

## Dr. Yi-Jin Ye Vita

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### Education

Graduate University	Nation	Department	Degree	Degree Received
Pennsylvania State University -University Park	USA	Recreation, Park and Tourism Management- Leisure Studies program	Ph.D.	December, 2003
The University of Missouri-Columbia	USA	Parks, Recreation and Tourism	M.S.	August, 1999
The Providence University	Taiwan	Tourism	B.B.A.	June, 1995

### Current Research Interests

Water-based Recreation Management	Outdoor Recreation Carrying Capacity	Leisure Behavior	Coastal Recreation Planning and Management Concepts and Practices
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### Academic and Professional Experience

Institute	Unit	Position	Time
The National Taiwan Sport University, Taiwan	Department of Recreation and Leisure Industry Management	Assistant Professor	2003~ present
	Teaching and Learning Development Center	Director	2012~ present

The National Taiwan Sport University, Taiwan	Publication of Leisure Recreation Research	Section Editor	2010~2013
Asia Association for Sport Management (AASM)	Secretary Unite	Deputy Secretary General	2008~2012
The Malaysian Sport Management Review	Article Review	Reviewer	2010~2011
Asia Council of Exercise and Sport Sciences (ACCESS)	Executive Board	Executive Board Member	2007~2011
Asian Journal of Exercise and Sports Science (AJESS)	Article Review	Reviewer	2009~2010
Taiwan Society for Sport Management (TASSM)	International Affair Council	Executive Board Member	2008~2011
Taiwan Ocean Sport Association (TOSA)	Council	Chef of Council	2009~2011
Leisure Studies (Taiwan on-line Journal)	National Taiwan Sport University	Reviewer	2009~present
The Malaysian Sport Management Review (MASMAR)	Asia Association for Sport Management (AASM)	Reviewer	2010~2011
Ministry of Education and National Taiwan Sport University	Teaching Excellence Project 5-Coastal Recreation Promotion and Development Project	Project in charge	2008~2009
Executive Yuan, Council of Labor Affairs, Taiwan	Bureau of Employment and Vocational Training- “Experiencing Hospitality Related Work for Youth Program”	Consultant and Board of committee	2005~2007

The National College of Physical Education and Sports, Taiwan	International Exchange Center	Section Chef	2004~2006
Pennsylvania State University	Recreation, Park and Tourism Management- Leisure Studies program	Project Coordinator	2002~2003
Pennsylvania State University	Recreation, Park and Tourism Management- Leisure Studies program	Teaching assistant	2001
Pennsylvania State University	Recreation, Park and Tourism Management- Leisure Studies program	Research assistant	1999~2001
The University of Missouri-Columbia	Parks, Recreation and Tourism	Teaching assistant	1997

### Conducted Projects

<b>Project</b>	<b>Institute</b>	<b>Position</b>	<b>Time</b>
1. Sustainable Fisheries Energetic Fisheries –Taiwan Warf’s’ Boating Activities Economic Benefit and Forecasting Analysis	Council of Agriculture Executive Yuan	Project in charge	2013
2. Marine Education Pioneering Project –Coastal Recreation Planning and Management	Ministry of Education	Project in charge	2011~2012
3. Cultivating Talent of Coastal Recreation Promotion Project	Ministry of Education	Project in charge	2011

4. Winery Tourism Attraction Mobile-Commerce Planning and Marketing Analysis	Industrial Development Bureau, Ministry of Economic Affairs	Consulting specialist	2011
5. Marine Education Pioneering Project –Coastal Recreation Planning and Management	Ministry of Education	Project in charge	2010~2011
6.Taiwan Most Adapted Boating Activity Development Model and Strategy Project	Council of Economic Planning and Development	Project researcher	2009~2010
7. Marine Education Pioneering Project –Coastal Recreation Planning and Management	Ministry of Education	Project in charge	2009~2010
8. Water-based Sport Project - Experience of Coastal Recreation Area	Ministry of Education	Project in charge	2009~2010
9. Teaching Excellence Project 5–Coastal Recreation Promotion and Development Project	Ministry of Education	Project in charge	2008~2009
10.Taiwan Coastal Recreation and Sport Planning and Management Strategy	National Council on Physical Fitness and Sports	Project in charge	2006
11.Bureau of Employment and Vocational Training- Experiencing Hospitality Related Work for Youth Program	Executive Yuan, Council of Labor Affairs	Consultant and Board of committee	2005~2007
12.Whiskeytown-Shasta-Trinity National Recreation Area Lake Users and Boating Carrying Capacity Survey	US Forest Service and Pennsylvania State University	Project Coordinator	2005

## Selected Publications

### A) Journal

1. **Ye, Y.** & Liou, J. (2012). The exploration of sport tourism typology and the participants' motivation. *Leisure Study*, 4(2), 1-14.

