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Education

- PhD, Recreation, University of New Mexico, USA, 2000/06.

Area of Specialty

- Recreation Management, Leisure Management and Marketing

Academic Experience

- Associate Professor, Department of Leisure, Recreation, and Tourism Management, Southern Taiwan University of Science and Technology, 1994/08 to present.

Journal Papers

1. Pan, Alvin, Wang, Yi-fong, and Hong-Yu Shih(2021). Tourist Friendly Destination and its Influence on Travel Attraction- The Research of Foreign Independent Tourist in Taiwan, Bulletin of Holistic Education, 202105_(7).
2. Ping-Hung Lin, Shin-Mei Lee, Fang-Ling Tsai, Hsueh-Hui Lee, Kuanghui Hsieh, Yifong Wang, Jer-Yuh Liu, Yieng-How Chen, Je-Chiuan Ye.(2019).Enhanced immune capability of white Roman geese by Ocimum gratissimum. Zeitschrift fur Arznei- & Gewurzpflanzen,23(4),160-165
3. Huang CC, Ho CH, Chen YC, Wang YF, Lin HJ, Hsu CC, Wang JJ, Guo HR. (2018). Impact of hyperbaric oxygen therapy on subsequent neurological sequelae following carbon monoxide poisoning. Journal of Clinical Medicine.7(10),349-62.
4. Yi-Fong Wang, Ying-Jen Pan, & Chiang-Yun Wang. (2015).The Effects of Massive Influxes of Chinese Tourists into Tourist Night Markets, Journal of Southern Taiwan University, 40(4), 43-62.
5. Yi-Fong Wang, Ying-Jen Pan, & Min-Hsiung Liu. (2014). A New Thinking of Loyalty for a Travel Product, Journal of Tourism and Hospitality Management, 2(4), 161-166.
6. Wang Y. F., Lin, C. Y., Sheu, M. J., Li, C. F., Lee, S. W., Lin, L. C., & Chen, S. H. (2014). Deficiency in asparagine synthetase expression in rectal cancers receiving concurrent chemoradiotherapy: negative Prognostic impact and therapeutic relevance, Tumor Biol (published online).
7. Wang, Y. F., Lin,C. Y., Lu, T. H., & Ichiro, Kawach. (2014). Unintentional drowning mortality, by age and body of water: an analysis of 60 countries, Injury prev (published online).
8. Yi-Fong Wang, Ying-Jen Pan, & Mei-Ling Cheng. (2013). The Exploratory Research of Rest Area in Taiwan, Aomori Chuo Gakuin University Regional Management Research Institute Research Report, 9, 105-118.
9. Yi-Fong Wang, (2010). Discuss the Ocean Assets, the Marine Tourism and the Ecotourism, Journal of Ocean and Underwater Technology, 20(4), 8-11.

Conference Papers

1. Yi-Fong Wang & Chun Wei Juan. (2021). A Study of Relationships among Covid-19 Perceptions, Perceived Outbound Travel Risks, and Travel Motivations Based on Elementary School Teachers in Tainan City. The 2021 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
2. Yi-Fong Wang & Hung,Chia-Ping. (2021). The Influence of Celebrity Involvement on Destination, Travel Image, Travel Motivation and Travel Intention-A case Study on EXO. The 2021 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.

3. Yi-Fong Wang & Chun-Yi Liu. (2020). The Learning Effect of Overseas Study Tour Course. The 2020 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
4. Yi-Fong Wang & Yi-En Huang. (2020). The Study and Analysis of Emerging Tourist Attraction: A Case Study in Zuoqhen Fossil Park. The 2020 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
5. Yi-Fong Wang & Yu-Ling Cheng. (2015). Managing Tainan's Outsourced Cultural and Creative Industry Park: a Study for the Project's Primary Phase. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
6. Yifong Wang & De-Shiang Wu. (2015). Travel with Lights-A study on Nights-time Leisure on Shennong street of Tainan City. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
7. Yifong Wang & Yi-Jung Lin. (2015). Study on Motive & Benefit of Family Camping and Leisure. The 2015 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
8. Yi-Fong Wang & Yu-Syuan Chen. (2013). Applying Importance-Performance Analysis Model to review criteria for Tourist Friendly Destination taking Anping as an example. The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.
9. Yifong Wang & Supich Luangvera. (2013). A study on the Thailand Local Visitor's shopping Attractiveness, Satisfaction and Loyalty of Chatujak Weekend Market. The 2013 Conference on Tourism, Leisure, and Sport, Tainan, Taiwan.

Books

- Wang, Y. F. (2010). Tourism Marketing, Far Du Publishing Co., Ltd.

Professional Certifications

1. Business Intelligence Planner, No: BIP11CEO0607, Chinese Enterprise Resource Planning Society, 2011/03.
2. International Introductory Award in Selling, No: 606149716/790, City & Guilds, 2011.
3. Bike Tour Manager C License, 2010/06.
4. The TTQS Consultant Training, 2009/07.

Entrusted Practical Projects

1. Shih, Hong-yu & Wang, Yi-fong (2021) Yale Kindergarten Teachers' Leisure Education Workshop, round 4. No. 36001100178
2. Wang, Y. F. 2016.The Business proposal of stipendiary Tainan area. 351050110.
3. Wang, Y. F. 2014.The press for the survey of elders' daily leisure needs in Tainan City.351030387.
4. Wang, Y. F. 2013.Media Marketing Plan for fresh-fish-bank. 351020288.
5. Wang, Y. F. 2013.Marketing plan for fresh-fish-bank on outdoor TV-commercials. 351020290.
6. 5. Wang, Y. F. 2012.Master Plan of establishing STSP as a green and smart park. 351010412.