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5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

壹、大會歡迎詞



親愛的貴賓、專家學者、業界先進，大家好！

本人謹代表國立臺灣師範大學運動休閒與餐旅管理研究所全體師生，誠摯歡迎各位參與「2025 年運動休閒與餐旅管理國際學術研討會」。

本所於 1999 年創立以來，致力培育運動休閒產業專業與學術人才。自 2012 年改為運動休閒與餐旅管理研究所後，將專業拓展至餐旅管理領域，使發展更加全面。學術交流方面，自 2000 年開始逐年辦理國際學術研討會，至今已邁入第 25 年頭。我們的研討會作為一個知識交流與產業實踐的平台，透過多元視角促進創新並提供解決方案的方式，深化產、官、學界的夥伴關係，期望推動國際性的跨域合作，共同邁向更美好的未來。

本次研討會以「健康、永續、智慧新未來」為主題。

健康，是社會進步的基石。在這個充滿挑戰及講求效率的時代中，身心健康是人類幸福的根本，無論是休閒治療方式的創新，還是透過運動、旅遊等方式的改善，都能讓我們的社會更具韌性，為每個人創造更好的生活品質。

永續，是我們對未來的承諾。在全球氣候變遷與資源有限的挑戰下，推動永續發展已是刻不容緩。從聯合國的永續發展目標(SDGs)到我國行政院推動的 2050 淨零排放政策，在在體現了發展綠色能源、促進循環經濟、落實節能減碳，讓環境與經濟共存共榮的重要性。

智慧，是邁向未來的關鍵動能。人工智慧、物聯網與大數據等新興科技正在重塑我們的日常生活，並為運動、休閒與餐旅產業開啟全新可能。然而，創意發想、策略決策與個人化服務仍倚重人們的專業。因此，我們致力培育能夠善用這些創新技術、同時具備領導力與專業知識的人才，俾利社會持續進步，並引領產業保持動能邁向新未來。

我們也著重在知識交流以「專題演講」、「口頭發表」、「海報發表」的形式，使研究與實務能達到相輔相成的效果。除了透過專題演講邀請各國專家學者分享運動休閒與餐旅產業中，智慧科技的最新應用，以及休閒治療對於提升社交參與的重要性。本研討會期許透過學術理論與實務經驗相互借鑑，讓與會者能瞭解運動休閒與餐旅管理領域最新的「健康、永續、智慧」研究趨勢與產業發展動態。

在這裡，我也要藉此機會感謝與肯定本所師生共同的努力與付出，並感謝國家科學及技術委員會、教育部體育署、交通部觀光署、臺北市觀光傳播局及美國南卡羅萊納大學餐旅觀光、零售與運動管理學院等單位，及本校研究發展處推動組和運動與休閒學院的支持，使此次研討會能順利舉行。最後，再次歡迎所有與會嘉賓的蒞臨，希望各位在這裡度過一個愉快、富有收穫的時光。

國立臺灣師範大學
運動休閒與餐旅管理研究所
所長

林儷蓉

敬上

2025 年 5 月 17 日

Dear distinguished guests, researchers, and industry experts,

On behalf of the Graduate Institute of Sport, Leisure and Hospitality Management at National Taiwan Normal University, it is my great honor to extend a warm welcome to each of you attending the 2025 International Conference of Sport, Leisure and Hospitality Management.

Since its founding in 1999, our institute has been committed to cultivating professionals and scholars in the fields of sports and leisure. In 2012, we expanded our academic focus to include hospitality management, enhancing our expertise. Since 2000, we have hosted this annual international conference to foster academic exchange, and today, we proudly celebrate its 25th anniversary. The conference serves as a platform for sharing knowledge and best practices across various sectors, fostering innovative solutions through diverse perspectives. Additionally, by strengthening our partnerships, we aim to promote global collaboration and work towards a better future.

This year, we gather under the theme: “A New Future of Health, Sustainability and Intelligence.” Health is the cornerstone of social progress. In today’s fast-paced world, both physical and mental well-being are fundamental to happiness, making advancements in leisure, sports, or tourism critical in promoting resilience and enhancing quality of life. Sustainability is our commitment to the future. As we confront global challenges such as climate change and resource depletion, sustainability has become an urgent priority. From the United Nations Sustainable Development Goals (SDGs) to Taiwan’s 2050 Net-Zero Emissions Policy, there is a growing emphasis on green energy, circular economies, and carbon reduction. These efforts underscore the importance of balancing environmental responsibility with economic growth. Intelligence is the key to future innovation. Smart technology such as AI, IoT, and Big Data are reshaping everyday life, streamlining processes, and unlocking new possibilities across sports, leisure, and hospitality industries. Yet, human expertise remains essential for creativity, strategic decision-making, and personalized service. Hence, we are nurturing professionals who can leverage these innovations while possessing leadership and domain knowledge to drive continuous improvement and shape the future of these dynamic sectors.

As we aim to facilitate knowledge exchange, and inspire groundbreaking ideas. This conference features a diverse program, including keynote speeches, oral presentations, and poster sessions, providing an interactive platform where research and practice intersect. We are honored to welcome distinguished scholars from around the world who will share the latest advancements in sports, leisure, and hospitality industries, as well as the role of recreational therapy in enhancing social engagement. By integrating academic theories with real-world experiences, we aim to provide participants with a comprehensive understanding of the latest research trends and industry developments in health, sustainability, and intelligence.

I would also like to take this opportunity to express my sincere gratitude to our faculty and students for their dedication, as well as to NSTC, Sports Administration, Ministry of Education, Tourism Administration, Ministry of Transportation and Communications, Department of Information and Tourism, Taipei City Government, College of Hospitality, Retail and Sport Management, University of South Carolina, the Division of Research Coordination in the NTNU Office of Research and Development, and the College of Sport and Recreation for their unwavering support in making this event possible. Once again, welcome to all our esteemed guests. We wish you an enjoyable, insightful, and enriching experience at this conference!



Director of Graduate Institute of Sport,
Leisure and Hospitality Management,
National Taiwan Normal University

5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

貳、大會議程



2025 年運動休閒與餐旅管理國際學術研討會 議程表

活動地點：國立臺灣師範大學和平校區 II 教育學院大樓

日期/ 時間	2025 年 5 月 17 日（星期六）	2025 年 5 月 18 日（星期日）	日期/ 時間
08：30 09：00	報到及領取資料		08：30 09：00
09：00 09：30	開幕典禮 【教 201 演講廳】	口頭發表（二） 【研討教室】	09：00 10：30
09：30 11：00	專題演講（一） AI 在職業運動中的應用： 商業模式的轉型 <u>Dr. Matthew T. Brown</u> 美國南卡羅萊納大學 運動與娛樂管理學系系主任 【教 201 演講廳】		
11：20 12：00	產業焦點 以對話和數據為基礎的社區營造策略 <u>內藤翔吾副町長</u> 日本山形縣西川町 【教 201 演講廳】	專題演講（三） AI 驅動的智慧旅遊 2.0： 十年回顧與模型更新 <u>Dr. Chulmo Koo</u> 韓國慶熙大學飯店與觀光管理學院 【教 201 演講廳】	10：40 12：10
12：00 13：00	午餐/日本文化體驗 【教育學院大樓 1 樓】	午餐/日本文化體驗 【教育學院大樓 1 樓】	12：10 13：00
13：00 14：30	專題演講（二） 跨越後疫情時代的孤獨： 藉由休閒治療提升社交參與 <u>永田真一教授</u> 日本筑波大學健康與運動科學系 【教 201 演講廳】	海報發表（二） / 茶敘 【教育學院大樓 1、2 樓】	13：00 14：00
14：30 15：30	海報發表（一） / 茶敘 【教育學院大樓 1、2 樓】	口頭發表（三） 【研討教室】	14：00 15：30
15：30 17：00	口頭發表（一） 【研討教室】	專題演講（四） 從健康、永續與智能視角再造顧客體驗 <u>洪愉嬪教授</u> 新加坡社科大學研究生院副院長 【教 201 演講廳】	15：30 17：00
		閉幕典禮 【教 201 演講廳】	17：00

2025 International Conference of Sport, Leisure and Hospitality Management Agenda

Venue: Education Building, Heping Campus II, NTNU

Date/ Time	May 17, 2025 (Saturday)	May 18, 2025 (Sunday)	Date/ Time
08 : 30 09 : 00	Registration		08 : 30 09 : 00
09 : 00 09 : 30	Opening Ceremony 【International Lecture Hall 201】	Oral Presentations II 【Seminar Room】	09 : 00 10 : 30
09 : 30 11 : 00	Keynote Speech I AI in Professional Sports: Transforming the Business Model <u>Dr. Matthew T. Brown</u> Chair and Professor, Department of Sport and Entertainment Management, University of South Carolina, U.S.A. 【International Lecture Hall 201】		
11 : 20 12 : 00	Industry Insights A Community-Building Strategy Based on Dialogue and Data <u>Mr. Shogo NAITO</u> Deputy Mayor of Nishikawa Town, Yamagata, Japan 【International Lecture Hall 201】	Keynote Speech III AI-Powered Smart Tourism 2.0: A 10-Year Retrospective and Updated Model <u>Dr. Chulmo Koo</u> Professor, College of Hotel and Tourism Management, Kyung Hee University, South Korea 【International Lecture Hall 201】	10 : 40 12 : 10
12 : 00 13 : 00	Luncheon/ Japanese Culture Event 【Education Building 1F】	Luncheon/ Japanese Culture Event 【Education Building 1F】	12 : 10 13 : 00
13 : 00 14 : 30	Keynote Speech II Beating Loneliness in Post-COVID Era: Facilitating Social Connection through Therapeutic Recreation <u>Dr. Shinichi NAGATA</u> Associate Professor, Institute of Health and Sport Sciences, University of Tsukuba, Japan 【International Lecture Hall 201】	Poster Presentations II / Coffee Break 【Education Building 1 & 2 F】	13 : 00 14 : 00
14 : 30 15 : 30	Poster Presentations I / Coffee Break 【Education Building 1 & 2 F】	Oral Presentations III 【Seminar Room】	14 : 00 15 : 30
15 : 30 17 : 00	Oral Presentations I 【Seminar Room】	Keynote Speech IV Reimagining Customer Experience through the Lens of Health, Sustainability and Intelligence <u>Dr. Hung, Yu-Chen</u> Deputy Director, Graduate Studies, Associate Professor, School of Business, Singapore University of Social Sciences, Singapore 【International Lecture Hall 201】	15 : 30 17 : 00
		Closing Ceremony 【International Lecture Hall 201】	17 : 00

5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

參、日程表



2025 年運動休閒與餐旅管理國際學術研討會 日程表

2025 年 5 月 17 日（星期六）

時間	場次主題		地點
08：30 09：00	報到及領取資料		教育學院大樓 1 樓
09：00 09：30	開幕典禮		教育學院大樓 201 演講廳
09：30 11：00	專題演講（一） 【主 題】AI 在職業運動中的應用：商業模式的轉型 【主講人】Dr. Matthew T. Brown 美國南卡羅萊納大學餐旅運動與娛樂管理學系系主任 【引言人】謝立文教授 國立臺北大學休閒運動管理學系		
11：20 12：00	產業焦點 【主 題】以對話和數據為基礎的社區營造策略 【主講人】內藤翔吾副町長 日本山形縣西川町		
12：00 13：00	午餐/日本文化體驗		教育學院大樓 1 樓
13：00 14：30	專題演講（二） 【主 題】跨越後疫情時代的孤獨：藉由休閒治療提升社交參與 【主講人】永田真一教授 日本筑波大學健康與運動科學系 【引言人】謝佩純教授 加拿大布洛克大學遊憩與休閒研究學系		教育學院大樓 201 演講廳
14：30 15：30	茶敘		教育學院大樓 1、2 樓
	海報發表 （一）	【評論人】 劉虹伶教授 美國喬治梅森大學運動休閒與觀光管理系 徐暘展教授 國立東華大學觀光暨休閒遊憩學系 黃孝璋教授 朝陽科技大學景觀及都市設計系 黃文婷教授 中國科技大學 觀光與休閒事業管理系 蔡心怡教授 健行科技大學行銷與流通管理系	
15：30 17：00	口頭發表（一）		
	場次	主持暨評論人	教室
	1-A	陳子軒教授 國立體育大學體育研究所	教 103 教室
	1-B	柯文華教授 輔仁大學餐旅管理學系	教 101 教室
	1-C	魏玉萍教授 中國文化大學觀光事業學系	教 202 教室
	1-D	平野智之教授 日本東洋大學健康運動科學系	綜 603 教室
	1-E	千足耕一教授 日本東京海洋大學海洋政策文化學系	綜 604 教室