### B) Conference

1. **Ye, Y.** (2011). Coastal recreation's now and future in Taiwan. *Proceedings of the 3<sup>rd</sup> Summit of World Zero Meter Cities*, November, Taipei, Taiwan.
2. Lee, M., & **Ye, Y.** (2011). Police's work stress, leisure coping strategy and life satisfaction. *Proceeding of the 7<sup>th</sup> Asian Association for Sport Management Conference*, July, Ulaanbaatar, Mongolia.
3. Chen, C., & **Ye, Y.** (2011). The influence of adolescent leisure on their perpetration of school violence. *Proceeding of the 7<sup>th</sup> Asian Association for Sport Management Conference*, July, Ulaanbaatar, Mongolia.
4. Su, J., & **Ye, Y.** (2011). The benefits of SPA aqua-healing in promoting healthy life-style for elders. *Proceeding of the 7<sup>th</sup> Asian Association for Sport Management Conference*, July, Ulaanbaatar, Mongolia.
5. Ho, I., & **Ye, Y.** (2010). The relationship between paintball experiential marketing and the purchasing motivation. *2010 Asia Association for Sport Management International Conference*, October, Kuala Lumpur, Malaysia.
6. **Ye, Y.** (2009). The preparation and innovation of hosting the World Games 2009 Kaohsiung in Taiwan. *2009 Asia Council of Exercise and Sport Science International Conference*, July, Malaysia.
7. Pan, L., Chang, H., & **Ye, Y.** (2009). Effects of animal assistant leisure activity to rest home elders' psychological and social health. *XIXth IAGG World Congress of Gerontology and Geriatrics*, July, Paris, France.
8. **Ye, Y.**, & Hsu, H. (2009). Exploring New Zealand working holidaymakers' travel motivation and satisfaction. *2009 Asia Association for Sport Management International Conference*, June, Taipei, Taiwan.
9. Lin, P., & **Ye, Y.** (2009). Flow experience and the relation to the addiction of internet chat room users. *2009 Asia Association for Sport Management International Conference*, June, Taipei, Taiwan.
10. Wang, Y., & **Ye, Y.** (2009). The relationship among middle-age Karaoke participants' leisure motivation, leisure involvement and benefits. *2009 Asia Association for Sport Management International Conference*, June, Taipei, Taiwan.
11. Hsiao, R., & **Ye, Y.** (2009). Commercials during the Super Bowl: Are they worth all

the hype and money? *2009 Asia Association for Sport Management International Conference*, June, Taipei, Taiwan.

12. **Ye, Y.** (2008). Leisure meets sport: Leisure in sport business. *2008 ACCESS Conference in Sports Science*, December, Taipei, Taiwan.
13. Hsiao, R., **Ye, Y.** (2008). An examination of the reduction of female coaches following Title IX Enactment. *Proceedings of the 8<sup>th</sup> International Conference of Sports and Leisure Management*, May, Taipei, Taiwan.
14. Hsiao, R., **Ye, Y.** (2007). An analysis of the economic impact of selected past Olympic Games for future games.
15. Pan, L., **Ye, Y.**, & Chang, H. (2007). Effects of animal assistant leisure activity to rest home elders' physical and psychological health. *Proceedings of the 14th International Congress of Oriental Medicine*. Taipei, Taiwan.
16. Peng, I., & **Ye, Y.** (2006). Tour conductors' humorous style and job satisfaction. *Proceedings of the 8th Leisure, Recreation, and Tourism Symposium*. Taipei, Taiwan: The Outdoor Recreation Association of R.O.C.
17. Peng, I., & **Ye, Y.** (2006). The relationship between tour conductor's personality and job satisfaction. *Proceedings of the 2006 Promoting Tourism and Hospitality Human Resources and Marketing Competition International Symposium*. Taichung, Taiwan: Providence University.
18. **Ye, Y.**, & Graefe, A. (2003). *Effects of perceived crowding and freedom of choice on lake users' recreation displacement and satisfaction*. *2003 Northeast Recreation Research Symposium*, April, Bolton Landing, NY.
19. Kim, J., Kerstetter, D., & **Ye, Y.** (presenter) (2002). Using group sessions to impact students' image of foreign destinations. *2002 Northeast Recreation Research Symposium*, April, Bolton Landing, NY.
20. **Ye, Y.**, & Card, J. (2001). Participants' perceptions of the 1997-1998 Missouri State Parks Passport Program. In S. Todd (Ed.), *Proceedings of the 2001 Northeast Recreation Research Symposium* (Gen. Tech. Rep. NE-289, pp 153-159). Newtown Square, PA: USDA, Forest Service, Northeastern Research Station.

<b>C) Books</b>	ISBN
<b>Ye, Y.</b> , & Lin, G., et al. (2014). <i>Leisure Programming for Baby Boomers</i> , Taipei, Farternng.	9789865998 592
Liu, H., & <b>Ye, Y.</b> , et al. (2007). <i>Research Methods for Sport Studies</i> . Taipei, Farseeing.	9789866860 072
<b>Ye, Y.</b> , & Wang, W., et al. (2005). <i>Leisure in your life- an exploration</i> . Taipei, Creative & more.	957824875 X