism in Research and Industry Practices" in the 5th APac-CHRIE and the 13th Asia Pacific Tourism Association Joint Conference held in Beijing, P. R. CHINA during May 24-27, 2007. 05/2007
- Founding Member in the Marketing & Website Committee, Harmonisation Network for the Exchange of Travel and Tourism Information (HarmoNET), a non-profit association established from the Harmo-TEN project, which was funded by the European Commission's eTEN Programme (eTEN C510828), Madrid, SPAIN. 02/2006~01/2007