**2025 International Conference of Sport, Leisure and Hospitality
Management Program
May 17, 2025 (Saturday)**

Time	Agenda	Venue
08 : 30 ↓ 09 : 00	Registration	Education Building 1F
09 : 00 ↓ 09 : 30	Opening Ceremony	Education Building International Lecture Hall 201
09 : 30 ↓ 11 : 00	Keynote Speech I 【 Topic 】 AI in Professional Sports: Transforming the Business Model 【 Speaker 】 Dr. Matthew T. Brown Chair and Professor, Department of Sport and Entertainment Management, University of South Carolina, U.S.A. 【 Moderator 】 Dr. Li-Wen Hsieh Department of Leisure and Sport Management, National Taipei University	
11 : 20 ↓ 12 : 00	Industry Insights 【 Topic 】 A Community-Building Strategy Based on Dialogue and Data 【 Speaker 】 Mr. Shogo NAITO Deputy Mayor of Nishikawa Town, Yamagata, Japan	
12 : 00 ↓ 13 : 00	Luncheon / Japanese Culture Event	Education Building 1F
13 : 00 ↓ 14 : 30	Keynote Speech II 【 Topic 】 Beating Loneliness in Post-COVID Era: Facilitating Social Connection through Therapeutic Recreation 【 Speaker 】 Dr. Shinichi NAGATA Associate Professor, Institute of Health and Exercise Sciences, University of Tsukuba, Japan 【 Moderator 】 Dr. Pei-Chun Hsieh Department of Recreation and Leisure Studies, Brock University, Canada	Education Building International Lecture Hall 201
14 : 30 ↓ 15 : 30	Poster Presentations I / Coffee Break	Education Building 1F & 2F
15 : 30 ↓ 17 : 00	Oral Presentations I	Education Building & Union Building

2025 年運動休閒與餐旅管理國際學術研討會 日程表

2025 年 5 月 18 日（星期日）

時間	場次主題		地點
08：30 09：00	報到及領取資料		教育學院大樓 1 樓
09：00 10：30	口頭發表（二）		
	場次	主持暨評論人	教室
	2-A	陳冠仰教授 國立臺北護理健康大學休閒產業與健康促進系	教 103 教室
	2-B	裘家寧教授 國立宜蘭大學休閒產業與健康促進學系	教 101 教室
	2-C	李嘉文教授 廈門海洋學院信息工程學院	教 202 教室
	2-D	石井隆憲校長 日本體育大學	綜 603 教室
	2-E	遠矢英憲教授 日本名櫻大學運動與健康科學系	綜 604 教室
10：40 12：10	專題演講（三） 【主 題】AI 驅動的智慧旅遊 2.0：十年回顧與模型更新 【主講人】Dr. Chulmo Koo 韓國慶熙大學飯店與觀光管理學院 【引言人】梁靜文教授 國立高雄餐旅大學餐旅管理研究所		教育學院大樓 201 演講廳
12：10 13：00	午餐/日本文化體驗		教育學院大樓 1 樓
13：00 14：00	茶敘		教育學院大樓 1、2 樓
	海報發表 （二）	【評論人】 曾郁嫻教授 國立臺灣大學國際體育運動事務學士學位學程 張智涵教授 臺北市立大學休閒運動管理學系 夏秉楓教授 中國文化大學觀光事業學系 黃挺彥教授 國立宜蘭大學休閒產業與健康促進學系	
14：00 15：30	口頭發表（三）		
	場次	主持暨評論人	教室
	3-A	周學雯教授 國立成功大學體育健康與休閒研究所	教 103 教室
	3-B	徐振德教授 國立臺灣體育運動大學運動管理學系	教 101 教室
	3-C	倪瑛蓮教授 國立嘉義大學體育與健康休閒學系	教 202 教室
15：30 17：00	專題演講（四） 【主 題】從健康、永續與智能視角再造顧客體驗 【主講人】洪愉嬪教授 新加坡社科大學研究生院副院長 【引言人】掌慶琳教授 國立高雄餐旅大學飲食文化暨餐飲創新研究所		教育學院大樓 201 演講廳
17：00 	閉幕典禮		

**2025 International Conference of Sport, Leisure and Hospitality
Management Program
May 18, 2025 (Sunday)**

Time	Agenda	Venue
08 : 30 09 : 00	Registration	Education Building 1F
09 : 00 10 : 30	Oral Presentations II	Education Building & Union Building
10 : 40 12 : 10	Keynote Speech III 【 Topic 】 AI-Powered Smart Tourism 2.0: A 10-Year Retrospective and Updated Model 【 Speaker 】 Dr. Chulmo Koo Professor, College of Hotel and Tourism Management, Kyung Hee University, South Korea 【 Moderator 】 Dr. Rosanna Leung Graduate Institute of Hospitality Management, National Kaohsiung University of Hospitality and Tourism	Education Building International Lecture Hall 201
12 : 10 13 : 00	Luncheon / Japanese Culture Event	Education Building 1F
13 : 00 14 : 00	Poster Presentations II / Coffee Break	Education Building 1F & 2F
14 : 00 15 : 30	Oral Presentations III	Education Building
15 : 30 17 : 00	Keynote Speech IV 【 Topic 】 Reimagining Customer Experience through the Lens of Health, Sustainability and Intelligence 【 Speaker 】 Dr. Hung, Yu-Chen Deputy Director, Graduate Studies, Associate Professor, School of Business, Singapore University of Social Sciences, Singapore 【 Moderator 】 Dr. Janet Chang Graduate Institute of Food Culture and Innovation, National Kaohsiung University of Hospitality and Tourism	Education Building International Lecture Hall 201
17 : 00 	Closing Ceremony	

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2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

肆、論文發表



5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

口頭發表





▲發表論文摘要

2025 年運動休閒與餐旅管理國際學術研討會

口頭發表（一）

2025 年 5 月 17 日（六）15：30—17：00

發表場次：1-A 地點：教 103 教室		主持暨評論人：陳子軒教授
發表者	發表論文題目	
吳芝瑄	職業運動勝負關鍵數據之橫斷面分析：以美國國家女子籃球聯盟為例	
璩妘安、湯添進	Transnational Sport Migration in Asia: A Scoping Review	
三谷舜	Why Did the WBSC Invent Baseball 5?	
許甄玲	日本棒球動漫觀賞體驗與社會學習理論之應用	
周睿承、廖 邕	中華職棒觀眾觀賞動機對進場觀賽環保行為之影響	
發表場次：1-B 地點：教 101 教室		主持暨評論人：柯文華教授
發表者	發表論文題目	
林筠華、賴冠穎	以消費者角度探討旅遊資訊搜尋、知覺旅遊風險與出國旅遊意圖之關聯性	
鄭安里	鼎泰豐在日本的全球在地化策略：實地觀察與分析	
林志遠、麥康妮	從創業到品牌建立：台灣自創手搖品牌的成長與挑戰	
劉珊妤、麥康妮	探討航空餐飲業永續發展的機會與挑戰：範域性文獻回顧	
發表場次：1-C 地點：教 202 會議廳		主持暨評論人：魏玉萍教授
發表者	發表論文題目	
郭殷豪、江裕春 蔡承翰	全球視角下的台灣旅遊競爭力：WEF TTDI 指標解析與永續發展策略	
蔡宗憲、王玉琪	台灣好行接駁運輸服務創新偏好之研究:應用解構式計畫行為理論探究	
蕭立琦、楊倩姿	淨海志工的雙面鏡：環境保護的責任感還是尋求快樂的藉口？	
Nguyen Xuan Ngoc Ngan; Minh, Nguyen Xuan N.	A Literature Review on Religious Tourism and Mental Health	

**2025 International Conference of Sport, Leisure and Hospitality
Management
Oral Presentations I**

2025 / 5 / 17 (Sat.) 15:30 - 17:00

Session : 1-A	
Venue : Seminar Room 103	Session Chair : Dr. Chen, Tzu-Hsuan
Wu, Chih-Hsuan A Cross-Sectional Analysis of Key Performance Metrics in Professional Sports: A Case Study of the Women's National Basketball Association (WNBA)	
Chu, Yun-An; Tan, Tien-Chin Transnational Sport Migration in Asia: A Scoping Review	
Mitani, Shun Why Did the WBSC Invent Baseball 5?	
Hsu, Zhen-Ling The Application of Japanese Baseball Anime Viewing Experience with Social Learning Theory	
Chou, Rui-Cheng; Liao, Yung The Influence of Spectator Motivation on Pro-Environmental Behavior Among Attendees of CPBL Games	
Session : 1-B	
Venue : Seminar Room 101	Session Chair : Dr. Ko, Wen-Hwa
Lin, Yun-Hua; Lai, Kuan-Ying Exploring the Relationship Among Travel Information Search, Perceived Travel Risk, and Intention to Travel Abroad from the Consumer Perspective	
Cheng, An-Ri Din Tai Fung's Glocalization Strategy in Japan: Field Observations and Analysis	
Lin, Chih-Yuan; Athena H. N. Mak From Entrepreneurship to Brand Development: The Growth and Challenges of Taiwanese Beverage Brands	
Liu, Shan-Yu; Athena H. N. Mak Exploring the Opportunities and Challenges of Sustainable Development in the Airline Catering Industry: A Scoping Review	
Session : 1-C	
Venue : Seminar Room 202	Session Chair : Dr. Wei, Yu-Ping
Kuo, Yin-Hao; Chiang, Yu-Chun; Cai, Cheng-Han Taiwan's Tourism Competitiveness from a Global Perspective: An Analysis of the WEF TTDI Index and Sustainable Development Strategies	
Tsai, Tsung-Hsien; Wang, Yu-Chi Applying the Decomposed Theory of Planned Behavior to Explore Service Innovation Preferences in Taiwan Tourist Shuttle	
Hsiao, Li-Chi; Yang, Chien-Tzu The Dual Facets of Marine Clean-Up Volunteers: A Sense of Environmental Responsibility or an Excuse for Personal Well-being?	
Nguyen Xuan Ngoc Ngan; Minh, Nguyen Xuan N. A Literature Review on Religious Tourism and Mental Health	



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2025 年運動休閒與餐旅管理國際學術研討會

口頭發表（一）

2025 年 5 月 17 日（六）15：30—17：00

發表場次：1-D 地點：綜合大樓 603 教室		主持暨評論人：平野智之教授
發表者	發表論文題目	
遠矢英憲	PBL 型野外教育演習授業におけるアクションリサーチ (1) —大学生の社会人基礎力自己評価向上を目指した実践と効果—	
菅恵美菜、出口桜子 仁ノ平梓美、小出春菜 田村真弥、吳信徳 多根井重晴	薬学生が考える OTC 医薬品を安全に提供する方法について	
仁ノ平梓美、菅恵美菜 出口桜子、小出春菜 田村真弥、吳信徳 多根井重晴	薬学生が考えるインフルエンザ治療薬の供給体制における諸問題について	
出口桜子、仁ノ平梓美 菅恵美菜、小出春菜 田村真弥、吳信徳 多根井重晴	薬学生が考える医薬品等の広告におけるステルスマーケティングの法的課題について	
中村武夫、船上仁範 多根井重晴	初期救命救急講習を通して究極のホスピタリティを学ぶ	
發表場次：1-E 地點：綜合大樓 604 教室		主持暨評論人：千足耕一教授
發表者	發表論文題目	
行田直人、小黑正幸 畑山元政	簡易な運動が気分状況に及ぼす影響	
畑山元政、小黑正幸 行田直人	愁訴の改善対策としての簡易運動介入効果	
小黑正幸、畑山元政 行田直人	バックパック荷重歩行が足関節前面痛に及ぼす影響	
蓬郷尚代、千足耕一	アマチュアトライアスリートにおけるレジャーキャリア構築に関する研究：制約への対処の視点から	
永島昇太郎	Relationship between subjective exercise intensity and blood lactate levels during intermittent breath-holding diving	

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Oral Presentations I

2025 / 5 / 17 (Sat.) 15:30 - 17:00

Session : 1-D	
Venue : Union Building 603	Session Chair: Dr. HIRANO, Tomoyuki
Tohya, Hidenori Action Research (1) in a PBL-Based Outdoor Education Practicum: Enhancing University Students' Self-Assessment of Fundamental Competencies for Working Persons	
Suga, Emina; Deguchi, Sakurako; Ninohira, Azumi; Koide, Haruna; Tamura, Sinya; Wu, Hsin-Te; Tanei, Shideharu 薬学生が考える OTC 医薬品を安全に提供する方法について	
Azumi, Ninohira; Suga, Emina; Deguchi, Sakurako; Koide, Haruna; Tamura, Maya; Wu, Xinde; Tanei, Shigeharu 薬学生が考えるインフルエンザ治療薬の供給体制における諸問題について	
Deguchi, Sakurako; Ninohira, Azumi; Suga, Emina; Koide, Haruna; Tamura, Maya; Wu, Xinde; Tanei, Shigeharu Legal Issues Concerning Stealth Marketing in Advertisements for Drugs and Other Products Legal Issues of Stealth Marketing in Pharmaceutical Advertisements	
Nakamura, Takeo; Funakami, Yoshinori; Tanei, Shigeharu Learn the Ultimate Hospitality through the First-Aid Training	
Session : 1-E	
Venue : Union Building 604	Session Chair : Dr. CHIASHI, Koichi
Gyoda, Naoto; Oguro, Masayuki; Hatakeyama, Motomasa The effect of simple exercises on improving symptoms and mood	
Hatakeyama, Motomasa; Oguro, Masayuki; Gyoda, Naoto The effectiveness of simple exercise interventions to improve symptoms.	
Oguro, Masayuki; Hatakeyama, Motomasa; Gyoda, Naoto The Influence of Walking with a Loaded Backpack on Anterior Ankle Pain	
Tomago Hisayo; Chiashi , Koichi A Study of Leisure Career Construction among Amateur Triathletes: A Perspective on Coping with Constraints	
Nagashima, Shotaro Relationship between subjective exercise intensity and blood lactate levels during intermittent breath-holding diving	



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2025 年運動休閒與餐旅管理國際學術研討會

口頭發表（二）

2025 年 5 月 18 日（日）09：00—10：30

發表場次：2-A 地點：教 103 教室		主持暨評論人：陳冠仰教授
發表者	發表論文題目	
莊立盟、阮春玉銀 洪芃榆、徐暘展	多媒體行銷結合韓國傳統美食意象之文化觀光推廣	
謝富程、林儷蓉	以體驗價值觀點探究實體/線上泰勒絲：時代巡迴演唱會之差異	
Le, The-Hien	Authentication and Transformative Experiences in Ethnic Cultural Tourism: A Case Study of Hmong Village in Vietnam	
Ashish Prakash ; Li-Ju Chen	Understanding Taiwan's Destination Image through Indian Travel Vlogging Content	
發表場次：2-B 地點：教 101 教室		主持暨評論人：裘家寧教授
發表者	發表論文題目	
保里乃玲、櫻井晴斗 武庭飛、山極匠朗	不同國籍對奧客行為之認知	
高宇威、麥康妮	社群媒體行銷對顧客基礎品牌權益及購買意願之影響-以星宇航空為例	
張德儀、謝金龍 俞盛章、方瑀雯	台式款待服務特性之初探	
發表場次：2-C 地點：教 202 會議廳		主持暨評論人：李嘉文教授
發表者	發表論文題目	
黃雪芳、蔡銘修	銀齡參與力：鐵人三項與智慧觀光的交會點	
侯 碩、方進義	整合作業基礎制成本制度與資料包絡分析法評估運動酒吧菜單與酒單項目之經營效率	
余祖翔	誠品生活 2015-2024 年間專業化分工之演變及其科技導入作為	
屈妃容、黃亭齡	Critical Success Factors for Implementing SST in Hotels: Perspectives of Innovation Diffusion Theory	

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Oral Presentations II

2025 / 5 / 18 (Sun.) 09:00 - 10:30

Session : 2-A	
Venue : Seminar Room 103	Session Chair : Dr. Chen, Kuan-Yang
Chuang, Li-Meng; Nguyen Xuan Ngoc Ngan; Hung, Peng-Yu; Hsu, Yang-Chan Cultural Tourism Promotion through Multimedia Marketing Integrating the Imagery of Traditional Korean Cuisine	
Hsieh, Fu-Chen; Lin, Li-Jung Exploring Differences Between ‘Taylor Swift’s The Eras Tour’ Concerts and Online Concerts from the Perspective of Experiential Value	
Le, The-Hien Authentication and Transformative Experiences in Ethnic Cultural Tourism: A Case Study of Hmong Village in Vietnam	
Ashish Prakash; Li-Ju Chen Understanding Taiwan’s Destination Image through Indian Travel Vlogging Content	
Session : 2-B	
Venue : Seminar Room 101	Session Chair : Dr. Chiu, Chia-Ning
Hori Nairei; Vu Dinh Phi; Sakurai Haruto; Yamagiwa The Perception of Customer Misbehavior in Different Countries	
Kao, Yu-We; Athena H. N. Mak The impact of Social Media Marketing on Customer-Based Brand Equity and Purchase Intention: A Case Study of STARLUX Airlines	
Chang, Te-Yi; Hsieh, Chin-Lung; Yu, Sheng-Chang; Fang, Yu-Wen An Exploratory Study on the Service Characteristics of Taiwan Stylish Hospitality	
Session : 2-C	
Venue : Seminar Room 202	Session Chair : Dr. Lee, Chia-Wen
Huang, Hsueh-Fang; Tsai, Ming-Hsiu Empowering Older Adults: The Intersection of Triathlon Events and Smart Tourism	
Hou, Shuo; Fang, Chin-Yi Evaluating the Operational Efficiency of Menu and Beverage Items in a Sports Bar by Integrating Time-Driven Activity-Based Costing and Data Envelopment Analysis	
Yu, Tsu-Hsiang The Evolution of Specialization of Labor and Technological Adoption Practices in Eslite Life from 2015 to 2024.	
Chiu, Fei-Rung; Huang, Ting-Ling Critical Success Factors for Implementing SST in Hotels: Perspectives of Innovation Diffusion Theory	



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2025 年運動休閒與餐旅管理國際學術研討會

口頭發表（二）

2025 年 5 月 18 日（日）09：00—10：30

發表場次：2-D 地點：綜合大樓 603 教室		主持暨評論人：石井隆憲教授
發表者	發表論文題目	
濱本想子	日本の学校体育における剣道に関する研究動向	
竹田隆一、長尾直茂 阿部弘生	近世武道伝書における武道用語の検討―「残心」について―	
柴崎智也、平野智之	コンピテンシー教育観に基づく体育科の学習評価に関する一考察 ―台日の学習指導要領の動向をもとに―	
渡邊昌史	台湾原住民族文化の生成と更新：カティプル相撲にみる文化変化	
發表場次：2-E 地點：綜合大樓 604 教室		主持暨評論人：遠矢英憲教授
發表者	發表論文題目	
玉腰和典、鳥山大輔	保健体育科教育における戦術・技術認識の思考スキルに関する研究 ～小学校中学年の体育授業を対象とした感想文分析を通して～	
鳥山大輔、玉腰和典	小学校体育科ネット型教材における思考力を高める場面の検討 ～ 「テニピン」教材における状況判断の場面に着目して～	
武岡健次	視野範囲、車椅子姿勢が車椅子駆動に及ぼす影響	
千足耕一、蓬郷尚代	海洋性レクリエーションに関わる海面利用調整についての文献研究	
安田良子、満武華代 工藤康宏、豊永洵子 田嶋恭江、村越直子 伊東太郎、久富健治 新開由麻、森山 萌 藤井結子、野田美雄 早崎朝美、中西 匠	健康・スポーツ科学部におけるマリンスポーツ実習が女子大学生の 満足感に与える影響：2 年間の実践報告から	

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Oral Presentations II**

2025 / 5 / 18 (Sun.) 09:00 - 10:30

Session : 2-D	
Venue : Seminar Room 603	Session Chair : Dr. ISHII, Takanori
Hamamoto, Aiko Other Issues Related to the Sport, Leisure and Hospitality Industries	
Takeda, Ryuichi; Nagao, Naoshige; Abe, Hiroo A study of Budo terminology in early modern Budo manuals: —On "zanshin"—	
Shibasaki, Tomoya; Hirano, Tomoyuki A Study on the Assessment of Physical Education Learning in Competency Education Perspective - Based on Trends in Study Guidelines in Taiwan and Japan –	
Watanabe, Masashi Generation and Renewal of Taiwan's Indigenous Culture: Cultural Change in the Katatipul Sumo	
Session : 2-E	
Venue : Seminar Room 604	Session Chair : Dr. TOHYA, Hidenori
Tamakoshi, Kazunori; Toriyama, Daisuke Research on Thinking Skills for Tactical and Technical Recognition in Health and Physical Education -Through Analysis of Impressions from Physical Education Classes in the Middle Grades of Elementary School-	
Toriyama, Daisuke; Tamakoshi, Kazunori Examination of Situations to Enhance Thinking Skills in net type teaching materials for Elementary School Physical Education -Focusing on Situational Judgment in the 'Teni-ping' Teaching Material-	
Takaoka, Kenji The Impact of Visual Field Range and Wheelchair Posture on Wheelchair Propulsion	
Chiashi, Koichi; Tomago, Hisayo Literature review on coordination of sea surface use related to marine recreation	
Yasuda, Ryoko; Mitsutake, Hanayo; Kudo, Yasuhiro; Toyonaga, Junko; Tajima, Yasue; Murakoshi, Naoko; Ito, Taro; Hisatomi, Kenji; Shinkai, Yuma; Moriyama, Moe; Fujii, Yuko; Noda, Yoshio; Hayasaki, Asami; Nakanishi, Takumi Effects of Marine Sports Practice on Satisfaction of Female College Students in the Faculty of Health and Sports Sciences: A Two-Year Practical Report	



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2025 年運動休閒與餐旅管理國際學術研討會

口頭發表（三）

2025 年 5 月 18 日（日）14：00—15：30

發表場次：3-A 地點：教 103 教室		主持暨評論人：周學雯教授
發表者	發表論文題目	
徐則林、李 晶	疫情時代運動拓展對健康促進的案例分析	
廖佳慧、林儷蓉	應用綠色照護於失智症高風險者的健康促進與自主休閒生活建構	
饒雅文、廖 邕 陳佳人	身體圓度指數與心血管疾病關聯性：範域文獻回顧	
卓緬媛、廖 邕	應用集群分析探討消費者感知價值對運動服飾品牌消費行為之關聯性	
發表場次：3-B 地點：教 101 教室		主持暨評論人：徐振德教授
發表者	發表論文題目	
楊 安、黃方宜 李奕臻、鄭安茹 柯潯婉、張家榮	公辦民營國民運動中心顧客認知企業社會責任與顧客滿意機制探討——企業社會責任期待的調節式中介效果	
林建廷、金修煥	建構觀賞型運動場館永續發展評估指標	
Lin, Hsin-Chen; Patrick Bruning	A Meta-Analytic Assessment of Domestic Sponsor and Sponsee Effects Within Sports Sponsorships	
方進義、宋品萱	Performance Evaluation of Heterogeneous Management in Group-Based Sports and Leisure Center	
發表場次：3-C 地點：教 202 會議廳		主持暨評論人：倪瑛蓮教授
發表者	發表論文題目	
呂奇旻、王宗騰	淺談台灣職業籃球產業發展-以2020-2023 PLG 聯盟新竹攻城獅球隊為例	
饒國弘	職業運動 CSR 對利害關係人之影響	
黃靖純、湯添進	偏鄉國中體育班教練領導風格對其學生運動員的影響	
本山直生	探討日本女子足球的 MENS 文化	

**2025 International Conference of Sport, Leisure and Hospitality
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Oral Presentations III**

2025 / 5 / 18 (Sun.) 14:00 – 15:30

Session : 3-A	
Venue : Seminar Room 103	Session Chair : Dr. Chow, Hsueh-Wen
Hsu, Tse-Lin; Li, Ching Case Analysis of Sport for Development for Health Promotion in the Pandemic Era	
Liao, Chia-Hui; Lin, Li-Jung The Application of Green Care in Health Promotion and the Development of Autonomous Leisure Activities for Individuals at High Risk of Dementia	
Jao, Ya-Wen; Liao, Yung; Chen, Jia-Ren Associations of Body Roundness Index with Cardiovascular Disease: Scoping Review	
Cho, Hsiung-Yuan; Liao, Yung Applying Cluster Analysis to Explore the Impact of Consumer Perceived Value on Purchase Behavior Towards Sportswear Brands	
Session : 3-B	
Venue : Seminar Room 101	Session Chair : Dr. Hsu, Chen-Te
Yang, An; Huang, Fang-Yi; Li, Yi-Chen; Cheng, An-Ju; Ko, Ching-Ni; Chang, Chia-Jung Exploring the Mechanism Between Customers' Perceptions of CSR and Customer Satisfaction in PPP-Managed Civil Sports Centers: The Moderated Mediation Effect of CSR Expectations	
Lin, Chien-Ting; Kim, Su-Hwan The Indicator Construction of the Sport Stadium for Mega Sport Events	
Lin, Hsin-Chen; Patrick Bruning A Meta-Analytic Assessment of Domestic Sponsor and Sponsee Effects Within Sports Sponsorships	
Fang, Chin-Yi; Sung, Pin-Hsuan Performance Evaluation of Heterogeneous Management in Group-Based Sports and Leisure Center	
Session : 3-C	
Venue : Seminar Room 202	Session Chair : Dr. Ni, Ying-Lien
Lu, Chi-Min; Wang, Zong-Teng Development of the Professional Basketball Industry in Taiwan: The Case of the Hsinchu Lions from the PLG League during 2020-2023	
Rao, Guo-Hong The Impact of CSR in Professional Sports on Stakeholders	
Huang, Jing-Chun; Tan, Tien-Chin The Leadership Style of a Coach in a Rural Junior High School's Athletic class and Its Impact on Student-Athletes	
Motoyama, Naoki Exploring the "MENS" Culture in Japanese Women's Soccer	

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海報發表





2025 年運動休閒與餐旅管理國際學術研討會

海報發表（一）

▲發表論文摘要

2025 年 5 月 17 日（六）14：30—15：30

地 點		教育學院大樓 2 樓
評論人		劉虹伶教授、徐暘展教授、黃孝璋教授 黃文婷教授、蔡心怡教授
編號	發表者	發表題目
1-1	黃瀟巧、方進義	邁向永續之路—以科技接受模型結合環境計畫行為理論探討 Z 世代旅客預訂環保旅館之行為意圖
1-2	李林軒、林伯修	休閒活動在文化適應中的角色——以在台陸生為例
1-3	洪薇檸、鄭志富	赴美留學對臺灣學生運動員生涯轉換之影響
1-4	許硯婷、麥康妮	走進綠色餐廳：探討 Y、Z 世代消費者的價值、動機與阻礙
1-5	傅筠筑、張慧珍	An Exploratory Study on Reality Puzzle Game Design in the Context of Smart Tourism
1-6	Chiaki Hirata ; Rinka Takei	Body Image Perception and Self-Esteem Among Young Japanese Women: A Comprehensive Psychological Exploration
1-7	呂敏維、方進義	以體驗場景理論探討獨立咖啡館顧客滿意度與品牌忠誠度之影響因素
1-8	林珈綺、方進義	智能科技引領下的旅館業：探討智能旅館特點品質對旅客消費意願之影響——以知覺價值作為中介變數
1-9	范杭陽、雷芷卉	當舞會遇上虛擬實境：探討使用者之沉浸感、臨場感、心理所有權及心流體驗
1-10	林婉青、陳明秀	女性影展觀眾體驗滿意度與忠誠度關係之研究
1-11	陳欣伶、張慧珍	An Investigation into the Current Status of Game Information Disclosure on Reality Escape Game Platforms in Taiwan.
1-12	李傑源、張慧珍	A Preliminary Study on the Impact of Instagram Short Videos on Hospitality Learning Effectiveness from the Perspective of Dynamic Engagement Theory
1-13	徐意涵、黃詩情 古博文	阻力運動對老年人睡眠品質的影響：隨機對照試驗的系統性文獻回顧
1-14	蔡國梅、林儷蓉 陳幸宜、莊宜佳 許珮茜	「心盛舒活方案」對高齡者心理與生理健康的影響——以綠色健走與自然療癒為介入方式
1-15	徐苡凌、何信弘 張少熙	建構健康數據服務平台－高齡預防醫學健康照護服務需求調查

地 點		教育學院大樓 2 樓
評論人		劉虹伶教授、徐暘展教授、黃孝璋教授 黃文婷教授、蔡心怡教授
編號	發表者	發表題目
1-16	黃凌音、麥康妮	旅遊行程設計師的文化資本對高端客製化旅遊產品成功關鍵的影響
1-17	張尹馨、李 晶	綠色消費態度與綠色獎勵活動設計認同之關聯
1-18	楊慧珍、林伯修	連鎖咖啡廳的社交互動與服務品質探討-以路易莎為例
1-19	張文榮、黃任億 吳全桐、邢佩玲 黃家珍、吳宇晨 吳挺璋	北台灣高齡者之休閒體驗、心理舒服與休閒滿意度之關聯性研究
1-20	高琦玲、顏瑞棋 楊若筠、許家瑋 蘇宜鴻	雙薪父母之性別角色態度、親職壓力與休閒品質關係之研究
1-21	楊于萱、林伯修	臺灣侍酒師簡史
1-22	林昀萱、徐祖選	肢體障礙者在旅遊和旅宿業中的潛在工作職位的可用性初探
1-23	鍾其庭	消費者對剩食餐廳的購買意願與願付價格之研究—以知覺價值為中介變數
1-24	徐天佑、周雅婷 何台華	大巨蛋營運及其鏈結探討
1-25	北川修平、田部井裕介 高平佳菜、円垣内颯 高根信吾、上泉康樹	A study of definition in football skill: From the viewpoint of Merleau-Ponty's phenomenology
1-26	上泉康樹、田部井裕介 北川修平、円垣内颯 高平佳菜、高根信吾	What is 'Onko-chishin (Bridging old and new)' in Sports Ethics? : From a Viewpoint of Epistemology and Politics of Knowledge
1-27	李富穎、林伯修	巴西柔術在臺發展簡史
1-28	徐龍志、林伯修	天母棒球場裁判室使用後分析
1-29	吳定謙、陳志一	因應世界羽球聯盟排名制度之參賽策略調適：以台灣男子單打選手為例之文件分析

2025 International Conference of Sport, Leisure and Hospitality Management

Poster Presentations I

2025 / 5 / 17 (Sat.) 15:30 - 17:00

Venue		Education Building 2/F	
Session Chair		Dr. Liu, Hung-Ling Dr. Hsu, Yang-Chan Dr. Huang, Hsiao-Chang	Dr. Huang, Wen-Ting Dr. Tsai, Hsin-Yi
1-1	Huang, Ching-Chiao; Fang, Chin-Yi The Path to Sustainability: Exploring Gen Z Travelers' Intentions to Book Green Hotels Using the Technology Acceptance Model and the Theory of Planned Behavior		
1-2	Li, Lin-Xuan; Lin, Po-Hsiu The Role of Leisure Activities in Cultural Adaptation: A Case Study of Mainland Chinese Students in Taiwan		
1-3	Hong, Wei-Ning; Cheng, Chih-Fu The Impact of Studying Abroad in the United States on Career Transitions of Taiwanese Student-Athletes		
1-4	Hsu, Yen-Ting; Athena H.N. Mak Entering Green Restaurants: Exploring the Values, Motivations, and Barriers Among Generation Y and Generation Z Consumers		
1-5	Fu, Yun-Chu; Chang, Hui-Chen An Exploratory Study on Reality Puzzle Game Design in the Context of Smart Tourism		
1-6	Hirata, Chiaki; Takei, Rinka Body Image Perception and Self-Esteem Among Young Japanese Women: A Comprehensive Psychological Exploration		
1-7	Lu, Min-Wei; Fang, Chin-Yi Applying The Experienscape Theory to Explore Factors Influencing Customer Satisfaction and Brand Loyalty in Independent Coffee Shops		
1-8	Lin, Jia-Qi; Fang, Chin-Yi The Hotel Industry Driven by Smart Technology: Exploring the Impact of the Attributes of a Smart Hotel on Customers' Purchase Intentions with Perceived Value as a Mediating Variable		
1-9	Fan, Hang-Yang; Lui, Tsz-Wai When Dance Meets Virtual Reality: Exploring User Immersion, Presence, Psychological Ownership, and Flow Experience		
1-10	Lin, Wan-Ching; Chen, Ming-Hsiu The Relationship between Female Film Festival Audiences' Experience Satisfaction and Loyalty: A Scholarly Investigation		
1-11	Chen, Xin-Ling; Chang, Hui-Chen An Investigation into the Current Status of Game Information Disclosure on Reality Escape Game Platforms in Taiwan.		
1-12	Li, Chieh-Yuan; Chang, Hui-Chen A Preliminary Study on the Impact of Instagram Short Videos on Hospitality Learning Effectiveness from the Perspective of Dynamic Engagement Theory		
1-13	Shu, Yi-Han; Huang, Shin-Ching; Ku, Po-Wen The Effect of Resistance Exercise on Sleep Quality in Older Adults: A Systematic Review of Randomized Controlled Trials		

Venue		Education Building 2/F	
Session Chair		Dr. Liu, Hung-Ling Dr. Hsu, Yang-Chan Dr. Huang, Hsiao-Chang	Dr. Huang, Wen-Ting Dr. Tsai, Hsin-Yi
1-14	Tsai, Kuo-Mei; Lin, Li-Jung; Chen, Sing-Yi; Chuang, I-Chia; Hsu, Pei-Chien The Impact of the “Flourishing Vitality Program” on the Psychological and Physical Health of Older Adults: A Green Walking and Nature Therapy Intervention		
1-15	Hsu, I-Ling; Ho, Hsin-hung; Chang, Shao-Hsi Construction of the Health Care Service Platform - Survey on the Demand for Preventive Medicine and Health Care Services for Older Adults		
1-16	Huang, Ling-Yin ; Athena H. N. Mak The Influence of Travel Itinerary Designers' Cultural Capital on the Success Factors of High-End Custom-Tailored Tourism Products		
1-17	Chang, Yin-Hsing; Lee, Ching The Correlation Between Green Consumption Attitude and The Identification with Green Reward Program Design		
1-18	Young, Wai-Chun; Lin, Po-Hsiu Social Interaction and Service Quality in Chain Cafés: A Case Study of Louisa Coffee		
1-19	Chang, Wen-Jung; Huang, Ren-Yi; Wu, Chuan-Tung; Hsing, Pei-Ling; Huang, Chia-Chen; Wu, Ting-Wei; Wu, Yu-Chen Relationships among Leisure Experience, Psychological Comfort, and Leisure Satisfaction of Older Adults in Northern Taiwan		
1-20	Kao, Chi-Ling; Yan, Rui-Qi; Yang, Ruo-Yun; Shiu, Jia-Wei; Su, Yi- Hong A Study on the Relationships among Gender Role Attitudes, Parenting Stress, and Leisure Quality in Dual-Earner Parents		
1-21	Yang, Yu-Hsuan; Lin, Po-Hsiu A Historical Overview of Sommelier Development in Taiwan		
1-22	Lin, Yun-Syuan; Hsu, Tsu-Hsuan A preliminary study on the availability of potential jobs for people with physical disabilities in the tourism and hospitality industries		
1-23	Chung, Qi-Ting The Study of the Customer’s Intention of Purchase and Willingness to Pay for Surplus Food Restaurants—The Perceived Value as a Mediator		
1-24	Shyu, Tian-Yow; Chou, Ya-Ting; Hor, Tai-Hwa The Linkage Between Big Dome Operation and Investigation		
1-25	Kitagawa, Shuhei; Tabei, Yusuke; Takahira, Kana; Engauchi, Soyoka; Takane, Shingo; Uwaizumi, Kohki A study of definition in football skill: From the viewpoint of Merleau-Ponty’ s phenomenology		
1-26	Uwaizumi, Kohki; Tabei, Yusuke; Kitagawa, Shuhei; Engauchi, Soyoka; Takahira, Kana; Takane, Shingo What is ‘Onko-chishin (Bridging old and new)’ in Sports Ethics? : From a Viewpoint of Epistemology and Politics of Knowledge		
1-27	Lin, Po-Hsiu; Li, Fu-Ying A brief history of Brazilian soft art development in Taiwan		
1-28	Hsu, Lung-Chih; Lin, Po-Hsiu Post-Use Analysis of the Umpire Room at Tianmu Baseball Stadium		
1-29	Wu, Ding-Qian; Chen, Chih-Yi Strategic Adaptation to the Badminton World Federation Ranking System: A Document-Based Analysis of Taiwanese Men’s Singles Players		



▲發表論文摘要

2025 年運動休閒與餐旅管理國際學術研討會 海報發表（二）

2025 年 5 月 18 日（日）13：00—14：00

地 點		教育學院大樓 2 樓
評論人		曾郁嫻教授、張智涵教授、夏秉楓教授、黃挺彥教授
編號	發表者	發表題目
2-1	王祐麒	我國運動教練的制度推進：淺談《特定體育團體建立運動教練資格檢定及管理辦法》之修法方向
2-2	孫嫚璟、林伯修	被操控的信任：新媒體透明／不透明性的雙刃劍
2-3	靳詠雯、林伯修	女性小編在男子高中籃球隊的日常書寫：以泰山高中為例
2-4	陳曉蓓	Marketing and Promotion Strategies of Road Running Events: A Case Study of Taiwan's Four Major Marathons
2-5	林奕辰	以競技成功因子觀點分析臺灣冰球國家隊參賽 2025 年哈爾濱亞洲冬季奧運
2-6	林 俐	2025 雙北世界壯年運動會後勤管理處服務重要程度認知之研究
2-7	黃慧莉、顏姿吟	運動和認知行為介入對高度手機使用者的影響
2-8	侯瑞霖、陳佳人 賴鼎富、廖 邕	高齡者身體活動、久坐行為與力弱風險之關聯性
2-9	周鈺珊	頭頸癌患者的運動行為與其影響因素之探討
2-10	林承潔	高齡者午睡行為模式對靜態行為及身體活動量之差異研究
2-11	陳沅棋、蔡秀華	不同乳癌分期病友化療期間運動介入之效益分析
2-12	陳淑婷、余麗琴 游美華、袁旅芳	12 週阻力與有氧運動介入對高齡者肌力與體能的影響 ~以臺北市中山區為例
2-13	黃映瑜、林伯修	MV 舞蹈課程的休閒效益探討
2-14	龍郁霖、麥康妮	消費者對於星宇航空機艙內部體驗式行銷應用之滿意度與再購意願之影響
2-15	簡豪娟、方進義	探討以資本預算決策方法評估旅館經營模式之決策分析
2-16	謝岱廷、麥康妮	日本酒創新對消費市場之影響-以日本酒臺灣進口貿易商及日本酒臺灣消費者之觀點初探

地 點		教育學院大樓 2 樓
評論人		曾郁嫻教授、張智涵教授、夏秉楓教授、黃挺彥教授
編號	發表者	發表題目
2-17	王正吉、麥康妮	澎湖群島永續旅遊發展之路：觀光業者與遊客的視角初探
2-18	張璇珩、王亮煊 徐芊橘、蕭待桓 楊駿業、羅文宏 高友廷	板橋國民運動中心銀髮族體驗價值之研究
2-19	多根井重晴、張月珍 姜文平、施美份 林伯修、朱文增	日本國內旅遊業中間置時間與空間有效利用的案例研究－服務業中對多任務工作的必要性
2-20	福田內修二、林伯修	日本於疫情後小型健身房的行銷 4P 分析
2-21	葉家奴、方進義	探討運動動機與休閒阻礙對參與者願付價格之影響-以八卦導引課程為例
2-22	陳廉超、林伯修	台灣龍洞與日本沖繩潛水店比較之研究
2-23	許良育、林儷蓉	一位非科班歌仔戲演員生涯歷程之個案研究
2-24	張文榮、樂冠妤 曾宥蓁、陳玠后 謝美莉	成功老化、活躍老化與幸福感的關聯性研究
2-25	余麗琴、陳淑婷 游美華、袁旅芳	運動介入對高齡者功能性體適能與認知功能的影響~以臺北市中山區為例

**2025 International Conference of Sport, Leisure and Hospitality
Management
Poster Presentations II
2025 / 5 / 18 (Sun.) 13:00 - 14:00**

Venue		Education Building 2/F	
Session Chair		Dr. Tseng, Yu-Hsien Dr. Chang, Chih-Han	Dr. Hsia, Ping-Feng Dr. Huang, Tim Ting-Yen
2-1	Wang, You-Chi Advancing the Coaching Certification System in Taiwan: A Brief Discussion on the Amendment Directions of the "Regulations on the Qualification Examination and Management of Sports Coaches Established by Designated Sports Organizations"		
2-2	Sun, Man-Ching; Lin, Po-Hsiu Manipulated Trust: The Double-Edged Sword of Transparency/Opacity in New Media		
2-3	Chin, Yong-Wen; Lin, Po-Hsiu Writing the Everyday as a Female Editor in a Boys' Basketball Team: Self-Narrative from Taishan High School, Taiwan		
2-4	Chen, Hsiao-Pei Marketing and Promotion Strategies of Road Running Events: A Case Study of Taiwan's Four Major Marathons		
2-5	Lin, Yi-Chen Analyzing Taiwanese Ice Hockey National Team Participation in the 2025 Harbin Asian Winter Games Through Key Success Factors		
2-6	Lin, Li Importance of Logistics Service for World Masters Games 2025 Taipei & New Taipei City		
2-7	Hwang, Huei-Lih; Yen, Tzu-Yin Effects of Exercise and cognitive behavioral interventions on Highly Smartphone Users		
2-8	How, Swee-Lim; Chen, Jia-Ren; Lai, Ting-Fu; Liao, Yung Associations Between Physical Activity, Sedentary Behavior and Dynapenia in Older Adults		
2-9	Chou, Yu-Shan Exploring Exercise Behaviors and Influencing Factors Among Head and Neck Cancer Patients		
2-10	Lin, Cheng-Chieh Differences in Sedentary Behavior and Physical Activity among Elderly with Different Napping Patterns		
2-11	Chan, Un-Kei; Tsai, Hsiu-Hua The Benefit Analysis of Exercise Intervention during Chemotherapy for Patients with Different Stages of Breast Cancer		
2-12	Chen, Shu-Ting; Yu, Li-Chin; Yu, Mei-Hua; Yuan, Lu-Fang The Effects of 12-Week Resistance and Aerobic Exercise Intervention on Muscle Strength and Physical Fitness in Older Adults - A Case Study of Zhongshan District, Taipei City		
2-13	Huang, Ying-Yu; Lin, Po-Hsiu Discussion on the leisure benefits of MV dance courses		

Venue		Education Building 2/F	
Session Chair		Dr. Tseng, Yu-Hsien Dr. Chang, Chih-Han	Dr. Hsia, Ping-Feng Dr. Huang, Tim Ting-Yen
2-14	Lung, Yu-Lin ; Athena H. N. Mak The Impact of Customers' Satisfaction and Repurchase Intention with Cabin Interior Experience Marketing Applications in Starlux Airline Industry		
2-15	Chien, Hao-Chuan; Fang, Chin-Yi Exploring Decision Analysis of Hotel Business Models Using Capital Budgeting Methods		
2-16	Hsieh, Tai-Ting; Athena H. N. Mak The Impact of Japanese Sake Innovation on the Consumer Market –A Preliminary Exploration from the Perspectives of Japanese Sake Import Importers and Consumers in Taiwan		
2-17	Wang, Cheng-Chi; Athena H. N. Mak, Exploring Sustainable Tourism Development Models in the Penghu Islands: Perspectives of Tourism Operators and Tourists		
2-18	Zhang, Ting-Yi; Wang, Liang-Hsuan; Hsu, Chien-Yu; Hsiao, Dai-Huan; Yang, Jun-Ye; Luo, Wen-Hong; Kao, You-Ting A Study on the Experiential Value of Senior Citizens at Banqiao Civil Sports Center		
2-19	Tanei, Shigeharu; Chang, Yuen-Chen; Jiang, Wen-Ping; Shih, Mei-Fen; Lin, Po-Hsiu; Chu, Wen-Tseng A study on case examples of effective utilization of idle time and space in Japan's tourism industry - The necessity of multitasking in hospitality operations		
2-20	Fukugauchi, Shuji; Lin, Po-Hsiu Marketing 4P Analysis of Small Gyms in Japan After the Pandemic		
2-21	Yeh, Chia-Wen; Fang, Chin-Yi Exploring the Influence of Sport Motivation and Leisure Constraints on Participants' Willingness to Pay -A Case Study of Bagua Daoyin Courses		
2-22	Chen, Lien-Chao; Lin, Po-Hsiu A Comparative Study of Dive Shops in Longdong, Taiwan, and Okinawa, Japan		
2-23	Hsu, Liang-Yu; Lin, Li-Jung Case study of career development for a non-professionally trained Taiwanese opera actor/actress		
2-24	Chang, Wen-Jung; Yueh, Kuan-Yu; Tseng, Yu-Chen; Chen, Jie-Hou; Hsieh, Mei-Li Relationships among Successful Aging, Active Aging, and Happiness		
2-25	Yu, Li-Chin; Chen, Shu-Ting; Yu, Mei-Hua; Yuan, Lu-Fang The Effects of Exercise Intervention on Functional Fitness and Cognitive Function in Older Adults - A Case Study of Zhongshan District, Taipei City		

5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

伍、專題演講



Keynote Speech I

2025 / 05 / 17 (Sat.) 09:30 - 11:00

AI in Professional Sports: Transforming the Business Model

Keynote Speaker Curriculum Vitae

Personal Particulars

Name: Dr. Matthew T. Brown

Nationality: United States of America

Email: mtbrown@mailbox.sc.edu



Current Title and Position

Chair and Professor, Department of Sport and
Entertainment Management, University of South Carolina

Highest Education

Ed.D., Sports Administration – University of Northern Colorado

Research Interests

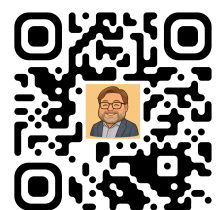
- Sport Finance
- Professional Sport Business Management
- Sport Economics

Professional Experience

- Chair – Department of Sport and Entertainment Management
(2013-2020, 2021 – present)
- Interim Dean – College of Hospitality, Retail and Sport Management (2020-2021)

Honors and Awards

- Journal of Global Sport Management Best Paper Award (2019)
- Garth Paton Distinguished Service Award, North American Society for Sport Management (2018)



▲專題演講資料

AI in Professional Sports: Transforming the Business Model

Dr. Matthew T. Brown

Abstract

The integration of artificial intelligence (AI) into professional sports represents one of the most significant technological revolutions in the sport industry. This transformation extends far beyond performance analytics, reshaping business operations, fan engagement, talent scouting, and strategic decision-making across sporting organizations worldwide.

Professional sports franchises increasingly leverage AI-powered analytics to optimize business performance across multiple domains. Revenue management systems employ machine learning algorithms to implement dynamic ticket pricing strategies that respond to factors including opponent quality, weather forecasts, team performance, and historical attendance patterns. These systems maximize attendance and revenue while maintaining accessibility for diverse fan segments. Similarly, AI optimizes merchandise inventory management, predicting demand fluctuations based on team performance, seasonal trends, and consumer behavior patterns.

Fan engagement has undergone radical transformation through AI implementation. Personalized content delivery systems analyze individual preferences, viewing habits, and social media activity to curate customized experiences across digital platforms. Natural language processing powers conversational chatbots that provide real-time assistance during events, while computer vision technologies enable augmented reality applications that enhance both in-venue and remote viewing experiences. These innovations strengthen fan loyalty while creating new monetization opportunities through targeted advertising and premium digital experiences.

In talent management, AI systems revolutionize player valuation and acquisition strategies. Machine learning models synthesize performance metrics, biometric data, injury histories, and contextual factors to predict player development trajectories and identify undervalued talent. These systems enable more sophisticated contract negotiations and roster construction decisions, potentially creating competitive advantages through more efficient resource allocation.

Media rights valuation and distribution—traditionally the largest revenue stream

for major sports leagues—now incorporate AI-driven audience analytics. These systems provide unprecedented insights into viewing patterns, engagement levels, and content preferences across platforms, enabling more precise valuation of broadcast rights and informing content production strategies that maximize audience retention.

Risk management represents another critical application, with AI systems monitoring social media for potential reputation threats and analyzing operational data to identify safety concerns within venues. Predictive maintenance systems optimize facility management, while automated compliance monitoring helps navigate increasingly complex regulatory environments.

Despite these advantages, implementation challenges persist. Organizations must navigate significant data privacy concerns, particularly regarding athlete biometric information. Integration with legacy systems presents technical hurdles, while organizational resistance to data-driven decision-making can impede adoption. Additionally, the rapid evolution of AI capabilities requires continuous investment in technological infrastructure and human capital development.

The future trajectory suggests even deeper integration, with AI potentially transforming governance structures through automated officiating systems and blockchain-based transparency mechanisms. The competitive advantage currently enjoyed by early adopters may diminish as AI implementation becomes standardized across leagues, shifting competition toward the quality of implementation rather than the technology itself. This technological revolution ultimately represents not merely an operational enhancement but a fundamental reimagining of the business of professional sports, creating new value propositions for stakeholders throughout the sporting ecosystem.

Keynote Speech II

2025 / 05 / 17 (Sat.) 13:00-14:30

Beating Loneliness in Post-COVID Era: Facilitating Social Connection through Therapeutic Recreation

Keynote Speaker Curriculum Vitae

Personal Particulars

Name: Dr. Shinichi Nagata

Nationality: Japanese

Email: nagata.shinichi.gm@u.tsukuba.ac.jp



Current Title and Position

Associate Professor at Institute of Health and Sport Sciences, University of Tsukuba

Highest Education

Ph.D., Leisure Behavior (minor: Sociology), Indiana University-Bloomington, School of Public Health

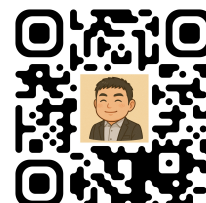
Research Interests

- Community mental health: Promoting community inclusion of people with psychiatric disabilities
- International development and adapted sport, particularly in Southeast Asian countries
- Health outcomes of therapeutic recreation such as improved well-being as well as reducing loneliness and social isolation

Professional Experience

Academic Appointments

- Associate Professor, Faculty of Health and Sport Sciences, University of Tsukuba (2024-Present)
- Present Assistant Professor, Faculty of Health and Sport Sciences, University of Tsukuba (March 2021 - September 2024)



▲專題演講資料

- Research Associate, Temple University Collaborative on Community Inclusion of Individuals with Psychiatric Disabilities (August 2019 - February 2021)
- Research Contractor, Truman Medical Center (New Frontiers) (June 2019 - August 2019)
- Assistant Professor, School of Health Science and Wellness, Northwest Missouri State University (August 2017 - August 2019)
- Adjunct Professor, University of Human Arts and Sciences (Japan) (April 2016 - March 2018)
- Research Intern, Centerstone Research Institute (September 2016 - May 2017)
- Research Assistant on a funded research project, Department of Informatics, Indiana University (June 2016 - May 2017)
- Research Assistant and Associate Instructor, Department of Recreation, Park, and Tourism Studies, Indiana University (August 2014 - May 2016)
- Graduate Assistant, Northwest Missouri State University (August 2012 - May 2014)

Related Field Experience

- Investigator, Temple University Collaborative on Community Inclusion of Individuals with Psychiatric Disabilities (March 2021 - Present)
- Adapted Physical Educator, Taiiku Center, University of Tsukuba, Japan (April 2021 - Present)
- Adapted Ski Instructor, International event coordinator, Midwest Adaptive Sports, Dearborn, MO (August 2018 - August 2019)
- Recreational Therapist Intern, Recreational Therapy Department, Munroe Meyer Institute, University of Nebraska Medical Center, Omaha, NE (May 2013 - August 2013)
- Officer, Tokyo Sports Association for the Disabled, Tokyo, Japan (July 2007 - March 2010, February 2011 - August 2012)
- Co-op student (intern), Variety Village, Toronto, Ontario, Canada (January 2006 - March 2006, August 2006 - December 2006)

Honors and Awards

- Young Investigator Award, University of Tsukuba (2023)
- Best Presentation Award, The First International Meeting of Leisure and Recreation Studies in Japan (2022)
- Lebert H. Weir Outstanding Ph.D. Student Award, at the 69 th Annual Weir Event, Department of Recreation, Park, and Tourism Studies, Indiana University-Bloomington (2017)

Beating Loneliness in Post-COVID Era: Facilitating Social Connection through Therapeutic Recreation

Dr. Shinichi NAGATA

Abstract

While most of us see the emergency period of the COVID-19 global pandemic on a back mirror, the aftereffect of the pandemic has been serious in many areas including weakened social relationships and particularly elevated loneliness. Loneliness is defined as distress resulting from unmet social needs and has been known as a “silent killer” because of the close link with not only major depression but also diabetes and cardiovascular disease. Humans are social species, and social connection with others is a basic need. Research has shown that people with disabilities have fewer social connections compared to the general population, and the connection became even fewer due to the impact of social distance during the COVID-19 pandemic. Measured loneliness among people with disabilities was significantly higher than the general population even before the pandemic, and now the difference has become even wider.

The author argues that leisure may be a key for beating loneliness among people with disabilities. It is because leisure facilitates social connection. According to Duck’s model of relationship development, engaging in leisure activities together allows people to progress through phases toward closer social relationships. The first phase in the model is noticing the other people having similar leisure activity interests. The similarity of activity interests then leads to positive impressions of each other and a desire to interact. The friendship develops further by accumulating shared memories that peers can reminisce about. As such, continued leisure engagement can make the relationship even deeper and more meaningful. This mechanism can be used in various leisure practices.

In the presentation, the author will present an example of the Therapeutic Recreation practice facilitating social connection. The author developed a novel Therapeutic Recreation intervention to address loneliness using the above benefit of leisure. The Power of Dependable Souls (PODS) intervention was developed to increase community participation and reduce loneliness among mental health service consumers. PODS is a group-based intervention to assist the formation of shared interest groups. With the help of the intervention facilitator, participants find peers

with shared interests and plan for community activity together. Example groups include a book club, bowling, restaurant, movie, and volunteering groups. In the pilot study, participants identified activity opportunities, overcame obstacles such as financial and transportation constraints, and engaged in activities independently of intervention facilitators.

The testimonies from the PODS facilitators and participants suggested intervention facilitators serving as a resource instead of solving problems for participants facilitated independent community participation. PODS participants began communicating closely and problem-solving together with peers. The PODS pilot study is still ongoing. With the limited data we have, quantitative data analyses showed that PODS might reduce loneliness of those who were lonely at the baseline. While the efficacy of PODS intervention is still under examination, the effect on loneliness seems promising. Future studies of PODS program applied for other populations are expected.

Keynote Speech III

2025 / 05 / 18 (Sun.) 10:40 - 12:10

AI-Powered Smart Tourism 2.0: A 10-Year Retrospective and Updated Model

Keynote Speaker Curriculum Vitae

Personal Particulars

Name: Dr. Chulmo Koo

Nationality: South Korea

Email: helmetgu@khu.ac.kr



Current Title and Position

Professor, Smart Tourism Education Platform (STEP),
College of Hotel and Tourism Management,
Kyung Hee University, South Korea

Highest Education

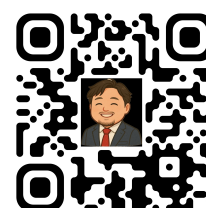
Ph. D. in College of Business Administration, Sogang University, Seoul, South Korea

Research Interests

- eTourism
- Smart Tourism
- Hospitality
- Tourism

Professional Experience

- Department Chair, Professor, Global Hospitality and Tourism, Kyung Hee University (March 2024 - present)
- Adjunct/Visiting Professor for Tourism Business Management and Creative Business Study Program of Vocational Education Program of Universitas Indonesia (2024 - 2025)
- Department Chair, Professor, Global Graduate Hospitality and Tourism Management, Kyung Hee University (2023 - present)
- Department Chair, Professor, Smart Tourism Education Platform, Kyung Hee University (September 2020 - August 2021)



▲專題演講資料

- Department Chair of Exhibition & Convention Management, College of Hotel & Tourism Management, Kyung Hee University (February 2020 - August 2021)
- Professor, College of Hotel & Tourism Management, Kyung Hee University (March 2019 - present)
- Visiting Professor, College of Hospitality and Tourism, University of Surrey, England (February 2018 - January 2019)
- Department Chair of Convention Management, College of Hotel & Tourism Management, Kyung Hee University (March 2015 - February 2017)
- Tenured Associate Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University (September 2016)
- Associate Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University (March 2014 - February 2016)
- Assistant Professor of Convention Management, College of Hotel & Tourism Management, Kyung Hee University, South Korea (March 2012 - February 2014)
- Assistant Professor of College of Business, Chosun University, South Korea (March 2008 - February 2014)
- Researcher of Graduate School of Information, Yonsei University, South Korea (January 2008 - February 2008)
- Research Professor of BK (Brain Korea) 21, Computer & Information Technology Research Group, Inha University, South Korea (2007)
- Faculty Member (Full time instructor), College of Business, Marshall University, West Virginia, USA (August 2004 - May 2006)
- Postdoctoral researcher, Management Information Systems Research Center (MISRC), Carlson School of Management, University of Minnesota, Minnesota, USA (March 2004 - August 2004)

Honors and Awards

- Kyung Hee Research Fellowship (2018-2020)
- The Excellent Professor of Kyung Hee Award in 2019 at the university level (2019)
- Chosen in 2021, 2022, and 2023 as the top 2% of researchers by Stanford University and Elsevier Publisher (2021-2023)

AI-Powered Smart Tourism 2.0: A 10-Year Retrospective and Updated Model

Dr. Chulmo Koo

Abstract

This presentation revisits the publication "Smart Tourism: Foundations and Developments" published in Electronic Markets in 2015, which presented a data-centric definition of smart tourism and a foundational model of smart tourism layers and components. Recognizing the dramatic evolution of smart technologies over the past decade and the extensive digital transformation of tourism accelerated by the global COVID-19 pandemic, I present an updated "AI-Powered Smart Tourism 2.0" model that incorporates recent developments in Artificial Intelligence and Metaverse technologies. The new framework bridges past insights with future possibilities and reflects on emerging tourism experiences, tourism industry practices, and governance approaches. It thus offers an updated vision for smart tourism to guide future research, policy-making, and industry innovation in an era of extremely rapid and profound technological change.

Keywords: smart tourism, smart destination, artificial intelligence, Metaverse, AI-human integration, AI governance

Keynote Speech IV

2025 / 05 / 18 (Sun.) 15:30-17:00

Reimagining Customer Experience through the Lens of Health, Sustainability and Intelligence

Keynote Speaker Curriculum Vitae

Personal Particulars

Name: Dr. Hung, Yu-Chen (Eugenia)

Nationality: Taiwan

Email: ychung@suss.edu.sg



Current Title and Position

Deputy Director, Graduate Studies,
Associate Professor, School of Business, Singapore
University of Social Sciences, Singapore

Highest Education

- Ph.D. in Marketing, National University of Singapore (2013)
- National Taiwan University, BBA in International Business & BS in Psychology (2006) (Double Major with President Award, Exchange to University of Toronto, Canada)

Research Interests

- Platform Strategy (course developed)
- Mobile Marketing
- Integrated Marketing Communication
- B2B Marketing & Sales Management (course developed)
- Consumer Behaviour
- Global Marketing Strategy & Planning
- Executive Management Program (English & Mandarin)

Professional Experience

- Deputy Director, Graduate Studies, Singapore University of Social Sciences (2024 - present)
- Associate Professor, School of Business, Singapore University of Social Sciences (2024 - present)



▲專題演講資料

- Senior Lecturer, School of Business, Singapore University of Social Sciences (2018-2024)
- Lecturer, School of Business, Singapore University of Social Sciences (2017)
- Lecturer, Faculty of Business and Law, University of Newcastle, Australia (2012-2016)

Honors and Awards

- Highly Commended Paper in the Emerald Literati Awards (2023)
- SUSS Staff Service Award (2021)
- Best Paper in the Track, Australian & New Zealand Marketing Academy Conference (2017)
- Research Incentive Fund, Zayed University (2017) (with Li, Sun & Fred Chao on ‘Consumer Innovativeness and New Product Adoption Behaviour: A Cross-Cultural Study’)
- New Staff Research Grant, University of Newcastle, Australia (2013)
- Research Scholarship, School of Business, National University of Singapore (2006-2011)

Reimagining Customer Experience through the Lens of Health, Sustainability and Intelligence

Dr. Hung, Yu-Chen

Abstract

The sport, leisure, and hospitality industries stand at a transformative crossroads, challenged by evolving consumer expectations, technological advancements, and global sustainability imperatives. Research reveals a fundamental shift in consumer preferences, with younger generations increasingly valuing experiences over possessions (Hwang & Oh, 2021) and applying new evaluation criteria to services based on what I've identified as the “ART model”: Authenticity, Responsiveness, and Technological integration (Guan et al., 2022).

Three key imperatives are reshaping these industries:

The Health Imperative extends beyond pandemic-induced safety concerns to encompass holistic wellbeing. In Asia, where non-communicable diseases and mental health challenges are rising dramatically, our industries can offer transformative solutions. Research shows that destinations integrating physical and mental wellness programming achieve significantly higher visitor satisfaction and longer stays (Lau & McKercher, 2004), while venues offering mindfulness experiences command substantial price premiums (Kang & Namkung, 2019).

The Sustainability Imperative acknowledges our industries' environmental impact while recognizing their potential for positive change. Tourism and hospitality operations contribute approximately 8% of global carbon emissions (Yi et al., 2017), yet authentically sustainable experiences strengthen place attachment and inspire ongoing pro-environmental behaviors (Ramkissoon & Uysal, 2011). The future lies in regenerative approaches that actively restore natural and social systems rather than merely minimizing harm.

The Intelligence Imperative leverages AI, machine learning, and data analytics to create personalized, optimized experiences. Examples include AI-driven training systems for recreational athletes, predictive crowd management in leisure venues, and hyper-personalized guest experiences in hospitality. These technologies allow human staff to focus on meaningful interactions while systems handle routine tasks, simultaneously enhancing consumer satisfaction and operational efficiency.

At the intersection of these imperatives, innovative consumer experiences are emerging:

Smart Sport extends beyond performance metrics to democratize health benefits, incorporate sustainable infrastructure, optimize resources, and create more inclusive participation opportunities.

Sustainable Tourism is evolving from minimizing harm to actively regenerating natural and social systems, as exemplified by community-based tourism initiatives and conservation-funding models.

Intelligent Hospitality centers wellbeing, embeds sustainability, and deploys technology to amplify rather than replace human connection.

Three transformation pathways can guide organizations:

1. From digital adoption to true digital transformation
2. From sustainability compliance to sustainability leadership
3. From experience design to experience co-creation

By reimagining consumer experiences at this three-way intersection, our industries can shape a future where sport becomes a universal wellbeing pathway, leisure connects people with themselves and the natural world, and hospitality exemplifies care across cultural boundaries.

The Asia-Pacific region is uniquely positioned to lead this transformation, combining ancient wisdom with cutting-edge innovation to address pressing global challenges. Our research suggests that when health, sustainability, and intelligence are experienced physically and emotionally, they become powerful drivers of both consumer satisfaction and positive change.

5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

陸、產業焦點



Industry Insights

2025 / 05 / 17 (Sat.) 11:20 - 12:00

A Community-Building Strategy Based on Dialogue and Data

Keynote Speaker Curriculum Vitae

Personal Particulars

Name: Mr. Shogo NAITO

Nationality: Japan

Email: naito-shogo@nishikawatown.onmicrosoft.com

Current Title and Position

Deputy Mayor of Nishikawa Town, Yamagata, Japan



Highest Education

Shizuoka University, Japan

Professional Experience

- Fukui Prefectural Government (April 2015)
- Secretariat of the Headquarters for Creation of Towns, People and Work, Cabinet Secretariat (April 2021)
- Cabinet Office Local Innovation Promotion Bureau (April 2021)
- Secretariat of the Council for Realization of the Digital Rural City State Concept, Cabinet Secretariat (January 2022)
- Fukui Prefectural Government (April 2023)
- Incumbent (April 2024)



▲産業焦點資料

A Community-Building Strategy Based on Dialogue and Data

Mr. Shogo NAITO

Abstract

西川町における EBPM・DBPM を活用した政策立案について、以下の 5 項目に分けて、説明するもの。

1. 西川町の現状：本町の人口動態に関する構造変化のほか、社会動態増と当初予算額増加の要因分析について説明する。
2. 政策の柱：西川町が「なぜ寛容な地域を目指すのか」を全国的な調査・データから説明する。
3. 西川町の政策立案：西川町ならではの予算編成における原則や、政策立案の流れのほか、政策立案の前提となる EBPM と DBPM について説明する。
4. EBPM・DBPM 活用ツール：EBPM 活用のもととなる全戸配布タブレットと、DBPM 活用のもととなる対話会について説明する。
5. 具体的な活用の方法：EBPM と DBPM を活用した組織編成や政策立案について説明する。

以對話和數據為基礎的社區營造策略

內藤翔吾副町長

摘要

本文分為以下五個部分，對西川町使用 EBPM 和 DBPM 的政策制定情況進行解釋。

1. 西川町現狀：解釋西川町的人口結構變化，並分析社會活動增加和初始預算增加背後的因素。
2. 政策支柱：西川町利用全國範圍的調查和數據解釋了「西川町為何致力於成為一個寬容的社區」。
3. 西川町政策規劃：解釋西川町特有的預算制定原則、政策規劃的流程以及作為政策規劃前提的 EBPM 和 DBPM。
4. 使用 EBPM 和 DBPM 的工具：將對作為活用 EBPM 的基礎而發放到家家戶戶的牌子及作為活用 DBPM 的基礎而進行的對話會進行說明。
5. 具體使用方法：對使用 EBPM 和 DBPM 進行組織重構和政策制定進行說明。

5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

柒、大會注意事項



2025 年運動休閒與餐旅管理國際學術研討會

與會人員注意事項

一、會議地點：國立臺灣師範大學和平校區 II 教育學院大樓

地址：臺北市大安區和平東路一段 129 號

※ 學校停車場車位有限，停車費用 70 元/小時，建議使用大眾交通工具；

交通資訊請參考 <https://reurl.cc/bWNbWX>。

二、凡**全程參與**5月17日、18日二日研討會之與會人員，大會將於會後寄發**電子與會證書**；請與會人員務必依下列時間以**識別證**進行簽到退。

2025年5月17日(六)－簽到時間：08：30～09：00／簽退時間：17：00～17：30。

2025年5月18日(日)－簽到時間：08：30～09：30／簽退時間：閉幕典禮結束後。

三、午餐用餐地點－【教育學院大樓 101、103 教室】；請與會者憑**識別證**向大會工作人員領用餐盒，並請配合垃圾分類。

四、本次會議為響應節能減碳將不提供紙本會議資料；另會場設有飲水機，請自備環保水杯。

五、為尊重智慧財產權，專題演講及論文發表進行時，全面**禁止拍照、錄影及錄音**。

六、會場內**禁止飲食**，請將手機**設為靜音或關機**，以免影響會議進行。

七、如有問題請洽詢配戴**黃色**吊繩**識別證**之工作人員。

感謝您的配合！

2025 International Conference of Sport, Leisure and Hospitality Management Participants Guidelines

1. Conference Venue:

Education Building, Heping Campus II, National Taiwan Normal University Address: No. 129, Section 1, Heping East Road, Da'an District, Taipei City

※Due to limited parking spaces on campus (parking fee: NT\$70/hr), attendees are encouraged to take public transportation.

For transportation information, please refer to <https://reurl.cc/bWNbW>.

- 2. Participation Verification:** Participants who **attend the entire 2-day conference** will receive an electronic certificate of participation via email after the event. To ensure accurate attendance tracking, **please sign in and out with your conference badge at designated checkpoints.**

Sign-in / Sign-out Times:

- **May 17 (Sat.) - Sign-in:** 08:30-09:00 / **Sign-out:** 17:00-17:30
- **May 18 (Sun.) - Sign-in:** 08:30-09:30 / **Sign-out:** After the Closing Ceremony

- 3. Lunch Distribution:** Lunch boxes will be distributed in Room 103 and will be available upon presentation of your conference badge. Please use recycle bins for any packaging waste.
- 4. Conference Materials:** In support of our commitment to environmental responsibility, printed conference materials will not be provided. All materials and session content are available online. Additionally, the conference does not provide paper cups. We encourage participants to bring their own reusable containers.
- 5. Restrictions:**
- To respect the rights of our speakers and fellow attendees, photography, video, and audio recording are not permitted without prior authorization.
 - Eating or drinking are prohibited in the lecture hall. Please turn off your mobile phone or switch it to silent mode. Participants are kindly requested to follow the conference agenda. Once a session has begun, entry into the lecture hall will not be permitted to avoid disruption.
- 6.** If you require any assistance during the conference, please feel free to approach any of our staff members wearing yellow-lanyard ID badges.

Thank you for your attention and support!

2025 年運動休閒與餐旅管理國際學術研討會

口頭發表注意事項

一、口頭發表場次時間：

口頭發表(一)：2025 年 5 月 17 日(六)，15：30—17：00

口頭發表(二)：2025 年 5 月 18 日(日)，09：00—10：30

口頭發表(三)：2025 年 5 月 18 日(日)，14：00—15：30

二、發表地點：國立臺灣師範大學和平校區 II 教育學院大樓 /綜合大樓 研討教室

地址：臺北市大安區和平東路一段 129 號

※ 學校停車場車位有限，停車費用 70 元/小時，建議使用大眾交通工具；

交通資訊請參考 <https://reurl.cc/bWNbWX>。

三、發表者報到：發表者最遲應於各場次開始前 30 分鐘至大會報到處報到(地點：國立臺灣師範大學教育學院大樓 1 樓)；

報到後請於各場次開始前 15 分鐘抵達發表教室，準備進行發表。

四、發表檔案繳交：發表者請於發表當天上午 8：30 前將發表簡報檔案(PDF 檔)上傳至大會雲端平台 (<https://reurl.cc/3KkLG0>)；

若未依規定時間繳交簡報檔案者，將視同放棄發表資格。

五、發表方式：每篇論文發表時間 15 分鐘；13 分鐘第 1 次響鈴—提醒發表者進行總結，15 分鐘第 2 次響鈴—提醒發表者結束發表；

※ 若有多位共同作者，請指定 1 名作者代表發表

※ 如未按時到場報告及答辯者，將不頒發發表證書。

六、Q&A 時間：每篇論文發表結束後，由評論人主持 Q&A，採個別問答方式進行。

七、會議期間，為尊重智慧財產權，會場內全面禁止拍照、錄影及錄音。

2025 International Conference of Sport, Leisure and Hospitality Management

Oral Presentations Guidelines

1. Oral Presentation Time:

Oral Presentations I: May 17 (Sat.), 15:30-17:00

Oral Presentations II: May 18 (Sun.), 09:00-10:30

Oral Presentations III: May 18 (Sun.), 14:00-15:30

2. Presentation Venue:

Education Building and Union Building I, Heping Campus II, National Taiwan Normal University.

※Due to limited parking spaces on campus (parking fee: NT\$70/hr), attendees are encouraged to take public transportation.

For transportation information, please refer to <https://reurl.cc/bWNbWX>.

3. Presenter Check-in: Please check in at the conference registration (1/F, Education Building) **30 minutes** before the session, and arrive at the presentation room **15 minutes** before the session begins to allow time for setup and coordination.

4. Presentation File Submission: Presenters must submit their presentation files (PDF format) to the conference (<https://reurl.cc/3KkLG0>) before 08:30 a.m. on the day of presentation. Failure to submit the presentation file within the designated time will be regarded as forfeiting the presentation.

5. Presentation Duration: Each presentation is allotted 15 minutes. A bell will ring once when 2 minutes remain and twice when time is up, and presenters should immediately conclude their presentations. If there are multiple co-authors, one author should be designated to present on stage. **Absence from the presentation will result in ineligibility for a presentation certificate.**

6. Q&A session: The Q&A session will be facilitated by the designated discussant. Following each presentation, questions will be addressed individually by the presenter.

7. To respect the rights of our speakers and fellow attendees, photography, video, or audio recording are not permitted without prior authorization.

2025 年運動休閒與餐旅管理國際學術研討會

海報發表注意事項

一、海報發表場次時間

海報發表(一)：2025 年 5 月 17 日(六)，14：30—15：30

海報發表(二)：2025 年 5 月 18 日(日)，13：00—14：00

二、發表地點：國立臺灣師範大學和平校區 II 教育學院大樓 2 樓

地址：臺北市大安區和平東路一段 129 號

※ 學校停車場車位有限，停車費用 70 元/小時，建議使用大眾交通工具；

交通資訊請參考 <https://reurl.cc/bWNbWX>。

三、海報規格：每張海報尺寸不得超過 150cm (長) × 90cm (寬)。

請發表者自行列印海報並攜至會場張貼，並於發表結束後取回海報。大會不負保管及後續處理。

四、發表者報到及海報張貼：發表者請先至大會報到處報到(地點：國立臺灣師範大學教育學院大樓 1 樓)，報到後即可至發表會場依場次編號張貼海報(大會備有圖釘)。每篇海報請於發表當天中午 12:00 前完成張貼；若未依規定時間完成張貼，將視同放棄發表資格。

五、發表方式：每篇海報於海報場次進行時，至少需有 1 名作者代表出席並進行 1-3 分鐘的即席口頭報告；如未按時到場報告與答辯者，將不頒發發表證書。

**2025 International Conference of Sport, Leisure and Hospitality
Management
Poster Presentation Guidelines**

1. Poster Presentations Time:

Poster Presentations I: May 17 (Sat.), 14:30-15:30

Poster Presentations II: May 18 (Sun.), 13:00-14:00

2. Poster Presentation Venue:

2/F, Education Building, Heping Campus II, National Taiwan Normal University

※Due to limited parking spaces on campus (parking fee: NT\$70/hr), attendees are encouraged to take public transportation.

For transportation information, please refer to <https://reurl.cc/bWNbWX>.

3. Poster Specifications: Each poster should **not exceed 150 cm (height) × 90 cm (width)**. Presenters should print their posters and bring them to the venue for display. Posters should be removed after the session ends. The organizer will not be responsible for the safekeeping or disposal of any posters.

4. Check-in and Poster Setup: Presenters must first check in at the registration (1/F, Education Building) before setting up their posters according to the assigned session number. Push pins will be provided.

All posters must be set up by 12:00 PM on the presentation day. Failure to do so by the specified time will be considered as forfeiting the right to present.

5. Poster Presentation Requirements: During the poster session, at least one author representative is required to be present at their poster and provide a 1–3 minute oral overview. Failure to do so will not be eligible to receive a presentation certificate.

5/17 - 5/18

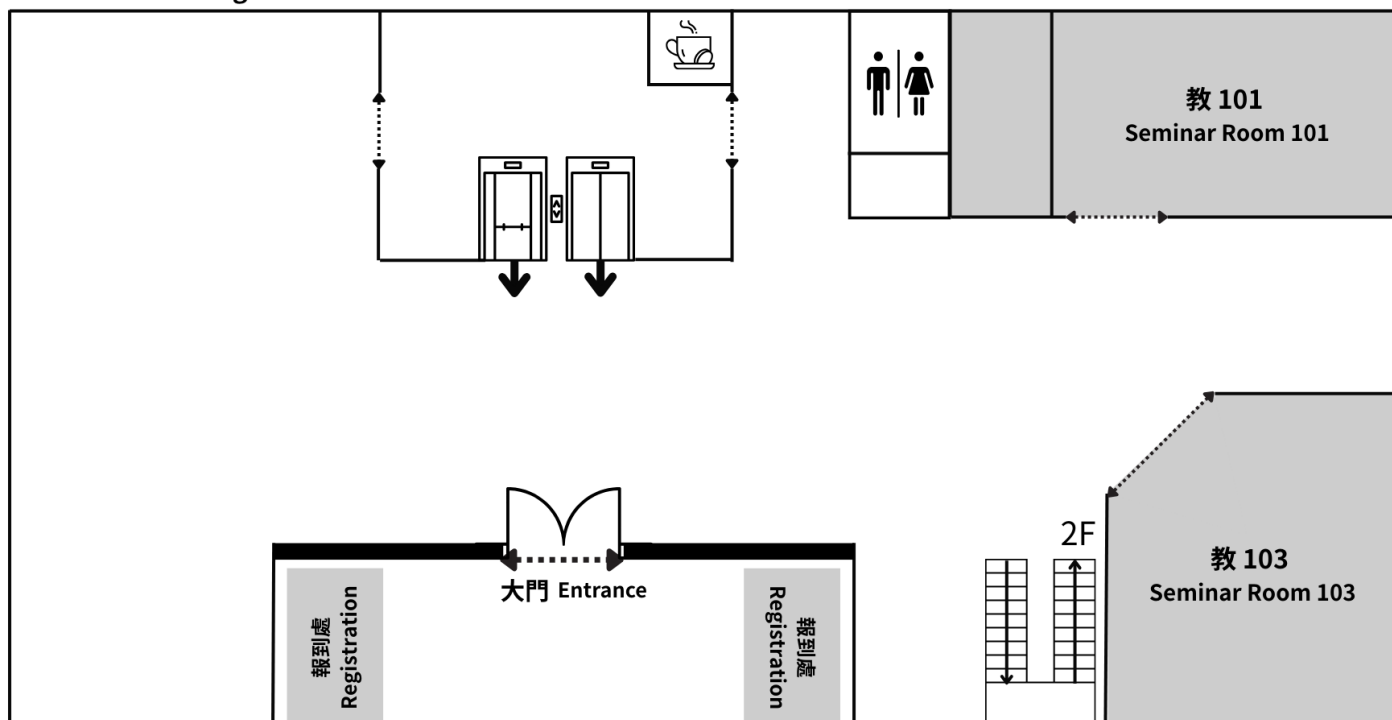
2025 運動休閒與餐旅管理國際學術研討會

International Conference of Sport, Leisure and Hospitality Management

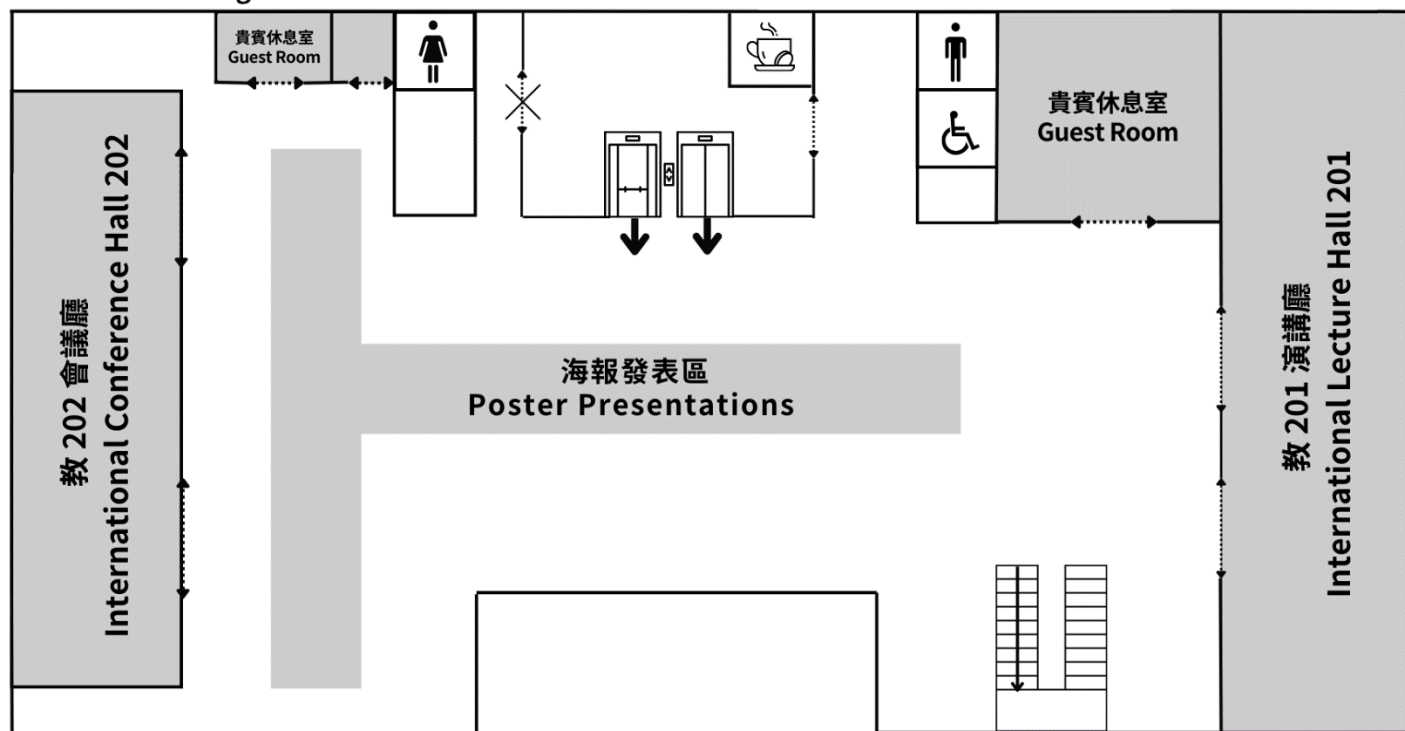
捌、會場配置圖



教育學院大樓 1 樓平面圖
Education Building 1F Floor Plan



教育學院大樓 2 樓平面圖
Education Building 2F Floor Plan



5/17 - 5/18

2025 運動休閒與餐旅管理國際學術研討會
International Conference of Sport, Leisure and Hospitality Management

玖、大會組織暨人員名單



2025 年運動休閒與餐旅管理國際學術研討會 任務編組表

組別	工作執掌 (實體)	人力配置
總召 (2 人)	1. 統籌國際學術研討會事宜，協調各組工作進行 2. 統籌開閉幕典禮流程(含司儀稿、活動綵排) 3. 籌備、會期間各組工作紀錄及回顧影片製作 4. 活動期間人員人力召集與安排	指導老師：林儷蓉老師 協助助教：洪渝涵助教 顧問：余祖翔、呂敏維 總召：璩妘安、吳芝瑄
議事組 (8 人)	1. 徵稿文件內容確認 2. 徵求國內外論文稿件及聯繫 3. 成立論文審查小組、審查委員連繫、審查意見彙整公告 4. 產業專講活動籌辦(講者聯繫、活動流程安排) 5. 邀請、聯繫及接待大會引言人、主持評論人 6. 論文發表場次安排 7. 製作大會手冊、大會須知 8. 協助論文發表場次進行 9. 寄發發表者各項證書 10. 大會摘要集編排	指導老師：陳美燕老師 方進義老師 湯添進老師 協助助教：洪渝涵助教 顧問：李姿愉、李婕寧、徐則林 組長：饒雅文 組員：楊絮菱、陳暄予、林秉翰、 彭大禎、張津華、陳加祐、 陳威廷
總務組 (3 人)	1. 研討會網站建置維護、訊息公告更新、大會信箱回覆 2. 投稿者、與會者之報名/稿件資料整理 3. 投稿/報名費用收費事宜(含收據) 4. 規劃與會者簽到退方式，統計出席並寄發與會證書 5. 製作主持費、引言費、演講費等相關費用之領據 6. 籌備及會期餐點(開幕晚宴、茶敘、午晚餐)確認與訂購 7. 研討會前後需求事務用品、器材設備採購 8. 辦理全體人員保險	指導老師：林儷蓉老師 協助助教：劉永琦助教 顧問：徐苡凌 組長：徐趙芸 組員：吳芷雲、劉珊妤
秘書 宣傳組 (6 人)	1. 研討會各式宣傳海報、文宣設計製作 2. 研討會活動宣傳(含FB粉絲頁經營管理) 3. 擬定貴賓名單、製作寄發大會中英文邀請函 4. 大會文件製作(證書、聘書及謝函...等) 5. 會場佈置設計物製作(路標立牌、演講海報、論文發表順序海報、貴賓與講者桌上立牌、人員名牌..等) 6. 報到處(含貴賓接待、貴賓室)流程規劃與執行	指導老師：雷芷卉老師 協助助教：吳亭瑜助教 吳謙業學長 顧問：林珈綺 組長：劉珀君 組員：王芄煒、陸瑋婕、林孝仙、 卓緬媛、沈室均
會場 服務組 (7 人)	1. 會期間場地空間使用及會場動線規劃 2. 會期間所需軟硬體器材之準備與測試 3. 開幕典禮、大會晚宴表演活動規劃與安排 4. 畢業校友資料更新與連繫、校友回娘家活動規劃 5. 設展廠商聯繫(含日本西川町文化體驗) 6. 研討會專題演講/產業論壇錄影、各活動場次拍照	指導老師：朱文增老師 林伯修老師 協助助教：劉永琦助教 顧問：靳詠雯 組長：孫嫚璟 組員：張呈瑜、侯瑞霖、曾靜瑜、 周振輝、李林軒、張麗蘭
接待組 (6 人)	1. 專題演講講者聯繫(含收取發表資料及內容翻譯) 2. 各式大會文件翻譯 3. 專題演講現場口譯 4. 外國講者住宿、行程、交通安排及落地接待	指導老師：王國欽老師 麥康妮老師 協助助教：吳亭瑜助教 吳謙業學長 顧問：陳廉超 組長：李慈恩 組員：呂靖瑄、江文揆、周睿承、 范姜采晴、今田 濤

